



## Bridging knowledge gaps in Bioeconomy – Successful Kick-Off Event of the Made in Danube project

Stuttgart, 24<sup>th</sup> March 2017

**On March 22<sup>nd</sup> 2017, the Kick-off Event of “Made in Danube” took place in Stuttgart, Germany. Top-class representatives from public authorities, research, industry and clusters came together to discuss the importance of Bio-Economy in Europe, particularly in the Danube region. Around 80 guests had the opportunity to discuss current hot topics like “Smart and innovative precision farming”, “biofuel” and “Sustainable forestry” in three parallel sessions and to elaborate jointly next steps towards a bio-based economic future of the Danube region.**

The main focus of the INTERREG Danube project “Made in Danube” Kick-off Event was on Bio-Economy as a key element for smart and green growth in Europe and the Danube Region and on efficient collaboration between research organizations and regional companies. During the event, project stakeholders, representatives from regional SMEs, research institutions, regional public authorities, project representatives from other INTERREG projects as well as the general public had the opportunity to meet and share their perspective on Bio-Economy.

Dr. Frank Speier (Head of Division of European Economic Policy in the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg) and Prof. Dr.-Ing. Dr. h.c. Norbert Höptner (Commissioner for Europe of the Ministry of Economic Affairs Labour and Housing and Director of Steinbeis-



Europa-Zentrum) welcomed the audience and emphasized the importance of transnational projects and cooperation, particularly for the SMEs in Europe.

The welcome speeches were followed by several keynotes held by renowned speakers. For example, Ms. Dragica Karajic, Head of Department for Transnational Cooperation (Ministry of Economy, Entrepreneurship and Crafts, Croatia) presented the importance of projects like “Made in Danube” in the context of EUSDR Priority Area on Competitiveness.

Elena Andonova from the Joint Research Centre European Commission, emphasized the importance of accelerating technology transfer in the Danube region in order to stay competitive on an international level.

With the aim of creating synergies, Steinbeis-Europa-Zentrum further invited Lead Partners from other DTP projects in the region. CyberForum e.V., presented the INTERREG DANUBE project “FORESDA”. The project manager Tamara Högl presented how the current CyberForum projects gear into “FORESDA” and how these synergies maximize the overall effect and outcome of each single project.

As a result of the presentations, bi-lateral discussion with several INTERREG Danube Lead partners came up, leading to new ideas for additional stakeholders as well as joint events and activities with Priority 1 projects.

Over the next two years, the Made in Danube project aims to create and improve support within the bioeconomy value chain. Tools and services for innovative know-how transfer will be developed and tested to



already existing Local Initiatives. That way, Made in Danube aims towards improving regional competitiveness and access to bioeconomy-based knowledge.

Official URL links to the event:

<https://www.steinbeis-europa.de/en/events/events/65/1844/v/made-in-danube-international-kick-off-event.html>

Event program:

[https://www.steinbeis-europa.de/files/agenda\\_kick-off\\_event\\_6.pdf](https://www.steinbeis-europa.de/files/agenda_kick-off_event_6.pdf)

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