

PIN-SME

The European Association of ICT small and medium sized enterprises

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IT B2B Opportunities

Regional IT Business to Business Summit

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THE VOICE
OF ICT SMEs
IN EUROPE



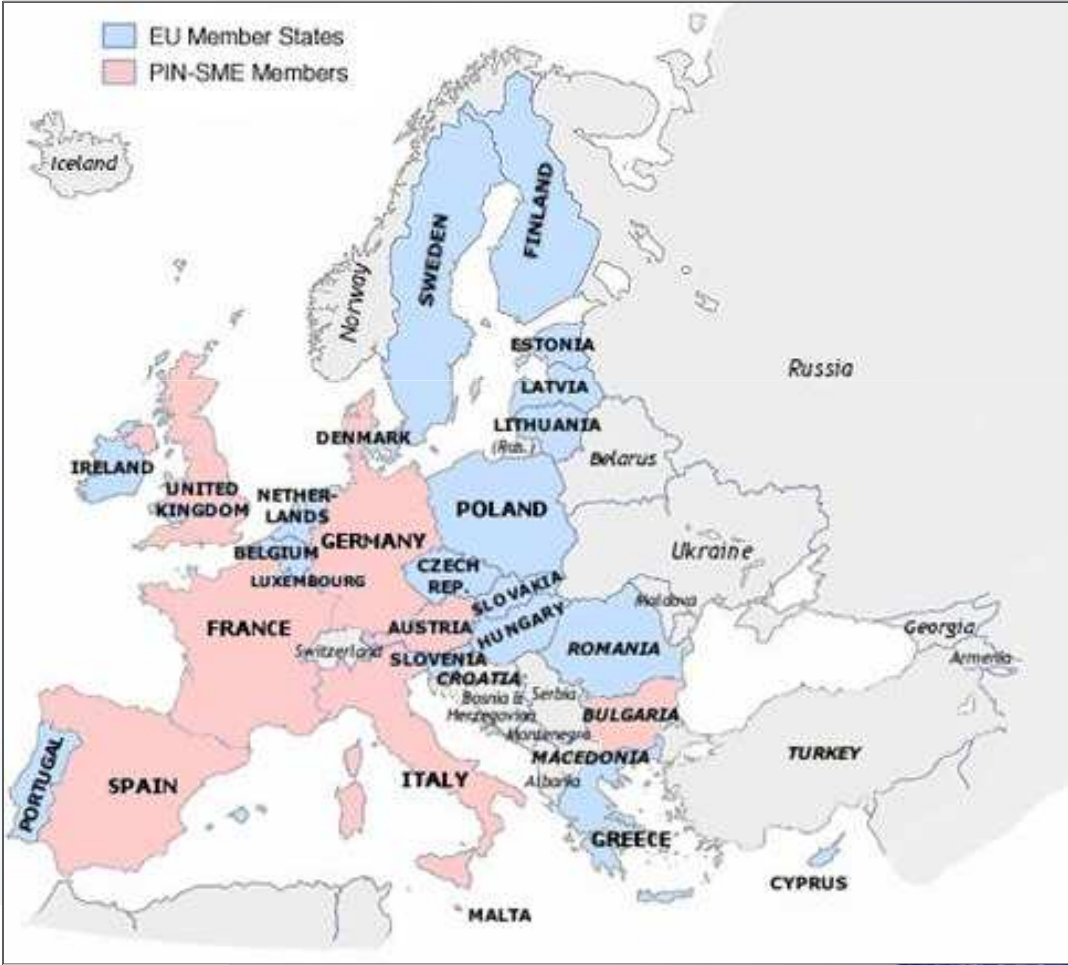


European Association of Crafts and SMEs

- UEAPME is the employer's organisation representing the interests of European crafts, trades and SMEs at EU level
- UEAPME is a European Social Partner and acts on behalf of crafts and SMEs in the European Social Dialogue
- UEAPME has 81 member organisations consisting of national cross-sectorial SME Federations and European branch federations.
- UEAPME has members in 32 countries representing more than 12 million enterprises which employ around 50 million people across Europe.

