



Towards one eBusiness Language for fashion

## eBIZ meeting on 9<sup>th</sup> May 2013 in Milan at the premises of SMI, Sistema Moda Italia

### Meetings notes

Thursday May 9 at SMI (the Italian Textile and Apparel association) 14 IT solution providers attended the first of six meetings organized by the CEN eBIZ Workshop to review eBIZ, the European initiative in support of e-business and to discuss its results.

The successful meeting led for the first time at the headquarters of the National Association of the industry a substantial and representative sample of Italian suppliers of IT solutions for the fashion industry, this has provided an important **opportunity for discussion on the topic of digital communication**, in and for the sector, and to jointly evaluate opportunities for collaboration within eBIZ for the benefit of the companies.

After the opening welcome (Mr. Bottini, SMI), two successive **presentations** outlined the objectives and the progress of the European initiative eBIZ (reference attached presentation: Scalia, EURATEX) and the state of the art eBIZ Reference Architecture (reference attached presentation: De Sabbata and Brutti, ENEA), the guiding document that allows interoperability of digital communications and which is currently under public consultation. An exposure of additional benefits of standardization in digital communications has been shared by both some relevant testimonials of fashion companies ([link to video](#)) and by the host of the meeting (reference attached presentation: Repetto GS1 Italy | Indicot-ECR).

The main part of the meeting focused on an **exchange of views** between all participants on the contents presented and additional items deemed necessary to facilitate the adoption of digital communications between fashion companies.

Among the items discussed: the transition from the EDIFACT language to eBIZ, the role of eBIZ as a strategic opportunity and not merely semantics of communication, the reduction of costs and translation clearing thanks to a data structure very focused, the advantages and limitations of communications digital part of the corporate culture of manufacturer SMEs, (continue below)



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the opportunity to extend the protocols eBIZ activity of passage of goods in customs (activities not covered from the Architecture), the role of large retail chains in the diffusion of standards, the Italian experience of recent years in terms of integration district (Prato, Como), the cooperation between standardization bodies (the worldwide ISO and the European CEN), the new firms / small customers along the supply chain which were "digitalized " for the first time through eBIZ based web applications at low cost, the certification procedures / self-certification to grant the status of a software product conforms to eBIZ.

A key concept that emerged during the discussion was that of the '**critical mass**' in the diffusion of eBIZ and shows the importance of the number and types of companies (both belonging to the fashion industry and the IT solution providers) who choose to equip themselves with interoperable communication systems.

In the conclusions of the work Mr. Scalia highlighted the next steps of eBIZ in particular the validation of Architecture and the future governance structure of eBIZ that will be presented during the Plenary meeting of 26 June in Brussels. He stressed the interest of eBIZ to continue bilateral contacts or multilateral agreements with all present participants via EURATEX, on proposals for collaboration and visibility, and ENEA for the technical aspects of implementation and verification of compatibility with the architecture.

**Next steps for all participants in May-June, 2013:**

- Circulation notes on meetings and presentations, sending link to the Architecture, Bottini;
- Send comments about Architecture and join the CEN eBIZ workshop, all participants;
- Contact EURATEX / ENEA for cooperation / support, all participants,
- Website update including listing eBIZ companies members of the workshops and / or those which are eBIZ compatible (separate lists), Scalia
- Presentation of results at the Plenary meeting 26/6, Scalia

List of participating Companies /organizations:

SMI, IRU, ENEA, GS1 Italy | Indicod-Ecr, Computer House, Datatex, Datatex Lab, Domina, Group Computer Siges, Intea, Limonta Informatica, PA Expertise, Milan Polytechnic, Porini, Sinesy, WebScience