



Galicia e-Commerce Leveraging Centre

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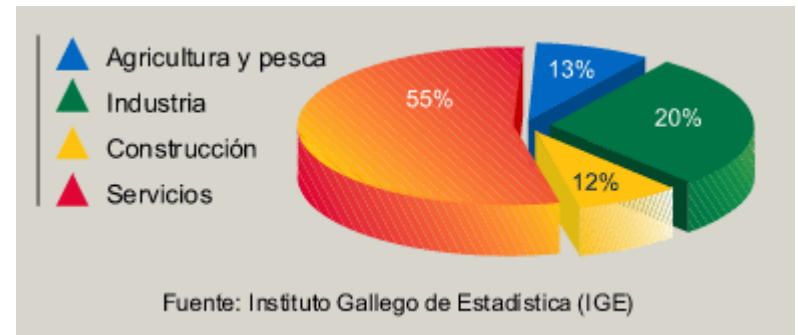
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Background: Regional situation

Galicia economic structure

- Employees by sector
- Unemployment 12, 2 % (2002)



- Gross Internal Product variation and comparison with Spain and EU



[More →](#)



Background: Regional situation

Galicia economic structure

- Gross Added Value sectorial distribution
- Gross Added Value variation and comparison with Spain



Background: Regional situation

The enterprises in the region: structure.

- In Galicia, most of them are micro and small



Galicia. Number of companies. Employees stratification 2002

		TOTAL		
	Employees			
Self-employees	-	100.567		
Microempresas	1 to 5	53.342	59.726	Micro
	6 to 9	6.384		
Pequeñas empresas	10 to 19	4.636	7.255	Small
	20 to 49	2.619		
Medianaempresa	50 to 249	981	981	Medium
Gran empresa	250 or more	87	8.236	SMEs
		168.616		



Background: Regional situation

- The gap in Galicia in 2001, before creation of LC
- [→ More](#)

	Galicia	UK	Suecia	Alemania	Francia
Usuarios con PC na casa	35%	47%	61%	46%	40%
Usuarios de Internet	20%	49,3%	60,7%	38,4%	30,1%
Empresas con acceso a Internet	70,5%	94%	98%	97%	82%
Empresas con páxina web en Internet	25%	80%	80%	78%	56%
Empresas con páxina web na que se ofrecen produtos/ servicios	5,3%	29%	38%	43%	19%
Porcentaxe de vendas on-line sobre o total de vendas das empresas	2%	13%	17%	11%	13%

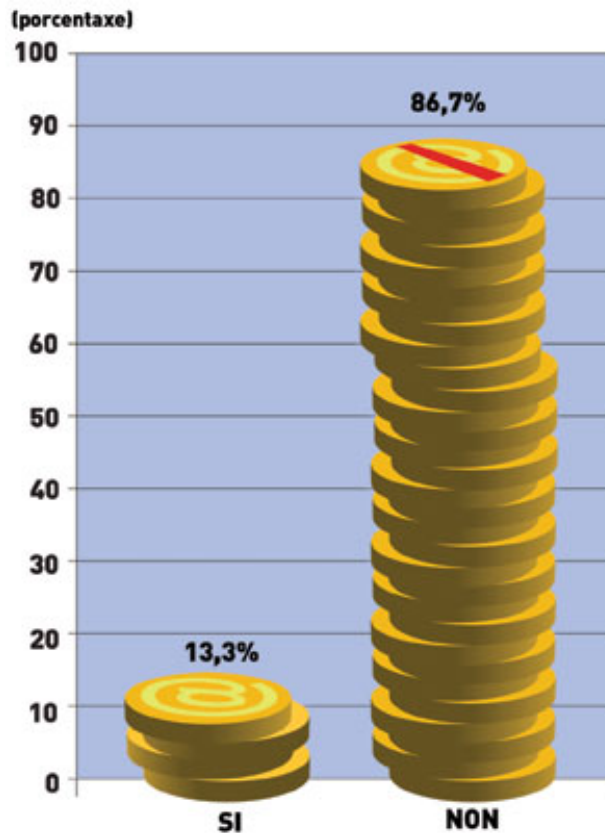
Galicia: current situation (I)

(% of total number of SMEs)

	Galicia 2000	Galicia 2003
Pc penetration	94,8%	95,5%
Internet access	69,9%	83,1%
SMEs with websites	24,5%	37,2%
SMEs doing B2C	6,2%	9,3%*
SMEs doing B2B	N.D.	6,8%*
SMEs using e-commerce	N.D.	13,3%
(*) Non-excluding answer, some SMEs do both		

