WATIFY: Awareness raising campaign for the modernisation of Europe's industry

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Meeting Outline

The Bled eConference is an extremely appropriate context for our WATIFY meeting to take place. We intend to engage with the audience by presenting the WATIFY initiative and then follow up with an open discussion, with questions to provoke the participation of participants.

The WATIFY campaign is an initiative, funded by the EC, to support the implementation of actions on digital entrepreneurship, and digital transformation of industry and enterprises, in particular SMEs, as well as the implementation of the European strategy to boost the industrial deployment of Key Enabling Technologies (KETs) in Europe.

So, the campaign is aimed at boosting technological transformation through digitization and the uptake of advanced technologies. It specifically targets SMEs, notably in manufacturing, healthcare, finance and creative industries as well as mechanical engineering, construction, tourism, retail and agro-food, which can drive economic and/or social value by creating and using novel digital and advanced technologies. WATIFY also aims at bringing together regional

and local stakeholders and authorities in order to help them translate their policies and priorities in KETs and digital transformation in projects and initiatives that can serve the purpose of accelerating SME's digitization.

Through the WATIFY campaign,

- SMEs should become better aware of the potential of digital transformation and gain confidence in the application and added value of digital technologies, business processes and new business models.
- Regional policy makers should be stimulated to work together with their business and with other regions to launch and implement joint projects on technological transformation and the uptake of digital and advanced technologies, notably KETs, including in the framework of the Smart Specialization Platform for Industrial Modernization.[1]
- Additionally, the campaign is identifying and documenting a pool of business success stories highlighting the challenges and benefits that individual companies and their industry have faced in their technological transformation process. This includes local examples of good business cases focusing on smaller, dynamic and innovative enterprises, including start-ups and potential entrepreneurs, from established manufacturing and services industries as well as from new emerging industries.

Presentations will open the meeting, giving examples of successful digital transformation initiatives, how it can bring business opportunities to companies and regions. The content will focus on the promotion of technological transformation success stories featuring innovative business models, good practice cases and lessons learned, with the intention of raising the interest of participants.

Experts from the panel will be invited to present challenges and experiences in the different technological areas, including Big Data & Analytics and Key Enabling Technologies.

Finally, information will be shared about how interested parties can benefit from the WATIFY initiative. WATIFY will also promote the opportunities offered by different European instruments and highlight the role of regions and cities as leaders for the modernisation of their industry, including the involvement of businesses and cross-regional collaboration on smart specialisation.

At the end of the presentations we will encourage the audience and the panelists to share experiences, talk about their own digital situation, how they have overcome issues and identify possible collaborations.

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1 http://s3platform.jrc.ec.europa.eu/industrial-modernisation

The campaign is being promoted and supported through a dedicated website (watify.eu) and through extensive use of social media, notably WATIFY Facebook, Twitter and LinkedIn

Detailed Program

Monday, June 19

Monday, June 19, 2017

PANEL
WATIFY: Modernisation of
Europe's Industry

Hall: Libertas | 16:00-17:30

Chair
Lydia Montandon, Research & Innovation Business Development Director, Atos, Spain

Presenters
Digital index of enterprises in EU
Gregor Zupan, Republic of Slovenia Statistical Office, Slovenia

Digitalization and SME: Vision vs. Reality
Hans-Dieter Zimmermann, FHS, St. Gallen, Switzerland

Fostering CloudHPC for SMEs demand using HPC4SME Assessment Tool - success stories
Tomi Ilijaš, Arctur, Slovenia

Big Data – Big Challenge for Public Administration – Experiences of Pilot Project in Ministry of Public Administration of Republic Slovenia
Karmen Kern Pipan, Jurij Bertok, Igor Kotnik, Ministry of Public Administration of Republic of Slovenia, Slovenia

SRIP – Strategic Research & Innovation Partnership for Smart Cities and Communities
Martin Pečar, Institut Jožef Stefan, Slovenia

Title to be announced
Marko Praprotnik, *SmartIS, Slovenija*