

Project IST-FP6-026476 SEAMLESS
“Small Enterprises Accessing the Electronic Market of the
Enlarged Europe by a Smart Service Infrastructure”
STREP – Information Society Technologies (IST)

D6.2.2

Report on Dissemination Activities
(2nd issue)

Workpackage WP6 – Dissemination & Exploitation
T6.2 Web site, materials and events

Abstract

This report presents the activities carried out in task T6.2 during the second year of the project. It includes a presentation of status and contents of the public section of the project web site, the dissemination materials that have been prepared, composition and activities of the Community of Stakeholders, a detailed description of the events organized or attended by the project partners, and other possible dissemination initiatives. The deliverable also present future dissemination activities.

Start date of project	Jan 1 st , 2006	Duration of project	30 months
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Dissemination level	PU	Revision status	Final
Responsible partner	U MARIBOR	Authors	T6.2 participants

Change record

Rev No.	Description	Authors	Reviewers
0	1st Draft	Kristina Bogataj, Andreja Pucihar, University of Maribor	Flavio Bonfatti University of Modena
1	Final	Kristina Bogataj, Andreja Pucihar University of Maribor	Radoslav Delina Technical University Košice



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1 Introduction

WP6 Dissemination and Exploitation is aimed on the one hand to disseminate the project results, and on the other hand to prepare an Exploitation Agreement and plans for the future deployment of project results. These activities are interlinked, as the SEEM uptake requires a strong promotion process, based on successful cases.

WP6 receives inputs from all the previous work packages, and, in turn, give feedback and hint to tune and better focus the RTD work.

For every interesting set of targeted groups it is generally useful to understand the geographic coverage of the industrial applications (Building & Construction and Textile), the services and collaboration support functions of SEAMLESS, in terms of number of EU and other countries, and the distribution in the four audience categories, namely developers, providers, promoters and users.

The SEAMLESS Dissemination and Exploitation Approach is intended to act mainly at the European level.

Already in the beginning of the SEAMLESS project, the consortium identified project target groups, audience:

- ICT Companies and ASP Providers
- Mediators
- Research Institutions and Universities
- Seamless Community of Stakeholders
- SMEs

Each of the target groups contributes to the SEAMLESS infrastructure development, also defining collaboration framework and mediator's network (including ICT companies and ASP providers) to realize and put on the market their respective versions of the SEEM infrastructure. Each actor is in detailed described in D6.2.1. Dissemination report (1st issue).

The D6.2.1 Dissemination report (2nd issue) is focusing on presentation of dissemination achievements in the second year of SEAMLESS project – dissemination activities, carried out from January to December 2007.

It should be emphasized that very important dissemination activities will follow in the next period - from the beginning 2008, when pilots and intensive interviews with all target groups will be carried out.

The different types of actions are planned to be undertaken during this period of the project lifecycle. Strong dissemination will be performed by mediators. They are represented by partners who have direct contact with SMEs and they will promote project activities through their channels. They will try to attract as many SMEs as possible to join SEAMLESS network.



2 Dissemination achievements in 2007

2.1 Articles and press releases

Activities	Additional information		
	Date	Target group	Partner responsible
press release. Publication: Levante.	March 21, 2007	Public. Internet / Computer technology	Antara, Spain
press release. Publication: El Mundo	March 14, 2007	Public	Antara, Spain
press release. Publication: Levante.	July 18, 2007	Public	Antara, Spain
press release. Radio: Onda Cero, Economia.	March 23, 2007	Public, Economics	Antara, Spain
press release. Publication: Computing	October 3, 2007	Public. Internet / Computer technology	Antara, Spain

2.1.1 Details

Regarding publications, SEAMLESS partners distinguish between publications in local press and publications in national, international conferences. The publication of articles in the local press of project partner's country has dual purpose. The first is awareness creation about the necessity for and the potential benefits of SEAMLESS services to the whole community. There is also the need for awareness creation of the SMEs Managers, Chamber of Commerce and Regional Development Agencies on SEAMLESS project and demonstrations to be organized.

