



Towards one eBusiness Language for fashion

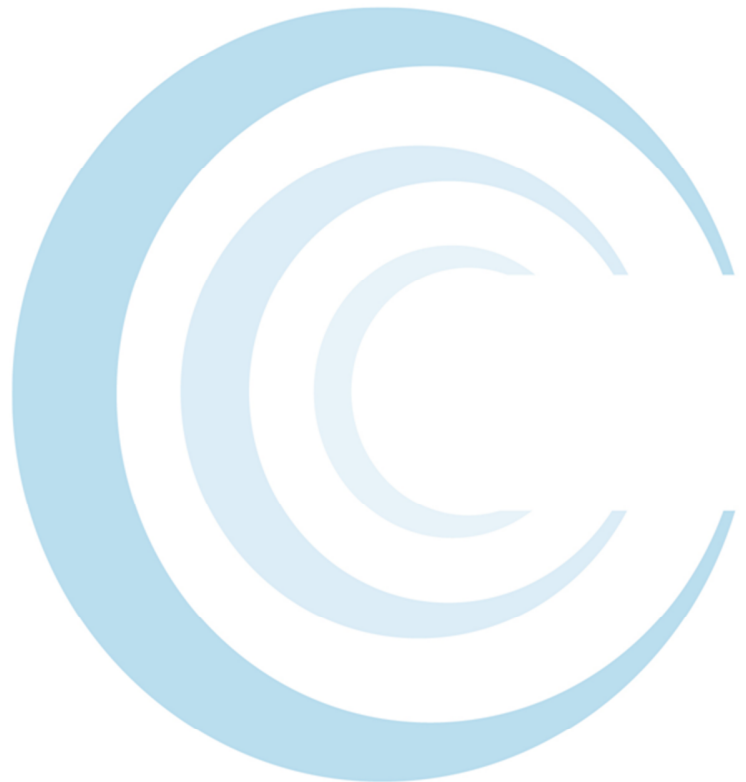
# eBIZ

Notes on the *eBIZ Advisory Board meeting*  
Brussels, 28<sup>th</sup> November 2013

Public document

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Enclosures: 1 presentation





## Background

### Objective

The eBIZ Advisory Board meeting convenes key stakeholders to review the latest activities promoting eBIZ and to discuss opportunities to support eBIZ adoption across Europe.

### Participating organizations

CEN (Europe) only in the afternoon, EURATEX (Europe), European Commission (EU) only in the afternoon, Ilevel (UK), Schaeffer Productique (FR), ENEA (IT), INESCOP (ES). Excused: private company (IT), CEC (Europe), GS1 Germany and GCS (DE), UIT (FR).

### Previous steps

In June 2013 the CEN eBIZ Workshop is successfully concluded delivering all planned results notably:

- 1) Release of the new eBIZ Reference Architecture, the digital language for data-exchange in the fashion business. This is officially acknowledged as CEN Workshop Agreement
- 2) Increase of the critical mass of eBIZ users and/or supporters across Europe.

After the conclusion of the CEN eBIZ Workshop, Euratex proposed an [action plan](#) and invited key stakeholders (generally 1 organization per country) with an interest in eBIZ and in digital communication for fashion to join the eBIZ Advisory Board.

The eBIZ Advisory Board plays a crucial role in:

- guiding the activities to boost eBIZ adoption in collaboration with any interested party;
- aligning the present and future eBIZ activities with the needs of the global fashion markets and with major global eBusiness developments.



## Major items discussed

Euratex provides an overview of the **latest achievements** focusing on the legacy of of CEN eBIZ Workshops, the significant increase of eBIZ-related communication in the media and the estimated level of eBIZ adoption across Europe. Key figures are included in the enclosed slides.

The most relevant **events** recently attended are the press conference held at **Premiere Vision in Paris** and the **GS1 International standards event in Porto**.

Insights of on-going planning for actions financed by private companies to expand eBIZ connections, particularly in France and Italy are discussed.

Modalities to update the eBIZ Reference Architecture within the CEN Workshop Agreement are discussed with support of a CEN representative; both with regards to incremental improvements and regarding major updates.

Opportunities of cooperation within the European Commission (EC) tender **“Smart use of ICT and the integration of SMEs in digital value chains”** are discussed. Inputs provided by the EC official help in clarifying the EC expectations and next steps.

Discussion on the **level of priorities** clarified:

- 1) the focus of next cooperations activities shall be on **supporting SMEs** to digitally integrate within supply chains, through eBIZ compatible solutions.
- 2) analysis of new eBusiness requirements shall be discussed at later stage, as of next meeting.
- 3) other activities shall include: to speed up the disclosure of the users map in the website; to balance the stakeholders' nationalities in communication and to increase the number of countries targeted by actions;



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## Next Steps

The next most relevant **event & meeting with stakeholders** so far planned is the ITforfashion conference in Florence, April 2014 (reference ENEA).

Mapping of eBIZ users to be launched for IT suppliers in early 2014, (ref. Euratex)

Opportunities of cooperation in 2014 within the EC tender are to be further explored (reference Euratex) and may include:

- Identify and promote: **business cases**, testimonials and best practice examples on eBIZ;
- Joint organisation of **training** sessions on how to apply the eBIZ Reference Architecture for the benefits of companies, notably SMEs;
- support and know-how to define **actions with national/regional administrations** for the purpose of mobilising Structural Funds and supporting local SMEs in digitally integrate within the fashion supply chains;

Further opportunities to support cooperation to be explored in the framework of COSME programme and EC supporting activities for Standardization. (reference Euratex)

**Nexyt Advisory Board Meeting** shall take place in June 2014 in Brussels, dates to be proposed at later stage.

## Latest news

In early 2014 an info campaign targeting over 100 fashion companies and suppliers shall be launched in Spain (reference INESC PORTO). [information provided after the 28/11]

Early 2014 Euratex to participate EDI feasibility meetings in Germany [information provided after the 28/11]