

# Open4Business

MATCHMAKING EVENT PÉCS, HUNGARY

4-5-6/10/2017



| October 4 (Wednesday) 2017  |  |                        |   |  |
|---|--|------------------------|---|--|
| Connect-IT Conference   |  | Danube Region Strategy |   |  |
| 09:30-13:00   |  | 09:30-12:00            | <b>Steering Group Meeting of the Priority Area 8 of the EU Strategy of the Danube Region (EUSDR)</b><br>(for invited Participants only) |  |
|   |  | 12:00-13:00            | <b>Lunch</b> for the participants of Steering Group Meeting   |  |
| 13:00-13:15   | <b>Greeting - Conference Opening</b><br>Ferenc BRACHMANN, Péter KELLER   | 13:00-14:35            | <b>Benchmarking: BioBased Cluster Excellence Initiative- BBCEI</b><br>(for invited Participants only)                                   |  |
| 13:15-13:35   | Péter BALOGH (ex NNG)  |                        |   | <b>Steering Group Meeting of the Priority Area 8 of the EUSDR</b><br>(for invited Participants only) |
| 13:35-13:55   | <b>Cedric</b>  |                        |   |  |
| 13:55-14:15   | <b>Startups</b> – Tamás VARGA  |                        |   |  |
| 14:15-14:35   | <b>StoriesOnBoard</b> – Árpád TAMÁS  |                        |   |  |
| <b>COFFEE BREAK</b>   |  |                        |   |  |
| 14:50-15:10   | <b>Game for Business</b>   | 14:50-16:00            | <b>Benchmarking: BioBased Cluster Excellence Initiative- BBCEI</b><br>(for invited Participants only)                                   |  |
| 15:10-15:30   | <b>333</b>   |                        |   | <b>Steering Group Meeting of the Priority Area 8 of the EUSDR</b><br>(for invited Participants only) |
| 15:30-16:00   | <b>Roundtable discussion</b><br><b>What can a city, a university do for start-ups?</b><br>Anikó KUCZKÓ<br><b>What's happening in the Hungarian ecosystem?</b> Barnabás MÁLNAY  |                        |   |  |
| <b>The new challenge for SME's: How to benefit from digitalization?</b><br>Connect-IT and EUDRS Joint Session |  |                        |   |  |
| 16:00-16:20   | <b>Welcome Speech</b><br>Ferenc BRACHMANN, i2k cluster manager<br>Dragica KARAJIC, Ministry of Economy, EUSDR Priority Area Coordinator / Croatia<br>Dr. Judit SCHRICK-SZENCZI, EUSDR Priority Area Coordinator/ Ministry for Economic Affairs, Labour and Housing Baden-Württemberg |                        |   |  |

Chamber of Commerce and Industry of Pécs-Baranya, Pécs II. POB: 109, Hungary H-7602

TEL: + 36 72 507 149 | Fax: + 36 72 507 152 | <https://www.b2match.eu/open4business> | e-mail: [info@open4business.hu](mailto:info@open4business.hu)



# open4Business

MATCHMAKING EVENT PÉCS, HUNGARY

4-5-6/10/2017



|             |  |
|-------------|--|
| 16:20-16:35 | <b>Clusters in a digitalized world - How cluster can help SME to digitalize? -</b><br>Dr.-Ing Gerd MEIER zu KÖCKER<br>Head of Cluster Agentur Baden-Württemberg  |
| 16:35-16:50 | <b>Keynote Speech</b><br>Peter KELLER, Deputy-Head of Department, Ministry for National Economy  |
| 16:50-17:40 | <b>Roundtable discussions: The new challenge for SME's: How to benefit from digitalization</b><br>Involvement of the following representatives: Dr.-Ing Gerd MEIER zu KÖCKER, Peter KELLER<br>university representatives, SME representative |
| 17:40-17:50 | <b>CLOSING</b>   |
| 18:00-21:00 | <b>„Get together“</b> – welcome reception for the participants of the conferences, B2B and Design Week Pécs<br>at NANA Bistro&Bar  |

