

MERCOSUR's Virtual School was launched

Written by María José López Pourailly
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On Tuesday, December 6, in the auditorium of the National Library of Brasilia (Brazil), it was launched the Virtual School of MERCOSUR, a virtual training and education network integrated by specialists and institutions with international recognition and representation in the four countries of MERCOSUR, that aims to develop the digital economy and to promote the economic integration within the block.

Besides the Brazilian Minister of Science, Technology and Innovation, Aloizio Mercadante, and the Ambassador of the European Union Delegation in Brazil, Ana Paula Zacarias, the ceremony was attended by official authorities, experts and professional from those institutions that act at different levels of the Brazilian government and private sector related to MERCOSUR.

MERCOSUR's Virtual School is an innovative initiative to exchange experiences and knowledge and learning. It is consider as a reference centre because of its quality training, high level and impact of their methodologies applied to strategic areas of the Information Society and the e-Commerce.

The Virtual School consists of online training courses, information services and communities of practice, devoted to micro, small and medium companies, research centres and organizations, private and public sectors, at federal, state and municipal areas as well as civil society actors.

Among the offered products there are practical training courses, with the participation of specialized tutors, workshops, conferences, seminars and online forums, with high quality content, written by experts in the area. The primarily developed themes are in the area of Electronic Commerce (e-Commerce) and Business Topics such as Internet security and digital signature, social networking and search engine optimization; legal, regulatory, tax and customs aspects of the e-Commerce.

MERCOSUR's Virtual School is one of the main results of the Mercosur Digital project, an international cooperation initiative between the European Union and MERCOSUR. Designed with the aim of being sustainable, it is promoting the intensive use of new media and Information and Communication Technologies, the online education service was designed with the proposal of becoming a model of an effective knowledge management.

Some benefits that can be identified for the MERCOSUR bloc are: reducing the asymmetries in access to and use of Electronic Commerce Technologies and of Information and

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Communication Technologies (ICTs); the promotion of business on the Internet, within Mercosur and Latin America; the economic growth of the block, and - through increased training - the development and consolidation of the Information Society in the MERCOSUR countries.

For more information, please visit: www.escuelavirtualmercosur.org