

Transnational ADAPT-Project VITE

Transnational Meeting Novalys / TaT in Paris, 11.02.1999

PROTOCOL

Participants: Emmanuel Dufour, H el ene Marquet (Novalys), Thomas Becker, J urgen Reckfort (TaT)

Schedule:

09:00 – 10:30	1. Report about the development of the national projects
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 11:30	2. First results of the Novalys-survey
11:30 – 13:00	3. Discussing the joined web presentation
13:00 – 14:30	<i>Lunch</i>
14:30 – 15:30	4. Presentation and discussion of the Novalys training courses for export
15:30 – 16:15	5. Discussion of the TaT EDI-project
16:15 – 16:30	<i>Coffee Break</i>
16:30 – 17:00	6. Presentation of the export-guide by Novalys
17:00 – 17:30	7. Planning of the future activities
19:30	<i>Dinner</i>

1. Report about the development of the national projects

Novalys and TaT present their current activities within their national projects.

Novalys describes their different activities concerning the goal of their project to assist SMEs finding solutions for international business. They are still working on the development of export guidelines and special training courses for the planning of export activities. At the moment Mrs. Marquet evaluates the survey. Novalys is planning to develop a web site concerning topics of international commerce.

TaT presents the ongoing activities, especially the projects within the SMEs, the training courses for e-commerce and the workshop in last October. Additionally TaT describes the planned survey concerning the potentials of e-commerce for the textile sector.

2. First results of the Novalys-survey

Mrs. Marquet presents the first results of their survey to identify key factors of success of export business. Target group were SMEs in France, Great Britain, Spain, Italy and Germany. 460 companies sent their questionnaires back to Novalys. TaT assisted by sending questionnaires to some companies in Germany. Novalys plans to finish the evaluation by mid of march.

3. Web-Presentation

Mr. Reckfort makes a detailed presentation of the web-site for the transnational project VITE. For the links section Mr. Reckfort asked Novalys for some inputs to add French companies.

4. Novalys Training Courses

For the preparation and the development of export strategies for SMEs Novalys describes the training courses which are planned for time until the end of the project. Novalys and TaT can co-operate especially in Modul 11, *International Commerce: Using the Internet*. TaT will send their Going-Online-Guidelines as soon as they are finished.

5. Discussion of the TaT EDI-Project

Mr. Becker describes the ongoing activities for the EDI-project. For now one company is able to transfer commercial data by EDI. In 1999 it is planned to connect three more companies to the existing network, so TaT is able to connect the major parts of the textile chain. For the end of 1999 TaT plans to write a manual to describe the experience as a guideline for other interested companies. As soon as this guide is available, TaT will send a copy to Novalys.

6. Presentation of the export-guide by Novalys

Novalys presents a first export-guide for Germany. This results are very interesting for TaT, so Novalys agrees that TaT can use this output, too. TaT agrees to manage an English translation of this document.

7. Planning of the future activities

Mr. Dufour asked if it would be possible to arrange a meeting of Mr. Bourdais with BorgMann, a company which is producing ecological colours for textile manufacturing. Meanwhile TaT discussed this issue with Mr. Borgschulze and he agreed to meet Mr. Bourdais in Soest.

Novalys and TaT discussed the possibility of a joined meeting of all VITE-Partners in Paris. Novalys would be happy to invited TaT and COP by end of May or beginning of June. Furthermore both partners agreed to combine this meeting with a fashion related event in Paris, if possible (e.g. a fashion fair).