

THE 3rd LVIV IT FORUM

Lviv, 22-23 of October

DESCRIPTION

In its third year, the Lviv IT Forum is the only event of its kind in Western Ukraine. It aims to bring IT services and solutions closer to the small and medium enterprises in the region and beyond. IT Forum is a platform for IT companies to demonstrate their services and products and for SMEs to learn from the experience of peers and understand the terminology and scope of IT industry offering.

TARGET AUDIENCE

- Representatives of small and medium business, interested in advanced IT products and solutions.

PURPOSE

- Demonstrate cases of effective IT solutions (both by Ukrainian and foreign providers) implementation by SMEs
- Advance knowledge of SMEs about IT tools, including enterprise-level systems, e-commerce services and other web-based solutions
- Develop understanding of the IT products (systems, solutions) support and maintenance
- Promote closer collaboration between SME sector and IT industry

TOPICS

- Automation of manufacturing and non-manufacturing processes
- ERP systems' development and implementation for SMEs
- Open Source ERP/CRM systems as a solution for SMEs
- Presentation of the community of practice "IT for SMEs"
- Preparing the business case and project plan for IT solution implementation
- Cases of ERP and CRM implementation by various companies
- Internet solutions for SMEs
- Understanding the qualified software support (IT as a process)

PARTICIPANTS

- Small and medium enterprises
- Representatives of IT industry and related sectors
- Representatives of research institutes, consulting companies, educational institutions etc.
- Geographical focus – Ukraine and Poland (open for participants from other countries)

ORGANIZERS

- PPV Knowledge Networks
- Cognovis GmbH & Co. KG
- Lviv Entrepreneurs Committee (LEC) Analytical Group
- Lviv Chamber of Commerce and Industry (LCCI)

BACKGROUND

The idea of the forum goes back to the year 2006 when first seminar was held in Lviv. It later followed by the second one in 2007. Both events were aimed at initiation of the dialogue between Ukrainian SME representatives and IT solutions providers.

2006

- Event – **“Advanced IT Solutions and Competitiveness of SMEs in CEE”**
- Number of participants – 45
- IT industry representatives:
 - Kvazar-Micro
 - Cognovis GmbH & Co. KG
 - ELEKS Software Ltd.
 - SoftServe Inc.
 - Schartner AG
 - COMPLEX Ltd. etc.
- Research projects, Institutes:
 - The Bremen Institute of Industrial Technology and Applied Work Science at the University of Bremen (BIBA)
 - E4 Research project (Extended Enterprise management in Enlarged Europe)
 - Centro Ricerche Fiat (CRF), etc.
- SME representatives:
 - «Lvivholod»
 - «Ensym»
 - «Electron»
 - «HalAvto»
 - SBEDIF Business Centre, etc.
- Organizations:
 - Lviv Consulting Group,
 - Lviv Chamber of Commerce and Industry,
 - Polish-Ukrainian Chamber of Industry, etc.

2007

- Event – **«IT-рішення для конкурентоздатних підприємств»**
- Number of participants – 90
- IT industry representatives:
 - Cognovis GmbH & Co. KG
 - ITTI
 - Comarch
 - IST World
 - UARNET
 - «Supremium» consulting company
 - Elektra etc.
- Research projects, Institutes:
 - COMIST Project
 - Polish Information Technology and Telecommunications Technologies Chamber
 - E4 Research project (Extended Enterprise management in Enlarged Europe)
 - Josef Stefan Institute (JSI) etc.
- SME representatives:
 - West-Ukrainian Automobile House
 - «Management solutions and systems»
 - KOGAST
 - United Fashion Ukraine
 - «Halychyna» etc.
- Organizations:
 - Association of IT - directors of Ukraine
 - European Business Association (EBA)
 - Warsaw Stock Exchange
 - IST-World
 - Transcarpathian CCI etc.