- **press release. Publication: Levante**
March 21, 2007
Responsible partner: Antara, Spain
- **press release. Publication: El Mundo**
March 14, 2007
Responsible partner: Antara, Spain
- **press release. Radio: Onda Cero, Economia**
March 23, 2007
Responsible partner: Antara, Spain
- **press release. Publication: Levante**
July 18, 2007
Responsible partner: Antara, Spain
- **press release. Publication: Computing**
October 3, 2007 Public. Internet / Computer technology
Responsible partner: Antara, Spain



2.2 Publication of research papers

<i>Publication of research papers</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>	<i>Objectives / title</i>
ICE 2007 - 13th International Conference on Concurrent Enterprising, Sophia-Antipolis, France, Centre for Concurrent Enterprise Nottingham University Business School	June 4-6, 2007	Academics, Business	Technical University of Kosice, Slovakia	Trust building processes on web-based information-sharing platforms
3-rd Balkan Conference in Informatics, Sofia, Bulgaria	September 27-29, 2007	Academics, Business and Students in IT	ISOFT, Bulgaria	"Integration of Distributed Semantic Repositories in a Service-Oriented Architecture", Georgi Pavlov, Boyan Bontchev
eChallenges Conference 2007	October 24-26, 2007	Academics, Business and Students in IT	CSTB, France	"Controlled Vocabularies in the European Construction Sector: Evolution, Current Developments, and Future Trends"
eChallenges Conference 2007	October 24-26, 2007	Academics, Business and Students in IT	University of Modena, Italy	Putting semantic interoperability between small and micro-companies into practice
eChallenges Conference 2007	October 24-26, 2007	Academics, Business and Students in IT	Technical University of Kosice, Slovakia	The Acceptance of Trust Building Mechanisms on B2B Marketplace
Young Scientists Conference, Herlany, Slovak Republic	November 13, 2007	Academics, and Business	Technical University of Kosice, Slovakia	The Trust Building on the Electronic Marketplaces in the field of Escrow services and online dispute resolution Award: First prize of Dean for the best research paper

2.2.1 Details

- ICE 2007 - 13th International Conference on Concurrent Enterprising**
 June 4-6, 2007, Sophia-Antipolis, France, Centre for Concurrent Enterprise Nottingham University Business School
 Target group: Academics, Business
 Research paper: Trust building processes on web-based information-sharing platforms
 Authors: Radoslav Delina, Peter Mihok
 Responsible partner: Technical University of Kosice, Slovakia



- **Balkan Conference in Informatics**
September 27-29, 2007, Sofia, Bulgaria
Target group: Academics, Business and Students in IT
Research paper: Integration Of Distributed Semantic Repositories In A Service-Oriented Architecture
Authors: Georgi Pavlov, Boyan Bontchev:
Responsible partner: ISOFT, Bulgaria

- **eChallenges 2007 Conference**
October 25, 2007, The Hague, The Netherlands
Target group: Academics, Business and Students in IT
Research paper: Controlled Vocabularies in the European Construction Sector: Evolution, Current Developments, and Future Trends"
Authors: Celson Lima, Alain Zarli, Graham Storer
Responsible partner: CSTB, France

- **eChallenges 2007 Conference**
October 25, 2007, The Hague, The Netherlands
Target group: Academics, Business and Students in IT
Research paper: Putting semantic interoperability between small and micro-companies into practice
http://www.seamless-eu.org/research/Bonfatti_Monari
Authors: Flavio Bonfatti, Paola Monari
Responsible partner: University of Modena, Italy

- **eChallenges 2007 Conference**
October 25, 2007, The Hague, The Netherlands
Target group: Academics, Business and Students in IT
Research paper: The Acceptance of Trust Building Mechanisms on B2B Marketplace
<http://www.seamless-eu.org/Research/echallenges>
Authors: Radoslav Delina, Viliam Vajda, Andreja Pucihar
Responsible partner: Technical University of Kosice, Slovakia

- **Young Scientists Conference**
November 13, 2007, Herlany, Slovak Republic
Target group: Academics, and Business
Research paper: The Trust Building on the Electronic Marketplaces in the field of Escrow services and online dispute resolution
Author: Radoslav Delina
Award:
First prize of Dean for the best research paper
Responsible partner: Technical University of Kosice, Slovakia



2.3 Conference workshops

<i>Conference workshops</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>
IIR Conference	January 2007		T-Online, Hungary
20 th Bled eConference “eMergence: Merging and Emerging Technologies, Processes, and Institutions”	June 6-9, 2007	Conference participants (business & government & academia representatives)	University of Modena, Italy & University of Maribor, Slovenia
The European ICT Conference on Research and Technology Development, held in Istanbul by TUBITAK, Turkey Informatics Foundation	January 29-30, 2007	Balkan Region, EU, SMEs, Researchers, Government representatives, IT companies, Non-government organizations, Associations	ISOFT, Bulgaria
”7th Framework Programme Launching Conference” organized by Ministry of Education and Culture, Bulgaria	January 31-February 1, 2007	Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies	ISOFT, Bulgaria
“Information Day on 7th Framework Programme (FP7) – ICT”, organized by State Agency for Information Technology and Communications	February 16, 2007	Bulgarian SMEs, Government representatives, representatives of consulting firms and IT companies	ISOFT, Bulgaria



