

15th Bled Electronic Commerce Conference

eReality: Constructing the eEconomy

Bled, Slovenia, June 17 - 19, 2002

East Europe - eBusiness in Action

Panel Members:

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Scope

The scope of this panel discussion will be to present the current situation of e-Business and e-Commerce in Eastern European regions as depicted in the research that took place in the framework of the ENLARGE project, in order to define the existing gaps and possible obstacles for the implementation of e-Commerce activities in these regions. After that, the presentations of the individual projects will take place, with the objective to show which of these obstacles and gaps they

are targeting to eliminate, in order to make the accession process faster, efficient and effective.

The areas expected to be covered are as follows:

- Application and development of e-commerce activities – the role of Leveraging Centres
- Legal, technical, organizational, standardization, ethical and Societal frameworks of e-commerce

eBusiness Strategy and Training

This is a proposal for a joint dissemination activity of the EU-IST projects: ENLARGE, SEED, LAMER, e-MINDER at the 15th Bled Electronic Commerce Conference: “eReality: Constructing the eEconomy”. The proposal is for a panel, where representatives of the above mentioned projects will have the chance to present the project activities so far and the way forward. The target group of this panel is SMEs from the south eastern European parts and the accession countries as well as Chambers of Commerce and Academic Institutions of these regions.