

## Digital Single Market

Reports and studies 1 July 2006

# Five successful e-business models for SMEs

The conference held in Vienna last month was aimed at stimulating an exchange of good practice. Workshop 4 focussed on successful e-business models, especially measures to support the uptake of e-business by SMEs: 5 initiatives were presented.

Mr C. Andropoulos, Head of Unit “Technology for Innovation; ICT industries and e-business” in the Enterprise and Industry DG, opened the workshop highlighting the important role of ICTs in increasing the competitiveness of enterprises.

Mr R. Wiegand, Cologne Institute for Economic Research, presented the German good practice, PROZEUS – Presentation of e-business skills among SMEs through integrated processes and standards.

Mr A. Nicodemus, Deputy Head of Department at the Hungarian Ministry of Economy and Transport, presented the initiative “Electronic Commerce a Means of Developing SMEs”.

Mr V. Novais Gonçalves, Innovation Agency in Portugal, presented the PMEDigital Initiative, a public private partnership aiming at providing SMEs with the motivation and the tools for better participation in e-economy. The initiative consists of two complementary actions. One is the establishment of 7 information and technical assistance networks (RIATs).

Dr. G. Laga, Austrian Economic Chamber, presented the Austrian e-Commerce trust mark. The trust mark, which is part of the EU-wide EURO-LABEL System for safe online shopping, is developed in the framework of the Internet Ombudsman project and is officially recognised by organisations for consumer protection, the public sector and the economic sector.

Ms U. Obstfelder Peterson, from the Wermland Chamber of Commerce, presented the initiative “Meeting point Wermland – easier e-business for the municipalities and companies in Wermland”. This initiative offers a range of services to permit the cost-effective exchange of electronic documents, including invoicing, ordering, certification and procurement.

See pages 9-11 of the [Conference Summary Report](#) [1].

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