<i>Conference workshops</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>
CEEC IST NET FP6 Project Workshop, organized by Webgate JSC, Sofia Bulgaria	February 26, 2007	Bulgarian SMEs, Government representatives, IT companies	ISOFT, Bulgaria
Information day “FP7 Capacities - Science and Society”, Sofia, Bulgaria	March 15, 2007	Bulgarian SMEs, Government representatives, representatives of consulting firms and IT companies	ISOFT, Bulgaria
Information Meeting - “ICT Research and Technology Development for Innovation, Competitiveness and Better Life”, Regional ICT/FP7 Conference, Sofia, Bulgaria	April 26-27, 2007	Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies	ISOFT, Bulgaria
Conference “Regional Innovation Strategies in Bulgaria – a Basis for Effective Management of European Funds”	May 29, 2007	Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies.	ISOFT, Bulgaria
“Merkur Day 2007” - 9th Undergraduate and Graduate Students eConference & the 14th Business & Government Executive Meeting on Innovative Cross-border eRegion, Naklo, Slovenia	November 9, 2007	Business & Government representatives, Students in IT	University of Maribor, Slovenia & University of Modena, Italy
eChallenges 2007	October 24-26, 2007	Business & Government representatives, Students in IT	University of Modena, Italy



2.3.1 Details

- **20th Bled eConference "eMergence: Merging and Emerging Technologies, Processes, and Institutions"**
June 4-6, 2007
<http://bledconference.org/2007/Workshops/Opportunities-for-a-Cross-Border-Cooperation-of-SMEs>

Workshop title: Opportunities for a Cross-Border Cooperation of SMEs: Towards a Single European eMarket

Workshop structure:

Kristina Bogataj, Senior Researcher
Andreja Pucihar, Assistant Professor
eCenter, Faculty of Organizational Sciences, University of Maribor, Slovenia
Flavio Bonfatti, Professor & SEAMLESS project coordinator
University of Modena, Italy
Paola Monari, Professor
SATA, Italy
Boris Kunilo, Project manager
JAPTI, Slovenia
Matija Kariz, edu & gov pam
Datalab d.d., Slovenia

Workshop description

The use of modern ICT enables simplified and more effective and efficient business processes in organizations and between organizations. Development of new ICT enabled also the appearance of new service providers attracting many customers and suppliers by mediating in their business and collaboration. This results also to the new business models. One of this new business models are also eMarketplaces, which might be defined as an internet based inter-organizational systems, bringing additional values to customers and suppliers.

Large organizations usually adopt modern ICT and new business models much faster than SMEs, which due to the lack of resources (human, knowledge and financial) more often stay behind. However, ICT offers many opportunities also to the SMEs. As in EU more than 99% of companies are SMEs, EU support research and development programs in this field. There is a great deal of research topics focusing on researching of the opportunities for SMEs entering the eMarket and further also to single European eMarket.

One of the projects, funded by EU 6th FP is SEAMLESS project which intends to study, design, develop and experiment an advanced ICT-based service to enable a well-identified category of small enterprises, the so-called Craft & Trade companies, to access the eBusiness space created by the Single Electronic Market of the Enlarged Europe (SEEM) and play an active role in establishing and running frictionless dynamic collaborations.

The workshop addressed issues regarding the opportunities for SMEs to Access the Electronic Market of the Enlarged Europe by a Smart Service Infrastructure. The discussion was focusing on the role of universities, ICT providers and mediators to provide SMEs with the appropriate awareness, knowledge and ICT support to help them in faster adoption of new business models, which will enable them to become more efficient and effective on the local and European markets.

- **"Merkur Day 2007" - 9th Undergraduate and Graduate Students eConference & the 14th Business & Government Executive Meeting on Innovative Cross-border eRegion**, Naklo, Slovenia
November 9, 2007
<http://ecenter.fov.uni-mb.si/merkurday2007/Program.htm>

Panel title: Cross-border eInvoicing Experimenting in the eRegion: Opportunities and Challenges



The SEAMLESS project is partially funded by the European Commission in the frame of the Information Society Technologies (IST) Programme



Panel structure:

Co-Chairs:

Mag. Kristina Bogataj, Senior Researcher
eCenter, Faculty of Organizational Sciences, University of Maribor, Slovenia
Dr. Flavio Bonfatti, Professor
University of Modena, Italy
Dr. Christian Kittl, Head, International Programs
evolaris eBusiness Competence Center, Austria

Panelists:

