

Working Group: Digital Danube



Building Bridges



7 EU & 3 Non EU States

- Universities
- Companies
- Regional Catalysts
- Regional Politics
- NGO



Working Group: Digital Danube

Supporting digital BM

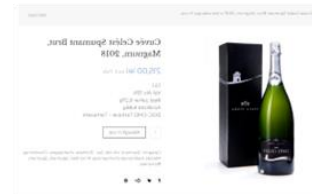


<https://digitrans.foi.hr/psm/home?lang=de>

DigiHubs

Business Models

- Platforms
- Anything as a service
- New Customer Channels



Vine Configurator and Shop for a Romanian Winery

Smart City Services

AI based Medicine

Digital CE Value Chains

Political recommendations (EUSDR)

Digital Leadership Culture

Digital, Agile Work

Data based Process Automatisisation



Adhesive Tape Producer to an AI based Advisory Platform for fastening Systems in Baden-Württemberg

Digital Technologies

1. wave: Cloud/Social Media/Mobile /Analytics
2. wave: AI / IoT / 5G / Edge/ Block Chain / AR
3. wave: Quantum Computing / BioInformatics



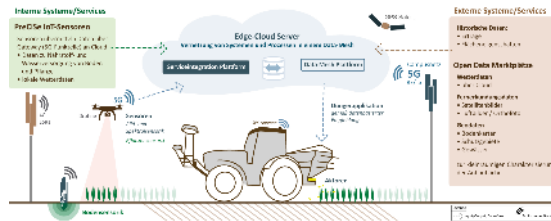
IoT based Smart City Services Croatia

What we are doing

Digital



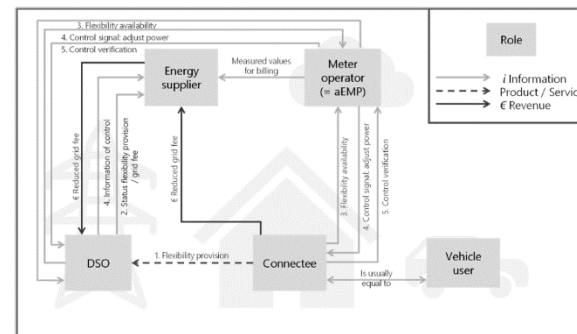
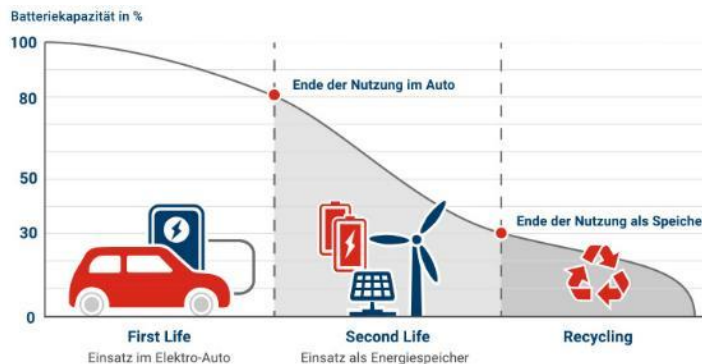
Sustainable



Massive resource savings in precision farming with 5G/Edge Cloud/IoT/AI
20% fertilizer, 15% more output



Carton made from
tomato stalk
1Ha = packaging for
600t tomatoes



e3Value Model
of second life
Batteries in Smart
Grids

Digital Summit BW 2023: Digital Lighthouses from Slovenia, Croatia, Romania, Hungary, and BW

WORKSHOP #4

TITEL:

Best of Europe: Digitale Leuchttürme aus Slowenien, Kroatien, Rumänien, Ungarn, und BW – Erfolgreicher Einsatz von digitalen Geschäftsmodelle für KMU in BW

REFERENTINNEN & REFERENTEN:

- **Prof. Dr. Dieter Hertweck**, Hochschule Reutlingen
- **Dr. Claus Hoffmann**, Leiter Zentrum Digitalisierung Region Stuttgart
- **PhD Andrey Bachvarov**, CEO, Investor, Gründer Anthill (Sofia / Bulgaria)
- **Jon Goriup**, CEO VCG.AI (Stuttgart - Lubljana)
- **Martin Petek**, COO OPRIMA (Ludberg / Croatia)
- **Andreas Weeber**, CEO Weeber Group (Weil der Stadt / BW)
- **Alexandru Turc**, CEO Sabview Tech Solutions (Targu Mures / Romania)

