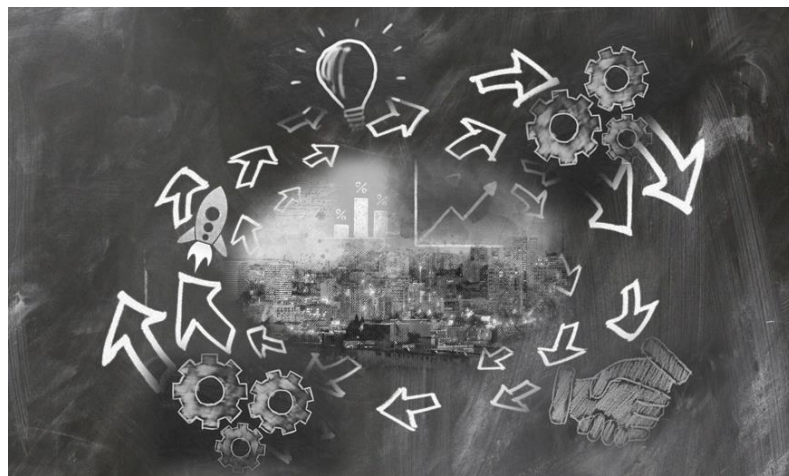


hosting the

Danube Competitiveness in Practice feat. Smart Cities - innovative digital business perspectives for SMEs

18th | 19th | 20th October 2019
Böblingen, Germany



About the event

New technologies and digitisation open up new perspectives for Smart Cities and Urban Development, but they also pose challenges for small and medium-sized enterprises. How can we meet these challenges, be prepared for the new opportunities and use the results efficiently across the Danube region? The first day of the joint event of **barcamp** Böblingen and *Priority 8 of the EU Strategy for the Danube Region* (EUSDR) *Working Groups Digital Danube* (coordinated by Reutlingen University) and *Innovation and Technology Transfer* (coordinated by Steinbeis-Europa-Zentrum/Steinbeis 2i GmbH) focuses on business models in the review of urban areas to transform degraded areas into intelligent areas and cities into smart cities. The event offers stakeholders and SMEs from Baden-Württemberg and the Danube region the opportunity to exchange experiences and addresses their challenges directly to the representatives from politics and administration present. The following two days of the bilingual **barcamp** Böblingen are organised in the format of an “unconference” on the topics of Internet, Digitization, IT, Entrepreneurship, Innovation, (Lean) Start-ups, Social Media and Society (www.barcamp-boeblingen.de).

Venue:

Herman Hollerith Zentrum | Danziger Str. 6, 71034 Böblingen
English and German

Language:

Registration:

<https://www.eventbrite.com/e/barcamp-boblingen-2019-tickets-64988617705> (participation is free of charge)

Danube Competitiveness in Practice (DCP) feat. Smart Cities - innovative digital business perspectives for SMEs

p.m. congress | AGENDA v10 (draft)

Moderation: Prof. Dr. Dieter Hertweck, *Reutlingen University, Professor*

13.00 – 14.00 **Welcome lunch | Get together**

Session 1 *DCP in Smart Cities - innovative digital business perspectives for SMEs*

14.00 – 14.05 **Official Welcome Address**

Roland Bernhard *(tbc)*

County Commissioner of the county of Böblingen, Germany

14.05 – 14.10 **Official Welcome Address on behalf of the EUSDR Priority Area 8**

Dr. Judit Schrick-Szenczi

EUSDR Priority Area 8 Coordinator, Ministry for Economic Affairs, Labour and Housing Baden-Württemberg

14.10 – 14.30 **Welcome address on behalf of the State Parliament of Baden-Württemberg**

Paul Nemeth

Member of the State Parliament of Baden-Württemberg, Germany, responsible of EUSDR affairs