Mag. Robert Kromer, Consultant
IT Consulting & Coaching GesmbH, Program Coordination "digital economy-ICT" & Ministry of
Economic Affairs and Labor, Austria
Mr. Miran Merčun, MBA, Regional Head Sandoz ERP Competence Center Eastern Europe
Lek Pharmaceuticals d.d., Ljubljana, Slovenia
Mr. Rudolf Ganglbauer, CEO
Travel Expense Management Ganglbauer, Austria & Austrian representative of Mobilexpense
Mr. Gottfried Scheiwein, Member of the Management Board
Softcom, Austria
Mr. Stefano Zanoli, CEO
KARTHA, Italy

Dr. Flavio Bonfatti demonstrated the results of eInvoicing experimenting: the national eInvoicing standards ebInterface (AT), eSLOG (SLO) and CBI (IT) could easily (within only 2 weeks) be mapped against each other in a practical experiment, where documents adhering to the respective standards were exchanged.

University of Modena, Italy also invited KARTHA to attend the meeting, an Italian technology provider working in document archiving and dematerialization and eInvoicing.

- **eChallenges 2007**

October 24-26, 2007, The Hague, The Netherlands

Workshop title: Overcoming Barriers to SME Collaboration in the Enlarged Europe

Workshop abstract:

Active participation in Business to Business activities of micro and small companies is still far to be achieved, especially in mature industrial sectors such as textile, footwear, building & construction, as reported in the last eBusinessW@tch reports, and this is particularly true in most of the New Member States and Associated Countries. Today we are in condition to study and analyse a number of experiences started in Europe and worldwide, either successful or not, and clearly identify obstacles and barriers to the deployment of the Single European Electronic Market (SEEM) intended to provide an eBusiness space where companies, irrespective of size or location, can do business with no technological, cultural and linguistic restraints. Such studies are very relevant to the Digital Ecosystem community, whose aim is empowering software houses (often SMEs) of a given "virtual" territory in creating a new generation of ICT services for the ecosystem users (especially SMEs in turn). The SEAMLESS project (belonging to the Digital Ecosystem cluster) studies, develops and experiments an embryo of the SEEM focusing on a well-identified category of small enterprises, the so-called Craft & Trade companies, supported in their interoperation by a network of mediators across the enlarged Europe. (June 4-6, 2007)

Description: The workshop organization (one session of 90 minutes) is under the responsibility of Prof. Flavio Bonfatti on behalf of the SEAMLESS project consortium. The first discussion theme is the very sensitive topic of trust building, which is widely recognised as a critical condition to deploy the use of ICT-based solutions at small companies. The second discussion theme is the use of ontologies in the SEAMLESS project as a basis for semantic interoperability and support for multilingualism. The third discussion theme is an analysis of evolution and trends in the development of controlled vocabularies in the building & construction sector. The workshop is concluded by a round table on the devised themes to which the audience is asked to participate with opinions and comments.



Objectives: The workshop will present results from the SEAMLESS project. The main objective is to introduce and discuss issues related to methodologies and technologies that can help overcoming the present barriers that micro and small companies meet when entering the SEEM. The expected impact is rising interest at and collecting opinions from qualified stakeholders from industry, academia and public bodies around the need to develop suited solutions for overcoming the present barriers that prevent most European small and micro companies to take active part in the global electronic market. The workshops is part of a series of initiatives, started around the SEEM concept and continued in SEIS perspective, that aim at making real advances in the direction of a full participation of small companies and business ecosystems in the Information Society.

Target Audience: Taking into account the Digital Ecosystem perspective, the workshop is addressed to representatives from industry and industrial associations (with particular emphasis on small companies), research institutions and academia, consultants, public and regulatory bodies, standardisation bodies, interested in the SEEM constitution. Industry is here meant both as software developers and vendors (those realising the SEEM-enabling technology) and users (those using the SEEM applications and services).

Core Conference Themes: ICT for Networked Enterprise - Future forms of organizations, Technology and Applications - i2010 and ICT take-up by SMEs.

The workshop started with a brief introduction to the proposed theme, five presentations, and a final round table, according to the following outline programme.

Workshop attendance: About 25 people attended the meeting

Main discussion topics:

- Fuzziness of the information exchanged in the negotiation stage
- Criticality of trust building mechanisms in partner search
- Legal aspects of cross-border negotiation and collaboration

Workshop structure:

Chair: Flavio Bonfatti, University of Modena and Reggio Emilia, Italy

The Acceptance of Trust Building Mechanisms on B2B Marketplace

Viliam Vajda, Faculty of Economics Technical University of Kosice, Slovakia

Putting Semantic Interoperability between Small and Micro-companies into Practice

Flavio Bonfatti, University of Modena and Reggio Emilia, Italy

Controlled Vocabularies in the European Construction Sector: Evolution, Current Developments, and Future Trends