The Voice of ICT-SMEs

PIN-SME member: national associations of ICT SMEs



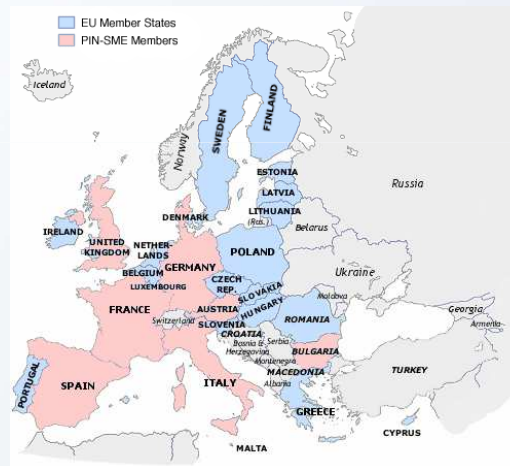
THE VOICE OF ICT SMEs IN EUROPE



Facts about PIN-SME

PIN-SME, the PanEuropean ICT and eBusiness Network for SMEs, is the first European association of the ICT sector exclusively focused on representing the interests of SMEs.

PIN-SME Members are ten national sectorial SME federations from different EU countries.



PIN-SME represents more than **50.000** enterprises, which employ around 200.000 people across Europe.



**PIN-SME policies:
representing the interests of ICT SMEs
on the European institutional frontline**

- In 2009, PIN-SME has been successfully representing ICT SMEs interests in key European dossiers, including:
 - shaping the ICT agenda for the next decade (European Commission multi-stakeholders working groups);
 - intervening in the Microsoft Browser/Antitrust Case;
 - building the European policy on e-Skills Demand and Supply in Europe;
 - assessing and reviewing the new European ICT standardisation policy (contributing to the EC White Paper on Modernising ICT Standardisation);
 - building the new European Software Strategy

