

Driving SMEs to innovative eBusiness processes

EUROCHAMBRES

**45 National Chamber Organisations
2000 regional and local Chambers
over 19 million member enterprises in Europe**



Chambers education system

- 2.7 million people trained per year, including 1.9 million young and 800 000 adults in life long learning courses
- More than 1,000 training centres managed by European Chambers
- 17,000 teachers, professors, and trainers
- Trainings that match business needs

eCommerce and eBusiness

- « Buying and selling products and services over the Internet »
 - small % of companies
- « any form of business or administrative transactions or information exchange between the company and the outside world executed using any information and communication technology »
 - large % of companies

Some figures...

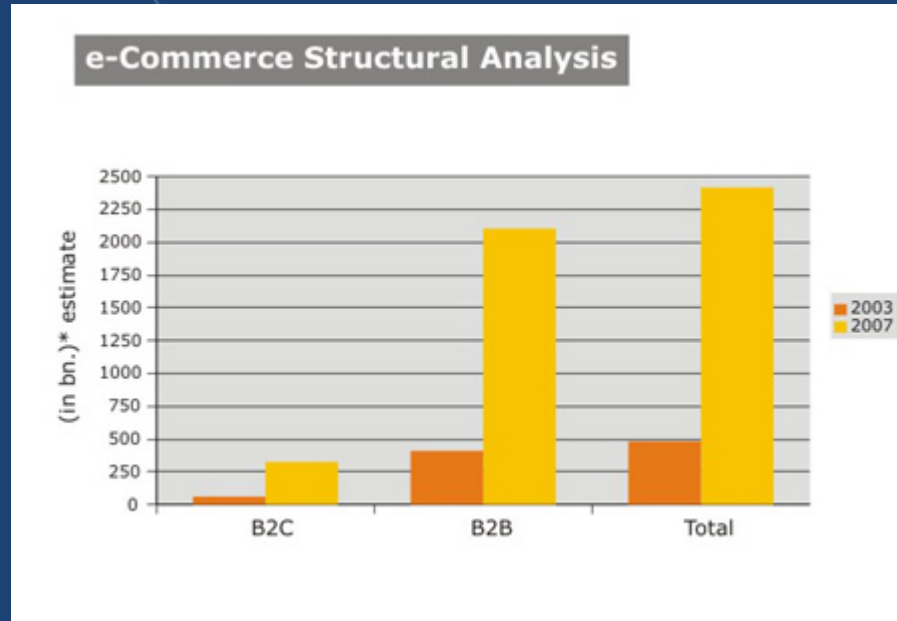
- Most popular sales on the net
 - Tourism
 - Music and books
 - Auctions (B2C or C2C)
 - Financial products
 - Concerts/festivals/cinema
- The most popular websites across Europe are news and travel
- 78% of European internet users have shopped online, buying an average of 10 items and spending €750 in just six months (2006)

more figures...

- All e-commerce (internet + EDI) accounted in 2006 for 14% of all revenue for businesses in Germany, 8% in Spain, 18% in France and 18% in UK.
- E-commerce has seen an increase in most countries in Europe, ranging from 7,5% in Germany, 12,5% in the UK, to a staggering 166% in Spain

- 80% (it's the same all across Europe) of the internet generated revenue comes from B2B transactions

Structural analysis



- Figures for e-commerce differ widely from source to source. Some take into account B2B portals and tendering platforms and add EDI, others differentiate and list B2C and B2B portals separately

Number of benefits

- Less paper and paperwork
- Efficiency due to integrated purchasing and ordering systems
- Reduction in administrative tasks
- Quicker access to information
- Low cost/high payback alternative to traditional sales models
- Immediate, international sales presence
- Providing services 24 hours a day, 365 days a year
- Email vs. telephone/fax issues

Number of challenges

- Territorial reach
- Primacy of security and integracy
- Speed of development and delivery
- Payment mechanisms and trust
- Legal and regulatory environment

Territorial reach

- E-commerce is borderless
- Language challenge
- Various customer needs/tradition
- Various legal & regulatory framework

➤ Need for e-commerce skilled persons

Importance of security and integracy

- Securing the value :
 - data
 - intellectual property (brand)
 - Payment (credit card fraud)
 - Securing the identity :
 - supplier/provider
 - customer
- Need for a secure information system network

Speed of development

- First to market or fast follower?
 - Fast evolution of marketing techniques
 - Proprietary technical solution vs. eCommerce platforms
 - Increasing weight of applications/images imposes broadband access
- **Need for a high quality telecommunication network**

Consumer/Customer trust

- Customer loyalty
 - Internet lowers costs of search
 - Customer migration
- Media attention is ‘failure-focused’ - one mistake, multiple victims

➤ Need for trust (intermediaries?)

Legal and regulatory environment

- Law and regulation are still territorial
 - Establishment of domicile & jurisdiction
 - e-legislation and e-case law are under development
 - Complexity of regulation (taxation, etc.)
- **Need for harmonisation and simplification**

Conclusion

- We must focus on key enablers for ICT uptake by SMEs:
 - E-government
 - E-procurement
 - E-signature
- SMEs are « forced » to use ICT tools for e-government and e-procurement. It is an opportunity to create awareness
- We must ensure bridges with other e-business applications (demonstrators...)

Skills and employability

- To monitor the use of skills by enterprises
- To identify e-skills shortage in the labour market
- To ensure e-skills training (vocational training)
- To assess offshoring and brain-drain.

EUROCHAMBRES latest project

Professional Development for Executives of
European Chambers of Commerce and Industry



EUROCHAMBRES e-Business Academy



10-14 December 2006
Dublin | Ireland





<http://www.eurochambres.be>

THANKS!

Vincent TILMAN

Advisor - European Affairs

Managing Director – ChamberSign aisbl

Avenue des Arts 17 AD - B-1000 Brussels

phone: +32 2 282 08 67 - fax: +32 2 230 00 38

<mailto:tilman@eurochambres.eu>