Celson Lima, CSTB, France

The Future e-Business Scenarios of European Construction SMEs

Sonia Bilbao, Labein-Tecnalia, Spain

A Harmonised Regulatory Framework for Supporting Single European Electronic Market: Achievements and Perspectives

Tarek Hassan, Loughborough University, United Kingdom



- **IRR Conference**
January 29, 2007, Hungary

Conference program available at:
http://www.seamless-eu.org/index.php?option=com_docman&task=doc_download&gid=134&Itemid=36

Responsible partner: T-Online, Hungary
- **The European ICT Conference on Research and Technology Development, held in Istanbul by TUBITAK, Turkey Informatics Foundation**
January 29-30, 2007

Target group: Balkan Region, EU, SMEs, Researchers, Government representatives, IT companies, Non-government organizations, Associations
Size of the target group: 500

SEAMLESS project was presented as a successful project in the area of Networked Businesses.

Responsible partner: ISOFT, Bulgaria
- **”7th Framework Programme Launching Conference” organized by Ministry of Education and Culture, Bulgaria**
January 31-February 1, 2007
Target group: Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies
Size of the target group: 150

SEAMLESS project was presented as an example of a successful FP6 collaborative project.

Responsible partner: ISOFT, Bulgaria
- **“Information Day on 7th Framework Programme (FP7) – ICT”**, organized by State Agency for Information Technology and Communications
February 16, 2007
Target group: Bulgarian SMEs, Government representatives, representatives of consulting firms and IT companies
Size of the target group: 50

SEAMLESS project was presented as an example of a successful FP6 collaborative project.

Responsible partner: ISOFT, Bulgaria
- **CEEC IST NET FP6 Project Workshop, organized by Webgate JSC, Sofia Bulgaria**
February 26, 2007
Target group: Bulgarian SMEs, Government representatives, IT companies
Size of the target group: 30

The presentation was made describing SEAMLESS as an example of a successful FP6 STREP project in the area of Software and Services.

Responsible partner: ISOFT, Bulgaria
- **Information day “FP7 Capacities - Science and Society”**, Sofia, Bulgaria
March 15, 2007
Target group: Bulgarian SMEs, Government representatives, representatives of consulting firms and IT companies



Size of the target group: 50

SEAMLESS project was presented as an example of a successful FP6 collaborative project.

Responsible partner: ISOFT, Bulgaria

- **Information Meeting - "ICT Research and Technology Development for Innovation, Competitiveness and Better Life", Regional ICT/FP7 Conference, Sofia, Bulgaria**
April 26-27, 2007
Target group: Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies
Size of the target group: 150

SEAMLESS was presented as a project contributing effectively to the realization of the Single European Market

Responsible partner: ISOFT, Bulgaria

- **Conference "Regional Innovation Strategies in Bulgaria – a Basis for Effective Management of European Funds"**
May 29, 2007
Target group: Balkan Region, EU, SMEs, Government representatives, representatives of consulting firms and IT companies.
Size of the target group: 70

SEAMLESS innovative technology and approach were presented.

Responsible partner: ISOFT, Bulgaria

2.4 Other workshops

<i>Other workshops</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>
MARKETLINE workshop	February 21, 2007	Consulting firms, actives in public purchase	T-Online, Hungary
Participation at the PEARDROP workshop	May 22, 2007	Government & Academics and Business	University of Modena, Italy
UHK workshop	November 22, 2007	Academic & Business representatives from Czech republic	Technical University of Košice, Slovak Republic



2.4.1 Details

- **MARKETLINE workshop**
February 21, 2007
Target group: Consulting firms, actives in public purchase
Responsible partner: T-Online, Hungary

- **Participation at the PEARDROP workshop**
May 22, 2007
Target group: Government & Academics and Business
The workshop was attended by F. Bonfatti (U MODENA), who started involving the Emilia-Romagna region representatives in Brussels and the regional Institute of Transportation and Logistics to take part in the forthcoming REDEN activities.
Responsible partner: University of Modena, Italy

- **UHK workshop**
November 22, 2007
Target group: Academic & Business representatives from Czech Republic
Responsible partner: Technical University of Košice, Slovak Republic



