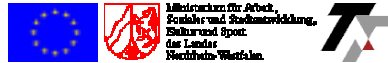


## TexNet project

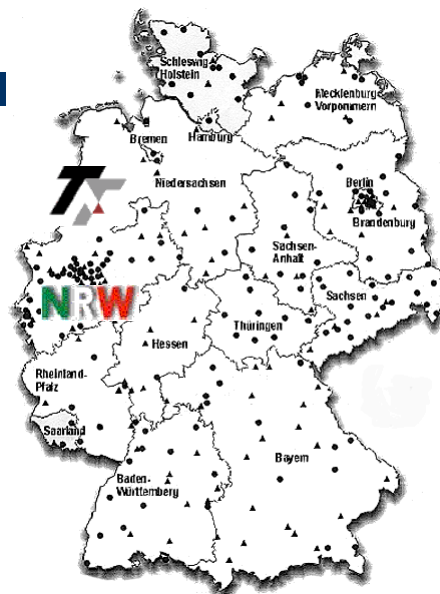


Juergen Reckfort  
Thomas Becker



## Profile TaT

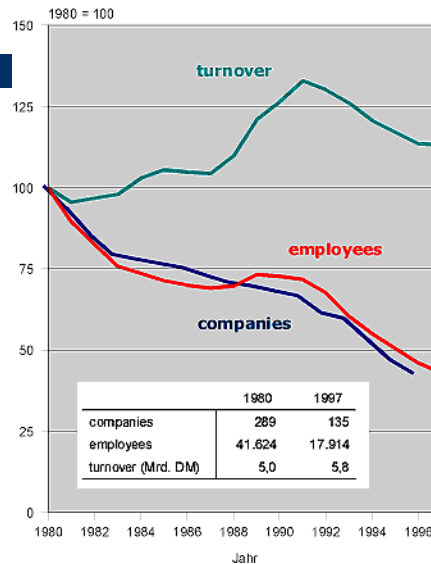
- TaT Transfer Centre For Appropriate Technologies ...
- one of over 200 technology centres in Germany ...
- support structural change and the creation of employment on a regional level





## Branch relation

- Muensterland region one of Germany's leading textile regions ...
- heavily affected by structural change ...
- TaT offers support in organisational and human resource development



## Project Idea TexNet

- Utilisation of ICT
  - to improve the information and product flow through the textile chain for the purpose of creating flexible and quick responding client-supplier-networks.
- Core topics
  - Electronic Data Interchange
  - Internet
  - Electronic Commerce



## ADAPT Initiative

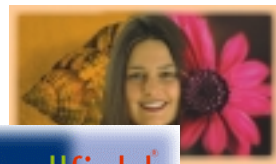


- ADAPT is a European Union Human Ressource Initiative, led by the European Social Fund ...
- aims to promote employment and the adaption of the workforce to industrial change ...
- Many projects are directly focused on the problems, the needs and the potentials of SMEs.
- ADAPT project TexNet – Start: Jan 1998



## TexNet

- ... helps to build up an electronic network ...
- for an existing system of SMEs planning to create and distribute a new nature textiles collection.
- 5 SMEs participate within TexNet.



wellfield



Registered Project  
of the World Exposition  
Germany



## Services

- consulting
- training
- transfer

- ... Web development
- ... data base development
- ... EDI implementation

Partner



## Services

- consulting
- training
- transfer

### modules

- ... data base handling, EDI
- ... Intranet, Internet, World Wide Web, email
- ... browser software
- ... Web design, publishing, promotion

### methods

- ... outhouse training
- ... workplace-orientated inhouse training
- ... learning-by-doing
- ... work-orientated practical exercises



## Services

- consulting
- training
- transfer



- regional project advisory board
- regular transfer workshops
- 2 web sites
- ... and finally a handbook



## Going Online Workshop

- two-day workshop for managers **and** employees
- come to know the necessary steps
- develop together an appropriate web concept for the company


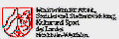




## Workshop Scheme

TexNet Firmenworkshops	17. September	Programmvoranschlag II
Going Online	14:00-14:30	Begrüßung und Vorstellung
Fa Duminy	14:30-15:30	Der Uhr zur eigenen Web- präsenz (I) - Vorgehen
17.-18. September 1999 im Tal Rhine	16:45-16:48	Strategische Ziele des z.B. in "Business-Plan" zu Kommunikationsprozess
	17:00-17:00	Abschluss
	18:00-17:45	Planung der Webseite (II): Ergänzung zum Inhalt, Aufbau, Struktur, Navigation, Look and Feel der Webseite
	20:00-21:00	Erstellung der Interneturzeit
	18. September	
	10:00-11:15	Der Uhr zur eigenen Web- präsenz (II) - Inhaltliche, Kosten- - Technische Aspekte
	11:30-12:30	Planung der Webseite (II)
	12:30-12:30	Mittagessen
	13:30-14:30	Arbeitsplan für das weitere Vorgehen
	14:45-14:30	Zusammenfassung der Ergebnisse und Auswertung des Workshops

Ein Workshop im Rahmen des ADAPT-Projekts. Der Workshop wird gefördert aus Mitteln des Europäischen Sozialfonds und des Ministeriums für Arbeit, Soziales und Städteentwicklung, Kultur und Sport des Landes NRW.

- Webhosting / Domain
- Find an appropriate Web strategy
- Structure and contents of the web site
- Develop first designs
- Further operating procedure



## Conclusions



- Workplace-orientated training for affected employees
- Practical support in make or buy-decisions for managers
- E-business consultancy and training for corporate managers
- Regional competence centres providing up-to-date technologies, strategic know-how, and imparting new IT qualifications

## Working European

ADAPT Connect Go II  
The Berlin meeting



- Transnational cooperation VITE
- Finnish partner - Central Ostrobothnia Polytechnic, Kokkola
- Targets of the Finnish project:
  - Building up of a service center for SMEs
  - Providing computer hard-/software
  - Providing training courses
  - Facilitating decisions about investments in own computer hard-/software

Feel free to visit VITE at <http://vite.cop.fi>

Thank you for your attention !



Juergen Reckfort  
Thomas Becker



Ministerium für Arbeit,  
Sozialversicherung und  
Sozialentwicklung,  
Stellenmarkt Sport,  
das Land der  
Neuen Medien

