

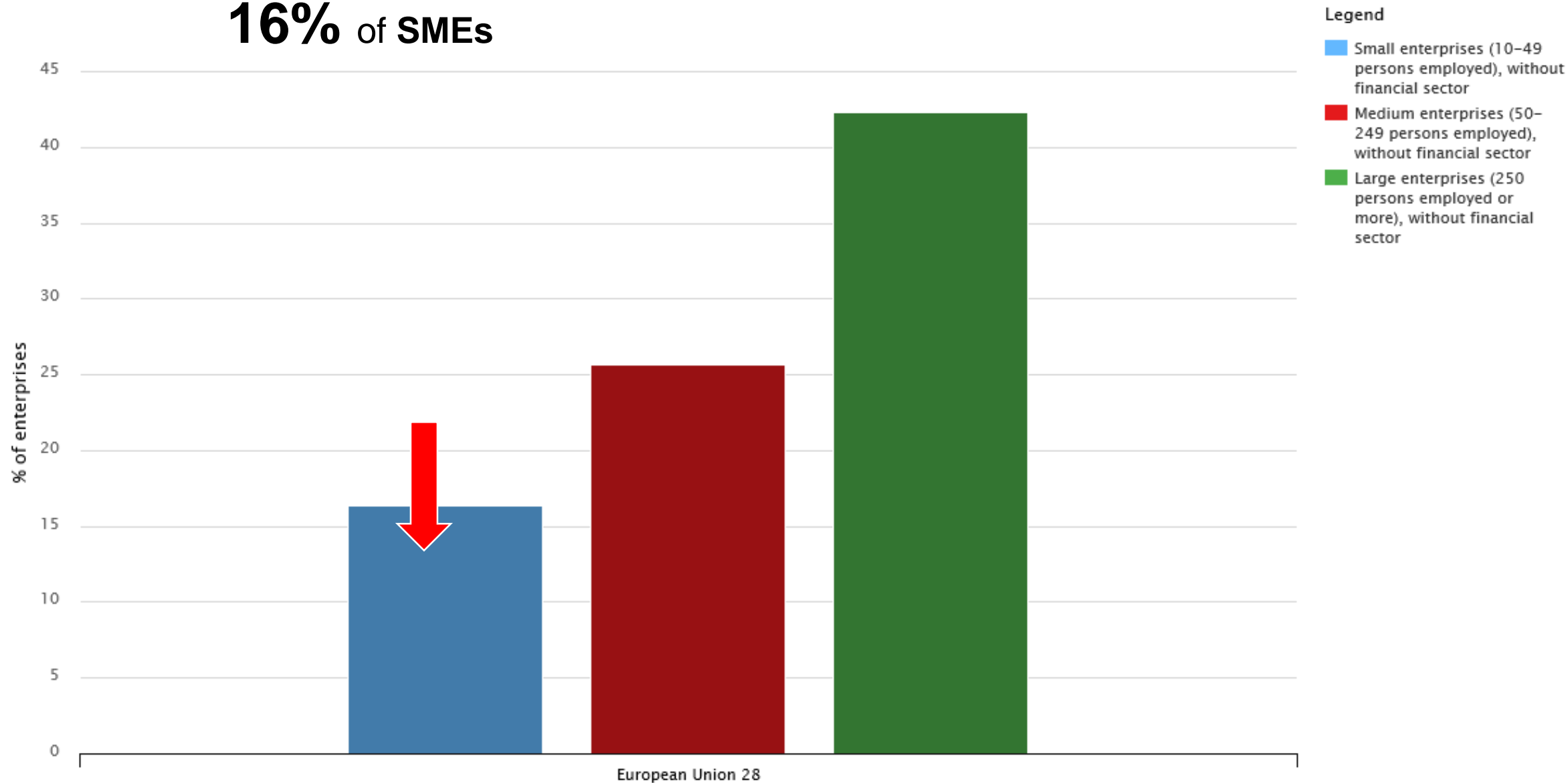
Digital Transformation

Digital Innovation Hubs & Ecosystems

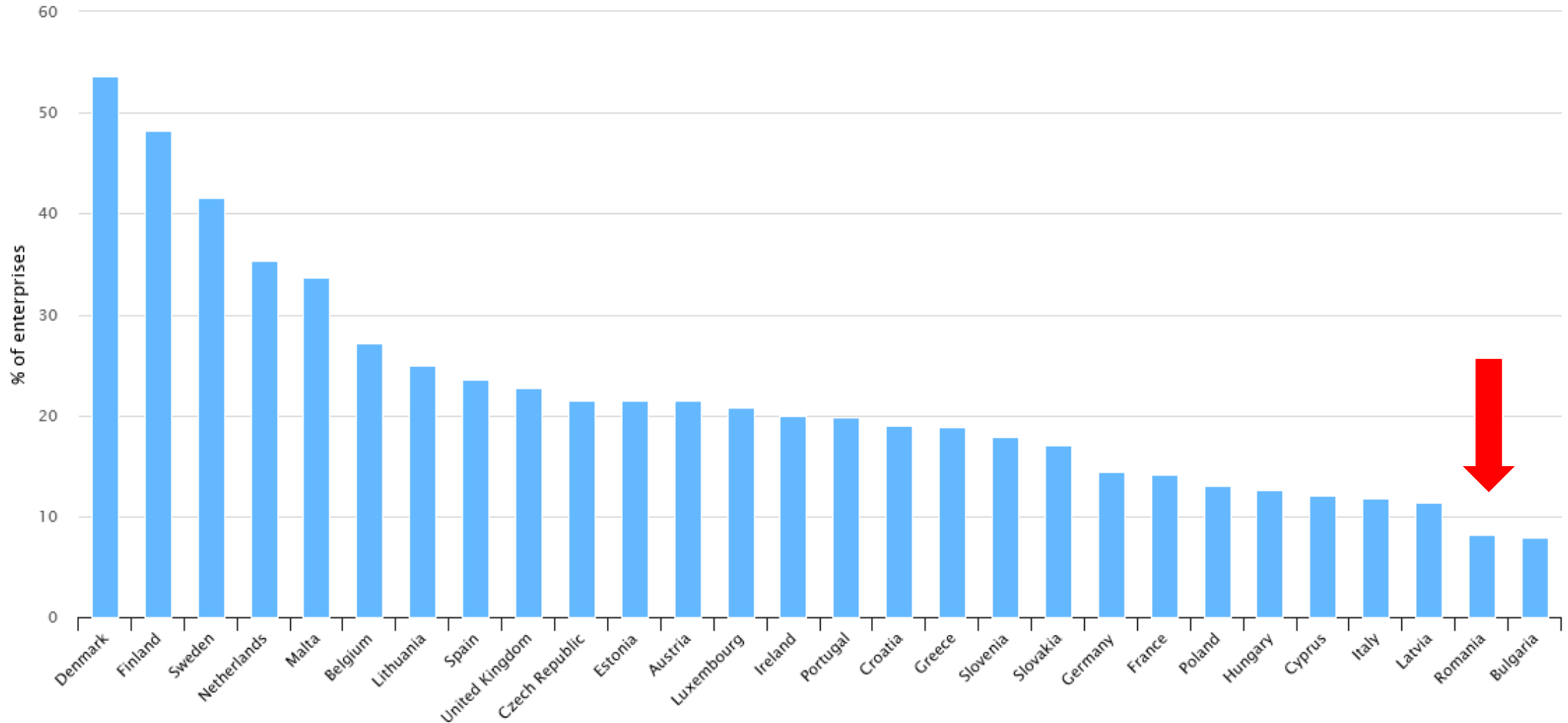
ICEBERG⁺



