



Towards one eBusiness Language for fashion

## eBusiness & Moda

Better digital communications for the textile clothing and footwear supply chains

### Madrid, 29<sup>th</sup> November 2012

Final Programme

Under the CEN eBIZ Workshop initiative, two meetings take place gathering fashion industries stakeholder and ICT providers to seek better solutions for *e-Business, the electronic exchange of data in the fashion business*.

**The Plenary meeting** (9.30–11.00). The eBIZ project team reports on progresses and discusses next actions. Restricted to the Members of the CEN eBIZ Workshop only.

**The eBusiness & Moda public event** (11.10-13.30.) is open to any fashion stakeholder (producers, retailers, ICT providers) with interest in the economic benefits and needs of e-Business in fashion.

A closing **networking lunch** will facilitate bilateral discussions.



**9:30 - 11:00**

## The CEN eBIZ Workshop, Plenary meeting

This session is restricted to the Members of the CEN eBIZ Workshop only

At the plenary meeting the eBIZ project team will report to the Workshop Members on the progresses of the activities and it will present the targets for the next months. The Members will have the chance to comment, validate the progress and to discuss collaborations in the next months. Working language: English.

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9.30	<b>Welcome address of the Chairman</b>	<i>Francesco Marchi, Director General EURATEX</i>
	Roll call of members and Adoption of the agenda	
	Adoption of the Report of the Kick-off meeting	
9.40	<b>Reports from the Chairman and the Experts</b>	<i>Francesco Marchi</i>
	The Workshop Progress	
	The Gap analysis	<i>Martin Baker, Director, Tor Information Syst.</i>
	The workshop Impact	<i>Mauro Scalia, Project Manager EURATEX</i>
10.10	<b>Discussion with all members, validation of progresses</b>	<i>All participants</i>
10.30	<b>Outlook to the next activities</b>	<i>Mauro Scalia</i>
10.50	Any other business	
11.00	Closure of the meeting	

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**11:10 - 13:30**

## **eBusiness & Moda**

The event is open to any fashion business stakeholder (producers, retailers, ICT providers). It features a concise overview of eBIZ, the European initiative to boost e-Business in fashion, and it presents business views of the benefits, needs and solutions offered by e-Business. Working languages: English and Spanish (simultaneous translation provided).

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11.10	<b>Welcome address</b>	<i>Salvador Maluquer, Secretario General, Consejo Intertextil Español</i>
11.20	<b>eBIZ: towards a single electronic language for e-Business.</b>	<i>Mauro Scalia, Project Manager EURATEX</i>
11.35	<b>Requirements for e-Business in the fashion supply-chain, an overview.</b> Questions and answers	<i>Martin Baker, Director, Tor Information Syst.</i> <i>All participants</i>
11.50	<b>Benefits, actions &amp; needs for better e-Business, Round table with the industry.</b> Benefits of the RFID technologies in the fashion, apparel and retail sectors Business case TRAZLUZ  Experiences of the eBIZ integration with companies' ERP systems Experiences of eBIZ in a footwear company  Perspective of Informática El Corte Inglés	<i>Moderator: Enrique Montiel, Assistant Director, Inescop</i> <i>Javier Muñoz, Director, TAG INGENIEROS, RFID systems</i> <i>Javier Martinez, Director, TRASLUZ Casual Wear</i> <i>Antonio de Rojas, Director, Clave Informática, Software</i> <i>Antonio Porta, CEO, UNISA, Footwear</i>  <i>Carlos Palou, Director, Informática El Corte Inglés, Technology</i>
13.20	Questions and answers	<i>All participants</i>
13.30	<b>Conclusions, closure of the meeting</b>	<i>Francesco Marchi, Director General EURATEX</i>
13.35	<b>Networking lunch</b>	

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The **Networking Lunch** will enable bilateral talks among Workshop's experts, speakers and all participants.

**Venue:**

## **Club Financiero Génova**



**CLUB FINANCIERO GÉNOVA**

Sala Minerva, located in planta 13,  
C/Marqués de la Ensenada 14, planta 13  
28004 Madrid

### **More information on eBIZ**

Please contact: Mauro Scalia, Project Manager  
[mauro.scalia@euratex.eu](mailto:mauro.scalia@euratex.eu)

### **To register at plenary and/or the public event:**

Please contact: Jose Ignacio Aguado Alonso, CEN eBIZ Workshop secretary  
[jaguado@aenor.es](mailto:jaguado@aenor.es)

**Participation at the events is free of charges**

**Deadline for registration 23<sup>rd</sup> November**