



Chinese-European Networking Symposium

中欧合作交流研讨会暨展览会

eLogistics 数字物流

eCollaboration 远程协作

Attend to:

- * **Learn** about Information Society Technologies (IST) Programme
- * **Understand** EU & Chinese eLogistics and eCollaboration
- * **Determine** the key success factors in eLogistics and eCollaboration
- * **Identify** potential partners and innovative projects

您将可以：

- * 掌握IST（信息社会技术）项目信息
- * 了解欧盟和中国数字物流与远程协作发展现状
- * 确定数字物流和远程协作的成功因素
- * 寻找潜在合作伙伴并参与创新项目

March 17-18, 2005

Beijing, China

2005年3月17-18日

中国 北京

www.EC-Bridge.org

中文网址: www.EC-Bridge.org.cn



EVENT OVERVIEW

The EC-Bridge is a project financed by the European Commission aiming at mobilising various actors and stimulating high-level debates and cooperation on eLogistics and eCollaboration, Research Network and Broadband Solutions in the context of mobile workers and user applications between the European Union (EU) and China. This will be achieved through organisation of international conferences and exhibitions in Beijing and Shanghai dedicated to these issues.

EC-Bridge activities will target major industry actors, politicians at regional as well as national levels, key decision-makers, and international actors developing, using and promoting new methods of work in their respective countries. Its initiative will encourage joint proposal submission of the European and Chinese actors under the 6th Framework Programme and the IST Programme in particular.

The EC-Bridge Beijing event focuses upon strengthening the co-operation between the European Union and China in the fields of eLogistics and eCollaboration, challenging the partnership opportunities between EU and China. It thus presents a unique opportunity for European and Chinese companies to exchange innovative and successful experiences, improve scientific and technological research and initiate first steps towards co-operation in eLogistics and eCollaborations.

● Who should attend

Decision-makers, managers, IT professionals, public officials, researchers operated in the field of eLogistics and eCollaboration. Representatives of European projects in the fields of eLogistics and eCollaboration are particularly encouraged to apply.

● Track A: eLogistics

eLogistics is defined to be the mechanism of automating logistics processes and providing an integrated, end-to-end fulfillment and supply chain management services to the players of logistics processes. Those logistics processes that are automated by eLogistics provide supply chain visibility and can be part of existing eCommerce or workflow systems in an enterprise.

The conference and exhibition highlights the current development of the eLogistics research and market in China. Special focus will be given to various factors that influence its development such as available technologies, research trends, infrastructure and facilities, market investment, customer perception, government support, and globalisation drive, etc.

● Track B: eCollaboration

ICT-led new ways of work are gaining ground in the modern workplace where an increasing number of knowledge workers collaborate at a distance, in distributed groups using a great variety of technological tools which include instant messaging, videoconference, augmented reality, collaborative platforms using a rich media communication, etc. in addition to the well-known PC office applications combined with asynchronous and synchronous web-based services in a networked environment. The next step will be to provide seamless interface between sensors, applications, low level hardware combined with network modules and complex & intelligent

agents. This will bring ambient intelligence in the work process and enable seamless mobility and collaboration for the sake of creativity, productivity and better work-life balance.

● Exhibition

A first-rate, free-of-charge exhibition area provides a platform for European and Chinese companies and organisations to showcase their research results and technological offerings. A total of 28 standard exhibition booths are open to industrial companies, service providers, academic and research institutes, policy-makers, public and government administration representatives, etc.

Please require exhibition booth to EC-Bridge organisers NOW and it is FREE!

● Date and venue

March 17-18, 2005

New Century Hotel, Beijing

SPECIAL FEATURES

● RTD opportunities

European and Chinese companies will learn about ways of practical implementation of joint research activities in the framework of the European and Chinese funding allocated by the European Commission (EC) and the Ministry of Science and Technology (MOST) of the People's Republic of China.

The EC and the MOST will explain the funding opportunities for joint research activities of European and Chinese organisations. The EC-Bridge organisers believe that the biggest payback from participants will come from joint RTD projects resulting in high-tech solutions for eLogistics and eCollaboration.

● Working groups

Special counseling sessions will be arranged with the EU experts who will explain how to submit joint RTD proposals. These productive meetings will provide conference participants with opportunities to discuss their ideas and to find ways of funding these initiatives.

● Networking opportunities

The EC-Bridge organisers understand that networking activities are very important for interaction between participants and sharing ideas and experiences. Therefore, a gala dinner will be organised in the evening of March 17th and a cocktail in the evening of March 18th for all European attendees and Chinese officials and managers.

● Centre of excellence

A Centre of Excellence dedicated to the issues relating to the EC-Bridge project, IST FP6 and FP7 will be deployed in order to facilitate events organisation at first, and then promote eLogistics and eCollaboration for mobile users and workers on a self-sustainable basis in China.