42% of large companies are highly digitised in the EU.
16% of SMEs

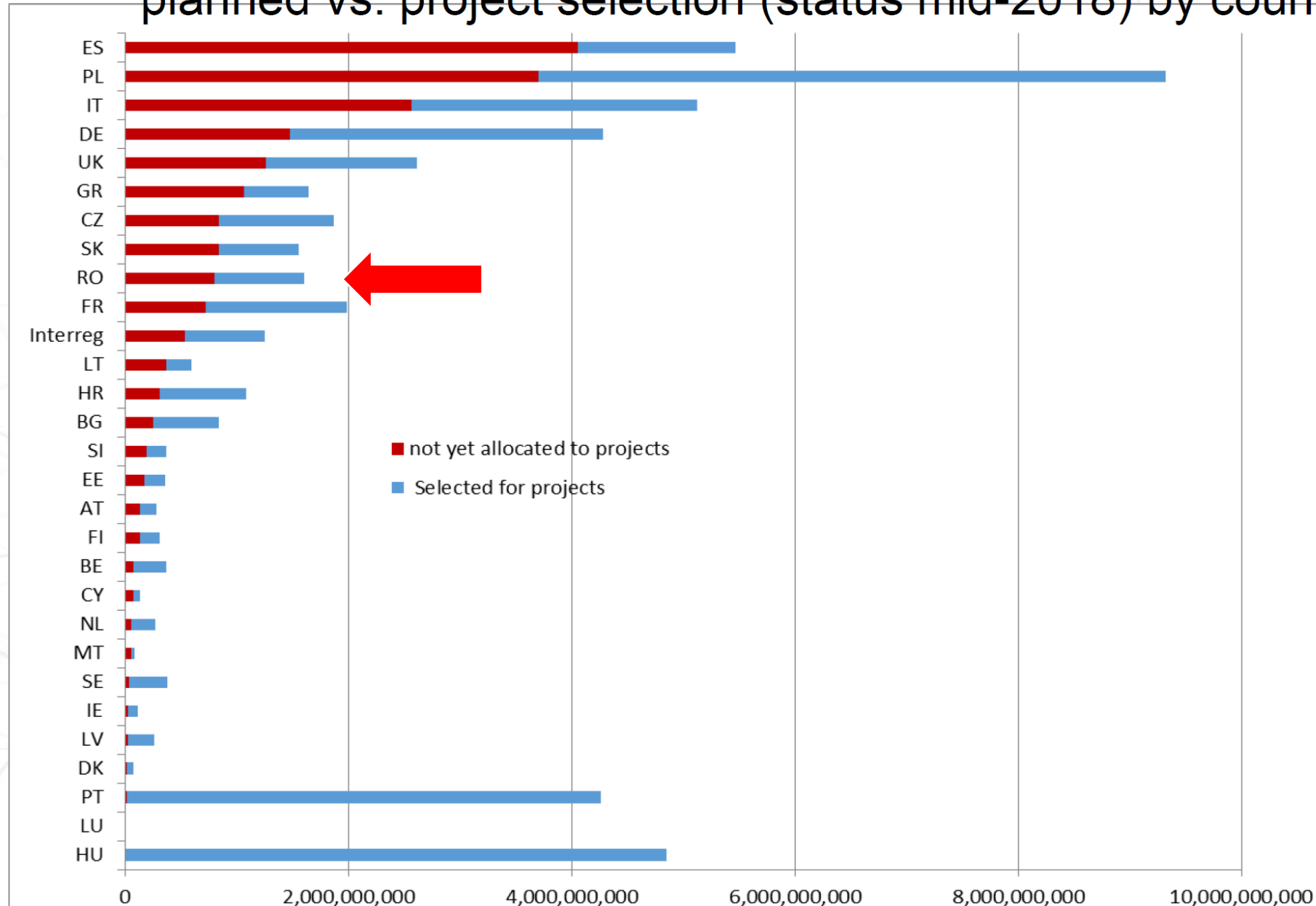


53% of **Danish** startups & companies