

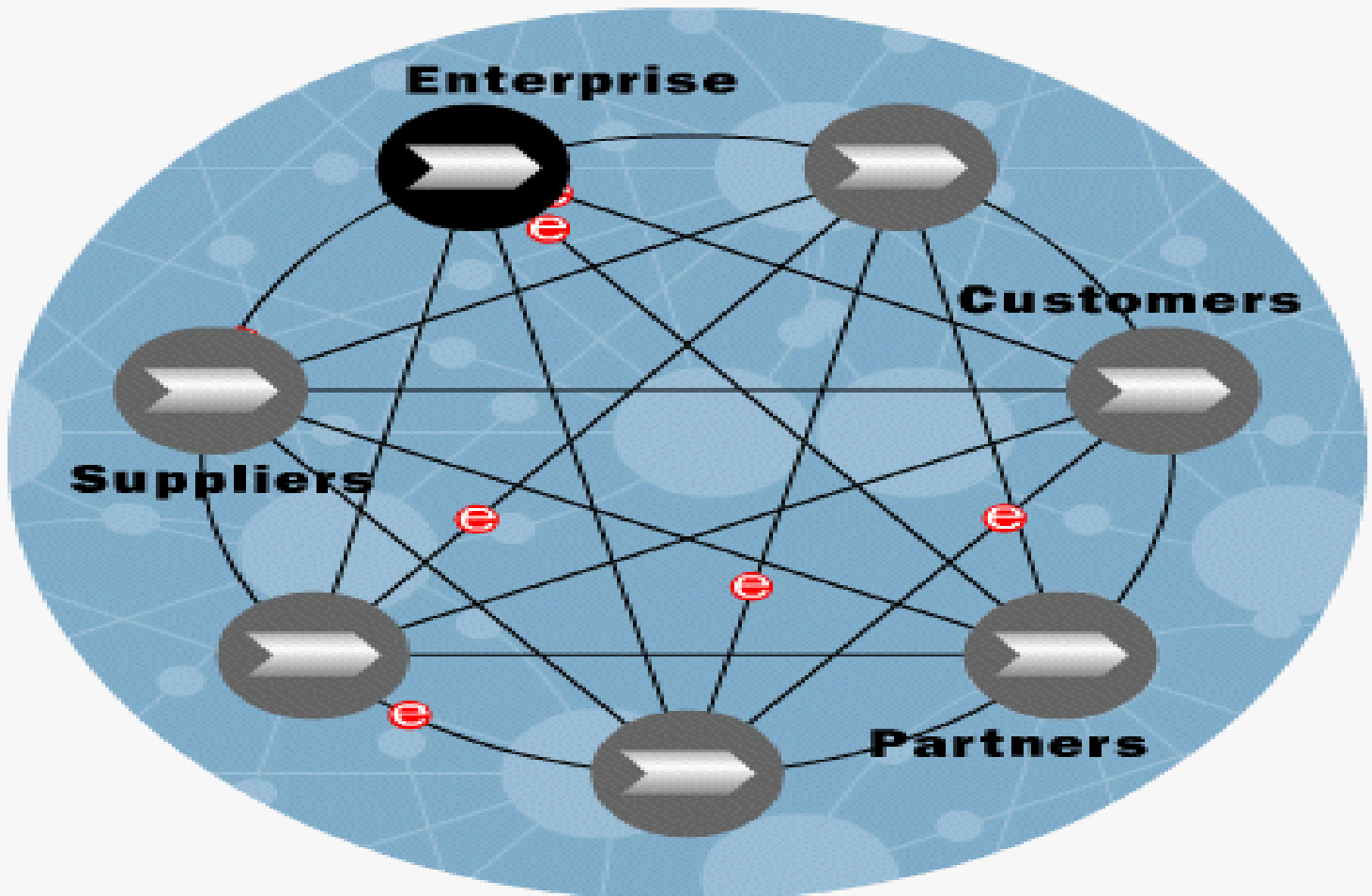
EUROPEAN PROJECTS FOR BRIDGING THE DIGITAL DIVIDE:

**PROVIDING ENABLING APPLICATIONS,
SUPPORTING LOCAL KNOWLEDGE AND
HELPING TO ENTER GLOBAL KNOWLEDGE
NETWORKS AND MARKETS**

**EuroChina 2002 - Beijing
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Academic institutions and businesses create global networks and through informed seamless value chains “extended organisations”.