KURZBESCHREIBUNG DES WORKSHOPS:

Möchten Sie mit innovativen europäischen Partnern kooperieren? Chancen internationaler Kooperationen für den heimischen Mittelstand
Ablauf:

- Kurze Einführung in die Geschäftsmodellmethode Digitrans
- Kurzvorstellung von Best Practice Projekten
 - o AI - Einsatz bei der Entwicklung von E-Ladesäulen
 - o Softwareroboter im Autohaus
 - o Digitale Zwillinge in der Produktion
 - o AI - zum Aufbau nachhaltiger Wertschöpfungsketten im Handel
- World Café mit den Best-Practice-Partnern am Tisch
- Plenumsdiskussion der wesentlichen Ergebnisse

ZIELGRUPPE:

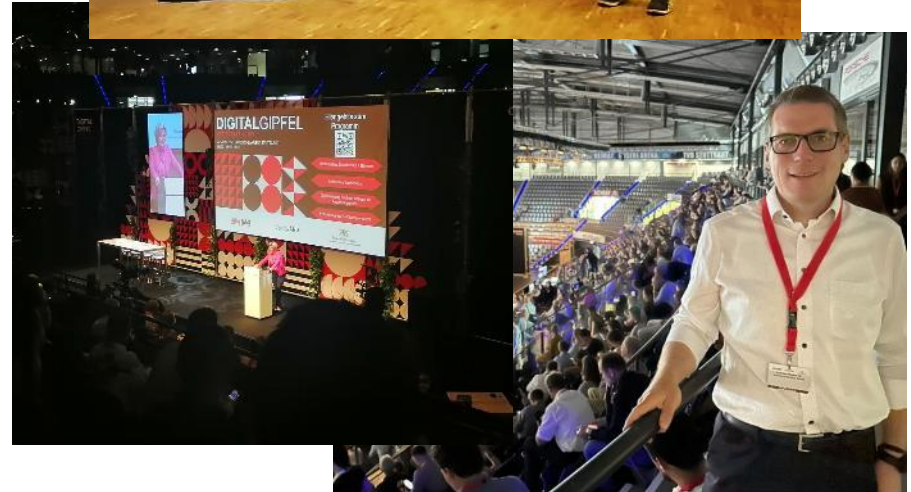
Alle KMUs, die ein Interesse an der konkreten Realisierung eines Digitalen Geschäftsmodells haben

ZEIT: 11:30 - 13:00

DAUER: max. 90 Min

**MAXIMALE
TEILNEHMERZAHL:** 40 Pers.

RAUM: D



What is the DECIDE project about?

A pioneering initiative
supporting SMEs in circular
economy transformation.

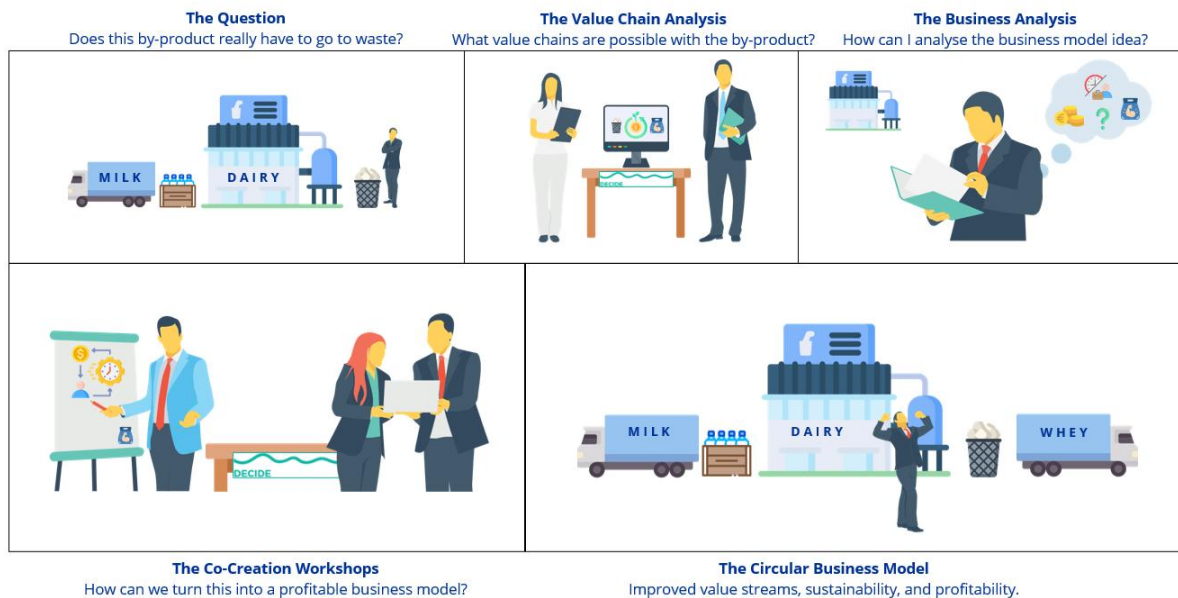
Bringing together 16 partners
from across the Danube
Region.