are highly digitised
8% in **Bulgaria** and **Romania**



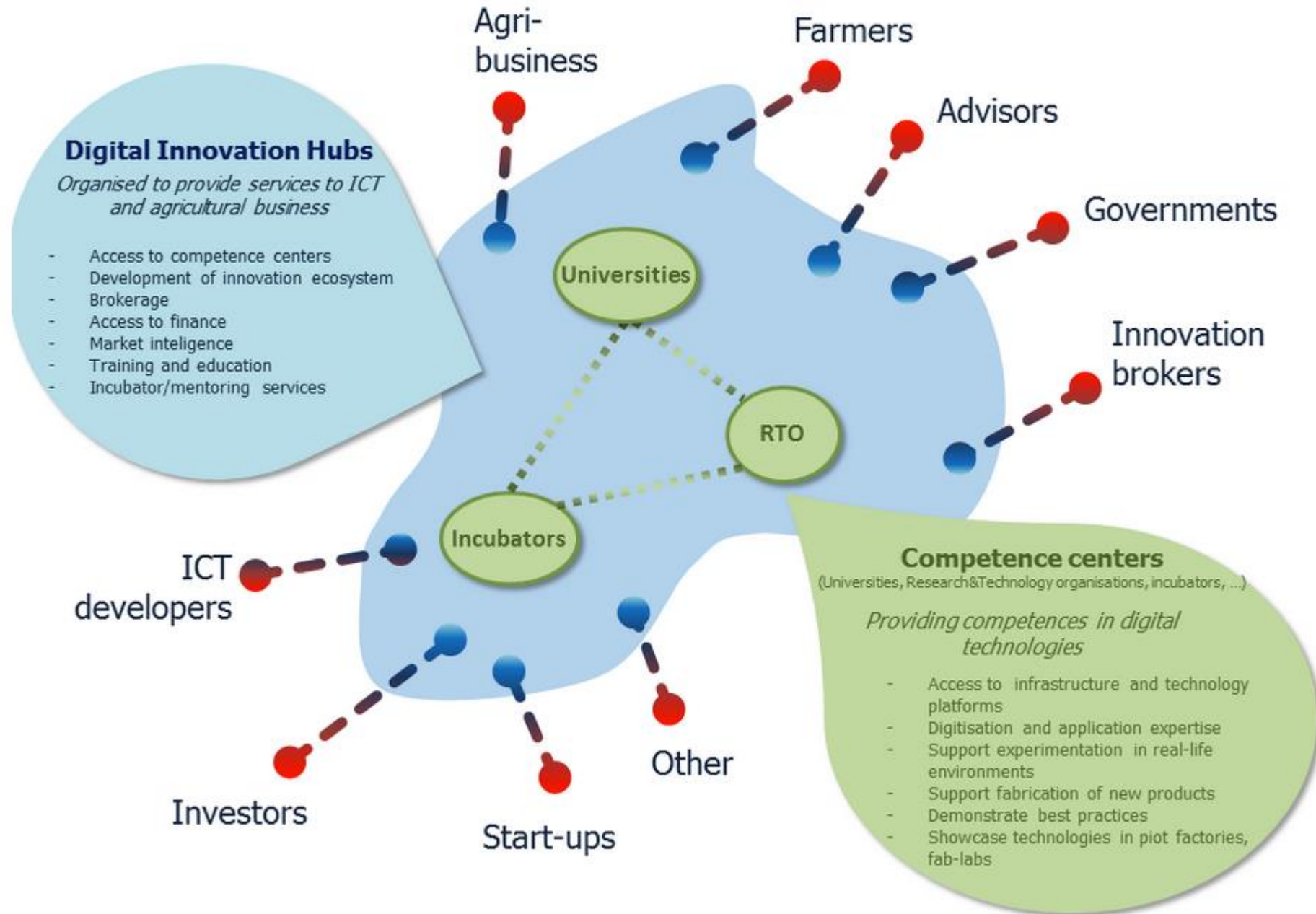
ERDF potential for digitizing industry 2014-2020