Companies in the South can only take part in the extended value chain networks of the northern economies if they meet the requirements of the computerised business processes.

Presence in or absence from these networks is today a question of survival for whole economies and businesses, whether they are in the North or the South.

Example: vertical marketplaces of Deutsche Telekom

„Are you ready to deliver your products and services to them?“

E-Market Components

E-Market Services

Finance/Logistics Services

Application Services

Basic Services

Horizontal Marketplace

Construction

BayWa



Healthcare

Automotive

Paper/Print



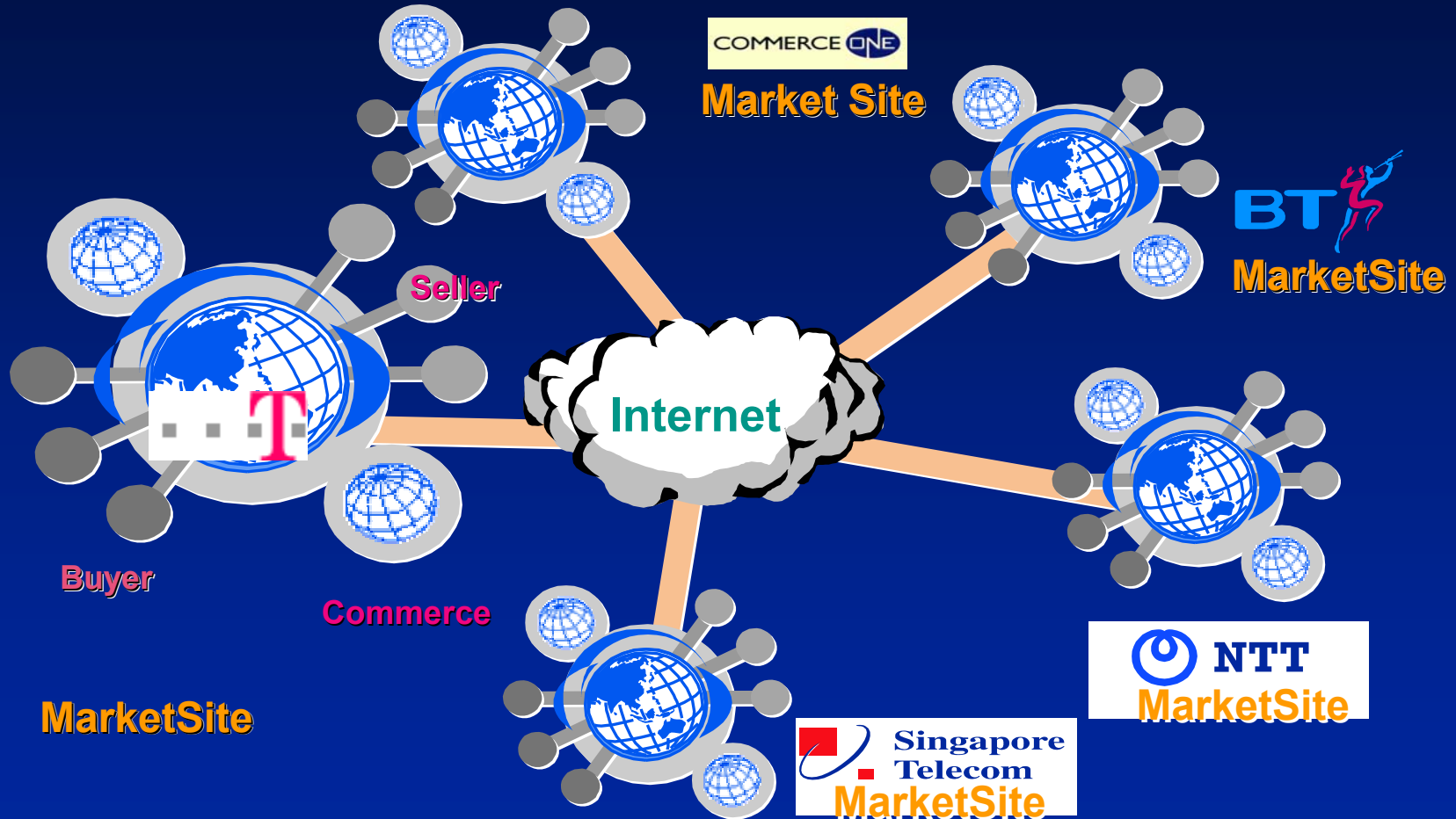
SME

Public Sector

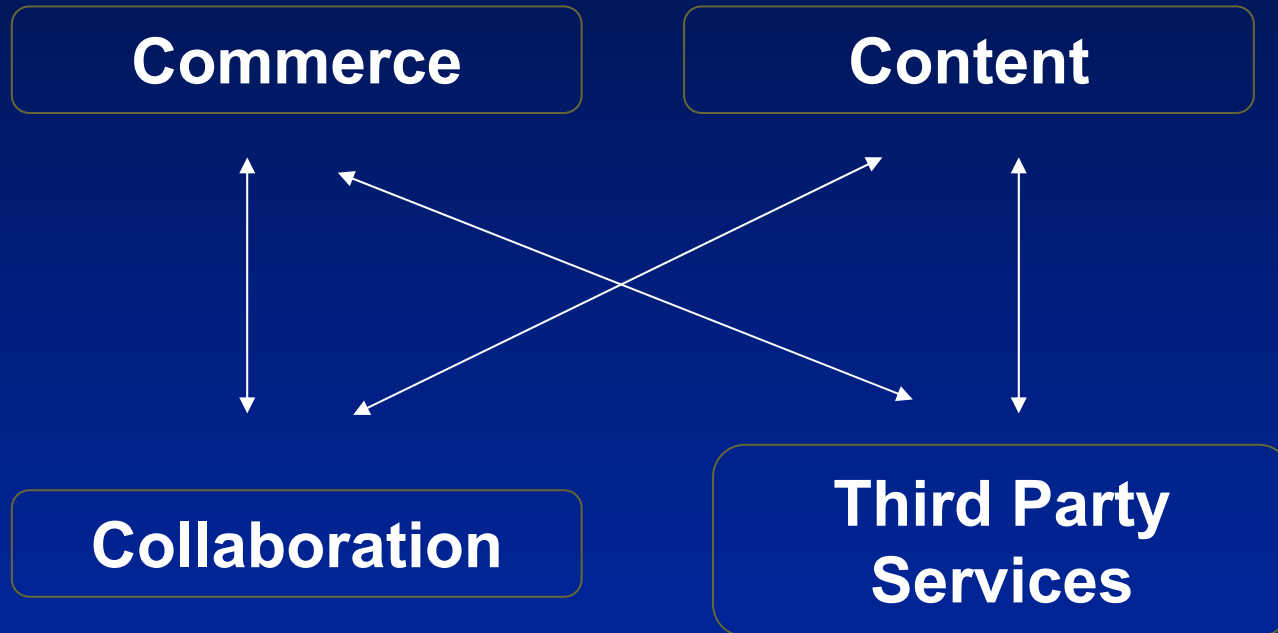
Chemical



**Example: emerging networks of telco e-markets services.
Informed seamless value chains pose new requirements
to emerging markets.**



**It will be hard to survive on transactions alone.
And: Transactions (a low margin endeavour) require increasingly value added services to support complex interactions.**



World Bank, UNDP, the European Commission and national development agencies are launching large scale programmes that enable developing countries to build their own ICT infrastructure and services and to access the e-business of the North.

