

"e-Business: The Way Forward" conference

Cambridge (UK)

5-6 December 2005

The European Commission is holding a conference in Cambridge on 5-6 December to bring together policy-makers and stakeholders from across the European e-business community. The aim is to take stock of initiatives launched in recent years and to help establish priorities for future policy actions.

==> For details of the programme and to register for the event and book accommodation:

<http://europa.eu.int/comm/enterprise/ict/conferences/cambridge.htm>

==> For the overall programme:

http://europa.eu.int/comm/enterprise/ict/conferences/cambridge_prog.htm

The Conference will take stock of **policy initiatives promoting the take-up of e-business practices** and the status of **e-business uptake**; look at recent developments in the area of **e-skills** and at progress in removing **cross-border legal barriers for electronic business**; review the relationship between **standards and e-business**; take note of initial experiences of the "**digital ecosystem**" approach for activating networks of SMEs; and help pave the way for **future e-business policy developments**.

Co-hosted by EEDA (East of England Development Agency), the Conference offers:

- an opportunity to discuss ideas and build relationships in a convivial environment;
- a varied programme addressing the critical issues in the dynamic e-business field;
- a choice of sessions to gain in-depth knowledge of critical topics;
- keynotes by Richard Ellis, Chair, EEDA; Soumitra Dutta, Dean of Executive Education, INSEAD; David White, Director for Innovation Policy, DG Enterprise and Industry, European Commission;
- a wide range of speakers from across the e-business spectrum.

==> **Register now for the Cambridge e-Business Conference on 5-6 December via**

<http://europa.eu.int/comm/enterprise/ict/conferences/cambridge.htm>

About Cambridge: Cambridge is a wonderful fusion of the everyday and the extraordinary, a living city that has shaped history and continues to make its mark. Set in the bustling East of England region, one of the most creative and innovative parts of the UK, Cambridge is renowned as a home to academic excellence and as a hotbed for entrepreneurs. Cambridge has something to offer everyone: from couture shops to market stalls, bistros to pub gardens and classical architecture to modern design, all budgets, tastes and interests are catered for.

More: <http://www.visitcambridge.org/visitors/>