

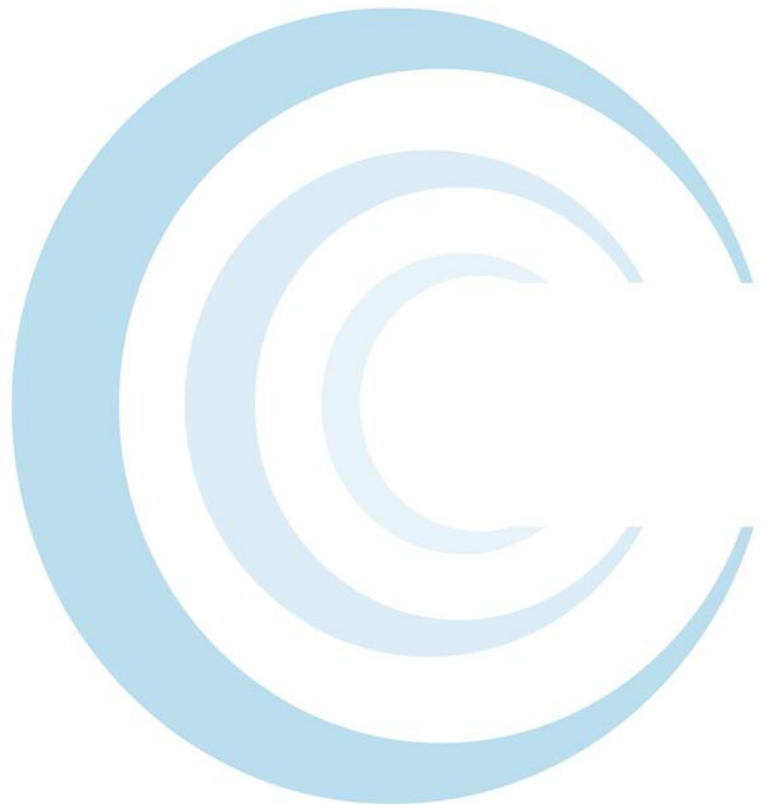


Towards one eBusiness Language for fashion

eBIZ

notes on the 23rd June meeting in Brussels
afternoon public part

Public document



Enclosures: 1 presentation

Major items addressed in the afternoon

Euratex Director General Mr. Francesco Marchi opened the afternoon part of eBIZ meeting hosted in Euratex premises underlining the importance of involvement of regions to the process of promotion of technology and digital communication among SMEs of the Textile, Clothing and Footwear value chains.

Euratex project manager in the R&D, Innovation department Mr. Mauro Scalia presented the eBIZ initiative, its current developments and future perspectives. He started his presentation (enclosed) by sharing latest data on the sector economic relevance in the EU-28 Europe. He then stressed the importance of the eBIZ language to support digital communication across the fashion supply chain, as witnessed by the some 400 companies currently estimated to benefit from eBIZ formats.

Mr. Marchi gave the floor to invited participants to share comments and impressions. Ms. Antonella Pollazzi from the Representation of **Tuscany Region** (Italy) expressed interest in the initiative hoping for an even larger number of SMEs to benefit of it. She pointed out priorities of the region to develop smart and nanotechnologies and stated that it will be checked how textiles and footwear could be supported under the regional strategy of development of Tuscany region. Ms. Samula Speri representing the Representation of **Veneto Region** (Italy) expressed the idea to involve the regional representation of Chamber of Commerce, as it is most in touch with SMEs, which may facilitate promotion of eBIZ in the region, for instance, organising regional events. The priorities of the smart specialisation of the region will also be determined.

Mr Julio Cardoso from **DG Enterprise and Industry** praised the excellence of eBIZ for B2B communication and pointed out that adding new functions may be beneficial also to boost adoption. He briefly presented two new initiatives of the European Commission where eBIZ could become a core element:

(a) Traceability and counterfeiting: On 4 June 2014 the European Commission hosted a workshop on traceability as measure to fight counterfeiting. eBIZ could become an excellent traceability tool.



(b) eCompliance: currently the European Commission is contemplating developing an “eCompliance System” – EU Communication 25, 2014; Chapter 5.3 (e-labeling; market surveillance, e-compliance system (B2A)). eBIZ could elaborate also within this initiative.

Mr. Michael Berz Project Officer also from **DG Enterprise and Industry** took the floor to explain that its Office launched 5 other actions similar to eBIZ in other 5 sectors, (food, logistic, turism, automotive and construction). The ‘governance model’ developed in all these actions is a set of rules and solutions (not commercial) which are different for each sector. He reported on the Commission on-going action to promote all the 6 actions through a selected contractor and he mentioned the first conference organized in Brussels in April where EURATEX presented eBIZ. Detailing on the on-going promotion he resumed that the contractor team is analysing best cases, identifying ‘project ambassadors’ to promote activities and that the most interesting regions per sector will also be approached and provided with examples and a Guide Book.

Drawing conclusions the Euratex Director General Mr. Francesco Marchi thanked the Commission officials for sharing such important news on eBIZ promotion and possible new routes. He also welcomed very much the interest in eBIZ expressed by the regional offices noticing that further steps should be jointly discussed to support fashion SMEs in *going digital*, hence integrated in global supply chains and more competitive.

Participating organizations: CEC (Europe), EURATEX (Europe), GCS (DE), i.level (UK), Schaeffer Productique (FR), ENEA (IT). European Commission DG Enterprise and Industry KET/Digital Economy Unit and Textile/Fashion Unit, Representation of Tuscany Region, (Italy), Representation of Veneto Region (Italy).

Excused: Regional Representation of Generalidad Valenciana (Spain), FESI (Europe), COTANCE (Europe), AEDT (Europe)