

## 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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;">           Benchmarking event: The Bio Based Cluster Excellence Initiative-BBCEI (for invited Participants only)         </td> <td style="width: 50%; vertical-align: top;">           Steering Group Meeting of the Priority Area 8 of the EUSDR (for invited Participants only)         </td> </tr> </table>	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)
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<b>The new challenge for SME´s: How to benefit from digitalization?</b> Joint session of the Connect-IT and Danube Competitiveness in Practice conferences			
16:00	<b>Welcome Speech</b>  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	<b>Clusters in a digitalized world</b> <b>- How cluster can help SME to digitalize -</b>  Dr.-Ing. Gerd MEIER ZU KÖCKER Head of ClusterAgentur Baden-Württemberg		



16:35	<p><b>Keynote Speech</b></p> <p>Peter KELLER Deputy-Head of Department/ Ministry for National Economy Hungary (tbc)</p>
16:55	<p><b>Round table discussion</b> <b>The new challenge for SME's: How to benefit from digitalization?</b></p> <p>Peter KELLER, Ministry for National Economy Hungary (tbc) Dr.-Ing. Gerd MEIER ZU KÖCKER, ClusterAgentur Baden-Württemberg Prof. Dr. Ivan ŠTEFANIC, Josip Juraj Strossmayer University of Osijek Magdalena MATIC, Ingemark Ltd. Zagreb</p>
17:45	<p><b>Closure of the event</b></p>
18:00-21:00	<p><b>Get together- Reception for the participants of the Danube Competitiveness in Practice and Open 4 Business Matchmaking conferences</b></p>

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



09:25	<p><b>Welcome Speech</b> 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><b>How the EU Strategy for the Danube Region can foster the competitiveness of enterprises?</b></p> <p>Natasa KULAKOWSKI KRAMARIC, Assistant Minister Ministry of Economy, Entrepreneurship and Crafts Croatia</p>
10:25	<p><b>Funding and support for clusters in the Danube region</b> Daniela CHIRAN, Steinbeis-Europa-Zentrum Baden-Württemberg</p> <p><b>Effective tools for applying EU funds: EGTC</b> Presentation of best practice case in EGTC (tbc)</p> <p><b>The Seed money facility of the Danube Transnational Programme (DTP)</b> Marius NICULAI, DTP</p>
11:15	<p><b>Coffee Break</b></p>
11:30	<p><b>Funding opportunities for projects with macro-regional relevance –</b> How to support the competitiveness of the SMEs within the Danube Region?</p>



	<p><b>Interactive workshops</b> 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</p> <p><b>Workshop Bioeconomy &amp; Biodiversity:</b> <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><b>Workshop Digitalization:</b> <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><b>Workshop Environmental Technologies:</b> <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><b>Workshop Dual Education:</b> <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	<b>Networking lunch</b>



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

