CEN/ISSS Workshop eCAT

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Title: Minutes of kick-off meeting

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1. Welcome and administration

Mr Galinski, Acting Chairman, welcomed participants to the kick-off meeting of the new CEN/ISSS Workshop on e-cataloguing and thanked CEN and the European Commission/DG Enterprise for supporting this initiative.

The agenda was approved with one change:
- Mrs Li's presentation was cancelled (Ms Gatti presented CEN/ISSS WS/EC activities on her behalf)

Ms Li sent her apologies for not being able to attend the meeting. Prof. Klaus-Dirk Schmitz, University of Cologne, also sent his apologies for not being able to be in Brussels for this meeting.

2. Keynote speech: Dr. Reinhard Büscher

The key note speech was given by Dr. Büscher, DG Enterprise, Head of Unit for ICT standardization and SMEs issues.

Referring to the eEurope 2005 Action Plan[1], he underlined how the focus in e-commerce has shifted towards a more integrated approach, e-business. E-business is developing further in Europe although at a slower speed than expected few years ago.
There is still reluctance, especially among SMEs, to use the Internet for selling.
There are two main reasons for this:
-    lack of economic interest;
-    the fact that is not enough to have a web site and to present a product in a more or less unambiguous manner (lack of harmonisation for product description).

E-marketplaces are not dead, but the difference between sectors and among companies of different sizes (large, medium, small, micro) is enormous.

E-cataloguing is still the most popular way of buying and selling on the Internet. Statistics show that in 70% of SMEs, an e-mail is the only thing that follows an order, there is no further activity related to back offices.

In product classification/cataloguing there is no lack of standards, on the contrary there are too many and they are not compliant with each others. For many sectors it is important to facilitate cross border transactions. Industry should favour quick standardization work.

An issue is how much generic work – as opposed to work done for a specific industry - do we need. At a general level we need strategic thinking. The experts group shall examine the potential barriers for electronic markets and provide recommendations on how solutions can be obtained.

DG Enterprise has recently launched another initiative, a group of experts on Internet B2B platforms to analyse obstacles for SMEs to go on-line. A report will be available soon.

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[1] "eEurope 2005: An information society for all", COM(2002)263 final.

This Workshop needs to be ambitious in terms of results. The group shall agree from the beginning what need to be done next and how to promote the use of the standard. Dissemination and deployment are important activities. It is also essential to identify the *clientèle* and take into account users requirements.

Lastly, although the perspective is European, the Workshop shall look at the international dimension, starting from candidate countries (to join EU in 2004).

DG Enterprise believes that the kind of standard work done in this Workshop is important, in particular in the field of ICT. There is also a need for more business practices.

Dr. Büscher wished the Workshop good luck in its activity.

3. Invited presentations

The following presentations were made:

- CEN/ISSS and the Workshop Context
  Barbara Gatti, CEN/ISSS Workshop Manager
- Background to the eCat Workshop proposal and scope of work
  Christian Galinski, TermNet and InfoTerm
- Can There Be Catalogues without Classification?
  Michael Eibl, Bayer AG
- There is no Knowledge – and no e-Business – without Terminology
  Michael Schaar, Dolphin Translations
- ISO TC37 activity, Håvard Hjulstad, ISO/TC 37 Chair *(no slides available)*
- OASIS-LISA Global eBusiness survey and current OASIS work applicable
  Pim van der Eijk, OASIS

Slides are available on the ftp server dedicated to the Workshop eCAT:
ftp://ftp.cenorm.be/PRIVATE/

The ftp server is accessible only to registered participants to the Workshop and it is password protected.

Presentations were followed by discussion among participants; the main comments made are reported hereunder.

In the case of B2B, a legal framework is necessary if there is no stable relationship with SMEs suppliers. In case a large company has stable relationship, it will support the supplier SME to implement e-business services. The legal framework is more important in the case of B2C.

The presence of many standards means duplication of efforts and waste of resources in companies.

For SMEs it is important to justify expenses to go into e-catalogues. Cost savings in the back office are more important for certain sectors, usually dominated by large enterprises (chemical, construction, shipbuilding, etc.).

For SMEs investment in IT not always pays off in the short term. For example, it has been calculated that cost of maintenance of the IT department and website is 6-10 times higher for SMEs than for large companies.

Mr Hjulstad, ISO TC 37 Chair, is a free-lance consultant in language and terminology technology. He contributed to the development of multilingual catalogues. He was also involved in the CEN/ISSS Project Team in the field of Cultural Diversity.
He stressed how the terminology aspect is a key issue in e-catalogues and standardization in this field is important.

4. Official establishment of the e-Cat Workshop

Mr Ketchell chaired the session related to the official establishment of the Workshop eCat.

- **WS/eCat Business Plan**

The Workshop draft Business Plan (doc eCAT/02/001) has been available on the CEN/ISSS web site since beginning of October.

During the public notice period, the ISSS Secretariat received only one comment. This comment, received from Gerd Ochel, ETSI, was related to the title of the Workshop, which in his opinion was misleading, as the Workshop's aim in not to develop an electronic catalogue. The Workshop agreed to modify the title of the Workshop eCAT from "Multilingual Catalogues for Products and Services in eCommerce and eBusiness" in "Multilingual Catalogue Strategies for eCommerce and eBusiness".