Examples:

“Global Learning Development Network” – World Bank

“Comprehensive Development Programme” - Japan

“Virtual Colombo Plan” – Australia

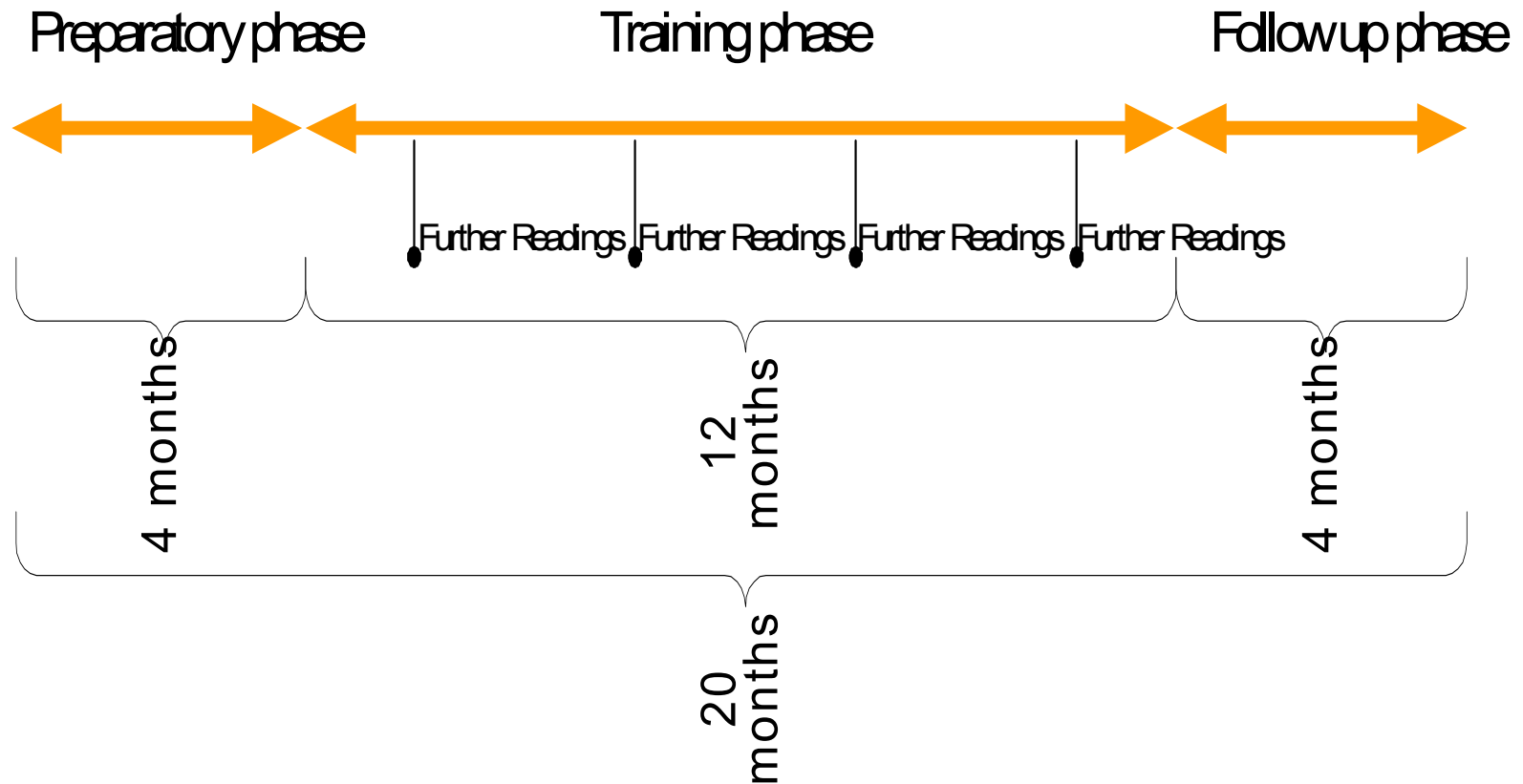
IT@ASIA and IT@AFRICA - Germany

IT@ASIA and IT@African Business - two major e-business knowledge networks financed by the German Ministry of Economic Cooperation.

