



THE eBUSINESS WORKPLACE

PARADIGM SHIFT IN WORK ENVIRONMENT

CONFERENCE TYPE:

An eBusiness conference with representation from government, organisations and business community, focusing on training for staff and management having to use ICT in their work. The results from the eBCM-VET, a Leonardo da Vinci funded pilot project, will be introduced in a vocational education and training (VET) context. Experience from pilots carried out in Estonia and Iceland will be presented.

Conference Chair:
Ms. Gudbjörg Björnsdóttir, eBCM-VET Coordinator



Agenda item	Duration	Objective
9:30 – 13:00 Registration 9:00		
Welcoming – CCIR President – The Honorary Consul of Iceland, Ms Georgiana Pogonaru	20	Opening and a brief introduction of the conference objectives. Address
IT&C Strategy in Romania – Representative of the Government: MCTI or IT&C Commission of the Parliament	25	Advantages of the governmental projects developed to encourage eBusiness.
Driving SMEs to innovate in eBusiness processes – Mr Vincent Tilman, Adviser, EUROCHAMBRES, eBSN Member	25	The risks and benefits for companies to do e-commerce, stressing the need for skilled people. Experience from training chambers in eBusiness.
The importance and results of good training in eBusiness – Dr Rita Esen, Cyber Law Consultants, UK	25	The role of lifelong learning in eBusiness for continuous acquisition of new skills in this area. The importance, structure and method of providing practical, relevant and high quality vocational training in eBusiness.
Coffee break		
Cedefop – Mr Matti Kyrö, Counsellor of Education at the Finnish National Board of Education	25	Cedefop, the European Centre for Development of Vocational Education and Training, responsibilities in the European VET policy. Contemporary trends and EU priorities in vocational education and training.
eBusiness – key elements and knowledge in practice – Ms Guðbjörg Björnsdóttir, eBCM-VET Coordinator – Mr Rúnar Már Sverrisson, ETeB	40	The eBCM-VET project developed and tested training material for office workers in eBusiness with reference to the key elements of eBusiness, charted in the eBusiness Community Model, eBCM. The Model is promoted by the European Network of National Test-beds for eBusiness.
13:00 – 14:00 Lunch		

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14:00 – 17:00		
eBCM-VET field experience from training – Representatives of pilots in Iceland and Estonia – Discussions, Q&A	60	Trainers and trainees share their experience of going through the test pilots using the methodology and material developed in the eBCM-VET project.
Challenges facing staff in an eBusiness workplace – Ms Gabriela Aronovici, MySoft SRL	20	Presentation of the problems raised by staff having to work with eBusiness technologies or applications and how to deal with these challenges in daily operations.
Coffee break		
eBusiness training – Ms Dana Timar, senior consultant, Ensign Management Consulting	20	Viewpoint of a training company planning to offer training programmes for eBusiness.
Successful implementation of eBusiness – Razvan Rudeanu, Romania - Total Soft, a provider of software solutions for eBusiness	20	What constitutes success in eBusiness? Corporate challenges when migrating from a traditional trading company to an eBusiness company. eProcurement systems.
Q&A	15	
Closure	5	

www.ebcm-vet.net

Project Partners



www.eits.ee



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www.ccir.ro

HK København

www.hk.dk/kobenhavn

eBCM-VET Promoter: Commercial Workers Union of Reykjavik, Iceland

eBCM-VET Coordinator: Icelandic Standards, Iceland

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