



"First Digital Business Ecosystem International Stakeholders Workshop"

"Digital Business Ecosystem: an opportunity for regional development"

Date: Tuesday 22nd of May 2007

Avenue de Beaulieu 25, Room 0/S1, European Commission, Brussels

The aim of this first PEARDROP International Stakeholders Workshop is to present to regional stakeholders the concept of Digital Business Ecosystem and, in particular, the benefits that regions can take from the deployment of such new economic environment.

This will be done through the presentation and discussion on:

- ✓ regional Digital Business Ecosystem success stories;
- ✓ PEARDROP of 5 short Digital Business Ecosystem toolkits on issues like:
 - DBE & regional economic development;
 - DBE & legal Issues;
 - Financing DBE deployment;
 - DBE & regional business models;
 - DBE & technical systems;
- ✓ the key issues related to "digital business ecosystems"

...and much more!

Do not miss this opportunity to better understand the Digital Business Ecosystem can support the economic and social development of your region!

To register please send the attached registration form to:

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The Acronym PEARDROP stands for "**Promoting Ecosystems and Regional Development *in support of* Regional Operational Programming**".

It is a Specific Support Action (SSA) under the strategic objective 2.5.8 ICT for Networked Businesses with a view to clarifying, disseminating and promoting the results of regional deployments of innovative ecosystem and SMEs cluster models¹.

In a few lines, its principal focus is to make more accessible and more practicable for regional policy makers and key local actors the instruments for exploitation and adoption of new innovative business paradigms in ICT for Enterprise Networking.

Agenda

- 08:45 **Registration**
- 09:30 – 09:45 **Welcome & Introduction**
Gérald Santucci Head of Unit "Networked Enterprises & Radio Frequency Identification" EC
- 09:45 – 10:00 **Introduction to the PEARDROP project**
Gareth Hughes, Project Manager
- 10:00 – 10:20 **Introduction to the DBE concept**
Paolo Dini /Andrea Nicolai, OPAALS NoE (tbc)
- 10:20 – 10:40 **Aragón regional DBE Experience**
Javier Val, Aragón region, Spain
- 10:40 – 11:00 **West Midlands regional DBE Experience**
Rod Shelton, West Midlands, UK
- 11:00 – 11:20 **Question & Answer Session**
- 11:20 – 11:45 *Coffee Break*
- 11:45 – 13:00 **PEARDROP Digital Business Ecosystem Toolkits**
Introduction Gareth Hughes, PEARDROP Project Manager
"Economic Impacts on Regional Development of DBE deployment"
Claudio Inguaggiato, CSP "Innovazione nelle ICT", Piedmont, Italy
"Business Models & Cultures of DBE deployments"
Patrick Sullivan, CMI International
"Technology Infrastructure & Support Systems for DBE deployments"
Manu Setala, Technology Center Hermia, Tampere, Finland
"Financial Frameworks & Engineering on DBE deployments"
Irina Zalisova, European Projects & Management Agency, Vysocina Czech Rep.
"Legal Issues & Challenges of DBE deployments"
François Gilbert, *Aquitaine Europe Communication*, Aquitaine, France
- 13:00 – 14:30 *Lunch Break*
- 14:30 – 15:30 **Panel discussion on the usability for regions of PEARDROP DBE Toolkits**
Chaired by **Gareth Hughes**, Project Manager
Aidan Roe, PEARDROP Advisory Group Member
Elmar Husmann, PEARDROP Advisory Group
Ken Stockil, PEARDROP Advisory Group
Marko Seppä, PEARDROP Advisory Group
Simon Lavin, Representative of the Welsh Government Assembly
Gerald Spindler, Professor of the Goettingen University (tbc)
- 15:30 – 16:30 **Open Debate & Discussion**
Chaired by **Gareth Hughes**, with participation of regions, panel experts & speakers.
- 16:30 – 16:45 **Participation of regions**
Gareth Hughes, PEARDROP Project Manager
 ✓ Identification of PEARDROP Associated Regions (selling phase 2)
 ✓ Second International Stakeholders Workshop
- 16:45 – 17:00 **Conclusions of the day**
Gareth Hughes, PEARDROP Project Manager
- 17:00 **Close of the Meeting**