Abstract: - A new standard belonging to SGML class of languages is proposed under the term EUTAXY ML. This new definition will facilitate Business to Business barter along European SMEs. Apart this straightforward approach of EUTAXY-barter sales and delivery network, a number of significant developments are made: innovative product comparison expert system, an arbitrage court, insurance fund, internal tax system, automated sensors for contracting and a new generation of workers.

Key-Words: - Innovation and Invention, Processes and Incentives, Barter, SGML, EEIG, SME

1 Current Barter trends

W Corporate barter isn't a new idea. For example, in 1935, US pharmaceutical giant Monsanto sold saccharin to a company in China. When the company was unable to pay in cash, Monsanto took frozen mackerel in exchange, and acquired an export market in the world's most populous country. In 1972, PepsiCo did a deal with the government of the USSR to supply the first western consumer product on sale in the Soviet Union. Instead of roubles, Pepsi
was traded for vodka, and PepsiCo acquired distribution rights to Stolichnaya in the US. Scientific literature does not strongly support the subjects, that is why I hesitate to develop my original idea expressed initially in new media and marketing conference at Ierapetra. However significant research papers cover both the theoretic and practical barter aspects [3, 4, 5, 6, 7, 8, 9, 10].

2 EUTAXY

2.1 Market Deregulation
The linguistic origin of the definition being introduced, is based upon the BIBLE Old Testament 6200 years ago. According to Genesis, mankind was speaking one language and tried to build the BABEL tower. Suddenly occurred the language panspermy as we know it today. The Babel term translated from Alexandrians into Greek, the global language of those times, to ΣΥΓΧΥΣΙΣ, that means ataxy. Today we want to fight generalized language disordering in globalized enterprise. The euphemistic definition is Eutaxy that means 4: Good or established order or arrangement. The acronym will be build at a later stage to be meaningful. The proposed standard belongs to SGML class of languages. The final name is EUTAXY ML. With this name we:

- Incorporate the linguistic and history options.
- Avoid nonsense XYZ omega naming conventions.
- Retain the XML nature of the computerized world.

The Babel-EUTAXY approach is selected to define our theory, because it reminds a major threat to our Christian beliefs and the materialistic world. Once they named the elusive Higgs boson as god’s particle (or even worst as goddam particle) they deserve any similarity.

The idea of Markup languages is very old. Two similar developments are attempted at Kozani New Media Lab for Motion Pictures and direct for computer authoring [1, 2].

The EUTAXY-ML borrowed features from existing computer languages, theoretical models and real life commerce definitions:

- ISO the widely recognized product description
- EU an existing encoding schema fort a variety of products and services for European real world.
- SGML as a base definition along with all, and all the computer world [1]
- Ideographics, the computer generation hype [2]
- XBRL, the newest member of markup languages family.

As a result of all these definitions the EUTAXY_BARTER subset has the following features, yet to be implemented in a working ML.

- Pricing calculation
- Customs routing
- Packaging
- physical and chemical specifications
- total global warming for the life cycle of the product
- ecology labelling

3 Barter and Eutaxy example and implemenation

3.1 Grebena Cheese for Ierapetra VIP lounge
A few kilometres away from EU-ALBANIA border there is a part of traditional Zissos family agroinvest complex, that is a Grebena traditional feta cheese factory. Recently globalization reduced the marketing and sales ability. A partial solution to the problem is the barter adapted to third millennium. The basic B2B product, a 20 kg feta cheese can is described in EUTAXY machine readable and understandable code:

It acquires a fast brandable name for the B2B network for example SMIXI-FETA. Also a bunch of detailed information is given: Pricing, minimum order, terms of payment, irrevocability of the deal, long term commissions, nutrition information, packaging u.s.w., hundreds of irrelevant details according the EUTAXY ML schema definition. The definition is registered in a custom BBS according to current Internet Business to Business standards in a network called EUTAXY-net.