	Galicia 2002	Galicia 2003
SMEs using e-commerce	12%	13,3%

Galicia: current situation (II)

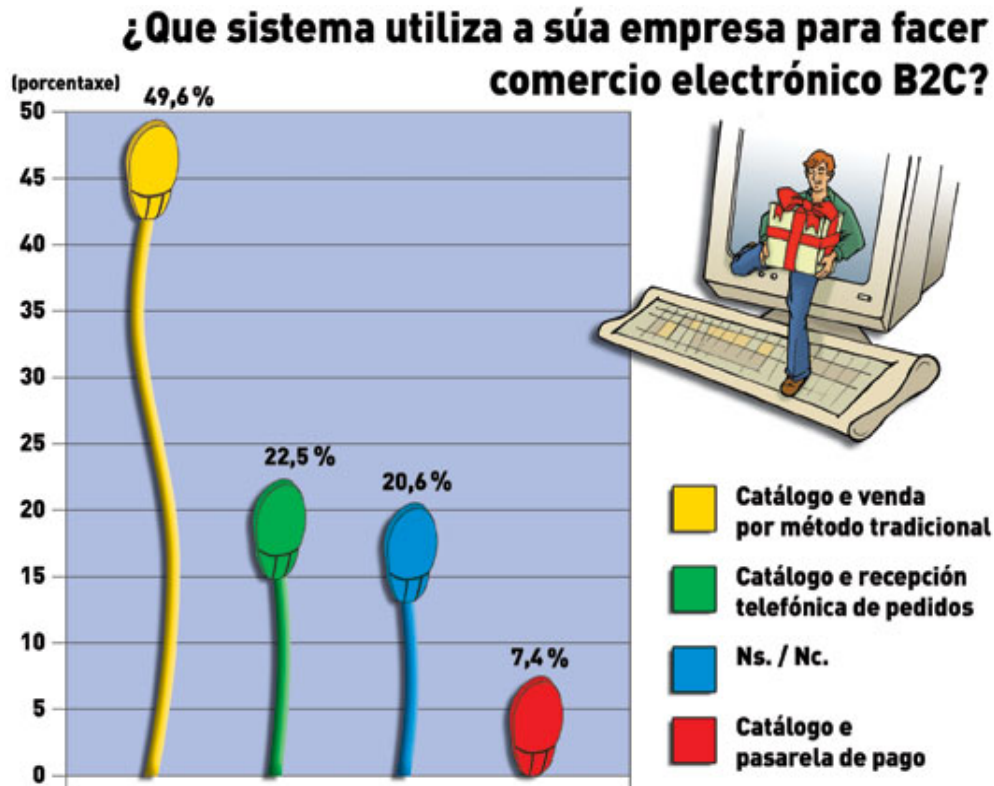


Empresas que realizan comercio-e



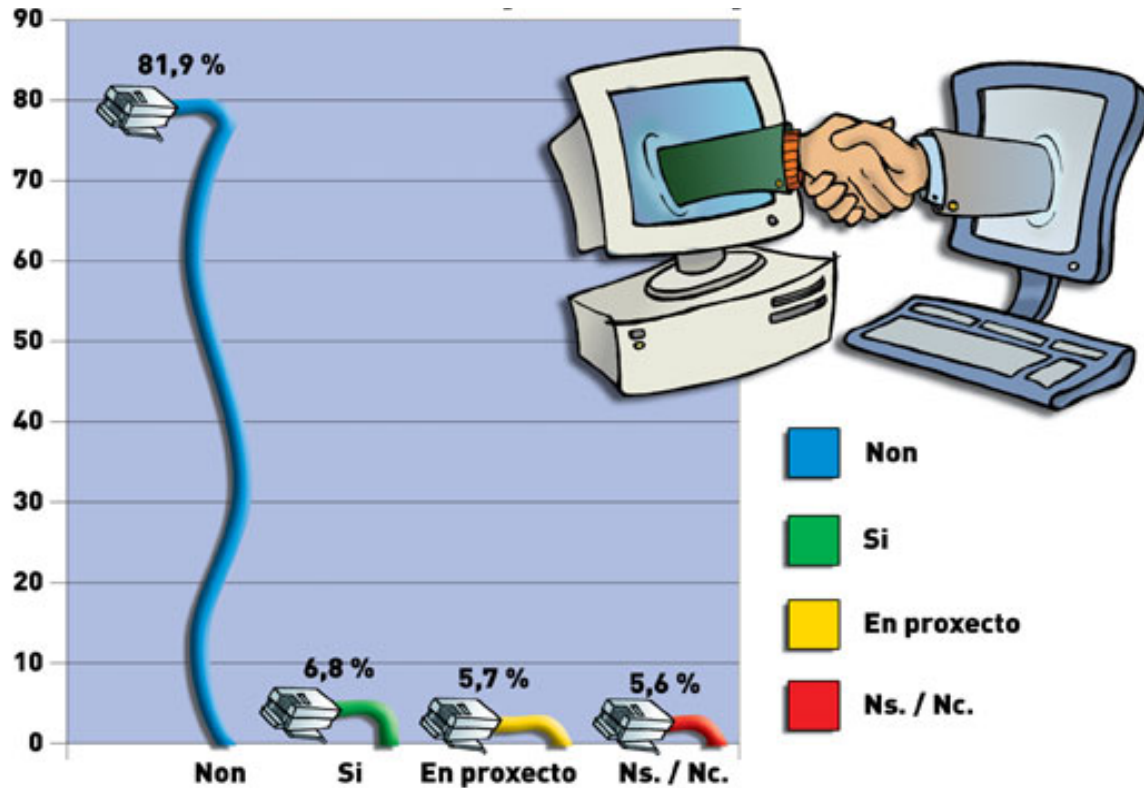
Companies with e-commerce strategies

Galicia: current situation (III)



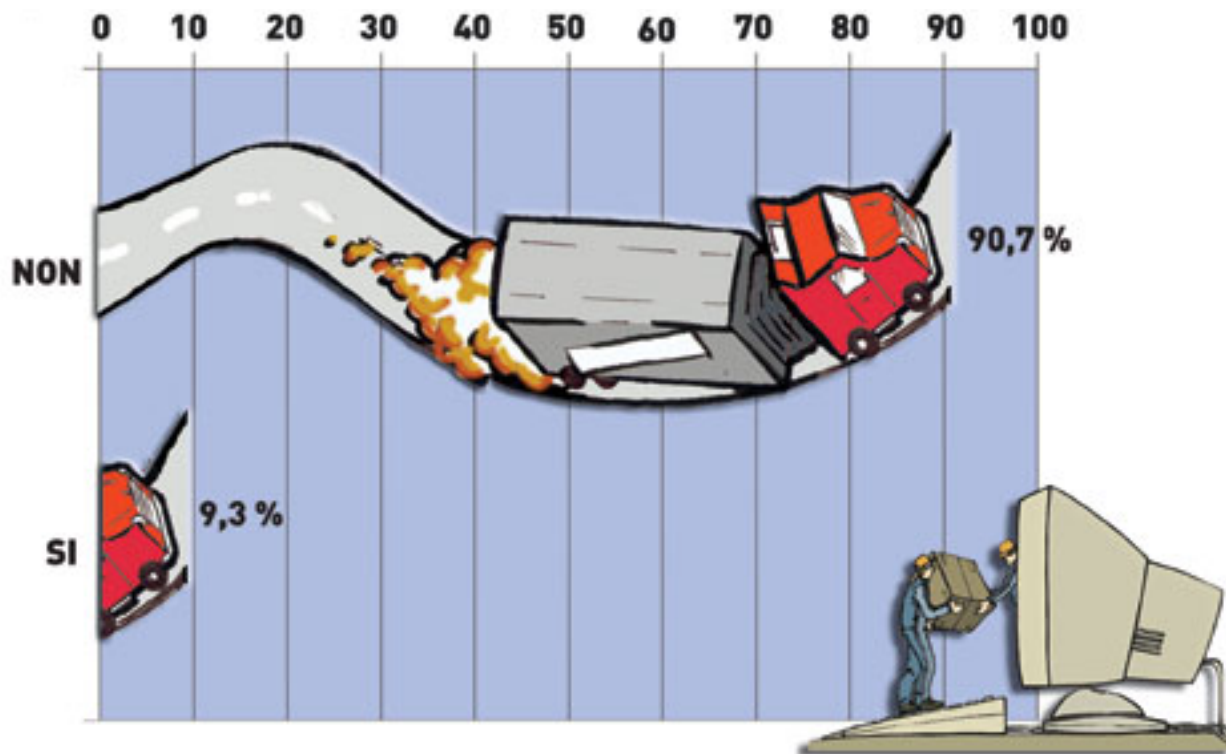
B2C in companies: selling method

Galicia: current situation (IV)



Companies that will start B2B processes in 6 months time

Galicia: current situation (V)



Companies with B2C services

Modules activity

OBSERVATORY

Technical Monitoring

ICT Reports



Policies check

Following & Evaluation of Activities (L.C.)

