

DEVELOPING A COMPREHENSIVE REGIONAL DIGITAL TRANSFORMATION STRATEGY

THE AGENDA / 11 MAY 2018

13.30 Registration

14.00 – 14.10 Opening speeches

Ivan Portnih – Mayor of Varna

Stoian Passev – Head of Varna Regional Government

Digital economy as a driver for regional competitiveness (e-government, smart cities, electronic financial services and payment systems, smart industrial policies, digital training and education)

14.10 – 14.20 Mariya Gabriel Commissioner for the

Digital Economy and Society

Towards the competitive and future-proof digital Europe

14.20 – 14.50 Emil Radev, Member of European Parliament

In the surge of the digital transformation of regional economy – strengthening the cooperation against cybercrime

14.50 – 15.20 KEYNOTES: Developing a Comprehensive Regional Digital Transformation Strategy - SEIZING THE OPEN ECOSYSTEM OPPORTUNITY

Dr. Emilija Stojmenova Duh, DIGITAL INNOVATION HUB SLOVENIA

Prof. Andrej Kos, DIGITAL INNOVATION HUB SLOVENIA

15.20 – 15.40 InnoSmart Varna Digital Innovation Hub - Coffee Break

15.40 – 16.20 CASE STUDY: Digital Transformation:

Where to Start? The Digital innovation hub journey Ciaran Martin - Donegal Digital Innovation Hub, Ireland

16.20 – 16.40 Panel discussion – Digital economy – the regional transformation – what and how?

Moderators: Natanail Stefanov - BESCO

16.40 – 17.00 InnoSmart Varna Digital Innovation Hub - Coffee Break

17.00 – 18.00 Parallel panel discussions

Panel discussion 1 – Digitalization of Enterprises

Moderator: Nikolay Petkanov, entrepreneur

TOPICS:

- Regional digital/industrial 4.0 strategies – cooperation of regional and national strategies and platforms, preparation of SMS's for the 4.0 industrial strategy
- Advanced manufacturing models - Industry 4.0 versus industrial internet
- New types of global value chains (changing leading positions focused on the product digital experience (hardware vehicle, software and services)

- Social dimension of robotization and smart solution (education, training, digital literacy)

Panel discussion 2 – Digitalization of financial processes (fintech / fin. services)

Moderator: Galin Dinkov, serial entrepreneur

TOPICS:

- Global blockchain/bitcoin concepts - applications the financial and banking sector, e-government
- Banking-as-a-platform approach: digital fintech ecosystems, fintech start-ups as a peer-to-peer transactions
- How to maximize the data-driven economy? – algorithms, big data, analysis
- Regulatory issues, national and European initiatives: regulatory sandbox, use cases and artificial intelligence
- National best practices- blockchain strategies, action plans, fintech labs and fintech forums

Panel discussion 3 – Urban mobility

Moderator: Biliانا Raeva, Varna Municipality representative at EU parliament

TOPICS:

- Management model of urban mobility (smart city) programs (digital ecosystems in smart mobility and energy systems, car rental and other business models of the automotive sector)
- Smart city services; big and middle-sized cities' services such as car-sharing
- Smart city test environment, cross-border corridors, digital infrastructure 5 G
- Electromobility, digitalization, network-based automated systems

Panel discussion 4 – Health tech and social services

Moderator: Silvia Stumpf, Business agency association

TOPICS:

- Integrating services and information for children, families and adults.
- Enabling people to interact with care services through digital channels.
- Promoting independence and wellbeing through the use of digital services and technology.
- Enabling care professionals to work from any base at any time.

18.00 – 18.30 Presentation of the concept for a Roadmap for digitizing Varna regional economy and Memorandum of Understanding on the development of the roadmap
Silvia Stumpf - Business Agency Association



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THE AGENDA / 12 MAY 2018

9.30 Registration

10.00 Opening speech – Ognian Spassov, Chairman, Bulgarian Chamber of commerce

10.10 – 10.20 Cross-industry co-creation workshop – how to co-create the regional digitalization roadmap - tasks, methods and objectives of the exercise

Silvia Stumpf - Business Agency Association

10.20 – 10.40 Introduction of workshop concept and methodology; formation of four groups, election of spokesperson for each group (Moderators)

Silvia Stumpf - Business Agency Association

10.40 – 11.10 All groups session - four parallel sessions (4 groups – industry, academia, digital industry, governmental/non-governmental) using Visual Road-mapping in a moderated process; identification of key findings concerning region's digital transformation

11.10 – 11.30 Short presentation of results (spokespersons and moderators)

11.30 – 12.10 Execution of a World Café with 4 phases (change every 10 min.) for additional comments and supplements (all participants)

12.10 – 12.30 Reflection of results, validation of hypothesis and further remarks concerning:

- Sectors and industries (differences, preconditions)
- Potentials, promoters and barriers
- Practical guidance for SMEs and institutions
- Action lines and policy needs

12.30 – 12.50 Presentation of the Roadmap, conclusions and wrap-up

12.50 – 13.00 Closing speech Dimitar Vasilev - Chairman of Management Board at Bulgarian Business Forums, Commissioner for the Varna City of Bulgaria at World Business Angels Investment Forum (WBAF)

13.30 Lunch with media and stakeholders



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