

*1st Matchmaking, Training and Twinning Workshop for European and Vietnamese Businesses in the Field of Free and Open Source Software  
12th-16th November 2007, Hanoi, Horison Hotel*



## **FOSS Bridge EU-Vietnam**

Joint Business through Free & Open Source Software

Presentation of the FOSS Bridge Project and Consortium  
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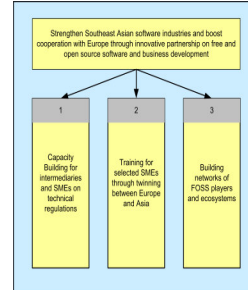
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## The project in a nutshell

Strengthen Southeast Asian software industries and boost cooperation with Europe through innovative collaboration on free and open source software (FOSS) and business development.

- Training for selected IT-SMEs through twinning between Europe and Asia
- Capacity Building for small and mediums-sized IT-enterprises (SMEs) and associations in Vietnam on FOSS related technical regulations & more
- Building networks of key players of FOSS



## What we want to achieve by 2009

- Develop business partnerships between software players in Asia and Europe in order to develop mutual business growth and to foster regional and international networking
- Foster a Vietnamese software industry capable of providing localized FOSS applications and services to governments and businesses
- Enable intermediaries of the Vietnamese IT-sector to spread key knowledge on how to develop businesses with free and open source software

## Spotlight on Pillar 2 : Twinning companies

Figures of the 1<sup>st</sup> matchmaking, training and twinning workshop:

- More than 80 applications
- Over 40 companies from Vietnam and Europe present
- many more interested

The link between your twinning and development/technology cooperation:

- Empowering SMEs = sustainable business development
- Linking Actors from Europe and Asia = enhancing cooperation
- Focussing on FOSS = mutual empowerment and technological advancement

## Why FOSS?

Support Vietnam (and Europe) in

- ➔ lowering access barriers to citizens and businesses (language, local service etc.)
- ➔ providing localized and adapted software solutions at low costs
- ➔ Fostering SME-based economic development through innovative business models
- ➔ combating software piracy by serving as an alternative to proprietary software

and ...

- ➔ Support Vietnam (and Europe) to generate business out of free and open source software

## Three steps towards successful twinning

- (1) Exchange of best practices and sharing know-how**
- (2) Cooperation on joint software projects**
- (3) Development of joint business**

## Pillar II – What we are aiming at:

- Increase in knowledge of key personnel of SMEs in developments and projects of the international community of FOSS software developers and businesses
- Establishment of new FOSS projects in SMEs in Vietnam (and Europe),
- collaborative contributions by Vietnamese and European FOSS companies to the programming of a significant number of FOSS projects joint FOSS-applications
- **Fostering a sustainable FOSS ecosystem bringing together multiple stakeholders and networks from Europe and Asia**

## Expected benefits for you

Strengthen your companies' ties to the Southeast Asia / Europe

- Enhance your market position in Vietnam / Europe
- Tap into interesting niche markets for SMEs, which are not yet covered by big players
- Build partnerships and kick-start joint businesses on respective markets
- Get contributions to your projects and open source code base
- Spread the spirit of sharing which is embedded in FOSS

## Expected results of this workshop

### Get you together to explore ...

- ... mutually interesting fields of cooperation
- ... benefits and motivations of the cooperation for both parts

### Have each of you ...

- ... twinned with one to two concrete partner companies Vietnam / Europe
- ... finished a roadmap towards joint business: the joint action plan (detailing responsibilities/resources)
- ... started to satisfy training needs for the implementation of the cooperation:
  - trainings on the appropriate open source technologies
  - training on collaborative working methods and tool

## Next steps after the face-to-face meeting

- ➔ Confirm twinning process and bring partnership to life
- ➔ Start to implement the collaboration plan elaborated during WS
- ➔ Report to the FOSS Bridge team about the status of collaboration, needs and constraints
- ➔ Enter interaction process (online and face-to-face).  
*Recommendation of the consortium: plan for additional face-to-face meetings in both regions*

## Continued support by the FOSS-Bridge consortium

- ➔ support to twinned companies through “twinning coaches”
- ➔ Intensified networking support through website / mailing-lists & other online tools

### Follow-up meetings & trainings

- ➔ Vietnamese companies: Possibility to be eligible for the upcoming capacity building workshop for intermediaries and SME on technical regulations in FOSS (planned for first quarter 2008)
- ➔ Milestone 2008: 2<sup>nd</sup> face to face meeting for twinned companies EU-Vietnam (project review, FOSS-Bridge support through organization of workshop, planned for third quarter of 2008)