

31st Bled eConference

Digital Transformation – Meeting the Challenges

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WATIFY: Boosting technological transformation through digitisation and the uptake of advanced technologies in Europe

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Panel

The WATIFY campaign is an initiative, funded by the European Commission, to support the implementation of actions on digital entrepreneurship and digital transformation on various industries and enterprises, as well as the implementation of the European strategy to boost the industrial deployment of Key Enabling Technologies (KETs) in Europe.

Last year, WATIFY successfully presented its vision on Bled's 30th edition, thanks to the appropriate context of the event to meet the campaign objectives. For this year's edition, we intend to generate the same conversation space with attendees by presenting the WATIFY initiative followed by an open discussion to promote participation and get to know the challenges or benefits that participants have experienced in their way to digital transformation with IT Trends such as Internet of Things, Mobile Solutions, Deep Learning and Big Data Analytics, Advanced Materials, Nanotechnologies, 3D Printing and Robotics, and many others that are shaping the world.

Targeting SMEs and business in manufacturing, healthcare, finance and creative industries as well as mechanical engineering, construction, tourism, retail and agro-food, which right now should be driving economic and social value through the use of innovative and advanced technologies, is one of the pillars of the campaign. So, having the opportunity to reach this audience by attending Bled eConference and presenting the WATIFY Campaign represents a win-win for both, thanks to the aligned subject on Digital Transformation: Meeting the challenges.

On the other hand, the potential to reach regional and local stakeholders and authorities in order to help them translate their policies in KETs and digital transformation in projects and initiatives that can serve the purpose of accelerating SME's digitisation, contributes to the creative environment for all audiences that the conference intends to offer in the spirit of Horizon 2020.

WATIFY's participation in events and conferences, such as Bled eConference, helps SMEs to become better aware of the potential of digital transformation and to gain confidence in the application and added value of digital technologies, business processes and new business models; it also stimulates regional policy makers to work together with other regions to launch and implement joint projects on digital transformation included in the framework of the Smart Specialization Platform for Industrial Modernization.

In addition to the dissemination of this initiative in events, the campaign works hard in identifying and documenting a pool of more than 80 success stories throughout all Europe, highlighting the challenges and benefits that companies and their industry have faced in their technological process. After more than one year of the campaign, these local examples of good business cases focusing on smaller, dynamic and innovative enterprises, including start-ups and potential entrepreneurs from established and emerging new industries, have proven to be a perfect way to inspire and motivate the audience towards the importance of digital transformation.

The panel is expected to start with an opening presentation of the campaign, which will give various examples of successful digital transformation initiatives taken from the pool of success stories, to define how technology is bringing new business opportunities to companies and regions. The main focus will be on the promotion of technological transformation featuring innovative business models, good practice cases and lessons learned, to raise the interest of participants.

Additionally it will promote the opportunities offered by several European institutions, highlighting the role of regions and cities for the successful modernisation of the industry and the involvement of cross-regional collaboration options on smart specialisation.

The panel will end with an open Q&A for all participants to talk about their own experience on the path towards digital transformation, challenges, benefits, and collaborators available for determined sectors.

It should be noticed that the campaign and the participation at Bled eConference will be promoted and supported through a dedicated website (waty.eu) and the extensive use of social media with WATIFY's accounts on [Facebook](#), [Twitter](#) and [LinkedIn](#).