



“Digital Business Ecosystem: an opportunity for regional development”

Date: Friday 25th of April 2008

Prague, Czech Republic, Novotného Lávk 5, Prague 2, 9.00 – 12.45

The aim of this **peardrop** Workshop is to present the concept of Digital Business Ecosystem (DBE) to regional stakeholders from New Member States and the potential opportunities that it offers to regional development.

This activity is part of a wider set of actions that, for the past year and a half, the **peardrop** project has implemented to explain to regions the benefits that they can take from the deployment of such a new paradigm for economic growth and development, especially for SMEs.

The **peardrop** Workshop in Prague will offer the opportunity to gain an understanding of what a Digital Business Ecosystem is and how different aspects need to be of benefit for region-specific needs.

This will be done through presentations and discussions relating to:

- ✓ the Digital Business Ecosystem concept;
- ✓ the **peardrop**'s DBE Toolkits
- ✓ the key issues related to “Digital Business Ecosystems”
- ✓ first regional DBE planning experiences

...and much more!

Do not miss this opportunity to meet those experts from other European regions, who have prepared and tested the on-line **peardrop** “DBE Deployment Planning Guide”: an easy tool for regional DBE Deployment plan that you are invited to experiment at www.peardrop.eu (*for accessing the site you will need to register, registration is free and open for everyone*).

For more information:

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The acronym **peardrop** stands for “**Promoting Ecosystems And Regional Development in support of Regional Operational Programming**”.

It is a Specific Support Action (SSA) under the strategic objective 2.5.8 ICT for Networked Businesses with a view to clarifying, disseminating and promoting the results of regional deployments of innovative ecosystem and SMEs cluster models.

In a few lines, its principal focus is to make more accessible and more practicable for regional policy makers and key local actors the instruments for exploitation and adoption of new innovative business paradigms in ICT for Enterprise Networking.

Agenda

- 08:45 – 09:15 **Registration & Coffee**
- 09:15 – 09:30 **Welcome & Introduction to the [peardrop](#) project**
[Gareth Hughes](#), [peardrop](#) Project Manager, CEO eris@
- 09:30 – 09:50 **Introduction to the DBE concept**
[Dagmar Vránová](#), EPMA, Vysocina, Czech Republic
- 09:50 – 10:10 **How to deploy a regional Digital Business Ecosystem: a policy and business perspective**
[Michela Garbarini](#), CSP Piedmont, Italy
- 10:10 – 10:30 **How to deploy a regional Digital Business Ecosystem: the legal perspective**
[François Gilbert](#), AEC Aquitaine, France
- 10:30 – 10:40 **Synthesis Guide on DBE Deployment: highlights**
[Gareth Hughes](#), [peardrop](#) Project Manager, CEO eris@
- 10:40 – 11:00 *Coffee Break*
- 11:00 – 11:20 **DBE Deployment Plan Experience in Norway**
[Manu Setälä](#), TCH Finland
- 11:20 – 11:40 **Vysocina DBE Deployment Plan Experience**
[Vaclav Jachim](#), Vysocina Region
- 11:40 – 12:00 **Living Labs versus Digital Business Ecosystem: Czech and Latvian experiences**
[Karel Charvát](#), Czech Centrum of Science and Society, Czech Republic
- 12:00 – 12:30 **Open Debate & Discussion**
Chaired by **[Gareth Hughes](#)**, with participation of regions, panel experts & speakers
- 12:30 – 12:45 **Conclusions of the workshop**
[Irina Zálišová](#), [peardrop](#) Project, EPMA director
- 12:45 **Invitation to a networking lunch**