

Agenda

Danube Competitiveness in Practice

4-5 October 2017, Pécs/Hungary

Wednesday, 4 October 2017		
09:30	Steering Group Meeting of the Priority Area 8 of the EUSDR (for invited Participants only)	
12:00	Lunch	
13:00	Benchmarking event: The Bio Based Cluster Excellence Initiative-BBCEI (for invited Participants only)	Steering Group Meeting of the Priority Area 8 of the EUSDR (for invited Participants only)
The new challenge for SME's: How to benefit from digitalization? Joint session of the Connect-IT and Danube Competitiveness in Practice conferences		
16:00	Welcome Speech Dr. Judit SCHRICK-SZENCZI, Priority Area Coordinator of PAC 8 of the EUSDR/ Ministry for Economic Affairs, Labour and Housing Baden-Württemberg Dragica KARAJIC, Priority Area Coordinator of PAC 8 of the EUSDR/ Ministry of Economy, Entrepreneurship and Crafts Croatia Ferenc BRACHMANN, i2k cluster manager	
16:20	Clusters in a digitalized world - How cluster can help SME to digitalize - Dr.-Ing. Gerd MEIER ZU KÖCKER Head of ClusterAgentur Baden-Württemberg	



16:35	Round table discussion The new challenge for SME's: How to benefit from digitalization? Dr.-Ing. Gerd MEIER ZU KÖCKER, ClusterAgentur Baden-Württemberg Prof. Dr. Ivan ŠTEFANIC, Josip Juraj Strossmayer University of Osijek Magdalena MATIC, Ingemark Ltd. Zagreb Prof. Dr. Dieter Hertweck, Reutlingen University
17:45	Closure of the event
18:00-21:00	Get together- Reception for the participants of the Danube Competitiveness in Practice and Open 4 Business Matchmaking conferences

Thursday, 5 October 2017	
08:30-08:55	Registration
Joint plenary session of the CCI Pécs-Barany and the Priority Area 8 of the EUSDR- Danube Competitiveness in Practice & Open 4 Business Matchmaking Conferences	
09:00	Opening Speech Dr. Tamás SÍKFŐI, President of Chamber of Commerce and Industry of Pécs-Baranya
09:10	Welcome Speech Dr. Balázs RÁKOSSY, Ministry of National Economy, Secretary of State responsible for the use of EU funds



09:25	<p>Welcome Speech Dr. József BÓDIS, Rector of the University of Pécs</p> <p>Dr. Gyula ZELLER Vice Rector of the University of Pécs – University of Pécs Jubilee 650</p> <p>Zoltán JENEI, Chancellor of the University of Pécs – PTE Diaspora Project</p>
10:15	<p>How the EU Strategy for the Danube Region can foster the competitiveness of enterprises?</p> <p>Natasa KULAKOWSKI KRAMARIC, Assistant Minister Ministry of Economy, Entrepreneurship and Crafts Croatia</p>
10:25	<p>Funding and support for clusters in the Danube region Daniela CHIRAN, Steinbeis-Europa-Zentrum Baden-Württemberg</p> <p>The Seed money facility of the Danube Transnational Programme (DTP) Marius NICULAI, DTP</p>
11:15	Coffee Break
11:30	<p>Funding opportunities for projects with macro-regional relevance – How to support the competitiveness of the SMEs within the Danube Region?</p>



	<p>Interactive workshops with focus on the Seed Money Call of the DTP programme moderated by: Marius Niculai, DTP Programme; Manuel Gonzalez, Interact Programme; Dr. Susanne Ast Ministry for Economic Affairs, Labour and Housing Baden-Württemberg, PAC 8 representatives, Prof. Dr. Dieter Hertweck, Reutlingen University</p> <p>Workshop Bioeconomy & Biodiversity: <u>Topics covered by the Seed Money Call:</u> To increase professionalization and visibility of cluster organisations in the Danube Region: Focus on Bioeconomy through networking of companies, improved innovation models and training measures for cluster organisations and cluster managers</p> <p>Workshop Digitalization: <u>Topics covered by the Seed Money Call:</u> Strengthening of SMEs capacities to improve their competitiveness and profitability: Innovative training measures for a better use of ICT tools and skills for entrepreneurs, with particular consideration of women Entrepreneurship.</p> <p>Workshop Environmental Technologies: <u>Topics covered by the Seed Money Call:</u> Preparatory feasibility studies for the better use of environmental technologies: Entrepreneurship development and improvement the competitiveness of the DR, like: sewage treatment, refuse disposal, generation of energy from renewable sources with a special focus also on rural areas</p> <p>Workshop Dual Education: <u>Topics covered by the Seed Money Call:</u> To strengthen SMEs capacities to improve their competitiveness in EU regional markets: Promoting measures on SME/Cluster-level for an effective implementation of important elements of dual education and vocational training.</p>
12:30	Networking lunch



13:30-17:00	<p><u>Continuation</u></p> <p>Interactive workshops with focus on the Seed Money Call of the DTP programme: Workshop Bioeconomy & Biodiversity Workshop Environmental Technologies Workshop Digitalization Workshop Dual Education</p>
19:00-22:00	Networking dinner