Sec.Educ. curriculum

SMEs training

Society training

EDUCATION & TRAINING

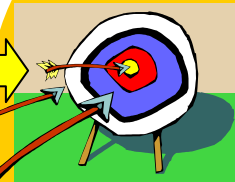


Leveraging Centre

e-Commerce demo

Help Desk

DEMONSTRATION & SUPPORT



INFORMATION & COMMUNICATION

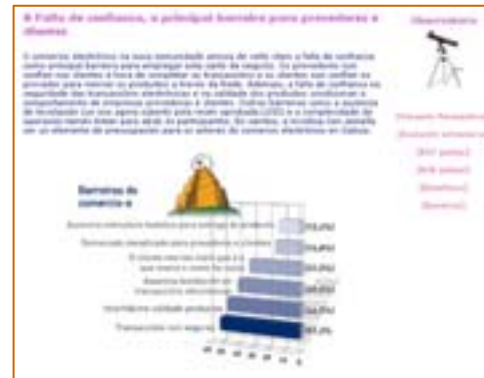


Observatory

- Surveys

Observatory Module	Results
Surveys	2
SMEs surveyed	557
Citizens surveyed	925

- Analysis



- Reports

Observatory

- Specific ICT studies and analysis
- Assessment of the current situation in the region
- Monitoring and observation of the ICT applied to e-business
- Monitoring and observation of e-business policies and initiatives
- The “e-Barometro Report” is focused on enterprises and the Internet users. Its results are published in regional mass media and in the LC magazine and website
- Provides information to guide regional ICT policies →
 - Has provided information for **parliamentary debates** and **governmental agencies & bodies**
- Allows comparison with Europe
- 120 initiatives selected (from all initiatives reviewed)

Observatory

- Users:
 - Rest of LC modules
 - Researchers
 - Mass media
 - ICT providers
 - ICT users (SMEs)
 - Regional government agencies and bodies
 - Political parties and other regional stakeholders
- Reports
 - e-Barometro Citizens Report 2002
 - e-Barometro Companies Report 2002
 - e-Barometro Report 2003
 - e-Barometro Citizens Report 2003
 - Regional ICT and e-commerce report
 - Sectorial analysis and reports (fisheries, tourism, international trading, logistics, etc.)



Observatory

Identified obstacles so we can guide LC actions.

Some examples:

- Lack of confidence → need of information → dissemination & training
- B2C is preferred e-Commerce model within SMEs, not B2B (as in other international researches) → Support module gives priority to B2C
- Users do not identify logistics as the main constraint. But it is very important as Observatory discovered → specific project development for logistics improvement
- ICT infrastructure problems in rural areas → mobile courses
- Demonstration effect: If entrepreneur A has it, B wants too.

Training

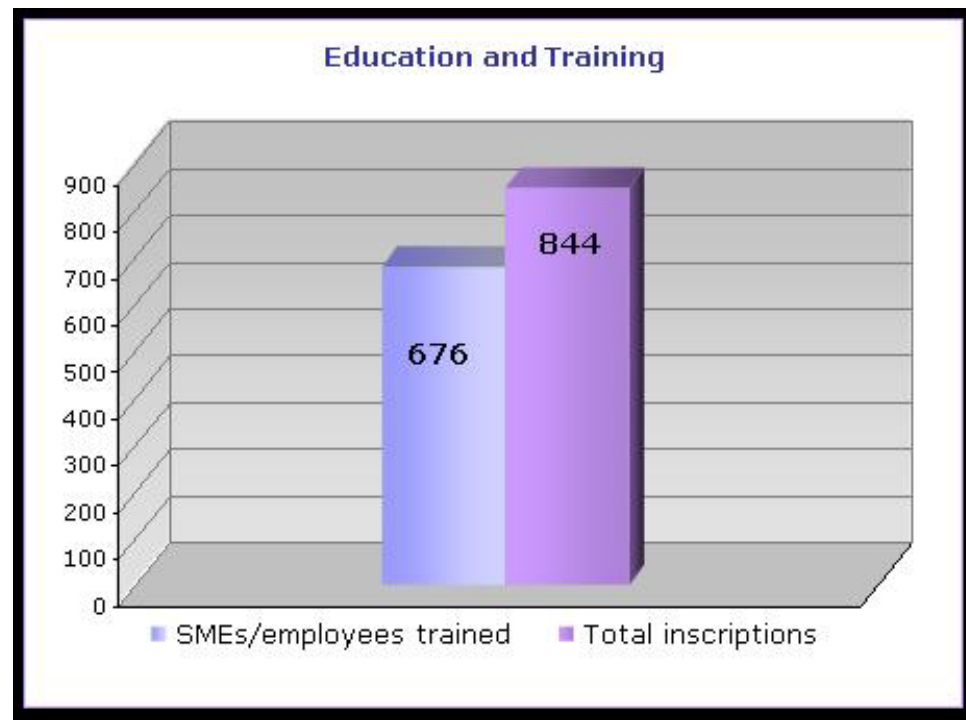
- Design, contents and lectures based on **Observatory** results
- Courses and conferences
- SME managers and staff, entrepreneurs and citizens
- Workshops with entrepreneurs
- Great expectation and high number of registrations
- Courses and conferences have driven the attendees to other LC services (support, observatory, communication).

