

## Ideas and Solution Proposals by Entrepreneurs for Entrepreneurs:

### Countdown launched for BestPractice-IT Award 2007!

The BestPractice-IT Award is one of the most important acknowledgements for exceptional small and medium-sized enterprises in Germany and Europe. Already for the fourth time these enterprises have the chance to apply for the award and special prizes well recognised by the media. They need to meet only one condition: The realisation of an exemplary benefit-bringing ICT concept within the company! BestPractice-IT guarantees for a high public perception of the enterprises. In addition they can win attractive cash prizes up to a total amount of 25,000 Euros.

### BestPractice-IT makes success measurable

For SMEs BestPractice-IT is a parameter of success by which the effectiveness of the company's ICT concepts can be compared with that of other enterprises in Europe. Concrete examples of the successful ICT use in medium-sized companies compete annually about who has gained the greatest benefit from a customised ICT application.

All nominated enterprises are honoured with the publication of their ICT success story in the BestPractice-IT media such as practice guide, CD-ROM, web site, special editions etc. An enormous image improvement and the active support through the international BestPractice-IT network accompanies the publicity created by this.

### Joerg Brändl, manager of the Brändl Textil GmbH and winner of the BestPractice-IT Award National 2006 assesses the benefit as follows:

"Through the high attention by the media in connection with the nomination and winning the BestPractice-IT Award also the trade press of our economic sector became attentive and reported about us in detail. We observed a clearly increased interest and concrete inquiries of new customers. In this connexion. potential business partners such as bank houses talked to us about collaboration, too."

This representative statement shows that, by the circulation of these exemplary best practice stories in the BestPractice-IT media, BestPractice-IT contributes considerably to an enhanced consciousness concerning the usage of ICT in small and medium-sized enterprises all over Europe.

## Yearly cycle starts again 1 September, 2006

The application period for the BestPractice-IT Awards 2007 starts 1 September, 2006. The application form is available under [www.bestpractice-it.de](http://www.bestpractice-it.de).

In 2007 again attractive cash prizes have been increased up to the total amount of 25,000 Euros. An independent jury of renowned experts will select the winners according to following criteria:

- Highly persuasive example for imitation
- Recognizable creativity
- Significant willingness for innovation
- Measurable initiative of the enterprise

In 2007 the award ceremony will again take place within the framework of CeBIT in Hanover with correspondingly high attention.

**All nominated BestPractice-IT enterprises are portrayed with their exemplary ICT application in / on:**

1. BestPractice-IT practice guide
2. BestPractice-IT web site
3. In abbreviated versions in the BestPractice-IT special editions

Furthermore BestPractice-IT enterprises will obtain a free contingent of BestPractice-IT media for their own public relations, as well as the BestPractice-IT logo in the corresponding category.

## Application forms online from 1 September, 2006

BestPractice-IT asks all small and medium-sized enterprises to commit themselves for strong and sustainable SMEs in Europe by applying for the BestPractice-IT Awards and special prizes from 1 September 2006 until 30 November, 2006

## Press contact and images

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## BestPractice-IT in brief

BestPractice-IT – an up to now unique initiative – aims to give small and medium-sized companies from Germany and Europe an understanding of the importance of a consistent application of information and communication technology.

The concrete benefits of the technologies are pointed out on the basis of practical examples from a broad spectrum of industries, business sizes and areas of application. The motto "Ideas and solution proposals by entrepreneurs for entrepreneurs" therefore is the decisive key.

BestPractice-IT with its media is present over the year in an constantly updated version, helping to enhance the consciousness of the person in charge of ICT use in small and medium-sized enterprises everywhere in Europe.

The project is a development of the G+F Verlags- und Beratungs- GmbH in cooperation with a number of organizations, federations and business enterprises from all over Europe and acts as the official voice of "CeBIT Mittelstand", the SME initiative of the Deutschen Messe AG.

The most outstanding of the Best Practices of ICT use in SME's published once a year in the BestPractice-IT practice guide are rewarded the BestPractice-IT Award. In 2007 the presentation of the BestPractice-IT awards and special prizes amounting to a total of 25.000 Euros, will be carried out during the CeBIT fair by prominent representatives from politics, economics and organizations.