

# Promoting Innovation Through the Digital Transformation of SMEs in the Danube Region

**DIGITRANS Project Closing Conference**  
**7<sup>th</sup> May 2019, Târgu Mureș, Romania**



- Discussion on digital transformation policies
- Demo sessions with various digital transformation tools
- Networking opportunities

Registration form: <https://bit.ly/digitransFC>

Deadline for registration: 25th April 2019



**Venue:** University of Medicine, Pharmacy, Science & Technology, Târgu Mureș, Romania - Strada Gheorghe Marinescu 38, Târgu Mureș, 540142

**Date:** 7<sup>th</sup> May 2019, 9.30 - 17.00 h

Time	Phase
9:30	Registration
10:00 - 10:45	<b>Opening:</b> <ul style="list-style-type: none"><li>• Welcome</li><li>• Leonard Azamfirei - U.M.Ph.S.T.Rector</li><li>• Representative of regional and national authorities (tbd.)</li><li>• Prof. Dr. Dieter Hertweck, presentation of Danube Digital Working Group</li></ul>
10:45 - 11:15	<b>Key note of the Conference:</b> <ul style="list-style-type: none"><li>• Professor Dimitris Karagiannis, Head of Research Group Knowledge Engineering at the University of Vienna: Impact of digitization on industry from a research perspective</li></ul>
11:15 - 12:15	<ul style="list-style-type: none"><li>• Petra Newrly, MFG Baden-Württemberg, Lessons Learned of the DIGITRANS project</li><li>• Dr. Claus Hoffmann, CEO, Center for Digitalisation District Boeblingen (D) - How the region can best support SMEs in their transformation process</li><li>• DIGITRANS good practice examples</li></ul>
12:15 - 13:15	Lunch
13:30 - 15:30	<b>Parallel interactive sessions:</b> <ul style="list-style-type: none"><li>• DIGITRANS Fast Forward - DIGITRANS method in an interactive workshop</li><li>• Scene2Model Demo Workshop</li></ul>
15:30 - 16:00	<ul style="list-style-type: none"><li>• Workshop result presentation and discussion with the DIGITRANS workshop participants</li></ul>
16:00 - 17:00	<ul style="list-style-type: none"><li>• Networking &amp; Live Demos (Scene2Model, SMEs participated in the DIGITRANS trainings from Targu Mures)</li><li>• Multimedia presentation from DIGITRANS project partners' country in the lobby area, stands of interesting initiatives, ideas marketplace</li></ul>
17:00	Closing of the Conference

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