

## PRESS RELEASE



### **A new CEN/ISSS Workshop on eCataloguing Multilingual catalogue strategies for e-commerce and e-business**

CEN/ISSS (the European Committee for Standardization's Information Society Standardization System) is pleased to announce the launch of a new Workshop entitled "Multilingual catalogue strategies for e-Commerce and e-Business" (eCAT). The kick-off meeting took place in Brussels on 29 November 2002.

Proposed by TermNet (International Network for Terminology, Austria), Infoterm (International Information Centre for Terminology, Austria) on behalf of ISO/TC 37, IIM (Institute for Information Management, Germany), eCI@ss e.V. (Germany), EMF (European Multimedia Forum, UK) and ETIS (e- and Telecommunications Information Services, Belgium), the workshop has been set up to run for a duration of 13 Months.

Multilingualism in the EU is often seen as an obstacle for the European economy in terms of competition and the opening up of new markets. There are strong indications that e-commerce and e-business can only function well, if the virtual marketplaces and all their major elements (such as product classification schemes, user interfaces, product catalogues etc.) are multilingual from the outset.

The real challenges to this are in establishing interoperable international multilingual product classification schemes for e-commerce and multilingual e-catalogues. In order to be fully integrated into the whole information/knowledge management and data processing environment of enterprises, e-catalogues must be compatible, or at least interoperable, with engineering systems (such as CAD/CAM), business software (such as ERP) and the various information/knowledge management systems in use.

The eCAT Workshop aims to formulate a strategy for establishing a harmonized methodology for multilingual e-catalogues, and for implementing this methodology in a future full-scale project on e-catalogues. Before the end of the 13-month time frame, eCAT will propose a draft document to be endorsed by the Workshop (WS) and published as a CEN Workshop Agreement (CWA).

The Workshop aims not only to lay the basis for a future implementation of a harmonized methodology for multilingual e-catalogues, but also to take into account the need to train experts and raise awareness on the subject. This is key to helping a high percentage of SMEs worldwide successfully use e-commerce.

The Workshop's primary focus is on the needs of SMEs in the EU, but it will also pay special attention to Central and Eastern Europe and EFTA countries. eCAT will work with other initiatives in the field, including EU-funded RTD-projects, in order to combine experience and competence from both the private and public sectors.

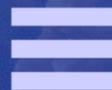
CEN Workshops use electronic working methods supplemented by occasional physical meetings. The next meeting of eCAT is scheduled for 28 March 2003 at CEN's premises in Brussels. In order to attend or become a member of the eCAT Workshop (and be added to the electronic mailing list to receive information and documentation) interested parties can contact the Workshop Secretariat. The minutes of the kick-off meeting and the Business Plan as approved during this meeting are available at:

<http://linux.infoterm.org/termnet-e/ecatsec.htm>.

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## **E-BUSINESS**

### **Eliminating linguistic bottlenecks**

*Enterprise Europe*, Brussels, 13 February 2004 - In e-business, the key to achieving a steady flow of information through the whole supply chain is harmonisation. European companies increasingly require harmonised business processes, messaging and data synchronisation in order to conduct their business online. "Multilingual eCataloguing and eClassification in eBusiness", a free conference to be held in Cologne, Germany on 27 February 2004, will update visitors on recent progress in this field and provide them with strategic documentation.

Organised by CEN/ISSS, the Information Society Standardisation System of the European Committee for Standardisation, with financial support from the eEurope Standards Action Plan of the European Commission, the event will interest industry associations, existing or potential e-business users, providers of software and services, and public authorities.

The conference will include a presentation of the results of the first part of the open-standards workshop on Multilingual eCataloguing, Product Description and Classification (CEN/ISSS-eCAT). This workshop is developing a harmonised methodology for multilingual eCatalogues and eClassification schemes, ahead of a full-scale implementation project. Presenters will explain the eCAT strategy, its impact on the development of e-business in general and on the development of pertinent tools and services. The conference will also present early results from a second and related proposed project, aiming to design harmonised classification architecture.

Marketplaces are building electronic catalogues based on their supplier's data. They are trying to make them interoperable, to avoid duplication and the cost of copying huge amounts of information. Similarly, businesses trading with different sectors and communities are struggling to cope with multiple product-classification systems. SMEs especially need a systematic way of trading products and services electronically in the language of target markets and at the lowest possible cost.

Interoperable catalogues and classification are also vital to the fulfilment of the e-business objectives of the European Union's [eEurope 2005 Action Plan](#), both in relation to the technical aspects (hardware and software) and the so-called semantic aspects (for example, what data should be shown and how).

Conference on [Multilingual eCataloguing and eClassification in eBusiness](#) on 27 February 2004, Cologne, Germany

[Strategic priorities in Standardization - eEurope Plan 2005](#)

[Adapting e-business policies in a changing environment](#)  
Enterprise Europe N° 12, July-September 2003

[B2B electronic marketplaces: new challenges for SMEs](#)  
Enterprise Europe N° 11, April-June 2003

[Putting an 'e-' in SMEs](#)  
Enterprise Europe N° 10, January-March 2003