planned vs. project selection (status mid-2018) by country



The Digital Innovation Hub Model





Digital Innovation Hubs

Search

Countries

All selected (38) ▼

Evolutionary Stages

2 selected ▼

Technical Competences

None selected ▼

Services Provided

None selected ▼

Focus on TRL

None selected ▼

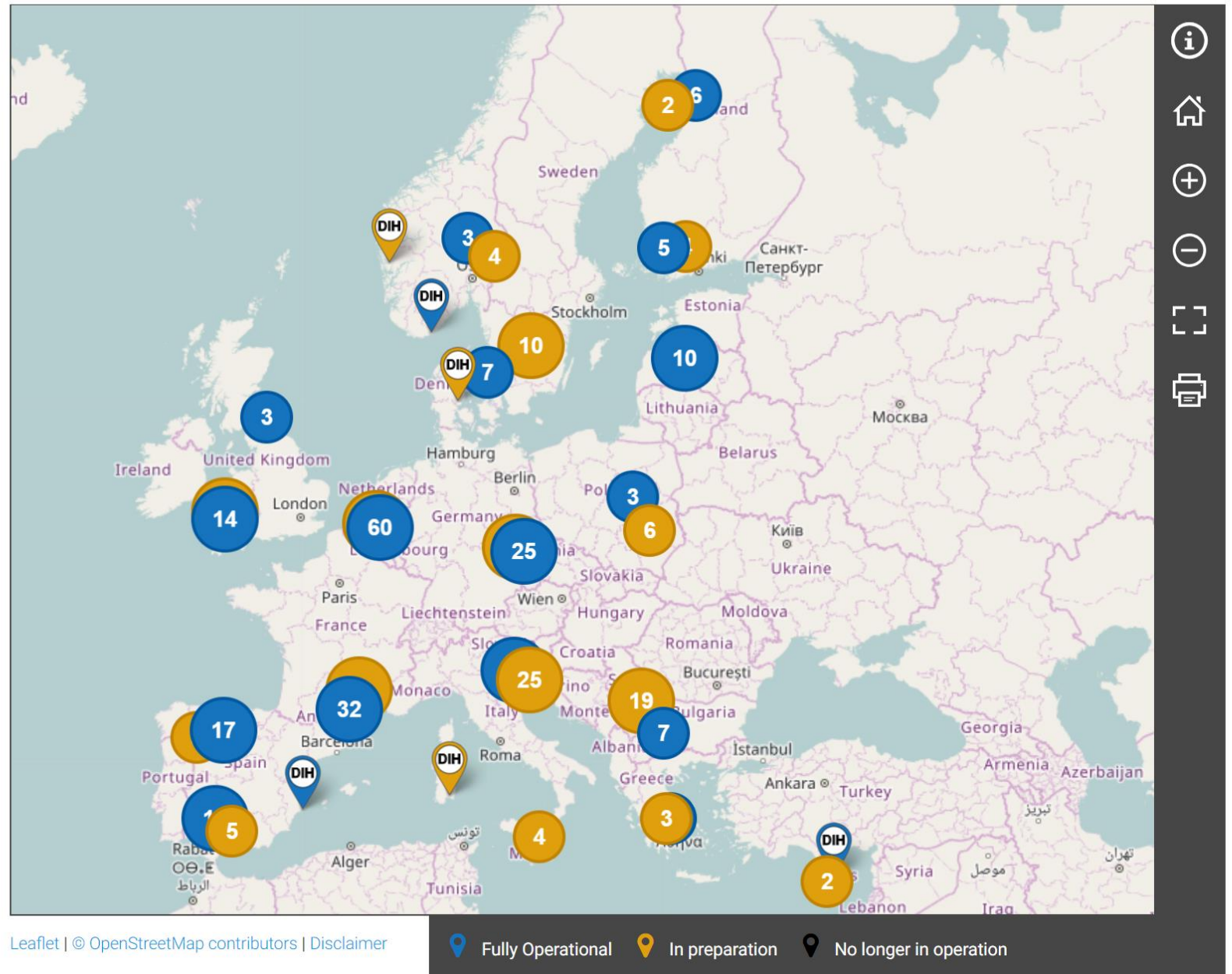
Market sectors

None selected ▼

SEARCH

✉ Contact us in the following email: JRC-B3-DIH@ec.europa.eu

Click on the following link if you want to [propose new HUB](#).



