

## Getting SMEs to Capitalise on ICT

*A showcase of four European initiatives*

**MCA 7<sup>th</sup> eCommerce Forum, 17<sup>th</sup> June 2011, The Phoenicia Hotel, Floriana**

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- 09.30 – 10.00**      **Registration and welcome coffee**
- 10.00 – 10.05**      **Welcome Address**  
**Ing. Philip Micallef**  
*Chairman, Malta Communications Authority*
- 10.05 – 10.35**      **Webcheck**  
**Mr. James Fox**  
*Assistant CEO, Cavan County Enterprise Board, Ireland*
- 10.35 – 11.05**      **Acquisti Verdi nel Turismo**  
**Ing. Enzo Finocchiaro**  
*Director, Sustainable Tourism Dept, Italy*
- 11.05 – 11.35**      **General Discussion**
- 11:35 – 12.20**      **Coffee Break**
- 12.20 – 12.50**      **Techcheck**  
**Mr. Stephen Dudley**  
*e-Business Development Manager, National Tourism Development Authority, Ireland*
- 12.50 – 13.20**      **Video Guides of Viana**  
**Ms. Maria del Pilar Martinez de Olcoz**  
*Responsible for Tourism, Viana's Town Hall, Spain*
- 13.20 – 13.45**      **General Discussion**

