MO-BIZZ promotes a workshop about the development of value-added mobile cloud platforms

On October 16th, MO-BIZZ will organize the workshop “Fostering Mobile Business through Enhanced Cloud Solutions”. By inviting partners from the industry and reference European projects, as well as researchers and end-users, MO-BIZZ workshop is a unique place for experience and thoughts exchange on how to develop and monetize mobile cloud solutions. The main discussion topics are the following:

1. European strategic approach to mobile cloud - What are the main trends on mobile cloud European ecosystem? What are the priorities of the European Commission? Which are the latest EU success cases?

2. The potential of mobile cloud as a productivity booster - How to turn into business the opportunities offered by mobile cloud growing market? How can mobile business apps help companies becoming more flexible and competitive?

3. Development of value-added mobile ecosystems - How to address the technical challenges created by complex mobile / cloud ecosystems and develop secure products? How to launch networks of providers that include telcos, software developers, and integrators?

The workshop will be co-hosted by EuroCloud’s congress, which is a two-day event fully dedicated to the European cloud computing sector. It is the place to meet with business leaders, policy makers and researchers engaged in cloud computing from across Europe. It will examine the role that political, industrial and economic policy can play in cloud’s successful growth and global impact.

MO-BIZZ workshop takes place at the Chambre de Commerce conference centre, in Luxembourg. The registration is now open and it is free. The offer is limited to the first 50 bookings. Registration is done through MO-BIZZ website (www.mobizz-project.eu).
About MO-BIZZ:

The project is funded by the European Commission under the Competitiveness and Innovation Framework Programme (CIP) and brings together 10 partners from 7 member states. The platform developed during MO-BIZZ project will offer advanced mobile services and business applications, fostering the use of existing network infrastructures. Through MO-BIZZ, emerging and growing SMEs will have the opportunity to build upon the platform and deliver demanding business applications, for instance, by using the unique aspects of the network (e.g., location, QoS) to differentiate and monetize new and enhanced mobile cloud services.

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