On the other side of hemisphere at Ierapetra, the most south place of Europe, a local luxury hotel tries to face the oligopoly of travel agencies. They split their risk into three customers types and reserve their room capacity:

- 40% goes to travel agencies at the half price.
- 30% is assigned to EUTAXY-ML sales system at a 75% of the normal price.
- 30% is reserved to last minute guests that usually pay the normal price.
Under the brand name of “IERAPETRA VIP four daynights lounge” the definition in EUTAXY-net has hundreds of Information like: price for 4 nights, Monday to Friday, high season except two weeks of August, breakfast nutrition, dinner exact description, room view, other facilities and thousands of others useless pieces of information. At the same time Grebena and Ierapetra managers they try to justify their expenses and altogether to attract new customers. Ierapetra manager needs for his restaurant 100 cans of traditional feta cheese annually. He seeks to the Eutaxy-barter-net for feta and he finds eight suppliers. He downloads the Eutaxy specifications in a normal or customise spreadsheet calculation layout. He selects the desired methodology from the EUTAXY expert system and finally he chooses to proceed with the SMIXI-FETA product. The next step is to propose to the Grebena Factory a specific deal:

- Send to Ierapetra April, June and August
- Every time 33 cans of 20 Kg SMIXI-FETA
- As described in EUTAXY-net
- Payment will be in IERAPETRA-VIP-LOUNGE daynights
- Total 12 such a holiday packages.
- At any time of the year except 1-15 August.

The Grebena factory accepts the deal with or without alterations and the deal is closed. The Ierapetra hotel is satisfied with the feta cheese but the Grebena factory must sell the 12 holiday packages: two for the happy owner, 6 for the (un)happy workers and 4 more as a subsequent payment for suppliers. The story of selling special drawing rights just started and is going to take forever in complexity, time and sales effort.

3.2 EUTAXY-Barter total efficiency for SMEs

The main result of the EUTAXY-Barter network is to promote B2B sales in Small Medium Enterprises as defined in European Union policies amendment. However there are significant side effects towards total efficiency for the SMEs:

- Sales boost for new EU member countries.
- Rationalization of wholesale profits.
- Minimize intermediary.
- Interspersion of customers.
- Payment guarantee and avoidance of collectors assistance
- One to One marketing with guarantied selling.

- Improvement of products through EUTAXY adaptation.
- New products for a demanding market
- Network of trusted companies creation.

4 EUTAXY subsystems - future developments

Of course in order to implement a real life system a number of additional sub-developments are necessary:

- Arbitrage court to dispute legal and ethical cases.
- Special insurance fund to cover liabilities.
- A new transporter or courier to cover new approach
- A monetary system and bank to support the new philosophy.
- A taxes advisor.

A serious internal arbitrage, possibly at the standard if International Football Associations, where all disputes are cleared inside, no possibility for civil authorities. Possibly it seems impossible but globalization shows us the way:

- Offshore base schema (here arises a contradiction with pico-payments and think local act global to promote local sales).
- Tight association like FIFA, Extreme political parties and even religious extremists.

Insurance fund, Transporter, monetary system and bank, taxes advisor and other similar systems are very complex to be analyzed here and could violate TEI of Kozani and Swiss Bank consortium contracts.

4.1 Future Developments

Our scientific and consulting team in European Economic Chamber of Trade Commerce and Industry EEIG analyzes all aspects of SMEs globalization. Our regional and European integration nature brought us to a number of working ideas and preliminary developments to facilitate EUTaxy-Barter implementation:

- Semi automated sensors for contracting, quality assurance and invoicing. [11, 12]
- Global Language subset in all education and chamber of trade, commerce and industry cases.
Offsets Regeneration and establishment other special trade drawing rights e-enabled.

• Adoption of an intermediate transportation standard smaller that the standard container.

• Negative advertisement campaign against Multinational companies for politic, religion, nationalism reasons.

• Positive SMEs promotion to retain the unique regional, religious chauvinism and others.

• Pico payments endorsement for a variety of transactions.

• Subcontracting and outsourcing.

• Creation of private firms to assign public authorizations like arbitration, auditing and clearing.

• Diversify the state or EU funding to various competing organizations.

• A new generation of marketing professionals the barterians.

References:

[1] Zissopoulos, D., (1992), 'MPQL, Motion Pictures Query Language', Theamatics 92, 1:64


