



Draft

ITALY - SERBIA DIGITAL INNOVATION HUB COMPETENCE CENTER

GreenHill
ADVISORY



Associazione
Italiana di
Automazione
Meccatronica



ASSOKNOWLEDGE

aderente a
Confindustria Servizi Innovativi e Tecnologici



01

PREMISE

Serbia is a fast-growing market that can benefit, as a pre-accession Country, of a relevant financial support from the EU and the European Banks (*EIB, EBRD*). More than 600 Italian Companies set up factories and business activities in Serbia.

The last year the EU has launched the *Digital Agenda for Western Balkan*. A Project with a broad set of activities aimed at expanding digital technologies into any possible applications.



01

PREMISE

Any technology transfer activity, involving Italian and Serbian Companies, could bring relevant benefits on both sides.

The *Italian Industrial Association of Mechatronic (AIdAM)*, *The Association Assoknowledge/Confindustria* and *The Consultancy Firm GreenHillAdvisory*, as well as a network of Italian HighTech Companies, are actually engaged in a project of an **Italian-Serbian Digital Innovation Hub/Competence Center**, to be placed in Belgrade starting from 2020.



02

ACTIVITIES

The DIH is designed to gather Companies, Universities and Institutions from both Countries, fostering the startup of joint projects.

Fields of activity:

Digital Manufacturing

- Global Assessment of industrial processes
- Consultancy for Digital Evolution
- Training for managers
- Showcasing digital manufacturing Lab



02

ACTIVITIES

Cybersecurity

- Assessment of digital security
- Risk analysis and solutions delivery
- Training for managers and public executives

Information and dissemination of knowhow

- International Conferences, Workshops and Seminars
- International network building activities



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ACTIVITIES

Technology Transfer

- Brokering between designers, providers, users of digital technologies
- Pilot projects among HighTech Providers, Universities, Factories

International mobility of researchers and managers

- International professional stages
- Summer schools

Participation to international tenders

- Programmes: Horizon Europe, Digital Europe, Erasmus, IPA II
- Involvement of Serbian Companies and Institutions



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ACTIVITIES

In the first year

- official presentation of the Hub, technical seminars
- collaboration agreements with Universities and Business Associations
- accreditation of the Hub at the European Commission
- beginning of assessment and consultancy service for local Companies
- first summer school for manager and executives
- mobility of researchers and manager

In the second year

- participation to European Calls
- implementation of a Digital Demonstration Lab



03

GOVERNANCE

The constitution of a Committee of Promoters is under course, it will be composed by *Companies, Business Associations* and *Universities* from both Countries.

The activities of the **DIH** will be supported initially by the shares of the Italian members, and possibly by contributions in kind from Institutions of Serbia. From the second year on the **DIH** will be able to participate to international tenders and involve industrial or financial sponsors to gain additional resources.



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GOVERNANCE

It is envisaged the establishment of a consortial or associative entity under the Serbian law, with the joint participation of Companies, Universities Business Associations.

A Steering Board will be selected by the Committee of Promoters.

Activities of the **DIH** are designed to startup within the first half of 2020.