2.5 SEAMLESS introduction at other meetings

<i>SEAMLESS introduction at other meetings</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>
"Piac es Profit" economic newspaper seminar: eSolutions and Applications Subtitle: Giving a chance for a competitiveness for a non-profit sector	March 8, 2007	consulting firms, actives in public purchase	T-Online, Hungary
MARKETLINE business breakfast : eProcurement possibilities for Local Universities and Municipalities, in Budapest	June 25, 2007	firms, actives in public purchase	T-Online, Hungary
MARKETLINE business breakfast : eProcurement possibilities for Local Universities and Municipalities, in Budapest	June 28, 2007	firms, actives in public purchase	T-Online, Hungary
Participation at the DBE final review meeting	April 18-19, 2007	DBE project consortium members	University of Modena, Italy & Antara, Spain
"Working day" event – Tools and opportunity for commerce in the network	October 18, 2007	SMEs and people who works in the textile sector in general	AITEX, Spain
Meeting with SEAT Pagine Gialle (Italian Yellow Pages) Milano, Italy	October 23, 2007	IT service provider	University of Modena & Kelyan, Italy
"Working day" event – joint cooperation with ANETCOM and FUNDETEC	October 25, 2007	SMEs and people who works in the textile sector in general	AITEX, Spain
Nar Marketing workshop	November 21, 2007	Busines - potential mediator or service provider	Technical University of Košice, Slovak Republic
Meeting with CREDEM TEL, Reggio Emilia	November 26, 2007	IT provider	University of Modena & Kelyan, Italy
Meeting with SGL LOGISTICA Roma, Italy	December 5-6, 2007	Non-profit organization focused on reverse logistics	University of Modena & Kelyan, Italy
Meeting with eInvoicing Observatory Politecnico Milano Milano, Italy	December 12, 2007	Institution for eInvoicing and eArchiving in Italy	University of Modena & Kelyan, Italy



2.5.1 Details

- **Meeting with SEAT Pagine Gialle (Italian Yellow Pages)**

October 23, 2007, Milano, Italy

Pagine Gialle is now offering through its Italian portal a keyword-based partner search (more than 60.000 companies, all sectors). Many companies are describing their profiles, very few companies are describing their catalogue (through a facilitated Content management System). Once identified a product type that can fit the searcher expectations, the searcher can compile a form (mainly textual), so as to request a quotation. The mechanism is very basic, and not really used.

On Nov 14, 2007 Pagine Gialle asked for a SEAMLESS-based experiment, to go deeper in user acceptance and functionality of the SEAMLESS multilingual and negotiation approach. On the medium term, SEAT is also interested in the multi-lingual translation mechanism between profiles and documents managed by different registries, as the SEAT group includes some registries in other European countries (France, Germany).

Responsible partners: University of Modena & Kelyan, Italy

- **“Working day” event – joint cooperation with ANETCOM and FUNDETEC**

October 25, 2007, Valencia, Spain

Target group: SMEs and people who works in the textile sector in general

Short description of the event: The textile company Aznar Textil presented the Seamless project (textile pilot in Seamless) and the RFID technology. In this event, the textile companies explained experiences about introduction of new technologies.

Responsible partner: AITEX, Spain

- **Meeting with CREDEM TEL, Reggio Emilia**

November 26, 2007

CREDEM TEL is part of a bank group and developing software services for many Italian banks. The SEAMLESS approach to document translation was appreciated, although in their experience many customers are not in condition to provide the biz document data model in structured form. Then, the suggestion is to investigate the possibility to automatically extract the biz document content from an unstructured file, such as a PDF.

Responsible partners: University of Modena & Kelyan, Italy

- **Meeting with SGL LOGISTICA**

December 5-6, 2007, Roma, Italy

SGL LOGISTICA is leading the RELOADER association, a non-profit organization focused on reverse logistics. In this months the Italian Government officially implemented the European Directive about WEEE (Waste from Electrical and Electronic Equipment), asserting that producers, and retailers, are responsible for waste collection and, possibly, recycling. This would give a further push towards B2B collaborations, between companies discarding user equipment and companies able to treat them.

Responsible partners: University of Modena & Kelyan, Italy

- **Meeting with eInvoicing Observatory Politecnico Milano**

December 12, 2007, Milano, Italy

The observatory is the most important reference institution for eInvoicing and eArchiving in Italy. Prof. Perego and Tedesco plan to have a meeting with University of Modena and Kelyan at the



beginning of 2008 to get information about the SEAMLESS approach and understand to which extent it can be used as a facilitator for the involvement of SMEs.