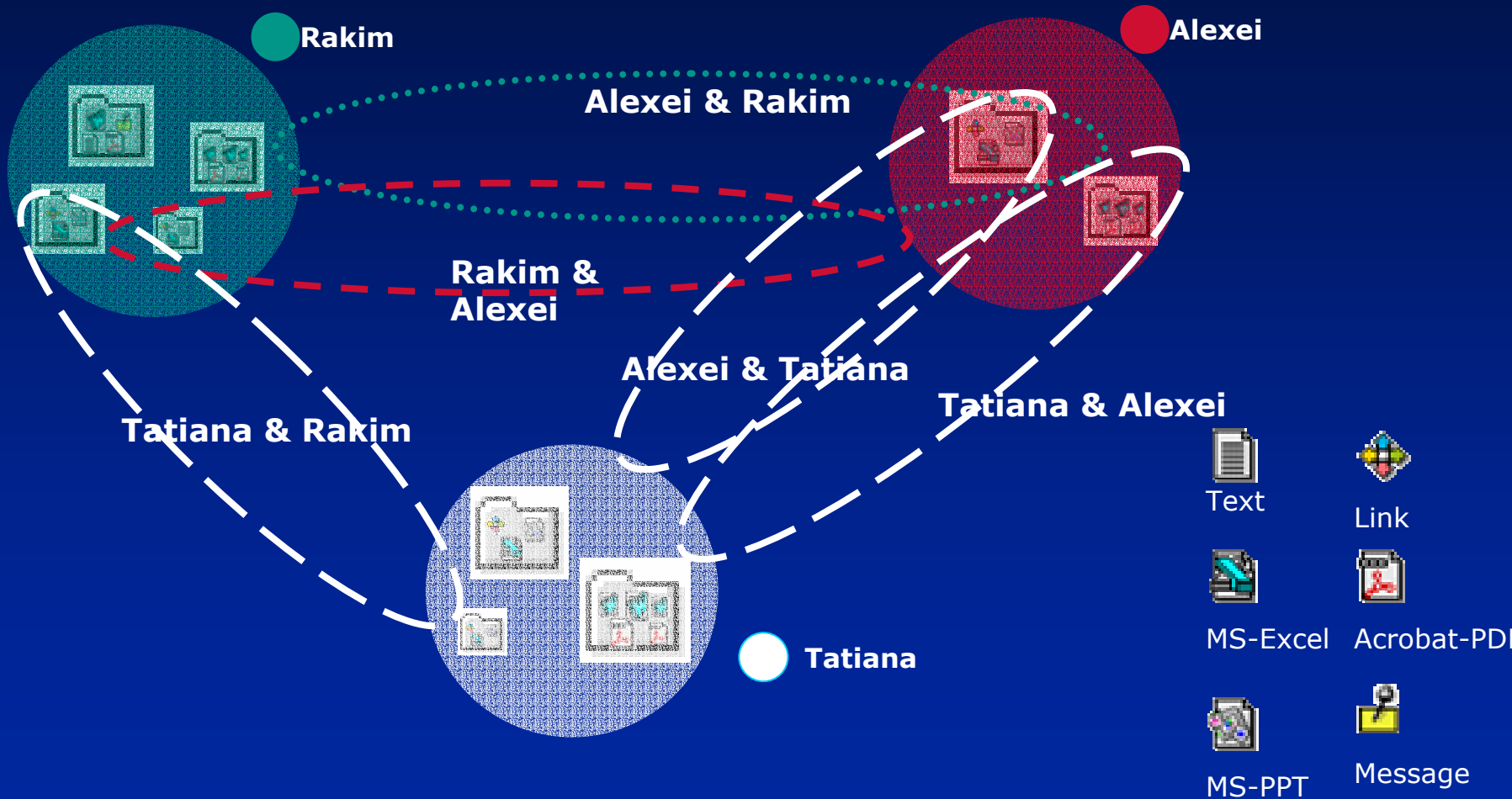
The aims:

- **To train IT consultants on e-business and to support cross-border consultancy networks in 11 countries of Asia and Africa.**
- **To provide open source based knowledge building applications for all project partners and a 1000 learning hours e-learning course on e-business with an open license.**

Schedule and learning modules. 1000 learning hours e-learning course on e-business: Information and Communication Technologies, Business Management, Global Partnerships, e-marketing, Media Production & Instructional Design, (...) and e-business projects in the region.



