

Reykjavik Conference

13. September 2007

Venue: Icelandair Hotel Loftleidir



Icelandair Hotel Loftleidir

Paving for eFuture

– Cross border eBusiness Readiness

CONFERENCE TYPE

This is an eBusiness conference with representation from government, organisations and business community, having business development in focus. The conference is organised by the Project Management of eBCM-RAP, an ETeB project, funded by the Nordic Innovation Centre, NICE.

9:00 – 12:15 Registration 8:30

Agenda item

Objective

Opening

– **Jón Ásbergsson**, CEO, Icelandic Trade Council
- Conference Chair

Opening and a brief introduction of the eBusiness Community Model, eBCM, and the conference objectives.

eBusiness - a key driver for economies

– **H.E. Mr. Björgvin G. Sigurðsson** – Minister of Commerce

eBusiness (B2B and B2G) development and the importance of cross-border cooperation. The Nordic dimension in European context.

eBusiness in a global context

– **Anders Grangård**, FMG Vice Chair, UN/CEFACT & Technical Director GS1

Representative from UN/CEFACT, a leading international organisation in eBusiness development, presents his thoughts on the mainstream eBusiness advancement and the leadership his organisation provides.

ICT policy programmes, lessons learned

– **Antti Eskola**, Commercial Counsellor, Finnish Ministry of Trade and Industry

- Have the policy programmes resulted in more cost-effective governmental operations?
- Have the policy programmes resulted in a stronger ICT industry?
- Have the policy programmes helped SMEs in the adoption of ICT?

Coffee break

Data interoperability and the Nordic eProcurement Initiative

– **Per Schultz Eeg**, Head of Data Standardisation Division, Danish National IT and Telecom Agency

Interoperability of data is of growing concern to companies, organisations and governments communicating electronically. NES (Northern European Subset) is a cooperation of countries to facilitate the practical use of electronic means in the procurement chain, while securing interoperability of data. The initiative comprises representation from both government and industry.

What is best for business? Proprietary vs. open source software solutions

– **Kaido Kikkas, Ph.D**, Associate Professor of Social and Free Software, Department of Informatics, Tallinn University
– **Andreas Ebert**, Regional Technology Officer, European Union, Microsoft

The ICT Industry is facing new challenges and a growing awareness of users about own needs for applications, solutions and operational environment. A dialogue / debate between a software vendor for proprietary solutions and a representative from the open source community, about how to serve the business community best with respect to total cost of acquisition and use of applications.

Lunch

13:15 – 16:00

Profit from ICT - Business operations in trading

– **Tryggvi Þorsteinsson**, Managing Director Operations, Iceland Post

How ICT can be utilised for business benefit. A practitioner's experience and view on the opportunities, current barriers and necessary improvements.

Paving for eFuture - the eBCM (eBusiness Community Model)

– **Rúnar Már Sverrisson**, eBCM-RAP Project Manager.

The eBCM model documents the key elements of an efficient eBusiness operation.
- The eBCM-RAP study demonstrates the views and expectations of managers in four European countries, towards eBusiness.
- The eBCM-RAP is a multinational project where the eBCM has been developed.
- The eBCM-RAP is supported by the Nordic Innovation Centre, NICE.

Coffee break

IT Interoperability Framework

– **Uuno Vallner, Ph.D**, Head of Division, Department of State Informations Systems, Ministry of Economic Affairs and Communications

Three dimensions of interoperability – how does it work in action?
- Organisational: The ability of organisations to use information systems so as to offer services to other organisations or to their clients.
- Semantic: The ability of different organisations to understand exchanged data in a similar way.
- Technical interoperability of infrastructure and software: The ability of hardware acquired by different organisations to work in a connected way and the ability of software used by different organisations to exchange data.

Innovative and knowledge-intensive Nordic business sector

– **Sigríður Ólafsdóttir**, Board Member, Nordic Innovation Centre, NICE

A NICE representative presents the view that establishing common Nordic knowledge platforms on strategically important areas will give Nordic businesses access to the best knowledge possible and greatly enhance their innovation capabilities.

Closing

Project Partners



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Conference registration and accomodation: sky@sky - Tel.: +354 5532460



Skýrslutækni­félag Íslands

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