

EUSDR Thematic Conference on Innovation & Digitization organised by the EUSDR Slovak Presidency

LOGISTICS

22 SEPTEMBER 2021

The event will be organised in hybrid form - online and personal participation. During registration, the participant can choose the form of participation (online/personal)

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REGISTRATION LINK:

www.eusdr-innovation-digitization.com





RATIONALE



The EU Strategy for the Danube Region (EUSDR) is a macro-regional strategy adopted by the European Commission in December 2010 and endorsed by the European Council in 2011 for the purpose of sustainable development of the Danube region. It is comprised of 12 Priority Areas covering the needs of the whole Danube Region, e.g. mobility, energy, tourism, water, environment, knowledge, building capacities, security, etc.

The European Commission in its third report of September 2020 states that strengthening political commitment is essential: the national and regional authorities should be able to provide more strategic leadership at ministerial level to bridge the gap between the strong political commitments and the ability of administrations to follow up on these.

In 2020, a revised Action Plan of the EUSDR Action Plan was adopted to boost a more committed involvement of all stakeholders for the implementation of the Danube Region Strategy. The activities and objectives of the Strategy have been updated to make a better interlinkage between them. There should also be a better link with the Cohesion policy and a more efficient use of European Union funds.

The innovations and digitization are one of the thematic priorities under the Slovak Presidency in the EU Strategy for the Danube Region (EUSDR). This topic is following the concept of the European Union of green and digital transition which should finally lead to climate neutrality.

The innovations and digitisation affect all aspects of life in the Danube Region, therefore they should be mirrored in all priority areas. This topic is highly cross-sectoral and creates a significant space for cooperation within the EUSDR.



AGENDA



9.30 – 11.00

REGIONAL ASPECTS OF SME DIGITIZATION

Speaker:

Zuzana Pisoň Chief of Staff - Vacuum Group

Panellists:

Szaplonclay Orsolya Project eDigistars - success story

Mária Bieliková CEO - Kempelen Institute of Intelligent Technologies

Petra Dzurovčinová Chief Innovation Officer - Municipality of the capital city SR Bratislava

Martin Mašťalír **ONLINE** General Manager - Dell Technologies

Ondrej Ďurják Managing Director - SCR Design

Michal Číž Head of Digital Innovation Unit - MIRDI SR

Many SMEs were forced to accelerate their adoption of digital infrastructures due to the challenges presented by Covid-19. For those who have not, governments have pledged to assist in the process and provide the funds for their digitization, which presents a unique historical opportunity. SMEs represent most businesses in the EU, employing over 100 million people, as a dry source of Europe's growth (55% of EU gross domestic product) and employment (65%). Digitisation of SMEs is the obvious remedy, latching on to the right momentum in Covid-19 aftermath and recovery funds.

11.00 – 11.15

COFFEE BREAK



AGENDA



11.15 – 12.45

DANUBE STRATEGY - HOW TO BOOST INNOVATION AND DIGITIZATION?

Speaker:

František Koločány

SK Ministry of Investments, Regional Development and Informatisation, SK Presidency of the EUSDR

Panellists:

Johan Magnusson

European Commission - Team Leader MRS, DG Regio

Miroslav Vesković

ONLINE European Commission, Joint Research Centre, Inter-institutional, International Relations and Outreach

Michal Blaško

Ministry of Investments, Regional Development and Informatisation, Slovak Republic; EUSDR Slovak Presidency - Slovak National Coordinator of the EUSDR

Sanjin Vlastenica

Croatian EUSDR National Coordination

Igor Korkhovyi

ONLINE Deputy Minister for EU integration, UA Ministry for Communities and Territories Development - Ukrainian National Coordinator of the EUSDR

Robert Lichtner

Coordinator - Danube Strategy Point, EUSDR

Introduction of EUSDR and how to support innovation / digitization to raise competitiveness in the region Focusing on experiences / lessons learned by the current and future EUSDR Presidency Specific themes:

- a. Umbrella structure / infrastructure
- b. Marketing and communication EUSDR
- c. Concrete Projects

12.45 – 13.45

LUNCH BREAK



AGENDA

13.45 – 15.15 **SANDBOXES – EXPERIMENT TO INNOVATE**

Speaker:

Juraj Hošťák **ONLINE** SK Ministry of Investments, Regional Development and Informatisation

Panellists:

Lea Pfüffel Project INDEED - success story

S. Zehle **ONLINE** Co-CEO - K - 8

Kabaivanov **ONLINE** Dean of Faculty of Economics and Social Sciences
Plovdiv University - Sofia Lab

Kimmo Heinonen **ONLINE** Chief Advisor Economic Department - the City of Helsinki

Juraj Králik **ONLINE** CEO - FinTech - Hub Slovakia

Koen Vervoort **ONLINE** Network builder - ENoLL

Jan Purkrabek FinTech Hub Slovakia

In many EU countries, we can see the raise of the open platforms where the experimentation take place. Innovative companies can test their solutions and develop their innovative products at a faster pace. The question remains how we speed up this process also in our region and more importantly how to build and secure a sustainable ecosystem and infrastructure that will enable the development of innovative and smart application for the whole society.



AGENDA

15.15 – 16.45 A KEY SUCCESS FACTOR – FUNDING

Speaker:

Zuzana Nehajová 2impact

Panellists:

Aleksandar Janicic Project DanubePeerChance - success story

Lucia Cerchlanova **ONLINE** Cuvva & Co - Founder - Lummus Investment Collective

Míchal Nešpor Partners for Startups - Crowdberry

Míchal Matůš Serial Entrepreneur - Parkio

Aleksandar Janicic **ONLINE** success story project Danube Peer Chance

Joel Wajsberg **ONLINE** Mandate Manager - EIF

Not only Covid-19 pandemic, but also emerging technologies, new skills required, and disruptive business models have already proved how their huge impact on companies' financing could be. Will we be able to provide financial products that will bring back the competitiveness edge to our companies? What products are the most effective to finance the innovation?

16.45 – 17.30 CLOSING & COFFEE