● Study & sightseeing tours

Upon individual requests, the EC-Bridge organisers will be honored to arrange a study tour to software parks and leading software companies, and an interesting sightseeing programme for the European attendees and those Chinese who come from other parts of China.



CONFERENCE AGENDA

Thursday, 17 March 2005

Time	Plenary Session	
09:30-09:45	Opening address by MOST official	
09:45-10:00	Opening address by EU official	
10:00-10:15	eCollaboration - Keynote speech by European representative	
10:15-10:30	eCollaboration - Keynote speech by Chinese representative	
10:30-11:00	Coffee Break	
11:00-11:15	eLogistics - Keynote speech by European representative	
11:15-11:30	eLogistics - Keynote speech by Chinese representative	
11:30-12:00	The 6 th Framework Programme (FP6) and IST Programme of EU	
12:00-13:30	Lunch	
Time	Track A: eLogistics	Track B: eCollaboration
13:30-15:00	eLogistics and New Business Model	New Working Environments
15:00-15:30	Coffee Break	
15:30-17:00	eProcurement, eDelivery and Payment	Chinese Challenges and Realities
17:00-18:00	Working Groups (Networking and Signing of Eols)	
18:00-20:00	Gala Dinner	

Friday, 18 March 2005

Time	Track A: eLogistics	Track B: eCollaboration
09:00-10:30	Reorganisation and Restructuring	Next Organisational Steps
10:30-10:45	Coffee Break	
10:45-12:15	Business Trends in China Relevant to eLogistics	Productivity & Competitiveness
12:15-14:00	Lunch	
Time	Plenary Session	
14:00-15:30	Working Groups (Networking and Signing of Eols)	
15:30-16:00	Coffee Break	
16:00-16:20	Trend Mapping Study Report on eLogistics and eCollaboration	
16:20-16:40	Conclusion of EC-Bridge Project and Future Prospects of IST, FP6 and FP7	
16:40-17:00	Closing speech by Chinese official	
17:30-19:00	Networking Cocktail and Buffet	



ORGANISERS

Fraunhofer Institute, Distance Expert and Beijing Software Industry Association co-organise the event, in the frame of the EC-Bridge project coordinated by Atos Origin.

	<p>Atos Origin s.a.e. (the merger between SchlumbergerSema and Atos ODS Origin) is the Spanish branch of a major international IT services company, Atos Origin plc.</p> <p>Atos Origin's business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EURO 5 billion and it employs 47,000 people in 50 countries.</p> <p>Atos Origin in Spain has about 5,000 people distributed in several cities. Areas of application are Business, Public Administration, Industry, and Communications. The general strategy of the Company concentrates on IT consulting, systems integration and outsourcing. It derives from an excellent customer service, which is based on a key success factor in the domains where Atos Origin operates: the technological dimension.http://www.atosorigin.com.</p> <p>Contact: Ms. Esther Casado</p> <p>E-mail: esther.casado@atosorigin.com Tel: +34 91 2148615 Fax: +34 91 7543252</p>
	<p>The Fraunhofer Institute for Factory Operation and Automation IFF in Magdeburg (Germany) performs research and development oriented toward application in the main fields of Virtual Development and Training, Logistics Systems and Networks, Information Logistics, Automation and Production and Plant Management.</p> <p>From the development of ideas through their implementation and employee training, the Fraunhofer IFF provides its clients and partners complete, system-oriented and customized research and development services of the highest standard. To do this, the Fraunhofer IFF uses its own as well as external core competencies and networks oriented toward the objective and the client.</p> <p>Contact: Mr. Kay Matzner</p> <p>E-mail: kay.matzner@iff.fraunhofer.de Tel: +49 391 4090159 Fax: +49 3914090432</p>
	<p>Distance Expert is a consulting firm, virtually organised, of senior consultants in new ways of organizing work and serves as a well recognized actor in the missions of work process reengineering, coaching of organisations to accompany major transformations, implementing collaborative work, training of professionals and participating in research projects at EU-level. The majority of the Distance Expert consultants have international and multicultural experience and most of them have been pioneers in the intensive use of ICT in their practices and are engaged in dissemination actions at the global level of new usage.</p> <p>Contact: Mrs. Nicole Turbé-Suetens</p> <p>E-mail: europa@distance-expert.com MP: +33 6 82 18 39 66 Fax: +33 3 44 91 14 93</p>
	<p>Beijing Software Industry Association (BSIA) is one of the most influential organisations in China's software and IT industries. It consists of leading software and IT companies located in Beijing. Almost all large computer manufacturers, software developers, Internet service companies, R&D institutions are members of BSIA, the only representative organisation recognized by the Beijing Municipal Government in this field.</p> <p>Contact: Mr. Calven Luo</p> <p>E-mail: bsia@sino-market.com.cn EC-Bridge@126.com</p> <p>Tel: +86 10 65854776 84477920 Fax: +86 10 84477921</p>



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