The shared workspace: access, rights, collaboration



Project partners in Europe, Africa and Asia co-ordinate their cooperation via the Shared Workspace

- Repository for information related to tasks; members deposit relevant information (documents, notes, spreadsheets, software, etc.) in the workspaces
- Primarily asynchronous co-operation
- Version management
- Discussion forums
- Flexible access rights, locking of documents
- Group awareness: event notification and history
- Search engine for databases
- Document conversion and archiving
- System based on Word-Wide Web (WWW)
- No client software required

Documents

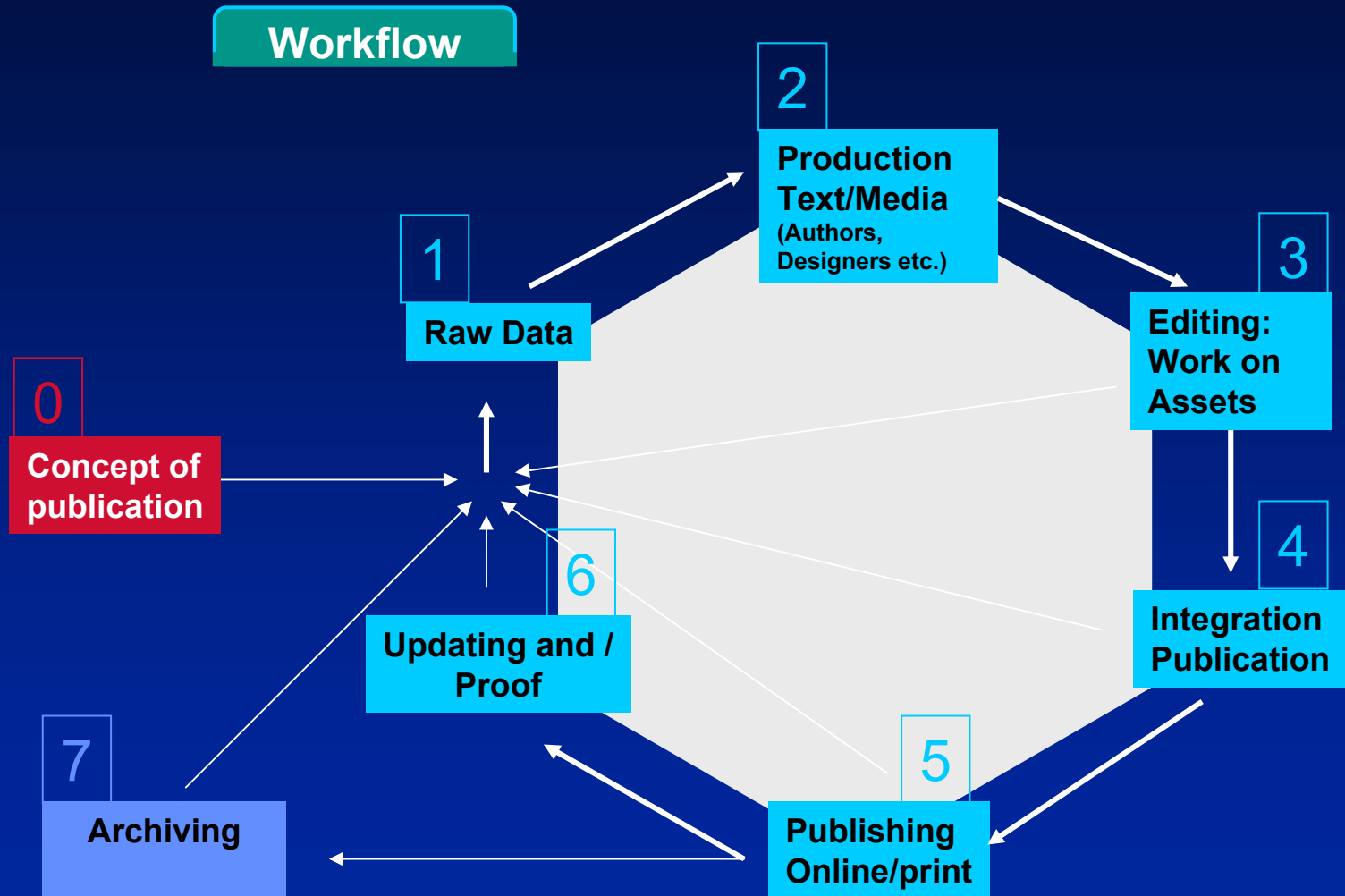


IT consultants need to capture and distribute knowledge on the fly

Fast processes in networks demand:

- **fast knowledge representation and distribution**
- **integration into the value chain networks**
- **knowledge owners become knowledge providers**

Document-Lifecycle



1

Rufen Sie die WWW-Adresse auf.



2

Wechseln Sie in den Redaktionsmodus durch die Eingabe des Wortes „manage“ in die WWW-Adresse.

<http://www.santren.com/manage>

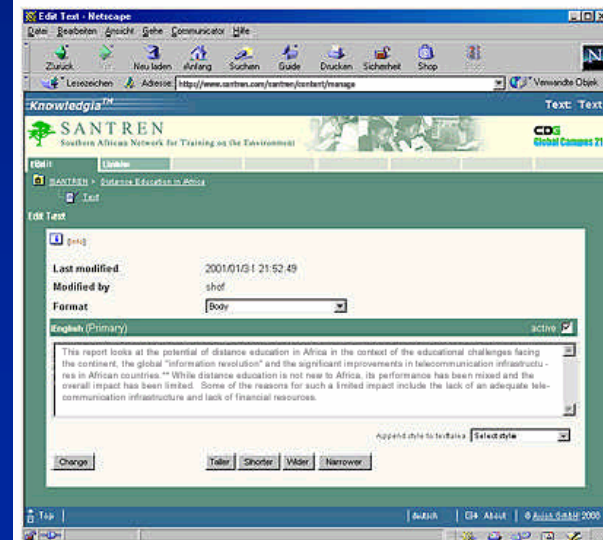
3

Geben Sie in die Sicherheitsabfrage Ihre Login-Kennung ein.



