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Dear subscriber:
Due to internal reasons, and with the aim of continuing to offer you the best and most updated research content on the New Economy, from this week on, the e-Business Center newsletter will be sent on Mondays. Therefore, you will receive next week's bulletin on February 25th. We apologise for any inconvenience caused.

Faithfully
The e-Business Center Contents Team

SPECIAL REPORT
1st E-Business Encounter
THE STRENGTH OF THE TRADITIONAL COMPANIES

The traditional company cannot ignore the Internet, rather, in order to survive, it must learn to integrate the channel into its global strategy. This is the opinion transmitted by the business leaders who participated in the sessions of the 1st E-Business Encounter - The Strength of the Traditional Companies -, organized by the PwC&IESE e-Business Center, on February 7th 2002 in Madrid.
The event, which was attended by 225 managers, was inaugurated by the Minister for Science and Technology, Anna Birulés. The minister took advantage of the occasion to announce the approval of the Cabinet for the draft bill of The Law of Services of the Information Society (LSSI).
Present during the day were distinguished politicians, businessmen and academics who reviewed the challenges and opportunities of e-business in various sectors of the economy. [Full Story]

The Barriers to the Development of e-business
Anna Birulés, Minister for Science and Technology
[Full Story]

The Communications Media Revolution
Javier Etxebeste, CEO of Yahoo! España; Eduardo Bendala, Director of Recoletos Compañía de Internet; Jordi Escalé, Director of e-commerce of Terra-Lycos
[Full Story]

The Transformation of the Banking Sector
Manuel Galatas Sanchez-Harguindey, General Manager of BBVA; Fernando Alfaro, General Manager responsible for Internet of e-bankinter; Dalmau Ribot Padilla, Corporate Sales Director of e-la Caixa; César
How to Reach the Consumer Efficiently
Javier Pascual, Logistics Manager of @-Carrefour; Félix Tejada Gil, Director of Micrologistics of Logista; Manuel Molins, General Manager of Seur Madrid; José Luis Molina, Vice-president and Director of Engineering of Globeflow
[Full Story]

What about B2B?
Josep Sales, General Manager of Gedas Iberia; Pablo Azcoitia, General Manager of Opciona.com; Gonzalo Rodríguez, CEO of Aquanima and of BtoB Factory; Antonio González Barros, President of Intercom
[Full Story]

On-line Security. In Search of Solutions
Miguel Crespo Rodríguez, Under-secretary at the Ministry of Economy; Javier Ribas, Lawyer and Partner-Director of e-business and New Information Technologies of Landwell-PwC; Manuel Gimeno, Vice-president of Safelayer Secure Communications and Director of Finance and Economics of Fundación Retevisión-Auna
[Full Story]

The Future of e-business
Thomas Malone, Professor of MIT and Academic Advisor of EB-Center
[Full Story]

Reasons for the Success or Failure of e-business Projects
Eduardo Bendala, Director of Recoletos Compañía de Internet, and Antonio González Barros, President of Intercom
[Full Story]