

Unternehmensanwendungen Erfolg für kleinere Unternehmen

Chair: Johann Steszgal

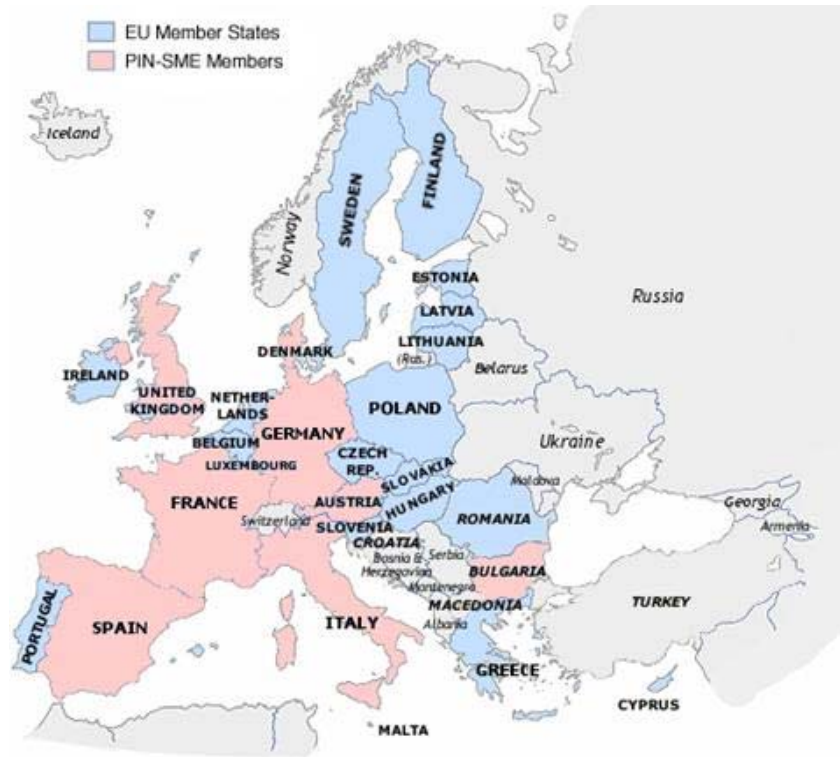
PIN-SME

What is PIN-SME

- Mission: Provide a voice for Europe's ICT SMEs in the business and political arenas
- First European industry association focusing on interests of ICT SMEs
- Founded December 2007
- Currently represented in eight European countries:
 - accounting for 50,000 companies
 - employing around 200,000 people

A Voice of ICT-SMEs

Founding members of



Agenda

- **E-Business Strategien für kleinere Unternehmen**
Paula Swatmann, Universität von Süd-Australien
- **E-Shop-Marketing am Beispiel Finncontainers**
Sarianne Reinikkala, Finncontainers Oy
- **Internationaler Erfolg eines Kosmetikshops**
Yvonne und Rolf Zapf, kosmetikkaufhaus.de

Contact PIN-SME

Thank you very much for your attention!



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