



P2197: Projekt albconsult (EU-Projekt INF02000)

Projekttitel / Kurzbezeichnung	Entwicklung multimedialer, mehrsprachiger Informationsdienste für KMU der <u>europ.</u> Textilindustrie
IAF-Verantwortlicher	Prof. Dr. Ruf
Drittmittelgeber	EU – Kommission
Projektpartner	albconsult GbR, Albstadt (Kordinator) IAF Albstadt (Partner) anivec, Porto, Portugal Manchester Metropolitan University (<u>England</u>)
Projektlaufzeit	Januar - Juni 1997 (Definitions-Phase) Juli - Dezember 1998 Bilaterales Projekt
Projektstatus	Phase bilaterales Projekt
Projektmitarbeiter	Angestellte: Frau Rauthmann, Frau Hummel, Herr Katz, Herr Hocke

Summary (Auszüge aus dem Endbericht an die EU-Kommission)

The project aims at providing high-quality business information services for SMEs belonging to the European textile and clothing industry. This includes all enterprises active in supply, manufacture and finish of textile products and related services as well as production of corresponding machinery equipment. The business information systems realised during the definition phase are considered to be a first step on the way to an innovative communication and information infrastructure, aiming at an improved competitiveness of the SMEs of the European textile and clothing industry, by initiating new strategic alliances and broadening their platform to establish new channels of manufacture and trade.

The EURO-FASHION CD-Rom as well as the Internet service (EURO-FASHION online, accessible through <http://www.euro-fashion.com>) are based in a first step on an up-to-date marketing tool and up-to-date international cross company information search system. The sector addressed offers and requires multimedia elements for an adequate presentation of products, production processes and company profiles. It has been and will continue to be a challenging task to respond to the needs of the textile and clothing industry in creating high quality multimedia content.

Inventory of Information Contents

CD-ROM product

Searchable standardised company information (presently EXCEL spreadsheet) Trade Fairs

Detailed individual company profiles (Multimedia effects)

Infrastructure

Internet connectivity (information update, collections, prices, etc) and print-out functions



Internet services

Non-restricted area: Product categories, Company information, On-line shop (in preparation) Area with restricted access (in preparation): Qualified buy and sell section (products, manufacture, services), user forum (commercial chat), human resources section, subscription services, e.g. journals, pay services for manufacture and marketing related to the sector.