

# EUSDR PRIORITY AREA 8

## Competitiveness of enterprises

Capitalisation Workshop of PA 7 and PA 8

26. - 27. March 2025

Bratislava

# Main actions of PA 8:

- To foster **cooperation and exchange of knowledge between SMEs**, creative industry, academia, the public sector and civil society in areas of competence in the Danube Region.
- Establishment of an Innovative Digital Ecosystem in the Danube Region in order **to support SMEs when tackling the challenges of a digitalized world.**

# Main actions of PA 8:

- Improvement of framework conditions, support programs and capacity building of stakeholders, to **enhance the collaboration between cluster initiatives and regional innovation strategies**, with an accent on rural areas.
- To improve business support to **strengthen the innovative and digital capacities of female-led-SMEs**
- **Enhance the application of Artificial Intelligence (AI) technologies** in the Danube Region.

# PA 8 – Working Groups



WG – Innovation and Technology Transfer



WG – Digital Danube



WG – Artificial Intelligence



WG – Clusters and Regional Development



WG – Circular Economy and Bioeconomy



WG – Female Entrepreneurship



# Current activities of PA 8

## Study Identification of Lighthouse Projects and Communication measures

- Lighthouse Projects in three fields
  - Greentech, Circular Economy, Bioeconomy
  - Digitisation, Artificial Intelligence, Metaverse, Virtual Worlds
  - Supply Chains, Finance
- Communication measures
  - Workshops (8.5.2025 Stuttgart, 5.-6.11.2025 Sarajevo)
  - Publication on PA 8 Website
  - Presentations

# Outlook – upcoming activities of PA 8

## PA 8 Events on 8 May 2025 - Metaverse Congress

- Welcome Dinner for PA 8 stakeholders and beyond on 7 May in Stuttgart
- Invitation to Congress and Exhibition (on first day 8 May 2025)
- Networking Lunch
- Workshop Lighthouse Projects in the field of Digitisation, AI, Metaverse and Virtual Worlds
- Symposium Humanoid / Interreg SMF Project (Lead: Pannon Business Network, Hungary)
- PA 8 Steering Group Meeting

# Outlook – upcoming activities of PA 8

## Selection of three PA 8 Flagship Projects 2025

- Proposal by PACs / SG and submission of three Flagship projects to DSP
- Selected projects will receive a Flagship Certificate possibly at a ceremony
- Danube Strategy Point will publish information on flagship projects on the EUSDR website and social media channels
- PA 8 will produce a web article on flagship projects
- PA 8 support for flagship projects is possible

# Outlook – upcoming activities of PA 8

## Project Development

- Request for an offer for Project Development
- Approx. € 60.000 plus tax
- Tasks – still subject of discussion, most probable a connection to Ukraine
- Request for an offer will be published on PA 8 Website



# Usual Business of PA 8

- Two PA 8 Steering Group Meetings per year
  - Members are Representatives of Economic Ministries of the 14 Danube Countries
  - Working Group Coordinators
  - PA 8 Danube Youth Council members
  - Representatives of DSP and DG REGIO
  - Observers
- Regular information about Funding opportunities, send to Steering Group members as multipliers in their country

# Contact:

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# Thank you!

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