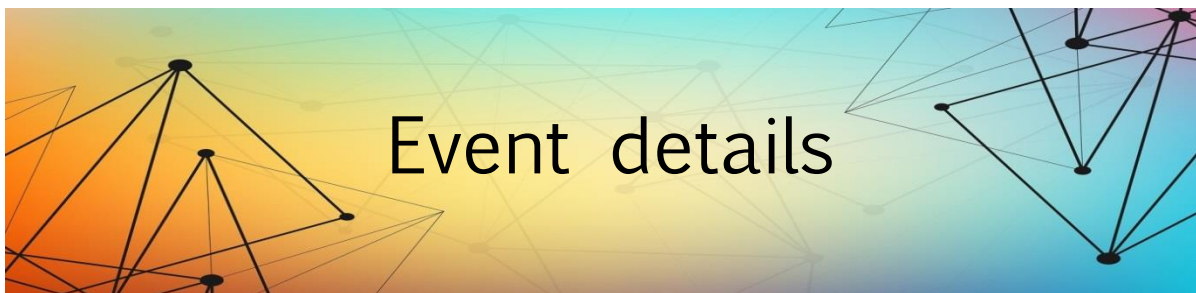


Internationalisation of SMEs in the age of digitalisation

Joint event of the project UpGradeSME and the Priority Area 8 of the EU Strategy of the Danube Region

19th March 2019

Stuttgart, Germany



About the event

The 4th industrial revolution and digitalisation opens new perspectives and provides various challenges for small and medium sized enterprises (SMEs) in internationalisation. How can we overcome these challenges, be ready for the new opportunities and efficiently capitalize results across Europe?

The joint event of the UpGradeSME project and the Priority Area 8 of the EU Strategy of the Danube Region (EUSDR) aims at tackling classical and recent challenges and possibilities of internationalization processes. The event will give SMEs from Europe's core regions as well as from the Danube region the opportunity to exchange experiences on internationalisation strategies and address their challenges directly to the representatives from politics and administration present.

Together, we aim to define reasonable actions for companies and discuss policy directions on how SMEs can perform business successfully and stay competitive in the course of digitalisation.

The event will be organized and implemented in frame of the INTERREG Europe project UpGradeSME and the Priority Area 8 of EUSDR.

Place:	Hospitalhof, Stuttgart (https://www.hospitalhof.de/)
Date:	19 th March 2019
Language:	English
Planned number of participants:	100
Background material:	Online "catalogue" of participants to ease networking Project brochures

Internationalisation of SMEs in the age of digitalisation

Conference | AGENDA v9 (draft)

9.30 – 10.00 **Registration and coffee**

Session 1 *SME internationalisation - Challenges and perspectives*

Moderation: Mr. Balázs Barta PhD, Pannon Business Network

10.00 – 10.10 **Official Welcome Address**

Dr.-Ing. Petra Püchner

*Commissioner for Europe of the Minister of Economic Affairs, Labour and Housing
Baden-Württemberg, Head of Steinbeis-Europa-Zentrum*

10.10 – 10.15 **Welcome address on behalf of the Priority Area 8 of the EU Strategy of the Danube Region**

Dr. Judit Schrick-Szenczi

*Coordinator of Priority Area 8 “Competitiveness” of the EU Strategy for the Danube
Region, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg*

10.15 – 10.25 **Internationalisation as a driver of growth** - Introductory speech

Mr. Balázs Barta PhD

Pannon Business Network

10.25 – 10.50 **Panel discussion “Internationalisation challenges for European SMEs in a digitalized world”**

Moderation: Mr. Balázs Barta PhD, *Pannon Business Network*

Dr Dávid Bencsik

*Foreign Trade Attaché, Hungarian Consulate General, Stuttgart
Ministry of Foreign Affairs and Trade*

Mr. Michael Rössler

Handwerk International Baden-Württemberg

Cornelia Frank

*Baden-Württemberg International, Agency for International Economic
and Scientific Cooperation*

Mrs. Andrea Halmos – video message

European Commission, DG CONNECT H4

10.50 – 11.15 **Question & Answers – fishbowl concept**

Session 2 SME internationalisation – Business case studies

Moderation: Dr. Judit Schrick-Szenczi, PAC 8 of the EUSDR, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg

11.10 – 12.10 **Pitch and Panel showcase with following fishbowl conversation
1 SME from each country**

Hungary

Vesz-Mont 2000 Kft.

Germany

EVT Eye Vision Technology GmbH

The Netherlands

Business Development Friesland Foundation

Croatia

EKO-SUSTAV Ltd.

Slovenia

Dekal agregati d.o.o.

12.10 – 13.00 **Business lunch and coffee**

Informal meeting of the participants in a delicious surrounding

Session 3A B2B Session for entrepreneurs

12.10 – 16.00 *Possibilities for B2B & Matchmaking (Room: Katharina von Helffenstein)*

Session 3B SME internationalisation – intervention possibilities among policy makers; towards problem-oriented Regional Action Plans

Moderation: Balázs Barta PhD, Pannon Business Network

13.00 – 14.00 **Panel discussions with representatives from UpGradeSME project regions**

Hungary

*Pannon Business Network Association and
Ministry of Finance*

Germany

*Steinbeis-Europa-Zentrum and Commissioner for Europe of the Minister of
Economic Affairs, Labour and Housing Baden-Württemberg*

Romania

*South Muntenia Regional Development Agency and Ministry of Regional
Development and Public Administration*

Portugal

Comunidade Intermunicipal do Ave

Spain

San Sebastián Socio-Economic Development Agency Ltd.

The Netherlands

Business Development Friesland Foundation

14.00 – 14.30 **Questions & Answers**

14.30 **Official end of Event**

Session 4 Optional Study tour

14.30 – 17.00 **MHPLab**

Transportation provided to the MHPLab in Ludwigsburg.

Optional but registration is required

Networking Dinner

18th March 2019 Monday

We kindly invite you to take part on the Networking Dinner organized in the evening of the 18th March 2019 at 6.30pm in Stuttgart.

Restaurant Plenum (in the State Parliament of Baden-Württemberg)
Konrad-Adenauer-Str. 3
70173 Stuttgart

We kindly ask you to indicate your participation on the online registration form **by the 1st March 2019 latest.**

Contact

If you have any further question, please do not hesitate to contact us.

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