CHALLENGES AT HAND

Those events demonstrated a number of problems that prevent the effective growth of the market of IT services and products for SMEs and at the same time present an unused potential for such growth:

- Relatively low awareness and understanding by the business environment of positive aspects of automation of manufacturing and non-manufacturing processes
- Absence of practical skills and experience of work with professional software support programs, need to increase the ability to assess various software solutions
- Unsolved problems as regards the elaboration of and adherence to uniform game rules, low pace of transformation to "electronic society"
- Necessity to create communities and social networks, first of all in the IT sphere, etc

FORMAT

This year's event will be held in the forum format as oppose to the meeting-seminar format, which we used in the past. During the forum we will provide a room for communication purposes as well as a separate space for the presentations and panel discussions.

LOGISTICS

- Forum will take place on 22 of October
- The forum will take place at the hotel "Dnister"
- 90 expected participants
 - 50 – representatives of small and medium enterprises
 - 20 – representatives of IT industry
 - 20 – representatives of other industries and occupations

FORMAT

Communication Space

- Space for IT companies and service providers to present and promote their products and services
- Opportunity for SME's to meet with IT specialists and find out more about proposed products and services
- Environment for direct interaction and networking

Discussion Space

- Panel discussions with invited speakers
- Discussions and F&A sessions on the topics of the Forum

ORGANIZERS



Lviv Entrepreneurs Committee (LEC) (<http://www.kpl.org.ua/>) is an NGO created to help, protect and support the entrepreneurship, promote business education and to facilitate innovation process. Currently has 50 members.

LEC Analytical Group (<http://ag.kpl.org.ua/>) focuses on support, promotion and coordination of innovative projects in the areas of entrepreneurship development, IT, stock markets, governmental and financial institutions.



Cognovis GmbH & Co. KG (<http://www.cognovis.de/>) – German IT company, which develops and supports implementation of the open source ERP systems. Cognovis is involved in the E4 project (Extended Enterprise management in Enlarged Europe) European research project as a technical partner.



PPV Knowledge Networks (<http://ppv.net.ua/>) – a professional services company providing knowledge networks' management and technology commercialization services. Services range from the definition of the service offering, business modelling for associations, project management and maintenance services, to business incubation of spin-off projects.



Lviv Chamber of Commerce and Industry (LCCI) (<http://www.lcci.com.ua/>) – is a regional organization, which protects and promotes the interests of local entrepreneurs. As of today the chamber has over 400 members. LCCI is a member of Ukrainian National Chamber of Commerce and Industry and has partnership and frame agreements with alike institutions of the Eastern European region.

PARTICIPATION

Considering growing interest and demand of SMEs for the IT solutions in the region, we are inviting IT companies and IT services providers to take part in the 3rd Lviv IT Forum.

PURPOSE

- Presenting company's products and services, demonstrating effective business cases
- Informing SMEs about the solutions and technologies on the market (demand side education)
- Promoting an interest to IT solutions and products among SMEs
- Networking and market research

ADVANTAGES

- Promoting and advertising the company among its potential clients
- Presenting proposed topics to the audience from the company's point of view
- Possibility of live and direct communication with forum participants – other IT industry representatives and SMEs
- Presenting information about company's services and products in the dedicated catalogue

FORMAT

Communication Space

- Presenting information on company's services and products:
 - Presentation stand with information about the company
 - Laptop for live products/services features demonstration
 - Banners
 - Company's logos
 - Flyers and other printed materials
- Demonstrating products and services
- Direct communication and networking with forum participants

Discussion Space

- Possibility to include topics within the participating company's competence in the programme
- Speaking opportunities in the panel discussions

PARTICIPATION PROVISION

- IT companies and related fee - 400 Euro
- Participation request acceptance final due date – 17th of October, 2008
- Participation fee application final due date – 20th of October, 2008

CONTACTS

PPV KNOWLEDGE NETWORKS

Yaroslav Zadorovskyy – Project Manager
tel. Mob. +38 050 1324 007
+38 067 6700 403
Skype: yaroslav_zadorovskyy
E-mail: yz@ppv.net.ua

Lviv Entrepreneurs Committee ANALITYCAL GROUP

Ihor Hurnyak – Head of the Group
tel. Mob. +38 092 205 32 67
Skype: bilohorscha
E-mail: hurnyak@kpl.org.ua