14.30 – 14.50 **Introductory speech**

Albena Antonova or Prof. Krassen Stefanov, Ph.D. *(tbc)*

Sofia University "St. Kl. Ohridski", Scientific Research Department of the Faculty of Mathematics and Informatics, Bulgaria

14.50 – 15.10 **Urban development / regeneration - involvement of SMEs in a transnational context**

Mateo Ivanac

Croatian Chamber of Economy, Head of Innovation Factory at the Centre for Industrial Development (CIRAZ), Croatia

15.10 – 15.30 **Smart City IoT-Networks - a chance for digital Innovations in urban environments**

Prof. Dr. Vjieran Strahonja

Professor at the Faculty of Organization and Informatics, University of Zagreb, Croatia

15.30 – 16.00 **Coffee break**

Session 2 DCP in Smart Cities - innovative digital business perspectives for SMEs – Panel discussion

16.00 – 16.30 **Panel on Smart Cities and Urban Development for SMEs**

Paul Nemeth
Member of the State Parliament of Baden-Württemberg, responsible of EUSDR affairs, Germany

Assoc. prof. Dr. Mihai Dragomir
Technical University of Cluj-Napoca, Manager of the Danube Transfer Center Cluj-Napoca, Romania

Ivan Plačko
Managing Director, Technology Innovation Centre Međimurje, Croatia

Stefan Kraus
Head of the Office for Technology, Environment, Green Affairs, Municipality of Herrenberg, Germany

16.30 – 16.45 **Questions and Answers**
Open discussion with the participants

Session 3 DCP in Smart Cities - innovative digital business perspectives for SMEs – Showcases

16.45 – 17.00 Stefan Aubele (*tbc*)
CEO, IT-Kompass GmbH, Germany

17.00 – 17.15 Gordan Kocijan
CEO, Telemetris d.o.o., Croatia

17.15 – 17.30 **Closing remarks**

We kindly ask you to indicate your participation on the online registration form
by 10th of October 2019:

<https://www.eventbrite.com/e/barcamp-boblingen-2019-tickets-64988617705>

Opening session barcamp Böblingen

18th October 2019 | 7pm
at Brauhaus Böblingen

Address:

Lange Strasse 20 | 71032 Böblingen



Unconference | AGENDA

Moderation: Prof. Dr. Jürgen Münch, Reutlingen University, Professor

18.10.2019 (Day 1)

19.00 **Opening session barcamp Böblingen**
Brauhaus Böblingen
Lange Strasse 20, 71032 Böblingen, Germany

19.10.2019 (Day 2)

09.00 – 10.00 **Entrance and breakfast**

10.00 – 11.00 **Welcome and introductory round**
Prof. Dr. Jürgen Münch
Reutlingen University, Professor

11.00 – 11.30 **Session planning**
Prof. Dr. Jürgen Münch
Reutlingen University, Professor

11.45 – 12.30 **Session 1**

12.30 – 13.30 **Lunch**

13.30 – 14.15 **Session 2**

14.30 – 15.15 **Session 3**

15.15 – 15.45 **Coffee break**

15.45 – 16.30 **Session 4**

16.45 – 17.30 **Session 5**

17.45 – 18.30 **Session 6**

18.30 – 20.00 **Dinner**

20.00 – 20.45 **Session 7**

21.00 – 23.00 **Joint finale**

23.00 **End of the second day**

20.10.2019 (Day 3)

09.00 – 10.00 **Breakfast**

10.00 – 10.30 **Session planning**
Prof. Dr. Jürgen Münch
Reutlingen University, Professor

10.45 – 11.30 **Session 1**

11.45 – 12.30 **Session 2**

12.30 – 13.30 **Lunch**

13.30 – 14.15 **Session 3**

14.30 – 15.15 **Session 4**

15.30 – 16.00 **Session 5 (30min)**

16.00 **End of the unconference**

Contact

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

Danube Competitiveness in Practice (DCP) feat. Smart Cities innovative digital business perspectives for SMEs

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barcamp Böblingen

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