Courses	Number
"e-business course to SME managers and staff"	28
"e-commerce course to women entrepreneurs"	12
FIP plan (Module: e-commerce)	1
Total courses	41

		Attendants
Workshops, Seminars	5	1.248
Speeches, lectures	8	
Conferences	7	123
Total	21	1.371

Training

- Courses imparted in the Galician **7 biggest cities** (4 courses in each city) by University of A Coruña
- Supporters of the training programme: Regional Development Agencies, Financial Institutions, Chambers of Commerce and other trade organisations



Training

- EXTRANET for the courses attendants.
 - This communication channel has allowed them to **solve their questions** and to access **additional information** about the courses.

The screenshot shows a web interface for the 'Centro de Competencias en Comercio Electrónico'. It features a navigation menu with links like 'Inicio', 'Índice', 'Contacto', and 'Centro de Competencias'. The main content area is divided into sections for 'Cursos de atención al cliente', 'Cursos de atención al cliente', and 'Cursos de atención al cliente'. Each section contains a list of courses with details such as dates and descriptions. The interface is designed to provide users with access to course materials and information.

Courses extranet with tools

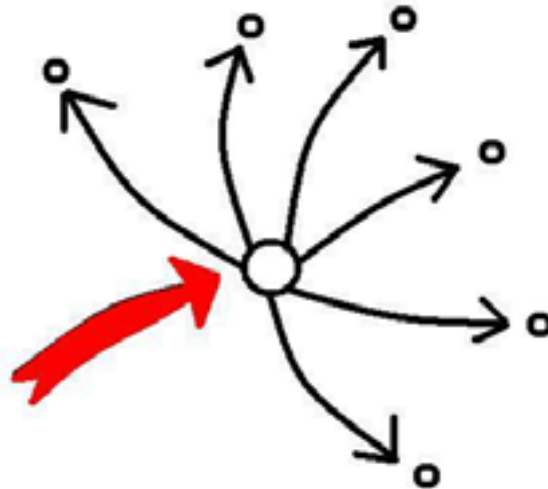
The screenshot shows the 'e-MINDER' website, which provides information and material for courses. The page includes a navigation menu with links like 'Main Page', 'Contact Info', 'Staff', 'Projects', 'Publications', 'Documentation', and 'OpenProjects'. The main content area features a table titled 'Documentos' with columns for 'Fecha' and 'Titulo'. The table lists various documents, including 'Fotografías carteles curso A.L.10 A', 'Conferencias Pontevedra 03/12/2002 (0, 1, 2)', 'Deliverable 2.4', 'Curso A Conufe [16-18/07/2002]', 'Libro de los cursos', 'Presentación Pre-Review Madrid', 'Propuesta de planificación de las conferencias de concienciación', 'Calendario de cursos y conferencias aproximado', and 'Propuesta de temarios de los cursos'. The website also includes a footer with the email address 'carlos@ccieia.org' and the same navigation menu.

Fecha	Titulo
13/03/2003	Fotografías carteles curso A.L.10 A
08/10/2002	Conferencias Pontevedra 03/12/2002 (0, 1, 2)
19/07/2002	Deliverable 2.4
01/07/2002	Curso A Conufe [16-18/07/2002]
22/05/2002	Libro de los cursos
26/02/2002	Presentación Pre-Review Madrid
12/02/2002	Propuesta de planificación de las conferencias de concienciación
12/02/2002	Calendario de cursos y conferencias aproximado
20/11/2001	Propuesta de temarios de los cursos

Courses information and material

Training

- **Node approach: Train the trainees**
 - Multiplier effect has been achieved through
 - Addressing formation activities not only to entrepreneurs and staff from SMES, but to
 - representatives from intermediary organizations and other special institutions.
 - These "**train the trainers**" experiences have helped us in achieving our final goal of **reaching a wider mass of users**.



Training: courses and conferences



Conference in Galicia

Training: courses and conferences



Training: mobile courses



Mobile course in Galicia

Training: workshops