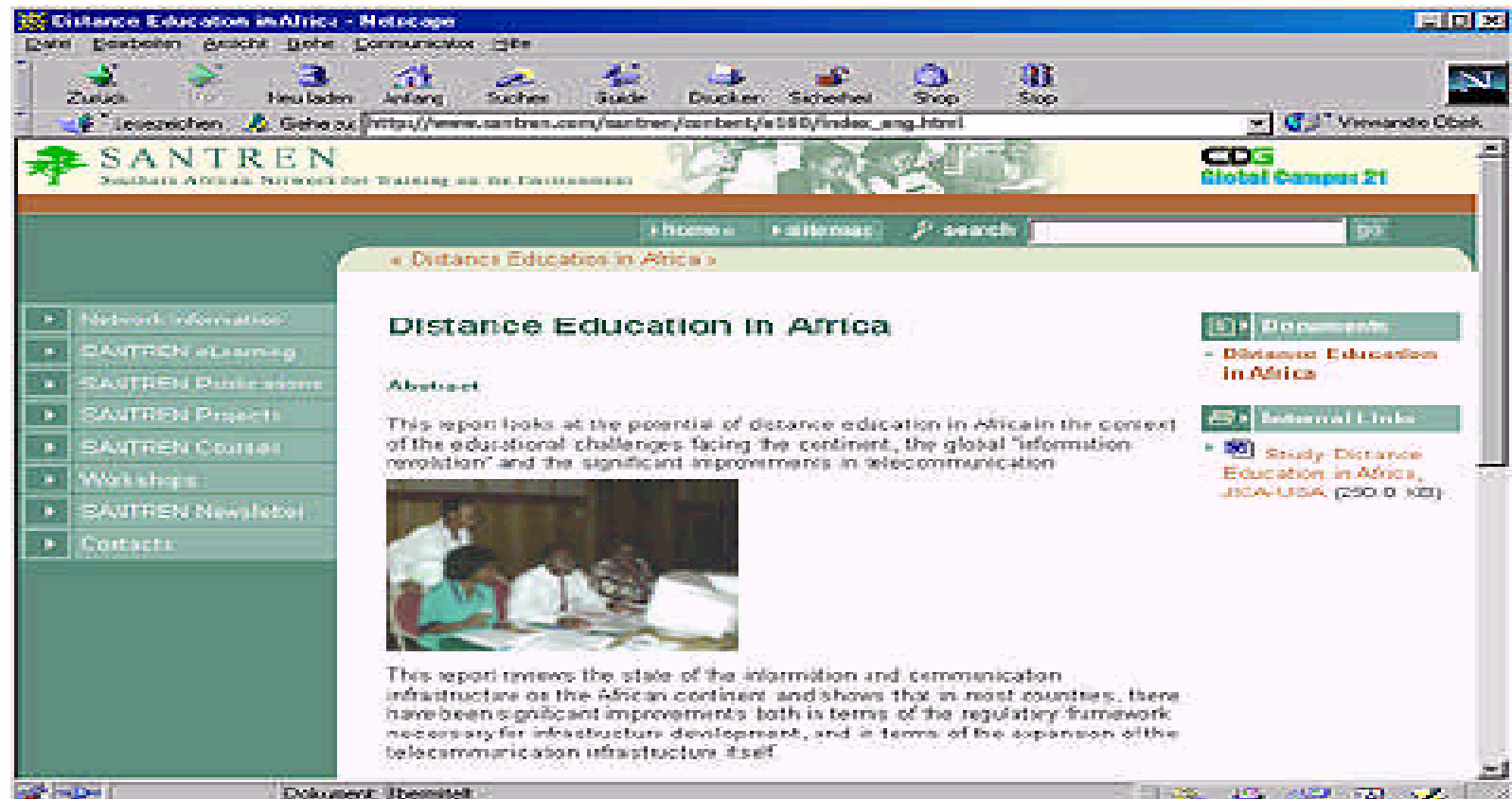
4

Editieren oder aktualisieren Sie Ihre Projektinformationen über den WWW-Browser.



Collaboration and joint Publishing through a Portal

Rufen Sie die WWW-Adresse auf.



Sustainability through productisation and localisation

- All open source based applications of the projects become part of the services of the African and Asian partners.
- The comprehensive 1000 learning hours e-learning course on e-business has an open license and will be localised by the partners in 11 countries of Asia and Africa.

„Unprecedented productivity potential can be achieved when appropriate applications „empower humankind with the ability incessantly to feed knowledge back into knowledge and experience into experience“

Manuel Castells

About Hoffmann+Reif Consultancy:

Hoffmann+Reif Consultancy supports Knowledge Networks both in developed and developing countries through implementation projects, consultancy, technology assessment and training. Sebastian Hoffmann and Leopold Reif have been involved in many national and international e-learning projects for more than 10 years. In Germany they are pioneers in the development of a national knowledge infrastructure, helping to set up the leading virtual libraries and virtual academies. In Europe they launched the first large scale corporate cross-border knowledge networks supported by the European Commission. In South-East-Asia they helped to introduce e-learning to China, South Korea, Taiwan, and Malaysia through a series of conferences and projects. In Africa they set up a state-of-the-art regional application service for a knowledge network in the mining industry.

“Our mission is to help to bridge the digital divide.”