Search

Countries

1 selected ▼

Evolutionary Stages

2 selected ▼

Technical Competences

None selected ▼

Services Provided

None selected ▼

Focus on TRL

None selected ▼

Market sectors

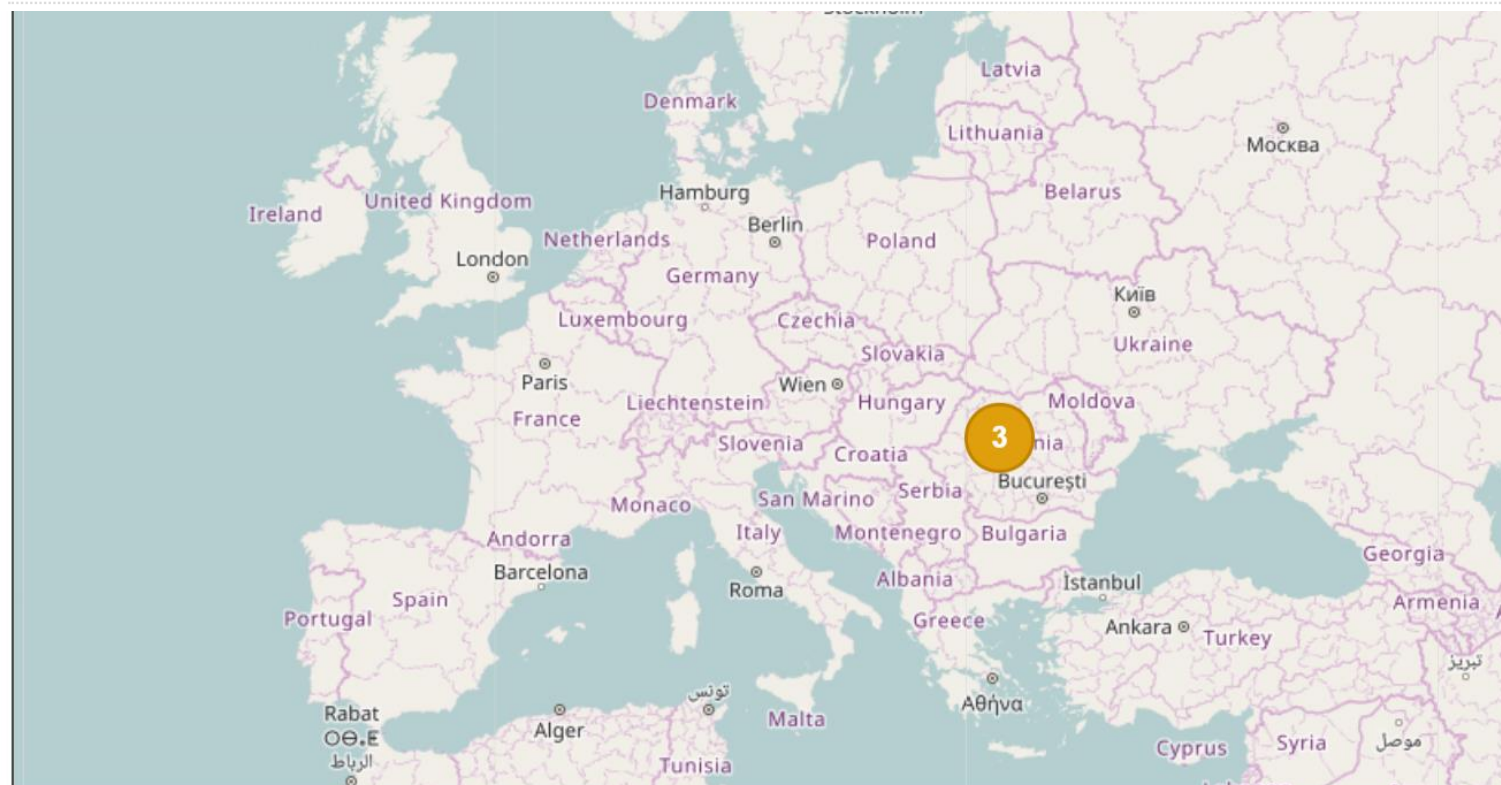
None selected ▼

SEARCH

✉ Contact us in the following email: JRC-B3-DIH@ec.europa.eu

❗ Click on the following link if you want to [propose new HUB](#).

Hub Name	Location	Country	Contact	Phone	Email	Website
Cluj IT Cluster	Dorobantilor Street, 57A, 400117, Cluj-Napoca	Romania	Andrei Kelemen	(+4) 0755122057	✉	🌐
Cluster for Innovation and Technology ALT Brasov, ALT Brasov	LUNGA Street, 100, 50058, Brasov	Romania	Ionut Tata	+40722526697	✉	🌐
Transilvania Digital Innovation Hub - Transilvania DIH	No 1, Dimitrie Cantemir Street, 400067, Cluj-Napoca	Romania	BIANCA MUNTEAN	+4 0742225405	✉	🌐



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📍 Fully Operational 📍 In preparation 📍 No longer in operation



Blueprint for digital success

To move forward with Industry 4.0, acquiring and rolling out digital capabilities across your company are all-important. This process takes time, so in order to gain or retain first-mover advantage over your competitors, you will need top management commitment and significant implementation investments.

Based on hundreds of transformation projects with leading industrial companies, we have defined six practical steps your company needs to take to lead tomorrow's competitive digital landscape.

