preparing
for
econtent plus

austria
czech republic
hungary
slovakia

4th Orientation- and Matching Day

Digital Libraries – Cultural Content

Vienna, February 1st and 2nd 2007

Venue: Austrian National Library, ORATORIUM
Josefsplatz 1
1010 Vienna, AUSTRIA

Throughout the 4th event of the four-countries' initiative "Preparing for eContentplus" we will focus on recent developments and future perspective in the field of CULTURAL CONTENT. An additional objective will be the strengthening of co-operations between the stakeholders of the different sectors in this geographic and thematic area.

This Orientation and Matching-Day will offer four elements to you:

1. **Cultural Content:** What's up to date in the area of cultural content? Where are the visions and challenges?
2. **The European Programme eContentplus:** What are the emphases? What will be supported? What are the experiences and next steps?
3. **The Central European Markets:** What are the characteristics of the four markets? What are current developments? Who are the key players?
4. **Matching-Support:** You want to get in touch with the latest projects? The conference offers you support finding partners in Central Europe.

As with the recent conferences in Prague, Budapest and Bratislava You will meet representatives from the different sectors and whole value-chain of Content development, production, publishing and distribution.

Although the conference focuses on Central Europe You will meet people from all over Europe.

PREPARING FOR ECONTENTPLUS IV

Digital Libraries - Cultural Content

THURSDAY, 1ST FEBRUARY 2007

16:00 **REGISTRATION**

16:30 **OPENING AND WELCOME ADDRESS**

Ms. Maria Bendl, Federal Ministry for Economy and Labour, AT

The Central European Platform
"Preparing for eContentplus"

Mr. Christoph Raber, Federal Ministry for Economy and Labour, AT

17:00 **VISIONS & TRENDS IN CULTURAL CONTENT**

A Practical Introduction: Three Examples

The European Digital Library

Mr. Hans Petschar, Austrian National Library, AT

Economic Relevance of Cultural Content

Mr. Christian Dögl, UMA, AT

Moderation: Hans-Peter Ritt, Project Management

18:00 **PRESENTATION OF PROJECT IDEAS**

Participants are invited to present their project ideas in a brief presentation of 5 minutes and find partners for joint projects.

18:30 **BUFFET & NETWORKING**

Matching Kick-Off

20:00 **GUIDED TOUR – STATE HALL**

Interested parties are invited to participate at a guided tour through the impressive state hall of the Austrian National Library.

PREPARING FOR ECONTENTPLUS IV

Digital Libraries – Cultural Content

FRIDAY, 2ND FEBRUARY 2007

09:30 **WAKE-UP**

Messages and Learning from the Key-Notes

Ms. Gabriele Singer, APA-ZukunftWissen, AT

10:00 **CULTURAL CONTENT - STATUS AND TRENDS IN THE CENTRAL EUROPEAN MARKETS**

Panel Discussion

Mr. Dušan Katuščák, Slovak National Library, SK

Mr. Adolf Knoll, The National Library of the Czech Republic, CZ

Ms. Gertraud Leimüller, arge creativ wirtschaft austria, AT

Mr. Iván Rónai; Ministry of Education and Culture, HU

Moderation: Mr. Gerhard Laga, Austrian Federal Economic Chamber, AT

11:30 **COFFEE BREAK**

12:00 **Cultural Content in the framework of the EU PROGRAMME ECONTENTPLUS:**

Mr. Richard Swetenham, European Commission, DG Information Society and Media

Experiences and Practical Advice

Mr. Martin Baumgartner, FFG – Austrian Research Promotion Agency, NCP, AT

Ms. Monika Gajdosikova, Ministry of Transport, Posts and Telecommunications, NCP, SK

Mr. Ferenc Hargitai, MATISZ – Hungarian Association of Content Industry, 2nd NCP, HU

Mr. Martin Hiršal, Ministry of Informatics, NCP, CZ

Moderation: Hans-Peter Ritt, Project Management

13:30 **CONCLUSIONS**

Mr. Christoph Raber, Federal Ministry for Economy and Labour, AT

14:00 **FAREWELL**

Preparing for eContent.plus is a joint initiative of Austria, Czech Republic, Hungary and Slovakia focusing on co-operation in the field of digital content:

You can find reviews, documents and photos of all four events at http://www.econtentplus.net