



Roundtable Invitation

16 September 2008

NCI Business Center

Square de Meeus 38/40 Bruxelles

Policies and Strategies Fostering Global Collaboration of European Companies



New Global is a study on “Globalisation and new Collaborative work environments” commissioned by the European Commission. The study explores how ICT-supported collaborative work environments can be deployed for enabling successful globalisation strategies of EU companies, thereby triggering significant economic and employment gains for the benefit of European economies and societies.

You are invited to participate in a roundtable discussion with business representatives, leading experts and policy makers. In this forum we will share with you key insights from the New Global study ranging from the results of a pan-European survey amongst SME’s on the use of ICT-based, global collaboration to good practice cases of innovative global collaboration by leading European companies.

The state-of-practice collected, success factors identified and bottlenecks experienced will be input to a discussion on the policies, strategies and policy instruments that are needed for enabling European-based companies to make globalisation ‘work’, given the specific European strengths, capabilities and needs.

In the roundtable we challenge you to exchange views, contribute your expertise and discuss, in particular: What are the critical success factors which European companies need to consider when embarking on ICT-based collaboration strategies? What are the main barriers that need to be overcome if more European businesses are to exploit the full potential of ICT-based, global collaboration? Which policies regarding framework conditions, such as infrastructure, skills and labour flexibility, should be established by the EU in order to enable companies to better exploit opportunities of global virtual collaboration and doing business globally? Which policies could transform Europe into a more attractive environment for innovation and research, also for companies and organisations that are now located in emerging economies such as South-East Asia, China or South-America?

The policy recommendations developed by the roundtable will contribute directly to a better-informed debate on evidence-based policy-making for fostering successful practice of global collaboration by European companies.



Roundtable Agenda

- 09:30 - 10:00 Welcome & coffee
- 10:00 - 10:10 Opening of the workshop, Challenges of globalisation and key priorities for policy
Oluf Nielsen, European commission
- 10:10 - 10:30 Keynote: Globalisation and Collaboration and their effects on how we work and live
Bror Salmelin, European commission
- 10:30 - 10:40 The New Global study: perspective and approach
Katarina Stanoevska, University of St. Gallen - MCM
- 10:40 - 11:00 Introduction to a globalisation case
Business representative
- 11:00 - 11:30 Main findings of the New Global case study
Presentation prepared by study team
- 11:30 - 12:00 Discussion on the New Global case study (plenary)
- 12:00 - 13:00 Lunch
- 13:00 - 13:30 The New Global survey and its main findings
Karsten Gareis, Empirica
- 13:30 - 14:00 Remarks on the New Global survey
Donald Storrie, Eurofound
- 14:00 - 14:30 Discussion on survey results (plenary)
- 14:30 - 14:45 Coffee break
- 14:45 - 16:15 Round table discussion on policy implications
- | Break-out I | Break-out II |
|---|---|
| Theme Global Collaboration and the Human Factor | Theme Global Collaboration and Technology |
| <i>Based on an Issues Note and List of Key Policy Challenges prepared by the Study Team</i> | <i>Based on an Issues Note and List of Key Policy Challenges prepared by the Study Team</i> |
- 16:15 - 16:45 Main conclusions from the day
- 16:45 - 17:00 Closure of the round table

Registration and more information

Please register for this roundtable by completing the webform at
www.mcm.unisg.ch/new_global/