Focused on creating digital
tools and business models for
circular economy adoption.



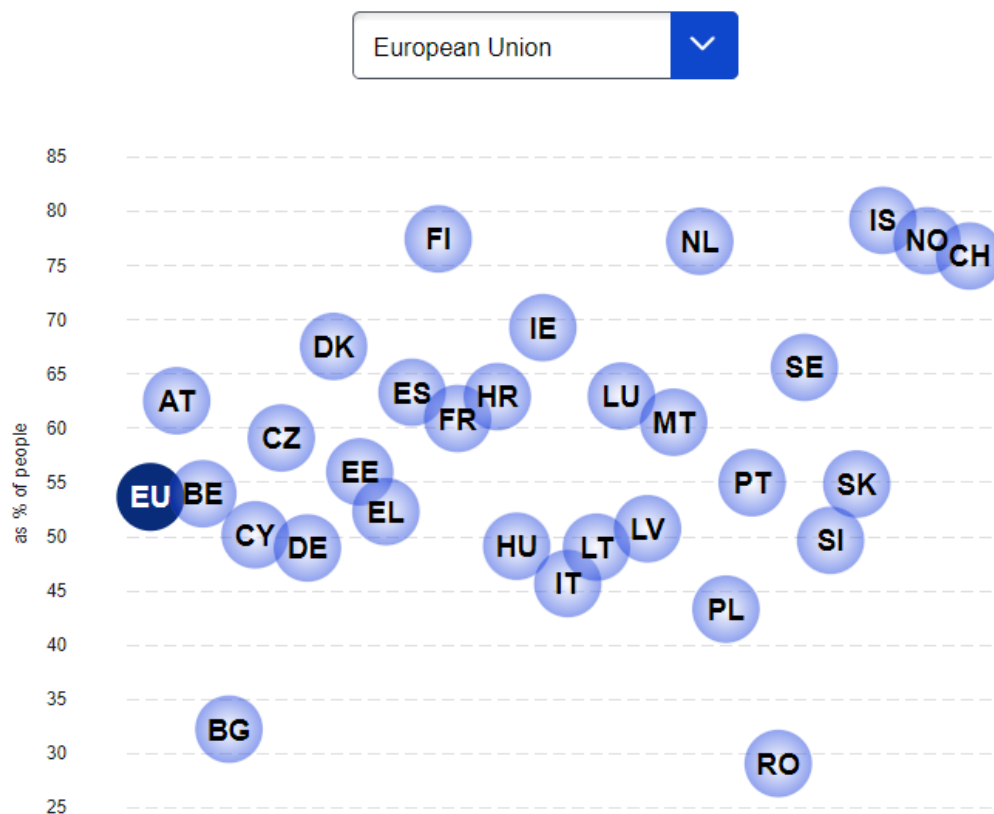
Digital Services for Circular Economy

The DECIDE Method



Current challenges of digitalisation in the Danube Region

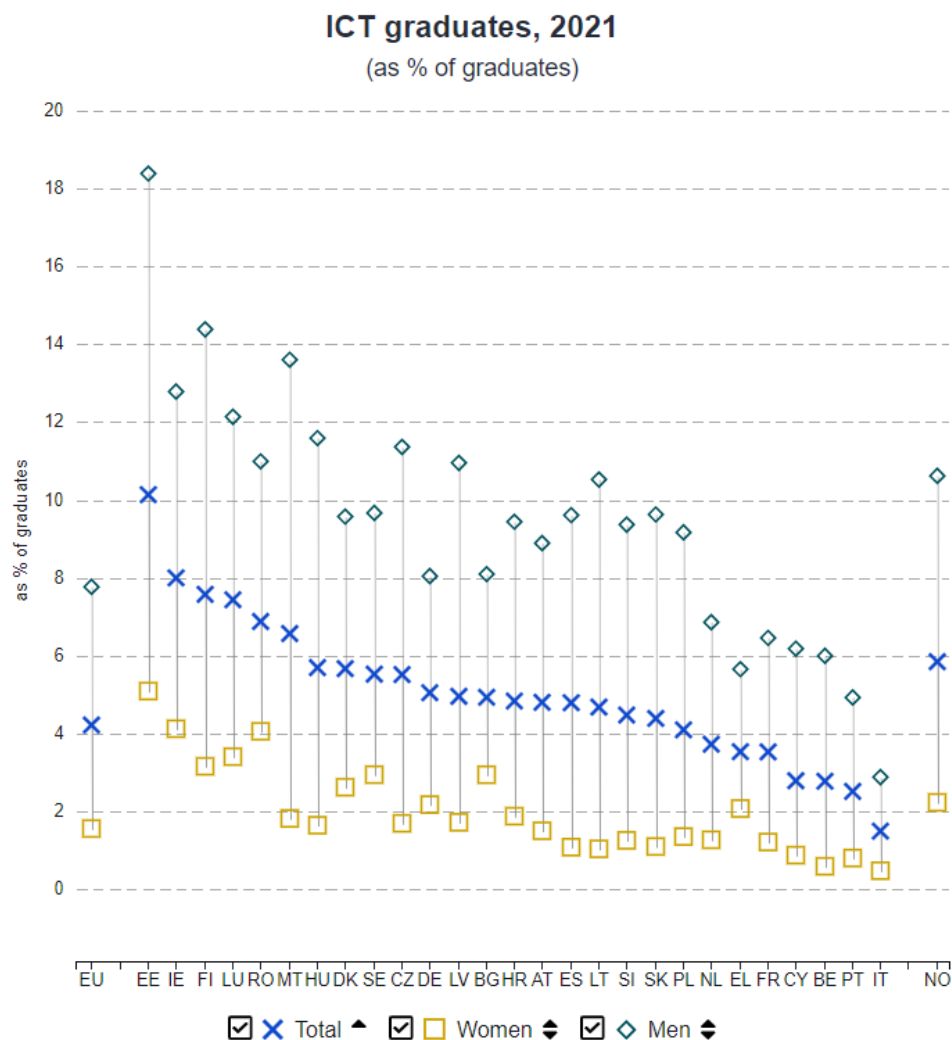
People with basic or above basic digital skills, 2021
(as % of people)



Best viewed in full screen mode

Source: Eurostat - [access to dataset](#)

