

21st Bled eConference
eCollaboration:
Overcoming Boundaries through Multi-Channel Interaction
June 15 - 18, 2008; Bled, Slovenia

Meeting:

**The 15th Business, Government, Municipality and
Diplomacy Executive Meeting on the Innovative
Cross-border eRegions:**

**Exploiting the Interoperability Opportunities for
Cross-border Inter-eRegions Development**

Chair:

Ivan Žerko

President, SRC.SI, Systems Integration, Slovenia

Active participants:

Gerhard Laga

eCenter Manager, Department Strategies, The Austrian Federal Economic Chamber, Austria

Claudio Di Giorgio

Head of Information Services & Innovation Department, INFORMEST – Service and Documentation Centre
for International Economic Cooperation, Italy

Stanko Šalamon

Executive Director, The Slovenian ICT Network, Slovenia

Franc Bračun

Executive Director, Development Division, Abanka Vipava Ljubljana
& Senior Lecturer, Faculty of Organizational Sciences, University of Maribor, Slovenia

Christian Kittl

Head, International Programs, evolaris Research Lab, Graz, Austria
& Teaching Assistant, Karl-Franzens University Graz

Andrej Mertelj

CEO, Datalab Ljubljana, Slovenia

Zoran Zorko

Founder, ZZI Ltd., Consulting and Engineering, Software Production and Sale, Slovenia

The Meeting's Outline

Development of the "e" is strategically important to all regions. As it is suggested by the ministerial declaration of the Gothenburg Conference "Towards a Knowledge Society - The Nordic Experience", the level of introduced telecommunication technologies and eSolutions available offers the possibilities of accelerated development and intensified links with cross-border neighbors. From the geographical point of view, it is the eRegion that we can understand as being a totality of organizations – linked by eTechnologies – of nearby countries in a circle of 200 to 500 kilometers surrounding the observation point.

The development of the e-region can be beneficial to all countries in the region. There are tangible examples of eCooperation of countries situated in a certain geographical area of the European Union aiming at increased competitiveness of each of the participating countries and the eRegion as a whole. In order for the eRegions to be contributing to the implementation of the Lisbon Strategy, cooperation between research units, laboratories, companies and governmental organizations is indispensable.

Numerous business and government organizations in the countries of the eRegion Central Europe are considering eCommerce an important mechanism for processes efficiency & effectiveness improvement and trade facilitation. Since 2001, business and government executive meetings are sponsored in Slovenia twice a year in order to increase cooperation and accelerate a development of cross-border eCommerce in the eRegion. Meetings are investigating opportunities of, and interest in joint innovative business-government-academia cross-border research & development projects. In the cross-border environment, interoperability not only through technology but also in business processes and public services is an important precondition of eCollaboration where regulatory and deregulatory needs are identified.

An innovative cross-border eRegion of the neighboring countries may be an important area of observation, research, development, and action. Considering a nature of experimenting (prototyping, concepts proving) in an area of a fast environmental changes and technological opportunities, all parties involved have to work more closely together. Business, government, and academia representatives are continuously looking for the new ways of eCollaboration. They will be experimenting how to experiment in an accelerated mode and in a growingly complex environment. Living Labs in the eRegions may prove to be a convenient common open innovation focused working environment. Exploitation of the Living Labs for the eRegions development may be considered a model for creation of a desired, convenient, and beneficial environment for all involved.

In June 2008 for the first time, the representatives of emerging eRegions in Europe will meet, discuss and plan for joint actions: the eRegions Baltic, Central Europe, Nordic, Mediterranean, South East Europe. This is in a line with several events and activities in the EU. For example, innovative interoperability of the thematic Living Labs of the European Network of Living Labs – ENoLL.

The Meeting's Objectives

Motivating executives for e-technologies implementation and usage in a cross-border environment.

Establishing contacts between business, informatics & logistics executives of participating organizations in the region.

Creating a favorable climate for innovative cross-border business & government cooperation in eCommerce development in the region.

Indicating existing and anticipated governments' related problems of cross-border eCommerce and engaging with them in the problems solving processes.

Providing open environment for business, government, and universities in the region to interact in identifying opportunities for innovative eCollaboration and joint projects.

Learning from and sharing with other eRegions in the EU and globally.