

24th of May 2018

**Priority Area 8 “Competitiveness”
Cross-fertilisation Innovation and Technology Transfer
Workshop
With thematic focus on Tourism and Digitalization
In co-operation with Priority Areas 3 “Culture & tourism”
& 7 “Knowledge Society”**

We kindly invite you to the Cross-fertilisation Innovation and Technology Transfer Workshop of Priority Area 8 “Competitiveness” of the EU Strategy for the Danube Region (EUSDR). With regards to the 7th Annual Forum of the EUSDR, taking place in Sofia on 18 and 19 October, 2018 we would like to put a thematic focus on tourism and digitalization. The objective of the interactive workshop is to identify opportunities for cooperation among the area in the thematic field Innovation and Technology Transfer as well as of Pole 1 of the Interreg Danube Transnational Programme (Innovative Ecosystems in SMEs). A special focus is further put on cross-area contribution of relevant actors to the achievement of EUSDR PA8 objectives and a cross-pole support of the Interreg DTP Capitalisation Strategy through adopted projects. The findings of the interactive workshop will be presented at the 7th Annual Forum of the EUSDR.

Meeting Venue:

University “Politechnica” Bucharest, Splaiul Independentei no. 313, sector 6, Bucharest
Hall: Central Library (<http://www.library.pub.ro/>)
Room 2.2

Moderator:

Dr. Judit Schrick-Szenczi, *Coordinator Priority Area 8 “Competitiveness”*, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg

Agenda

Arrival

12:30 – 13:10 Presentations

Introduction of Priority Area 8 “Competitiveness”, EUSDR

Dr. Judit Schrick-Szenczi, *Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany*

Capitalisation in the field of the Working Group Innovation and Technology Transfer Priority Area 8 and Pole 1 of the Interreg Programme

Daniela Chiran, *Priority Area 8 “Competitiveness”, Coordinator of Working Group Innovation and Technology Transfer and Leader of Pole 1 Interreg DTP, Steinbeis-Europa-Zentrum, Germany*

Capitalisation in the field of Pole 3 of the Interreg Danube Transnational Programme (DTP)

Gilda Niculescu, *Member of Pole 3 Entrepreneurial Learning Systems of the Interreg DTP on behalf of Mária Baracsi, Pole Leader, Regional Development Agency South Muntenia, Romania*

Priority Area 8 – Working Group Danube Digital

Prof. Dr. Dieter Hertweck, *Priority Area 8 “Competitiveness”, Coordinator of Working Group Danube Digital, Reutlingen University, Germany*

Introduction of Priority Area 7 “Knowledge Society”

Mladen Kraljić, *Member of Priority Area 7 “Knowledge Society”, University of Maribor, Slovenia*

Introduction of the Interreg DTP project Excellence-in-ReSTI

Gábor Szüdi, *Lead Partner of the Interreg DTP project Excellence-in-ReSTI, Centre for Social Innovation, Austria*

13:10 – 13:30 Interactive Workshop (Part I)

Daniela Chiran, *Priority Area 8 “Competitiveness”, Coordinator of Working Group Innovation and Technology Transfer, Steinbeis Zi / Steinbeis-Europa-Zentrum.*

13:30 – 14:30 Lunch

14:30 – 15:15	Interactive Workshop (Part II)
15:15 – 15:45	Presentation of results
15:45 – 16:00	Conclusions & next steps Dr. Judit Schrick-Szenczi , <i>Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg.</i>

