

from Low Added Value  
towards Sustainable, Resilient Economy

Pannon Business Network



# PBN in numbers



**Western Hungary** location  
**2006** Year of foundation as RTD organization  
**25** staff members  
**450+** international partners  
**70+** international R&D and partnership projects

**200+** businesses' international study tour in 2019  
**200** participants at international AI conference  
**10 modular** digitalisation curricula development  
**Artificial Intelligence Working Group** Coordination of Danube Region  
**150** manufacturing companies complex development in 2019  
**4 mio €** and **74 staff** average client size



# High Growth Company Academy Program

## Professional workshop series

235 participants from  
2.000 target group

## On-the-job development in selected module

150 realized mentoring nationally

## Benchmarking fast report on 6 modules

21.000 data used with CRM

## Personalized action plan

50 million € value HGC investment program

## Study tour abroad

200 businessmen on meetings all over Europe

## Web-based training program

6 modules fully available in webinar format

## Digitalization trainings

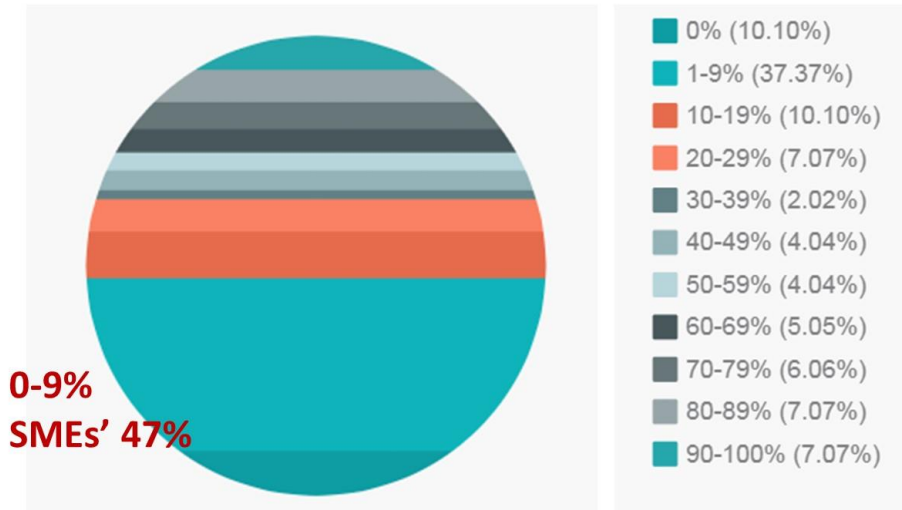
50 businesses on individual training at the DIH

## Community development

150 HGC businesses 18 months joint development

# High Growth Company Academy Key Outputs

How big share is export sales represents from total sales?



Breakdown at mentoring:

**Dominance of Technology**

TECH	48
CRM/ERP	33
EXP	28
HPC	21
ONL	16
FIN	7
TOTAL	153

- **5% is experienced in logistics** related digitalization, 20% has 0 knowledge
- **70% has zero** knowledge of digitalization **in sales**
- In the field of **product development** only **20%** is advanced 9-10/10
- In **production** **23% has 0** experience, only 8% advanced users
- **2%** applies **big data and data analytics**

- **Turnover – 4 mio €/year**
- **Staff – 73 persons**
- **Average age 58 years**

# High Growth Company Academy Key Learnings

**Tools not Solutions** are in the Focus  
**Translation/Operationalization** of Digitalization is missing  
**Conversion to New Business Model** is rare  
**Limited Segment Size**

**Complex Intervention** needed rather than Individual Project  
**Policy collaboration** is essential for Sustainable Progress  
**New Industry Focus** is Important  
**New Knowledge** has to be established



# Policy Framework - Forum Digital



Objective Partners More on the Programme Support Contact

The Digital Innovation Hub, established through the co-signatory PBN, acts as a one-stop-shop service provider through the use of digitalisation technologies to increase the competitiveness of business processes, products and services of businesses and the wider ecosystem (population, learners, other organisations). At the same time, it provides access to state-of-the-art manufacturing technology on its own fleet, providing training, development and testing environments.

The partners shall draw up and implement a joint programme and action plan, subject to the availability of resources.



## UNANIMOUS DECISION

- City and County General Assembly decision to support EDIH realization in Szombathely
- Szombathely, County Vas and PBN (am-LAB) partnership to implement digitalization program

### PARTNERS AND THEIR BRIEF DESCRIPTION

#### Szombathely County Municipality



The strategic objective of the Municipality of Szombathely is to use the opportunities offered by digitalisation as a competitive advantage, both

#### County Council



The VAS County Council intends to carry out digitalisation improvements throughout the county, with an increased focus on the

#### Pannon Business Network Association



In the first region of Hungary and Western Transdanubia, PBN is the only Digital Innovation Hub accredited by the European Commission.



# Complex Intervention



1.300 m<sup>2</sup> new facility  
2020 Q4 planned opening  
Thematic labs

Joint investment with the city

# Shift towards Healthcare

## Applications

### Services for seniors

- Brain@home
- Fit for Health

- Combatting social distancing
- Voluntary juniors 2 Seniors

2016-2018



## New Services

### Services for Institutions

- CE Health Think Tank
- Learning Hub in health-care
- Sensor-based systems

2017-2019



## Co-Creation

### Involvement of people

- Inclusion model in health
- European Good Practices
- Policy instrument impact

2019-2021



## AI Knowledge

### Skills development

- Data Science Education
  - AI collaboration
  - Internationalization

2019-2021



## AI Services

### Health-care development

- AI Maturity
- Connected network
  - AI Services

2020-2023





# New Knowledge Generation

Initiating partnership with Emilia Romagna **leading competence hub** in Central Europe  
and offer them new market access in return

Establish new knowledge convertible in multiple industries

Accelerate more diverse business relations than currently

Facilitate new FDI potential



# Thank you for your attention.

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