Responsible partners: University of Modena & Kelyan, Italy

- **Nar Marketing workshop**

November 21, 2007

Target group: Business, potential mediator or service provider

Responsible partner: Technical University of Košice, Slovak Republic

- **"Piac es Profit" economic newspaper seminar: eSolutions and Applications Subtitle: Giving a chance for a competitiveness for a non-profit sector**

March 8, 2007

Target group: Consulting firms, Actives in public purchase

Responsible partner: T-Online, Hungary

- **MARKETLINE business breakfast : eProcurement possibilities for Local Universities and Municipalities, in Budapest**

June 25, 2007

Target groups: Firms, Actives in public purchase

Responsible partner: T-Online, Hungary

- **MARKETLINE business breakfast : eProcurement possibilities for Local Universities and Municipalities, in Budapest**

June 28, 2007

Target group: Firms, Actives in public purchase

Responsible partner: T-Online, Hungary

- **Participation at the DBE final review meeting**

Zaragoza

Target group: DBE project consortium members

Details on presentations and interactions with the DBE consortium are reported in deliverable D0.2 Alignment of approaches and results and D3.4.1 + D3.4.2 eService publication & execution environment.

Responsible partners: University of Modena, Italy & Antara, Spain

- **"Working day" event – Tools and opportunity for commerce in the network**

October 18, 2007, Valencia, Spain

Target group: SMEs and people who works in the textile sector in general

Responsible partner: AITEX, Spain



2.6 Exhibitions

<i>Exhibitions</i>	<i>Date</i>	<i>Target group</i>	<i>Partner responsible</i>
TextilHogar-Valencia - the Textile Fair in Valencia - SEAMLESS flyer distribution	January 2007	SMEs and people who works in the textile sector in general	AITEX, Spain
SEAMLESS flyer distribution at TECHTEXTIL fair in Frankfurt	June 2007	SMEs and people who works in the textile sector in general	AITEX, Spain
SEAMLESS flyer distribution at ITMA fair in Frankfurt	September 2007	SMEs and people who works in the textile sector in general	AITEX, Spain

2.6.1 Details

- **SEAMLESS flyer distribution at TextilHogar-Valencia - the Textile Fair in Valencia**
January 2007
Target group: SMEs and people who works in the textile sector in general

Responsible partner: AITEX, Spain
- **SEAMLESS flyer distribution at TECHTEXTIL fair in Frankfurt**
June 2007
Target group: SMEs and people who works in the textile sector in general

Responsible partner: AITEX, Spain
- **SEAMLESS flyer distribution at ITMA fair in Frankfurt**
September 2007
Target group: SMEs and people who works in the textile sector in general

Responsible partner: AITEX, Spain



2.7 Other dissemination channels & events

<i>Other dissemination channels & events</i>	<i>Target group</i>	<i>Partner responsible</i>
Media presence 1. Interview in Lachid Radio, Budapest 2. Interview in "World Economy", printed and electronic daily newspaper, Hungary with Mrs. Tunde Kallai	All	T-Online, Hungary
IT-Business newspaper- - Interview on "Purchase on e-procurement market" with Mr Laszlo Dzsokovszki, the head of department of MARKETLINE	All	T-Online, Hungary
The Seamless link has been included in the ToolEast WebSite, inside the DBE Cluster: http://www.tooleast.org/content/links/links.asp	DBE cluster	AITEX, Spain
Participation in Bulgarian ICT Focus Group targeting the definition of areas for elaboration of successful innovation practices, where SEAMLESS project was presented.	Bulgarian Government researchers, academics, business	ISOFT, Bulgaria
Participation in EC - "ERA Coordination initiative in the field of Network Enterprise" in specifying National ICT Research Policy Framework and the National Research Agenda – in relation to the Networked Enterprise (e-business) research and defining Bulgaria position in the global and European level in the Networked Enterprise research.	Bulgarian Government researchers, academics, business in the area of Networked Enterprise	ISOFT, Bulgaria
Cooperation with e-NVISION project: exchange of needs / requirements towards the creation of the SEAMLESS ontologies	e-NVISION consortium members	CSTB, France
Educational Course - SEAMLESS opportunities and issues	Students	University of Maribor, Slovenia
Presentation of SEAMLESS project at the website http://www.podjetniski-portal.si	Entrepreneurs	JAPTI, Slovenia
SEAMLESS flyer distribution at the International European eGovernment Conference & 20th Bled eConference	Government & Academics and Business	University of Maribor, Slovenia
SEAMLESS project presentation at the PRC SCCI website http://www.po.sopk.sk	Entrepreneurs	PRC SCCI, Slovakia



<i>Other dissemination channels & events</i>	<i>Target group</i>	<i>Partner responsible</i>
Seamless info has been included in the new website of AITEX (already running in Spanish language and under construction the English version which will be running at the end of December 2007)	All	AITEX, Spain
Meetings with current customers - especially those already using the product configurator	Current customers	KELYAN, Italy

2.7.1 Details

- **Media presence**
 1. Interview in Lachid Radio, Budapest
 2. Interview in "World Economy", printed and electronic daily newspaper, Hungary with Mrs .Tunde Kallai

