

Poštovani čitaoci,

U periodu od 1-5. marta 2010.god. pod pokroviteljstvom Evropske Unije, Evropske Komisije, Evropske ICT skupštine CEPIS, najznačajnijih ICT kompanija (IBM, Microsoft, Cisco, Oracle, Acer, HP...) i mnogih evropskih ICT organizacija, održava se istovremeno na hiljade manifestacija širom Evrope pod zajedničkim nazivom „e-Skills Week“. Strategija Evropske unije, koja finansira organizovanje Evropske nedelje „e-veština“ podvlači: „Veoma je važno rešiti pitanja ICT veština kako bi se odgovorilo na rastuću potražnju za kvalifikovanim ICT stručnjacima i korisnicima, kako bi se ispunili zahtevi tržišta koji se menjaju veoma brzo i time osiguralo da je svaki građanin digitalno pismen“. JISA – Informatički savez Srbije, kao Pan-European ali i nacionalni Stakeholder akcije, širom Srbije, Makedonije i Crne Gore, zajedno sa nadležnim Ministarstvima za telekomunikacije i informatičko društvo, omladine i sporta, prosvete i drugim, Privrednom komorom Beograda, kao i čitavim nizom kompanija i organizacija,

realizuje seriju manifestacija sa ciljem pružanja besplatnih polaganja za ECDL – European Computer Driving Licence, kao najrasprostranjenijeg, navažnijeg i od Evropske Komisije zahtevanog sertifikata informatičke pismenosti.

Ovim i drugim sertifikatima posvetili smo posebnu pažnju u ovom izdanju InfoReview tražeći odgovor na pitanje „Kako dostići standarde Evropske unije?“ Postojanje standarda podrazumeva sertifikaciju poslovanja, ustanova, proizvoda, pa i samih zaposlenih. Tehnologije se razvijaju veoma brzo i pomoć organizacijama, preduzećima i preduzetnicima da idu u korak sa promenama i konkurencijom dobija vitalni značaj. Evropska unija traži da se ponašamo saglasno standardima i pravilima koji važe u njoj. Ne možete poslovati s njihovim firmama bez odgovarajućih sertifikata. Slično je i u dugim delovima sveta u kojima rade pojedine kompanije iz Srbije, poput beogradskog Vlatacoma u kojoj su nam između ostalog rekli: „Naša misija je da zadovoljimo

klijenta u skladu s međunarodnim standardima i preko njegovih očekivanja. To znači da bez obzira kakva je lokalna situacija mi ćemo sve uraditi onako kako mislimo da treba – u skladu sa standardima. Ne podilazimo lokalnom javašluku, jer hoćemo da ostavimo što bolji utisak kao firma“.

Ovoj temi posvetićemo pažnju i u narednim izdanjima, pa ukoliko ste među onima koji već posluju po standardima EU ili imate načina kako da se dode do sertifikovanog sistema koje omogućava kvalitetno poslovanje zasnovano na znanju i veštinama zaposlenih, pišite nam.

S poštovanjem,
Dubravka Dukić



Dear readers,

In period from 1 to 5 March, 2010, under the auspices of the European Union, the European Commission, the Council of European Professional Informatics Societies (CEPIS), the most important ICT companies (IBM, Microsoft, Cisco, Oracle, Acer, HP...) and many other ICT organizations, about 1.000 events within the campaign “e-Skills Week” will take place simultaneously! The strategy of the EU which finances the organization of the European week of “e-Skills” highlights: “It is very important to solve the issues of the ICT skills in order to meet the growing demands of the market for qualified ICT experts and users, and in order to meet the demands of the markets which are changing rapidly, and by doing that, to ensure that every citizen is digitally literate.” JISA – Union of ICT Societies, as Pan-European, but also as national stakeholder in this campaign, will, in cooperation with Ministries of Telecommunication and Information Societies, Youth and

Sports, Education, Belgrade Chamber of Commerce, etc, as well as with a number of companies and organizations, realize a series of events throughout Serbia, Macedonia, and Montenegro, with the aim of providing free ECDL – European Computer Driving Licence testing, as the most expanding and the most important digital literacy certificate recognized by European Commission.

In this issue of the InfoReview magazine we devoted special attention to these and some other certificates by looking for the answer to the question: “How to reach the standards of the European Union?” The existence of standards implies the certification of business, organizations, products, and even employees. Technologies are being developed rapidly and the support to the organizations, companies, and entrepreneurs to keep up with the changes, is vital. The European Union demands from us to behave according to its standards and rules. You cannot

even do business with their companies without proper certificates. The similar situation is in other parts of the world, where some companies from Serbia are doing business, like Vlatacom, whose representatives said, “Our mission is to satisfy a client according to international standards and above their expectations. That means that whatever the local situation is, we will do everything the way we think it should be done - according to the standards. We are not a subject of local negligence, because we want to leave the best possible impression we can as a company.”

We will also devote our attention to this topic in the following issues, so if you are among those who are already operating according to European standards, or you know how to get to a certified system which provides quality business, based on the knowledge and skills of employees, contact us.

Sincerely,
Dubravka Dukić