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A larger European market

Since the announcement of the Single Internal Market for 1992, a great deal of interest has been raised, not the least outside the European Community. The European Information Services Market will form a key element in making the whole market place work.

Now even some of the severest foreign critics have been convinced that the European Market will in no way resemble Fortress Europe but be open and encourage common standards.

The Nordic countries already exchange information with the European Commission on important aspects of information policy. EFTA, the European Free Trade Association, which includes the Nordic countries, Austria and Switzerland are exchanging information on the European information market with Luxembourg.

As the first East/West online conference (see page 4) made clear, perestroika has encouraged Russians, keen on joint ventures, and entrepreneurs in such emerging new democracies as Poland and Hungary to get online with the western information market. The success of the European information services market is making itself felt far and wide.

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IMPACT-2:

Tour of Capitals consultation reinforces main lines of IMPACT-2 programme

More than a thousand experts, specialists and government officials have been consulted in the creation of the new IMPACT-2 programme on Information Market Policy ACTIONS. In an interview with *Information Market*, DG XIII-B Director Cornelis Jansen van Rosendaal said that some 70% of those consulted in the recent tour of the Member State capitals were specialists in the European information market, about a further quarter came from national ministries and 5 or 10 per cent were from associations or universities.

The idea of launching a more ambitious, five year programme to follow up the two year IMPACT-1 programme received general support in all the capitals. A British view expressed reservations that the programme should not be too close to the market place, but this was not reflected in other countries, rather the reverse.

Promotion and awareness activities were seen of fundamental importance in the healthy growth of the European information industry. **ECHO**, the European Commission Host Organization, had proved a useful instrument in this regard. Making Commission information available in concise form, such as through *Information Market* and other publications was necessary to reach the non technical information users. Many of the present users of information services were still professionals and more effort needed to be expended to change services from active GET services to passive BR-



needs and profile permitted the precise delivery of sources he or she required. In order to deliver more useful and relevant information, translation techniques for the user needed to be reinforced.

Member States needed to ensure that national companies were aware of European programmes. Some countries, such as France, had had a far higher response of proposals in the IMPACT-1 programme. Various national organizations, such as GFFIL, had taken the initiative to publicize the Call for Proposals and the result was evident.

Disquiet was expressed in many capitals about the ways in which small and medium sized enterprises (SMEs) were able to participate in the programme. Much of the innovative work in the information industry originated with SMEs, which, in fact, made up the bulk of the industry. The cost of preparing a propo-

jects was high for SMEs. The chance of gaining support from the Commission was about one in ten: of 167 proposals only 16 were selected for funding.

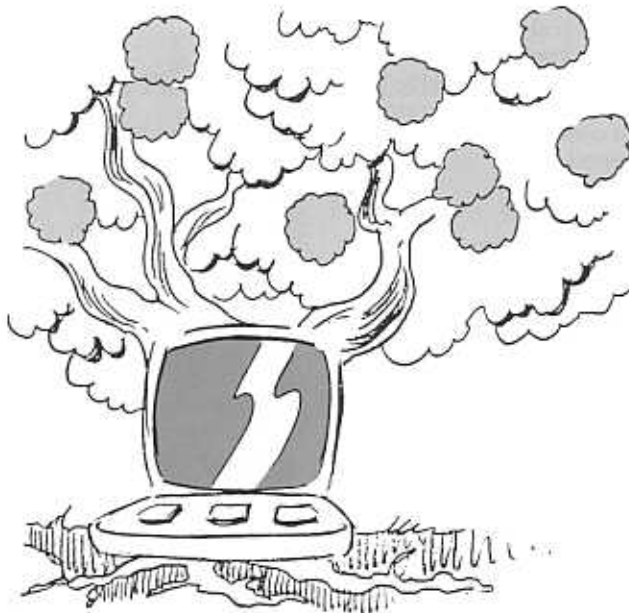
The new programme, IMPACT-2 will therefore try to broaden the participation from smaller firms. It may be necessary to provide for alternative funding mechanisms to accommodate different requirements. It was found that the synergy created by submitting proposals from several SMEs in different parts of the Community had a healthy effect on transborder cooperation.

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Director Jansen
Rosendaal
Commission



GreenNet



GreenNet, a non profit, independent organization, offers a computer based communications system helping the environment and peace movements throughout the world communicate more effectively. GreenNet is apart of the Association for Progressive Communications and gives users facilities of PeaceNet,

EcoNet, GeoNet, Interdoc and Poptel. Electronic mail can be exchanged with many other systems.

Contact: GreenNet
26 Underwood St
London N1 7JQ
Tel: +44 1 490 1510
Fax: +44 1 251 2613
Dialcom: 10083:efo036
ref support

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genauere Direktwerbung oder beim Aufbau Ihrer eigenen Datenbank für Marketing- oder andere Informationszwecke wie Vertriebssteuerung, Marktbeobachtung usw. Die Hoppenstedt-Firmendaten sind auf vier Hosts abrufbar: Data-Star, Genios, Pergamon und Profile.

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Kontakt: Hoppenstedt Wirtschaftsdatenbank
Havelstr 9
D-6100 Darmstadt 1
Postfach 4006
Tel: +49 6151 3801
Fax: +49 6151 380360

FT and 1992

Profile, the Financial Times host, have put together a number of databases aimed at helping businesspeople in the run up to 1992. **FT Mergers and acquisitions** is a comprehensive file on a worldwide basis; **ICC Stockbroker research reports** give broker research on specific international companies and industries; **ICC full company reports and accounts** provide full text of annual reports and accounts of companies listed on the London Stock Exchange; **ICC Key note market research** offers over 200 studies on individual consumer business and industrial markets in the UK and Europe; **Hoppenstedt** lists

Profile also offers two databases giving access to European Community directives and other legislation. **Spearhead** and **Celex**. In **Spearhead** planned legislation is included in three stages: 'adopted', 'proposed' or 'projected'. Summaries of proposed measures contain the contact name and telephone number of the government department dealing with the issue. **Celex** contains the full text of relevant measures that have been adopted by the Community. Files are continually updated as legislation progresses through Community bodies.

Contact: Profile
79 Staines Road West
GB-Southury on Thames

Financial info package

Analysts of financial institutions, large accountancy firms, financial advisers in UK can benefit from a package deal from Tekron which not only gives access to specialized databases but provides a computer terminal as well.

The databases include files on building societies, registered banks, financial news and financial advertising. The customer is provided with a Tandon AT with removable 30mb data pacs, which he can use for other purposes as well. The hard disk pacs can be sent to your computer and simply slot into

the computer. Small updates to the databases are delivered on floppy discs and new 30mb pacs are sent once or twice a year as required.

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Contact: Tekron Publications
Small Business Industrial Estate
Hall Lane
Walton-on-the-Naze
GB-Essex CO14 8HT
Tel: +44 255 677868