Blueprint for digital success

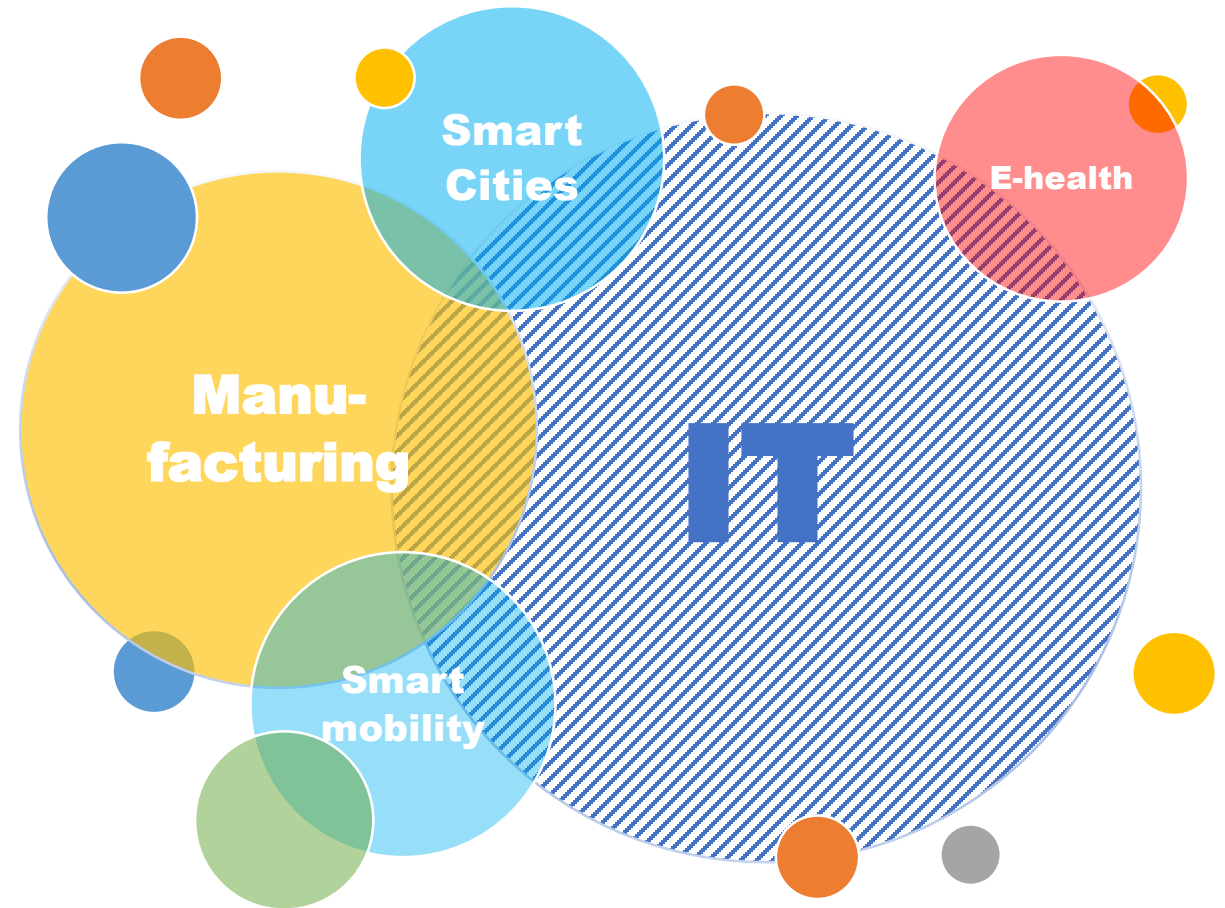


