

Workshop on Lighthouse Initiatives from the Danube Region Supply Chains & Finance

as part of the EUSDR PA 8 Study IDENTIFICATION OF LIGHTHOUSE PROJECTS IN THE DANUBE REGION

in the frame of the 14th EUSDR Annual Forum in Sarajevo,
November 5th, 2025

After the severe effects of the COVID pandemic and at the latest since Mario Draghi's Competitiveness Report and Enrico Letta's Single Market Report of 2024, the issue of resilient supply chains has been a much-discussed topic in Europe. Focusing on the Danube Region, a lot of potential still lies in international cooperation that, at the same time, considers vulnerabilities and looks out for future changes and challenges. In order for enterprises to develop their business models and also their international networks, funding is often a crucial issue. Only with funding instruments that are attainable for especially small and medium enterprises, competitive structures can grow. Both of these issues, Supply Chains & Finance, will be the focus of this session.

The workshop as part of the 14th EUSDR Annual Forum will showcase projects/initiatives/best practices and institutions from the geographical area of the EU Danube Region Strategy, which will also provide impetus and cross-fertilization for all parts of the Danube Region. Learning from each other, discussing best practices and finding inspiration for own applications as well as replications in different places and on different scales is the motive that the study and this workshop follow – fully aligned with the idea of the Annual Forum of Danube Region Stakeholders in general: talking, exchanging, learning, profiting. Moreover, the Bosnia & Herzegovina EUSDR presidency rightfully stresses competitiveness advancements of the Danube Region as one of its priorities, which the issues tackled in this workshop are fundamental for.

The projects presented were selected as part of a study commissioned by Priority Area 8 of the EU Danube Region Strategy, which is being implemented by Steinbeis Europa Zentrum, Pannon Business Network (Hungary) and the Chamber of Commerce and Industry of Slovenia. The study aims to make lighthouse projects in the Danube Region visible and thus contribute to the exchange of best practice. The finalized study document as a result of this process will be published in the frame of the event.

During the workshop, three representatives from selected projects will present their findings and then discuss with attendees what is key to resilient supply chain structures and impactful as well as pragmatic funding instruments. The projects will also be awarded prizes as part of the study. We cordially invite you to a pinch of innovation and fresh ideas for your program on the second day of the 14th EUSDR Annual Forum!

Agenda:

- 15.30** Introduction by moderation and greetings by EUSDR Priority Area 8
Robin Schenk, Steinbeis Europa Zentrum
Carmen Hawkins, Coordinator of EUSDR Priority Area 8
- 15.35** Presentation of the EUSDR Priority Area 8 Identification of Lighthouse Projects Study
Robin Schenk, Steinbeis Europa Zentrum
- 15.45** Presentations: Danube Region Lighthouses in Supply Chains & Finance
Speaker 1: Dr. Birgit Meyer, RETHINK-GSC
Speaker 2: Jannik Struss, global verantwortlich BW
Speaker 3: Dr. Klaus Friesenbichler, Supply Chain Intelligence Institute Austria
- 16.35** Panel discussion with the speakers and audience questions
Moderation: Robin Schenk
- 16.55** Closing words and handing out certificates “EUSDR Priority Area 8 Lighthouse”
by EUSDR Priority Area 8
- 17.00** End of Workshop