Current challenges of digitalisation in the Danube Region

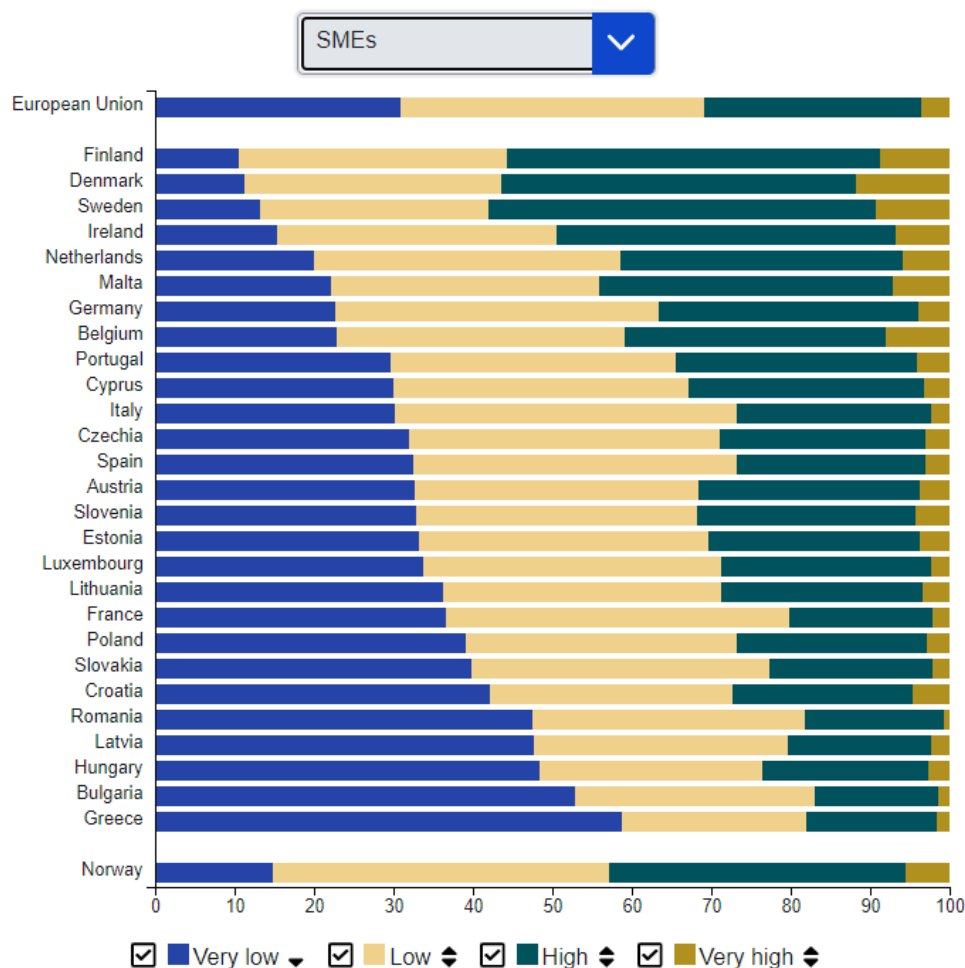


Source: Eurostat - [access to dataset](#)

Current challenges of digitalisation in the Danube Region

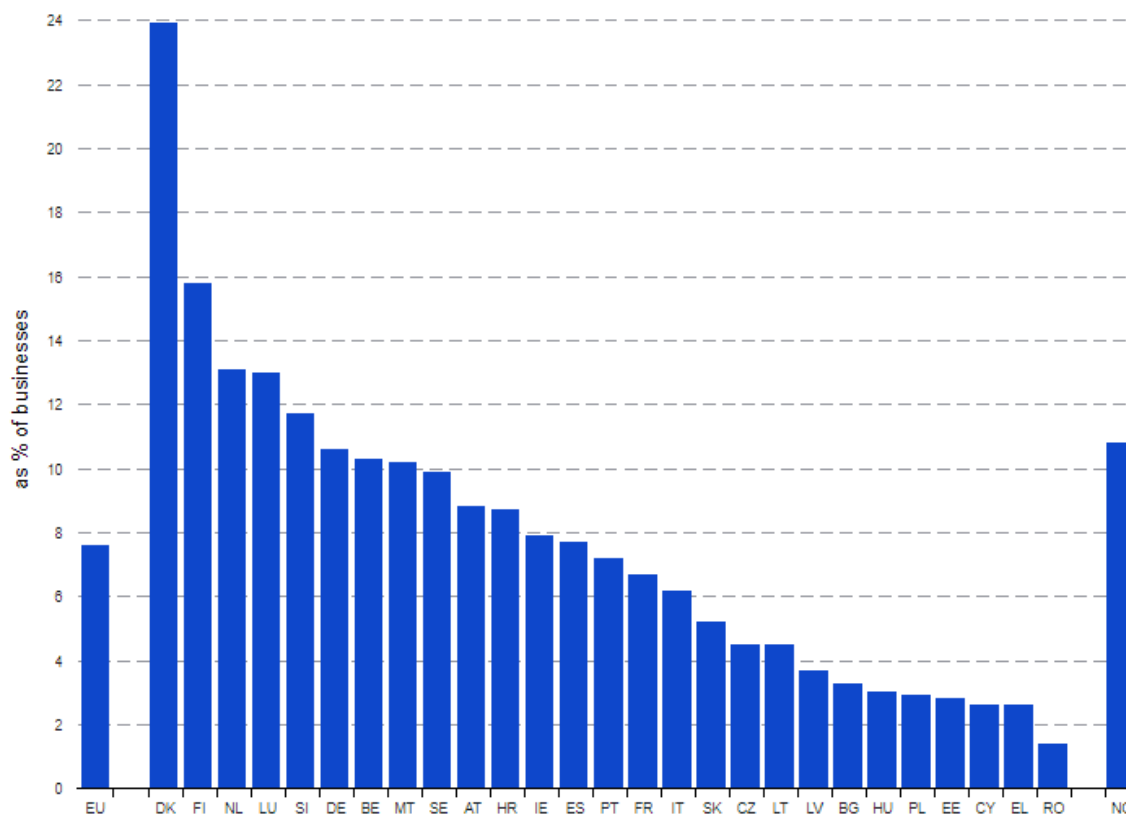
Digital intensity level in businesses, 2022

(as % of SMEs)



Current challenges of digitalisation in the Danube Region

Businesses using AI technologies, 2021
(as % of businesses)



Source: Eurostat - [access to dataset](#)