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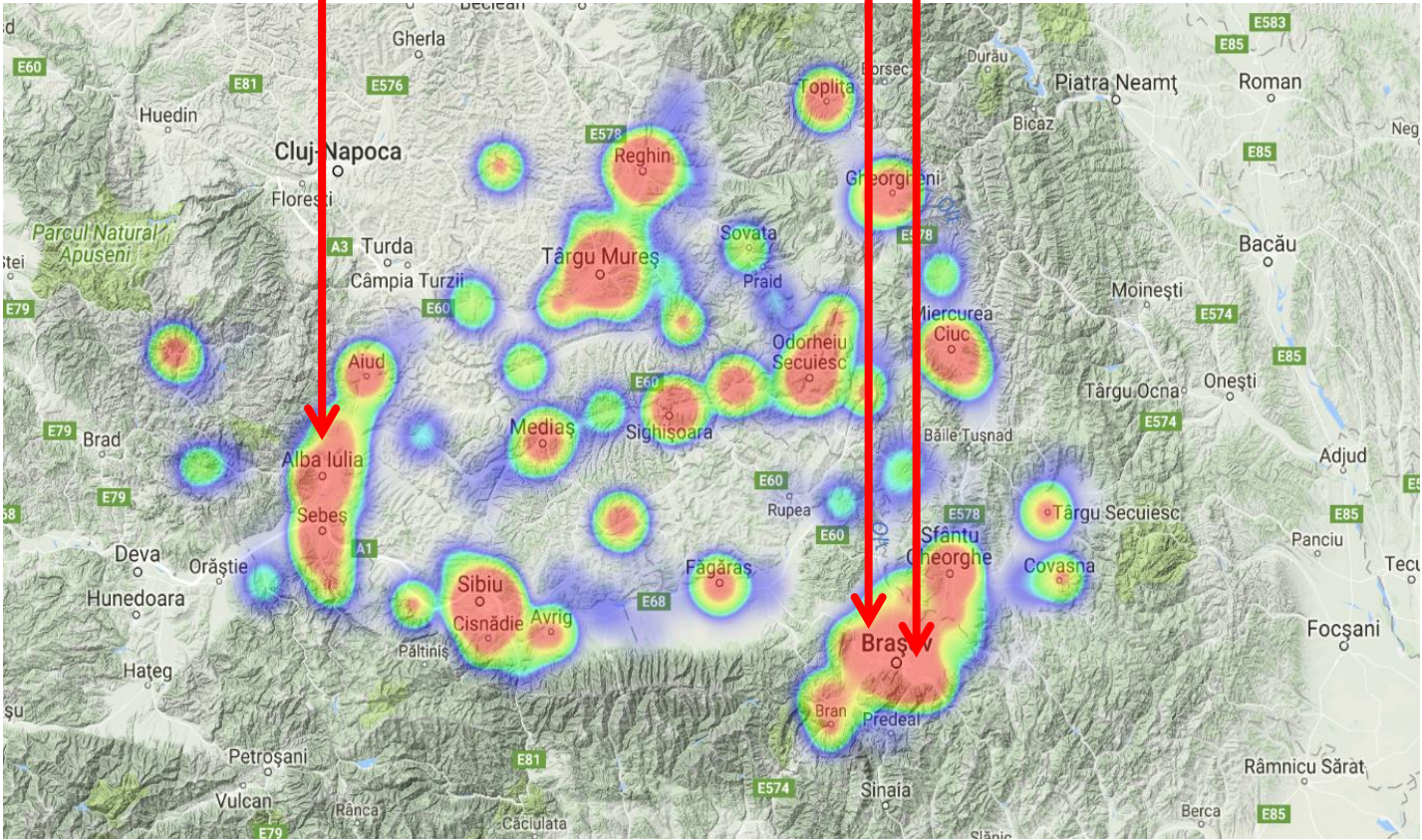
Blueprint for digital success



