



Towards one eBusiness Language for fashion

## e-Business & Moda

### eBIZ meeting in Milan 12<sup>th</sup> July



Picture Source: Logistica Management

Over 30 professionals got together at the eBIZ open meeting which took place in Milano on Thursday 12<sup>th</sup> July at the premises of SMI (Sistema Moda Italia), the Italian textile and clothing association, also member of the CEN eBIZ Workshop.

The event was marked by the strong statements made by the industry speakers in favour of a single eBusiness language and by lively discussions in spite of “niche” specificities of the topic. A general **agreement on the critical need for an e-Business standard solutions** in the fashion industry clearly emerged.

The event featured contributors by 4 business speaker including two Textile companies (Cotonificio Albini SpA and F.Ili Piacenza SpA) which made a strong case in favour of digital communication and particularly on the use of a single standard in e-Business communication to help the business in both domestic and international value chains. Two IT companies (TXT Solution SpA and Domina Srl) provided information of both completed and running experiences in setting up e-Business solutions which are eBIZ compliant; in particularly referring to business cases connecting 3 companies from Germany, Belgium and Italy with their respective international suppliers.



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Contributions were also provided by the event's organizers (SMI, EURATEX, ENEA) as well as by a consulting firm (Hermeslab SrL) all pointing out the e-Business economic benefits, insights of the Reference Architecture and above all the opportunity of collaboration with the on-going CEN eBIZ Workshop.

Lively sessions of Q&A took place three times showing the **participants' viewpoints** on the proposed eBIZ Reference Architecture and **requirements** for an upgraded solution able to spread throughout the fashion market.

Such constructive criticisms and statements of interests were very much welcomed by the two CEN eBIZ Workshop Experts present, and are being addressed in immediate follow-up consultations and are expected to further deepen during the next 12 months of CEN eBIZ Workshop activities.

More information:

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