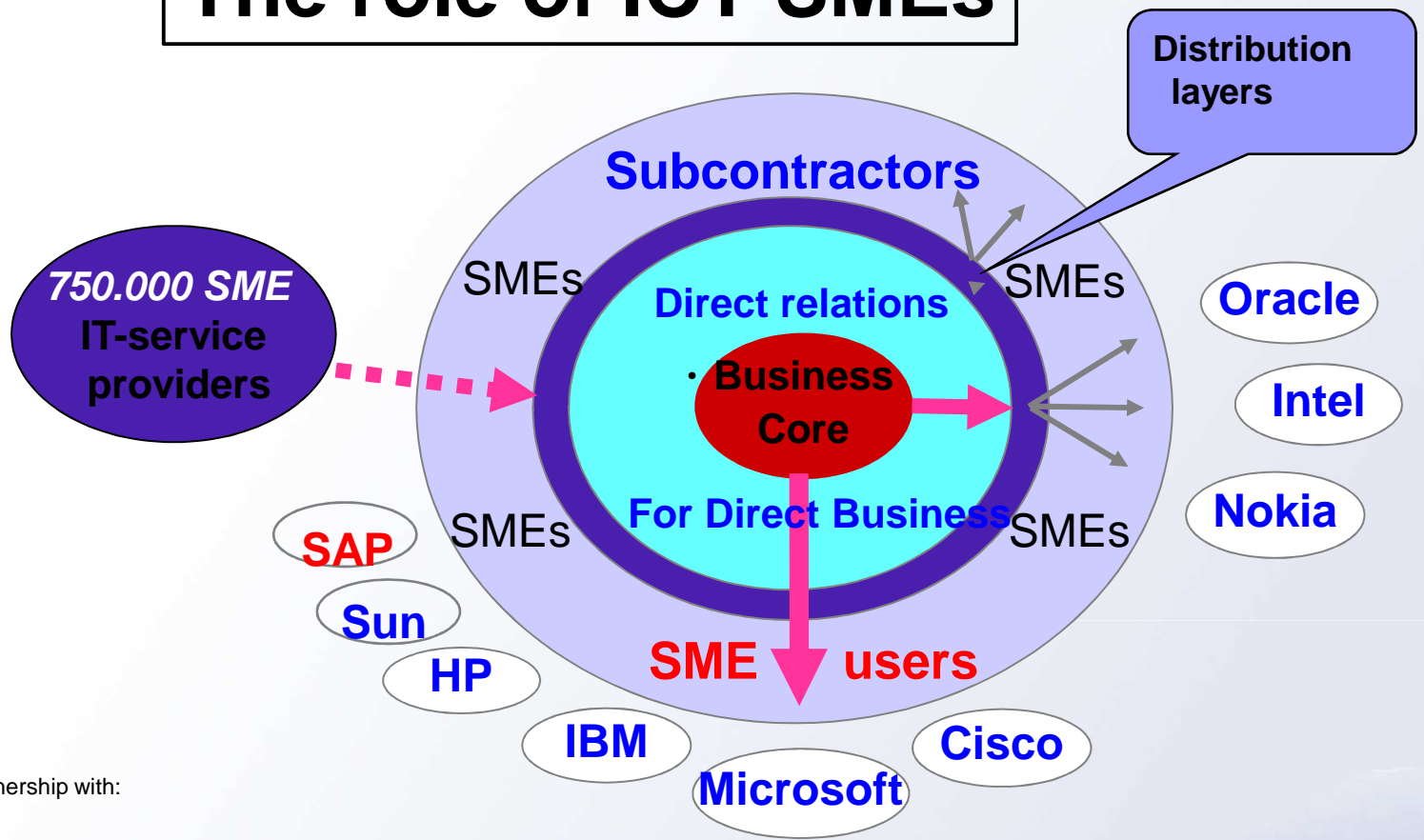


PIN-SME studies:
shaping the policy viewpoint of tomorrow
for a better understanding of ICT entrepreneur's reality

- PIN-SME is the recognised voice of ICT SMEs in Brussels. This is why PIN-SME has been involved as essential reference in numerous studies on the ICT industry led at EC level, including:
 - ***Competitiveness of the EU SMEs in the ICT services industry***
 - ***Study of the Fiscal and financial incentives for e-skills in Europe***
 - ***Supply and Demand of eSkills***



The role of ICT-SMEs



In partnership with:

ICT SMEs are the ICT enablers for 24 M companies in Europe



IT B2B opportunities for SMEs

ICT and competitiveness: the business potential

- e-Business as a strategic issue: e-business strategy need to be aligned with a company's overall strategy and business model
- Unequal distribution of benefits: the business case for ICT in small enterprises is less evident than in large companies
- From cutting costs (efficient processes, e-procurement) to marketing and growth (e-commerce, customer service)



IT B2B opportunities for SMEs

Impact of ICT in different sectors

Level 1 Basic ICT use – with little impact on business processes	Level 2 Advanced e-business activity – sector-wide exchange of standardised data	Level 3 Sectors undergoing a major transformation due to e-business
<ul style="list-style-type: none">• Most SMEs in process manufacturing sectors (e.g. paper, chemical, basic metals, glass, ceramics, cement)• SMEs in manufacturing sectors such as food, furniture• Construction SMEs	<ul style="list-style-type: none">• Automotive industry• Electronics industry• Pharmaceutical industry• Large companies in other manufacturing sectors (e.g. chemicals, paper)• Large retail chains	<ul style="list-style-type: none">• ICT services• Tourism• Financial services• Knowledge-intensive business services• Publishing• Logistics



PIN-SME projects:
accelerating the take up of new technologies in ICT SMEs,
bringing European funds to ICT SMEs and fostering
pan-European business opportunities for ICT SMEs

- PIN-SME is involved in numerous European funded projects that aim at bringing benefits to ICT-SMEs
 - **RFID-SME**, led by PIN-SME: accelerate the take up of RFID technologies in ICT SMEs through pilots in 6 European countries, directly involving 20 partners including ICT SMEs associations, ICT entrepreneurs/solution providers and SME end users. Total budget: **2.2 Million euros**.
 - **NeTailers** (proposal to be accepted): create a ground-breaking virtual retail platform for SMEs. Total budget: **2.9 Million euros**.



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- continued -

- **Facit SME** : develop best practices, methods and a toolbox related to software companies. Total budget: **1.9 Million euros**.
- **StartEnt** : promote entrepreneurial culture.
Total budget: **625K euros**
- **Network Is Business** : foster flexible SME business clusters enabling interoperability in between their ICT systems. Total budget to be confirmed.



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Thank you for your attention!

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