In paragraph 3.2 b) - "concepts and plans for: the formulation of requirements and specifications for a meta-model framework" - it was agreed to cancel the word "specifications".

A new paragraph 3.3 related to Workshop strategic objectives was added. Ms Sue Blanks, Portex Ltd., volunteered to draw a proposed list of contents for this paragraph.

It was noted that "Europe" in the context of this Workshop refers to the European Union, EFTA and Eastern European countries.

Paragraph 4 was divided into two paragraphs, four – dealing with work programme - and five – on organisation issues.

In paragraph 4 the duration of Workshop was corrected in 13 months (from December 2002 until December 2003 included) and a detailed description of the Work programme – as in the draft Terms of Reference for the Project Team - doc eCAT/02/003) was added.

In the new Paragraph 5, it was deleted

- the word "Optional" in the sentence….."the Workshop would appoint a Chair and a vice-Chair (optional)"
- the part "or by the CEN/ISSS Secretariat" in the sentence "Workshop Secretariat will be provided by a CEN Member body or by the CEN/ISSS Secretariat".

In the new paragraph seven, the list of liaisons was updated.

On behalf of Ms Li, CEN/ISSS Electronic Commerce Chair, Ms Gatti wished that the eCat Workshop would have a fruitful liaison with the Electronic Commerce Workshop.

The Business Plan was approved, subject to above-listed amendments.

- **Terms of Reference for the WS/eCat Project Team (ToRs)** (doc eCAT/02/003)

Some observations made on the draft Business Plan were also relevant for the ToRs (new title, removal of word "specifications", European context, etc.).

It was agreed that the Workshop eCat would act as the reference authority for the Project Team and that one expert will be appointed leader of the Project Team, to coordinate communication among the Project Team, the Chair, the Workshop Secretariat and the ISSS Secretariat.

It was agreed that the Panel would be composed by the Workshop Chair, the CEN/ISSS Director, Mr Christian Galinski, as representative from Workshop proposers, and Ms Sue Blanks, Portex Ltd., as Workshop representative.

A detailed timescale for the Selection of candidates was agreed. The ToRs were approved, subject to above-listed amendments.

- **Workshop Secretariat**

The ISSS Secretariat received two candidatures from National Standards Bodies to support the Workshop with the Secretariat, namely ON (Austrian Standards Institute) and AFNOR (French Standards Institute).

The issue of many candidates for the CEN/ISSS Workshop Secretariat will be discussed at the next BT/WG94 meeting scheduled Mid January 2003.

Until the issue is resolved and a candidate appointed and endorsed by the Workshop, the ISSS Secretariat will act as Interim Secretariat for the WS/eCAT. Ms Barbara Gatti is appointed Interim Secretary.

- **Workshop Chair and vice-Chair**

The ISSS Secretariat received two candidatures for the position of Workshop Chair:

 -Prof. Klaus-Dirk Schmitz, University of Cologne (D), Language Department

- Mr. Helmut Beckmann, Fraunhofer IAO, Stuttgart (D)

Prof. Klaus-Dirk Schmitz is appointed Chair by acclamation. Mr. Helmut Beckmann is appointed Vice-Chair.

5. Any other business (assignment of actions and next steps)

The list of actions is in Annex 1.

The next plenary meeting of Workshop eCat was fixed on 28 March 2003 at CEN in Brussels, subject to confirmation of the Chair availability on that date.

Annex 1

Actions list

#	Actions	Who	When
1	To redraft Business Plan and ToRs and circulate to Workshop participants	ISSS Secretariat	2 December
2	To launch call for experts	ISSS Secretariat	6 December
3	To comment on revised Business Plan	All	15 December
4	To suggest items for Workshop Strategic objectives	Sue Blanks	6 December
5	To set up liaisons	Chair & ISSS Secretariat	asap
6	To confirm date next plenary	Chair	Asap
7	To appoint Workshop Secretariat	ISSS Secretariat and Workshop	Jan 2003

Annex 2

Attendance list

Beckmann Helmut, University of Stuttgart/Fraunhofer IAO
Betz Raymond, Solvay/CIDX/PDCF
Blanks Sue, Portex Ltd
Buchanan Allan, Danish Standards
Büscher Reinhard, European Commission
Dekleermaeker Leo, ICODIF/EAN Belgium-Luxembourg
Eibl Michael, Bayer
Galinski Christian, TermNet and InfoTerm
Gatti Barbara, CEN/ISSS
Hjulstad Håvard, ISO/TC 37 Chair
Janssen Angelina, ETC Brussels
Ketchell John, CEN/ISSS
Lervad Susanne, Danterm
Mayar Marie-Pierre, Centre de Terminologie de Bruxelles
Mazura Margaretha, European Multimedia Forum
Nieves Peña, Labein
Pechek Heinz, Donau-Universität Krems
Pettinaroli M., Teseo Sprl
Rosan Karlheinz, Siemens AG
Sauberer Gabriele, TermNet
Schaar Michael, Dolphin Translations
Van der Eijk Pim, OASIS
Vrancx Marlène, Centre de Terminologie de Bruxelles
Wohlschlegel Werner, European Commission
Zwanink Marieke, Cedefop

Apologies:

Li Man Sze, IC Focus
Schmitz Klaus-Dirk, University of Cologne