SMART CITY/
MOBILITY
LIVING LABS

S/T PARK

INDUSTRY 4.0
INCUBATOR



Public policy initiative:

<http://bit.do/I4RO>



ionut.tata@iceberg.ro

Brasov, 21 Noiembrie 2018

Initiativa nationala Industrie 4.0 pentru Romania

Scrisoare de intentie

In contextul dezvoltarii noilor tehnologii digitale si al impactului tot mai important al acestora atat in activitatea economica cat si in societate in ansamblul sau,

Avand in vedere oportunitatile unice de dezvoltare si eficientizare pe care digitalizarea in principalele sector economic ale Romaniei,

Raspunzand provocarilor de natura economica si sociala cu care tara noastra se confrunta,

Urmarind aliniera Romaniei la tendintele si prioritatile europene privind accelerarea transformarii digitale si valorificarea oportunitatilor oferite de tehnologie,

Construind pe expertiza, experienta si capacitatea companiilor de tehnologie autohtone si

Valorificand contextul favorabil oferit de Presedintia Romaniei la Consiliu Uniunii Europene,

Noi, semnatorii acestui document de pozitie publica, initiem demersul lansarii Initiativei nationale **Industrie 4.0 pentru Romania**.

Scop

Initiativa Industrie 4.0 pentru Romania are ca scop facilitarea dezvoltarii unor instrumente de politici publice dedicate accelerarii transformarii digitale a principalelor sectoare economice ale Romaniei. Initiativa isi propune sa promoveze complementaritatea strategiilor si programelor nationale cu Horizon Europe si celelalte strategii si instrumente europene, aferente actualei si viitoarei perioade de programare.

In acest sens consideram ca promovarea initiativelor in domeniul industriei 4.0 trebuie sa devina o prioritate nationala, inclusa si finantata prin toate programele operationale in perioada 2021-2027. De asemenea, consideram ca este necesara aliniera cu mecanismele de facilitare a transformarii digitale promovate de Uniunea Europeana si institutiile sale. Astfel, propunem ca Hub-urile de Inovare Digitala / Digital Innovation Hubs (DIH) sa devina elemente centrale in strategiile de specializare inteligenta ale celor 8 regiunii de dezvoltare, beneficiind de finantare focalizata pe proiecte de transformare digitala ale industriilor cheie din regiuni.

SMART CITY LIVING LAB



ICEBERG⁺

B-INAR

Industry 4.0 Incubator



ICEBERG⁺

Scope of support from the future ERDF

- ✓ **Investments in infrastructure, equipment**
- ✓ **Software and intangible assets**
- ✓ **Productive investments in SMEs**
- ✓ Investments in **access to services**
- ✓ Linked direct & indirect **staff cost**
- ✓ Information, communication, studies, **networking, cooperation, exchange of experience and activities involving clusters**
- ✓ Productive investments in enterprises other than SMEs when they involve cooperation with SMEs in R&I capacities and the uptake of advanced technologies under PO1 Smart Growth (a) (i)
- ✓ **Training, life-long learning and education** activities under PO1 (a) (iv);
- ✓ **Sharing of facilities** and of human resources, soft investments and other activities linked to PO 4 under the ESF+, under the European territorial cooperation goal (**Interreg**).
- ✓ Technical assistance

DIHs could be:

- **ERDF beneficiary** buying equipment, infrastructure, software, for construction & up-grading, cluster participation, etc.
- **ERDF intermediary** for providing SMEs with digitalisation & tech.transfer services, vouchers, training, etc.

Not possible:
Operating cost
(except in the EU outermost regions)

See: Art. 4 ERDF/CF Regulation, Art 50 CPR and State aid rules on eligible costs



MINISTRY
OF ENTREPRENEURSHIP
AND TECHNOLOGY



European
Commission

A person is seen from the chest up, positioned at the bottom of a large, circular, metallic tunnel. The person has dark hair and is looking upwards. The tunnel's interior is made of concentric, weathered metal rings, creating a strong sense of depth and perspective. At the far end of the tunnel, a bright blue sky is visible through the circular opening. The overall mood is one of awe and wonder.

THANK YOU

ionut.tata@iceberg.ro