| October 5 (Thursday) 2017 |   |
|---------------------------|---|
| PLENARY SESSION           |   |
| 08:30-08:55               | <b>Registration</b>   |
| 09:00-09:10               | <b>Opening</b> - Dr. Tamás SÍKFŐI, President of Chamber of Commerce and Industry of Pécs-Baranya  |
| 09:10-09:25               | <b>Greeting</b> - Dr. Balázs RÁKOSSY, Ministry of National Economy, Secretary of State responsible for the use of EU funds  |
| 09:25-10:10               | <b>Greeting</b> - Dr. József BÓDIS, Rector of the University of Pécs<br>Dr. Gyula ZELLER Vice Rector of the University of Pécs – UoP Jubilee 650<br>Zoltán JENEI, Chancellor of the University of Pécs - PTE Diaspora Project   |
| 10:10-10:20               | <b>India-Hungary relations in the globalizing world</b><br>Ambassador Rahul CHHABRA - Ambassador of India   |
| 10:20-10:45               | <b>Danube Region Strategy priority 8 (EUSDR PA 8):</b><br><b>How the EU Strategy for the Danube Region can foster the competitiveness of enterprises?</b><br>Natasa KULAKOWSKI KRAMARIC Assistant Minister, Ministry of Economy, Entrepreneurship and Crafts, Croatia<br><b>Funding and support for Clusters in the Danube region</b><br>Daniela CHIRAN, Steinbeis-Europa-Zentrum<br><b>Effective tools for applying EU funds, EGTC Mura Region EGTC</b><br><b>The Seed money facility of the Danube Transnational Programme (DTP), Marius NICULAE, DTP</b> |

Chamber of Commerce and Industry of Pécs-Baranya, Pécs II. POB: 109, Hungary H-7602

TEL: + 36 72 507 149 | Fax: + 36 72 507 152 | <https://www.b2match.eu/open4business> | e-mail: [info@open4business.hu](mailto:info@open4business.hu)



# open4Business

MATCHMAKING EVENT PÉCS, HUNGARY

4-5-6/10/2017



| SECTIONS                               |   |                                    |   |
|--|---|------------------------------------|---|
| For Hungarian companies – in Hungarian |   | For Foreign companies – in English |   |
| 11:00-11:45                            | <p><b>PTE business development platforms</b><br/>                     Dr. Zsolt BEDŐ, Adjunct Faculty of Business and Economics UoP<br/>                     Dr. Krisztián SZŰCS Adjunct Faculty of Business and Economics UoP, Vice Dean UoP</p>   | 11:00-11:45                        | <p><b>PTE business development platforms</b><br/>                     Dr. Kia GOLESORKHI, Adjunct Faculty of Business and Economics UoP<br/>                     Dr. Bálint BACHMANN, Dean Faculty of Engineering and Information Technology UoP</p>  |
| 11:45-12:30                            | <p><b>Business opportunities in Europe – panel discussions</b><br/>                     József HÉRA, HNT Lendva (SLO)<br/>                     Hajnalka PALIZS-TÓTH, NTH Osijek (HR)<br/>                     NTH representatives from Kovászna and Harghita county (RO)<br/>                     Gergely Boros EXIM Bank</p> | 11:45-12:30                        | <p><b>DPC-EUSDR</b><br/> <b>Funding opportunities for projects with macro-regional relevance</b> -How to support the competitiveness of the SME's within the Danube Region?<br/> <b>Interactive workshops</b> (Bioeconomy &amp; Biodiversity, Digitalization, Environmental Technologies, Dual Education)</p> |
| <b>Networking lunch</b>                |   |                                    |   |
| 13:30-17:00                            | <b>B2B meetings</b>   | 13:30-17:00                        | <p><b>Continuation DPC-EUSDR - Interactive workshops</b> (Bioeconomy &amp; Biodiversity, Digitalization, Environmental Technologies, Dual Education)</p>  |
| 19:00-22:00                            | <p><b>Networking event:</b> Dinner at Pezsgőház Restaurant with the participants of the events and local entrepreneurs</p>  |                                    |   |
| <b>October 6 (Friday) 2017</b>         |   |                                    |   |
| 09:20-12:00                            | <b>B2B meetings</b>   |                                    |   |
| 09:00-12:00                            | <p style="text-align: center;"><b>Company visits</b><br/>                     Szentágothai János Research Centre – UoP<br/>                     Effekt Visitor Center – 1861 Glove Manufacture Pécs museum and workshop<br/>                     Local machine industry company</p>   |                                    |   |
| 12:00-13:00                            | <b>LUNCH</b>  |                                    |   |

Chamber of Commerce and Industry of Pécs-Baranya, Pécs II. POB: 109, Hungary H-7602

TEL: + 36 72 507 149 | Fax: + 36 72 507 152 | <https://www.b2match.eu/open4business> | e-mail: [info@open4business.hu](mailto:info@open4business.hu)

