



The B2B User Community in Asia-Pacific

IN THE NEWS

First standard-independent B2B user community formed in Asia Pacific

A key initiative to encourage collaboration amongst B2B users and to drive supply chain efficiency by adopting the best practices of B2B standards in the region

Singapore, October 14, 2009 – AsiaB2B, the first Standard-Independent B2B user community in Asia Pacific, today announced its launch at the AsiaB2B Inauguration Conference on 14 October 2009 in Taipei.

EDIFICE, a European forum for companies in the electronics industry formed in 1986, supported the set up of AsiaB2B in response to the need of having a member-driven and standard-independent B2B user community in Asia Pacific.

Registered in Singapore, the group's founding members include companies such as Cisco, CrimsonLogic, Fairchild Semiconductor, Freescale Semiconductor, GXS, Inovis, Intel, Microsoft, SAP, Seeburger Business Integration and Siltronic.

“Companies need a standard-independent B2B user community that enables them to create an active knowledge sharing network for B2B and business experts in the Asia Pacific region,” said Boudewijn Janssen, Chairman of EDIFICE.

AsiaB2B aims to drive and facilitate adoption of global best practices in B2B communications, by offering networking opportunities for member companies with interests in computing, electronics and telecommunications in Asia Pacific. Additionally, member companies are expected to promote and benefit from the applicability of global business process standards in B2B electronic transactions.

Other objectives of the group include defining the rules for sharing research and experience on B2B challenges and trends; creating opportunities to influence business application development by leading ERP vendors; and establishing active working groups in various business process areas.

Apart from the opportunity to network and be informed on B2B technologies, members can also have the opportunity to influence standards to accommodate their regional requirements.

To date, AsiaB2B has created specific working groups in the areas of Business Process Best Practice Modeling, Small Medium Business (SME) enablement, B2B technology and ROI calculation tools. B2B implementations deliver significant business value in the areas of productivity, partner experience and growth.

The Inauguration Conference in Taipei brought together trading partners from the high technology, telecommunication, as well as other industry sectors, and will provide a platform for information exchange and networking opportunities.

Membership is open to organisations with legitimate interest in promoting best practices and sharing of B2B knowledge. For more information, please visit <http://www.asiab2b.org>



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About EDIFICE

EDIFICE, the European User Group for companies with interests in computing, electronics and telecommunications, drives and enables global standardised B2B adoption in Europe through best practice, information sharing and influencing of standards development. EDIFICE was formed in 1986. The European Electronics industry adopted UN/EDIFACT as the global standard for traditional EDI applications and RosettaNet for XML-based B2B implementations.

For more information about EDIFICE, please visit <http://www.edifice.org/>

About AsiaB2B

AsiaB2B, the first standard-independent B2B user community in Asia Pacific, is founded in August 2009. The objective is to facilitate the need for a standard-independent B2B user community that's allows companies to create an active knowledge sharing network for B2B and business experts in the Asia Pacific region.

AsiaB2B aims to establish active working groups in various business process areas, offering opportunities for learning about and influencing of B2B and business process standards.

For more information on AsiaB2B, please visit <http://www.asiab2b.org>

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