Target group: All
Responsible partner: T-Online, Hungary
- **IT-Business newspaper- - Interview on "Purchase on e-procurement market" with Mr Laszlo Dzkovszki, the head of department of MARKETLINE**

Target group: All
Responsible partner: T-Online, Hungary
- **The Seamless link has been included in the ToolEast WebSite, inside the DBE Cluster:**
<http://www.tooleast.org/content/links/links.asp>
Target group: DBE cluster
Responsible partner: AITEX, Spain
- **Participation in Bulgarian ICT Focus Group targeting the definition of areas for elaboration of successful innovation practices**
Target group: Bulgarian Government researchers, academics, business
Responsible partner: ISOFT, Bulgaria
- **Participation in EC - "ERA Coordination initiative in the field of Network Enterprise" in specifying National ICT Research Policy Framework and the National Research Agenda – in relation to the Networked Enterprise (e-business) research and defining Bulgaria position in the global and European level in the Networked Enterprise research.**
Target group: Bulgarian Government researchers, academics, business in the area of Networked Enterprise
Responsible partner: ISOFT, Bulgaria
- **Cooperation with e-NVISION project: exchange of needs / requirements towards the creation of the SEAMLESS ontologies**
Target group: e-NVISION consortium members
Responsible partner: CSTB, France
- **Educational Course - SEAMLESS opportunities and issues**
Target group: IT Students (full time & part time)
Responsible partner: University of Maribor, Slovenia
- **Presentation of SEAMLESS project at the website <http://www.podjetniski-portal.si>**
Target group: Entrepreneurs



Responsible partner: JAPTI, Slovenia

- **SEAMLESS flyer distribution at the International European eGovernment Conference & 20th Bled eConference**

Target group: Government & Academics and Business

Responsible partner: University of Maribor, Slovenia

- **SEAMLESS project presentation at the PRC SCCI website <http://www.po.sopk.sk>**

Target group: Entrepreneurs

Responsible partner: PRC SCCI, Slovakia

- **Seamless info has been included at the new AITEX website** (already running in Spanish language and under construction the English version which will be running at the end of December 2007)

Responsible partner: AITEX, Spain

- **Meetings with current customers - especially those already using the product configurator**

The discussions were about the added value coming from the SEAMLESS negotiation functions. The results of these preliminary contacts were encouraging, as most if the companies declared that the negotiation phase is now performed in a fully informal way, without tracking the knowledge progressively captured, and then “restarting from scratch” every time a set of candidate partners should be evaluated.

Responsible partner: Kelyan, Italy



3 Towards future dissemination actions

The SEAMLESS Consortium plans very intensive dissemination actions in year 2008, aiming to present project results to all target groups; considering all possible dissemination ways.

In the last period of the project life cycle, the workshops, targeting SMEs, potential mediators and stakeholders are becoming crucial dissemination activities.

It is expected that mediators will have the most important role in the next period. Some mediators already announced expected actions.

For example: University of Poznań, Poland will present SEAMLESS project and final version of applications for polish building company and encourage SMEs to join Seamless pilot at the International Construction Fair BUDMA (where approx. 1,600 exhibitors will present their offers, including over 150 new products on approx. 43,000 m² of the exposition area of the Poznań Fair). The event will be held from January 22-25 2008. It is the one of the most important show for the construction sector in Poland and in Central Eastern Europe.

Furthermore, the consortium partner (mediator) AITEX, Spain is planning to include the “SEAMLESS info” into the AITEX Activities Report 2007, which will be sent to the more than 2.000 textile companies’ clients of AITEX, Public Administrations, other technological centers, universities. Also, publication of press releases summarizing the main results of the project (regional and national newspapers, radio interviews, etc.) is being planned in June 2008.

Slovenian mediator JAPTI together with University of Maribor will introduce SEAMLESS platform to the Construction Cluster of Slovenia and to the representatives of the Chamber of construction. After the introduction to the Construction Cluster and Chamber of construction, joint workshop for construction companies will be organized in spring.

Workshops are identified as one of the important dissemination approached in this stage. At the workshops, SMEs and potential mediators will be able to test SEAMLESS platform and its services, and simulate online business transactions. This is also the period, when tangible SEAMLESS results are available, and the platform can be used to present the possibilities and benefits of SEAMLESS. For example: AITEX, Spain (mediator) is already planning to organize the workshops (sometimes in collaboration with ATEVAL (Textile industrial association), other times in collaboration with other technological centers, companies, etc.).

The feedback results are expected to emerge from these pilots.

Indicated target groups will also be able to influence (and provide the opinion) on the final SEAMLESS business model definition. The activities also relate to Deployment and exploitation plan (final issue), which will be also defined in the last period of the project life cycle.

