

TO3 Online Thematic Workshop



Industry 4.0 and the SMEs digital transition

Digital transformation of European SMEs: adoption of technologies and skills development

Wednesday 10 November 2021, 14:00 – 17:00

Agenda	
14:00 - 14:55	<p>Welcome by TO3 Thematic Experts on the Interreg Europe Policy Learning Platform</p> <p>Interreg Europe: state of play and a look into the future</p> <p>Keynote: The digital transformation of SMEs – challenges and opportunities</p> <ul style="list-style-type: none"> ▪ Prof. Dr. Bernhard Kölmel, Professor Global Process Management at Pforzheim University / SME 4.0 Competence Center Stuttgart (Germany) <p>Moderated panel discussion, including testimonials on policy improvements</p> <ul style="list-style-type: none"> ▪ Eistein Guldseth, Trøndelag County Council, Norway (SKILLS+, DigiBEST) Smart societies Trøndelag: How interregional cooperation boosts the digitalisation of a rural area ▪ Gorka Diez, Fomento San Sebastian, Spain (DEVISE) Implementation of digital training programmes and assistance for the implementation of digital solutions <p>Session moderated by TO3 thematic experts and introduction to the working groups</p>
14:55 – 15:00	Short break
15:00 – 16:00	<p>Targeted parallel discussions around good practices</p> <p>Note: The final process for the working groups will be decided once the number of participants is known.</p> <p>Working Group I – Improving digital skills of businesses</p> <p><u>Speakers for flash presentations</u></p> <ul style="list-style-type: none"> ▪ Erich Herber FFG – Österreichische Forschungsförderungsgesellschaft mbH (Austria), Digital Pro Bootcamps (DigiBEST) ▪ Miriana Bucalossi Tuscany Regional Authority (Italy), Training Voucher for Managers and Entrepreneurs (4.0 Ready) ▪ Stéphane Dahirel, Development Director at Agence API (France), Digital Change (DEVISE) <p><u>Discussant/Rapporteur</u></p> <ul style="list-style-type: none"> ▪ Helena Deane, WDC WREP, ex-Project Executive at WestBIC Business and Innovation Centre, Galway County (Ireland), (TRINNO) <p>Discussion moderated by TO3 Thematic Experts</p>

	<p>Working Group II – Kickstarting the digital transformation of businesses</p> <p><u>Speakers for flash presentations</u></p> <ul style="list-style-type: none"> ▪ Tess Lukehurst, Coventry University Enterprises Ltd (United Kingdom), Focus Digital (Future Ecom) ▪ Claudia Bartoli, Chamber of commerce - Reggio Emilia- Italy - Head of Department for Companies Promotion and Development Services (Italy), PID – Punto Impresa Digitale (Digital Business Points) (FOUNDATION) ▪ Māra Jākobsone, Vice-president, Latvian Information and communications and technology association (LIKTA) (Latvia), Smart Latvia & Digital Maturity Test (DigiBEST) <p><u>Discussant/Rapporteur</u></p> <ul style="list-style-type: none"> ▪ Jose Manuel San Emeterio - Jose Manuel San Emeterio, ERNACT-European Regions Network for the Application of Communications Technology (Ireland) (DEVISE) <p>Discussion moderated by TO3 Thematic Experts</p>
16:00– 16:15	Break
16:15– 17:00	<p>Plenary Session</p> <ul style="list-style-type: none"> ▪ Report back from Working Groups I by Discussant ▪ Report back from Working Group II by Discussant <p>Closing keynote speaker</p> <ul style="list-style-type: none"> ▪ N.N., Unit Digital Economy, Recovery Plan & Skills, DG CONNECT, European Commission - TBC 'Funding for Digital in the 2021-2027 Multiannual Financial Framework' – The Digital Europe Programme (15-20 min) <p>Discussion - Q&A session Wrap up and conclusions</p>
17:00	End of online event
17:00-17:45	<p>Online Expert Helpdesk – possibility to book in advance an individual meeting (10 minutes slot) with Thematic Experts (and the PLP core team if needed) to discuss specific needs and policy challenges</p>