



## 7<sup>th</sup> IT STAR Workshop on Electronic Business, 3 May 2013, Bari, Italy

*Whereas IT STAR recognizes the importance of exchanging experience, insights and practices in facilitating the use of information technology to the betterment of work and life, and facilitates the processes by organizing meetings of professionals,*

*We, the participants of the 7<sup>th</sup> IT STAR WS on eBusiness, have adopted the following*

### **Declaration**

1. The increasing relationship between investment in new digital technologies and economic development is evident and countries unable to take active part in the new digital scenario risk to be marginalized with increased unemployment and reduced competitiveness and quality of life.

The European Union faces such a risk if no adequate action is taken.

2. The road to follow is to apply digital technologies and eBusiness diffusion to renew Europe across all its states, citizens, education systems, public and private institutions and enterprises, and to develop the capacity to constantly adapt to change at a speed imposed by technological development and global competition.

3. Wide diffusion of eBusiness, driven by new digital technologies and applications such as Cloud applications, Big Data, Analytics Intelligence, Application Data-warehousing, and advanced Security, would assist Europe in facing the dramatic structural crisis and in boosting its economy.

4. The European Digital Agenda provides a useful frame as long as it is considered as the strategic priority. eBusiness is part of a common European language in changing old models and in building a real European federation, in which more focus and investment is given to “human infrastructures”, new cultural attitudes, new business models, and new open innovation approaches.

5. There are good examples in CEE countries that can contribute to this process. IT STAR’s member societies, as leading national professional informatics associations, have a major role in interacting and harmonizing efforts towards our common European project.

6. We consider this event an opportunity to contribute our insights, knowledge, experience and expertise to bring to the attention of those who have duty, responsibility and power to adopt adequate measures to deploy digital technologies for the prosperity of Europe.