CB-BUSINESS: Cross-Border Business Intermediation through Electronic Seamless Services

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1st International Conference on “European Experience in e-Government development”
Levels of “one-stop government”

First stop approach
- provision of introductory information for various services
- without capability for completing transactions

Convenience store
- provision of services in a broad spectrum of subjects
- without (in the general case) particular relationships

E-gov Portal
- provision of entrance points to various services offered by other sites
- Without capability for completing transactions

True one-stop approach
- information about services that correspond to end user life events
- with capability of completing transactions
- transparent integration
Issues in cross-border applications

- E-Government efforts both within and outside the European Union focus on the national scene of each country.
- They do not address the needs of businesses when they enter into cross-border processes.

- Certain initiatives have been set up in this direction:
  - Emphasis on facilitating transactions between neighbouring border regions.
  - Not on explicitly providing support for “anywhere-to-anywhere” cross-border transactions.

- Critical need: to support a company that
  - Needs information and/or wants to make transactions with the public administration of another (possibly non-neighbouring) country.
    - E.g. in order to enter into export procedures or to pay foreign subcontractors.
CB-BUSINESS is a two-year EU-funded research and development project that aims to develop, test and validate an intermediation scheme for cross-border business services.

- **CB-BUSINESS**: Cross-Border Business Intermediation through Electronic Services
- **Starting date**: 1st April 2002
- **Duration**: 24 months
- **EC Funding**: 1.700.000 €
- **Project consortium**: 10 partners from 6 countries

- Planet Ernst & Young
- University of Athens
- ACCI
- GSIS
- CCIRB
- SchlumbergerSEMA
- ITC
- ComNetMedia
- BCCI
- CCIP
The CB-BUSINESS consortium consists of developers, government agencies and chambers of commerce and industry.
The overall objective of CB-BUSINESS is to:

**develop, test and validate an intermediation scheme that integrates the services** offered by government, national and regional administration agencies as well as commerce and industry chambers of EU and Enlargement Countries **in the context of cross-border processes**
Specific Objectives

- **Design** a unified true “one-stop shop” service model for “Business-to-Government” interactions
  - CB-BUSINESS aims to develop a service model based on an intermediation scheme

- **Develop** a WWW-based intermediation hub
  - that implements this service model and will act as a pivotal point of contact for EU and enlargement country enterprises.

- **Prove** the validity of the service model and pilot-test the WWW-based intermediation hub
  - in various specific cases that strengthen European integration and facilitate cross-border processes between EU-enterprises and businesses in enlargement countries.
**What will it look like?**

- **Operational demonstrator** comprising the *technical infrastructure, application functionality and operational procedures* necessary for

  - presenting service content, accepting requests and delivering results to end-users through a variety of communication channels
  
  - responding to end-user requests for service delivery by triggering cross-border administrative processes in a seamless manner
  
  - dynamically publishing new services, as the latter become available by participating service providers.
How will it operate?

[9] execute process workflows
[10] produce interim results
[11] deliver interim results to hub

[1] view service content
[2] submit request
[6] provide user data
[14] get service results

[3] identify involved processes
[4] identify competent service providers
[5] identify user data requirements
[7] forward user input to service providers
[8] trigger and coordinate process workflows
[12] synthesize final service results
[13] deliver service results to end-user

CB-BUSINESS intermediation hub

SERVICE PROVIDER
SERVICE PROVIDER
SERVICE PROVIDER

END USER
Structure of the architecture

CB-BUSINESS intermediation hub

- National, regional or sectoral level
  CB-BUSINESS intermediation hub

- CB-BUSINESS operational interface
  - CB-BUSINESS-compliant service provider interface
    - Service provision infrastructure (IT-based)
  - CB-BUSINESS-compliant service provider interface
    - Service provision infrastructure (non-IT)

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- Country/region/sector A government/business service provider
- Country/region/sector A government/business service provider
- Country/region/sector B government/business service provider
- Country/region/sector C government/business service provider
Implementation view

End-users
- desktop/laptop
  - PC, palmtops, PDAs *
- public kiosk or ISDN cardphone **
- mobile telephony *
- fixed telephony **

CB-BUSINESS intermediation hub
- web interface
- call-center interface **
- CB-BUSINESS service content
  - information services
  - communication services
  - distribution services
  - transaction services

Government and business service schemes
- service scheme 1
- service scheme N

Complementary third-party services
- banking services **
- postage services **

* shall be considered for the project’s showcase
** shall be considered for architectural provisions
## Suggested services

<table>
<thead>
<tr>
<th>Cross-border business situation</th>
<th>CB-BUSINESS services</th>
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<tbody>
<tr>
<td>A. Learn about a foreign country</td>
<td>1. Market, economy and regulatory info</td>
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<td></td>
<td>2. Info on fairs and exhibitions</td>
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<td></td>
<td>3. Info on companies, exporters, products</td>
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<tr>
<td></td>
<td>4. Info on business opportunities &amp; partner search</td>
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<td>B. Learn how to set up a company</td>
<td>5. Info on how to set up a company</td>
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<td>C. Set up a company in a foreign country</td>
<td>6. Company name and logo check</td>
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<td></td>
<td>7. Registration of companies with CCIs</td>
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<td>D. Do business in a foreign country</td>
<td>8. Issuing Carnet ATA certificates</td>
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<td></td>
<td>9. Issuing Certificates of origin</td>
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<td>10. Amicable dispute resolution</td>
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Currently, the following tasks are in progress:

- Analysis of the service provider processes
- Analysis of end user requirements
- Specification of functional architecture of CB-BUSINESS system
- Specification of technical architecture of CB-BUSINESS system
Contact details

For further information:

Please contact

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or visit the project’s website:

http://www.cb-business.com

Thank you for your attention!