

## **“Innovative IT-solutions for SMEs as impulse for regional development and international business activities – experiences and results of the project ESSENCE”**

### **Conference**

on **Tuesday, October 28<sup>th</sup> 2014, 11.00 – 15.00**

at **EUREGIA fair**

Neue Messe Leipzig, Congress Center, Messe-Allee 1, 04356 Leipzig, **Room 14/15**

#### **11.00 welcome**

by moderator Michael Sallat, Aufbauwerk Region Leipzig

#### **introductory speeches:**

Prof. Dr Bogdan Franczyk, University of Leipzig

Mr. Jakub Jackowski, Marshall Office of Wielkopolska Region

Mr. Jakub Szymarek, ESSENCE Coordinator

#### **11.30 the EU-programme CENTRAL EUROPE: highlights of the period 2007-2013 and outlook on the period 2014-2020 (tbc)**

Mr. Frank Schneider, Joint Technical Secretariat of CENTRAL EUROPE

#### **12.00 Joint strategy for enterprise (especially SME) network shaping and empowerment**

Mr. Piotr Nowak, Institute of Logistics and Warehousing, Poznań, Poland

#### **Transnational eServices for SME networks**

Ms. Giulia Prandini, S.A.T.A. Advanced Technology Application, Modena, Italy

#### **Pilots cases of eServices use by SME networks**

Ms. Mirjana Kljajić Borštinar and Ms. Andreja Pucihar, University of Maribor & Development agency Sinergija, Slovenia

#### **Roadmap for sustainable service provision**

Mr. David Blunck, univations, Halle, Germany

#### **12.45 Keynote speech: The role of innovative IT-solutions for SME**

Mr. Mike Montoya, tec Venture, Leipzig, Germany

#### **13.15 lunch break**

#### **14.00 Panel discussion: Innovative IT-solutions for SMEs as impulse for regional development and international business activities**

Mr. Andreas Barton, University of Leipzig, Germany

Ms. Andreja Pucihar, University of Maribor & Development agency Sinergija, Slovenia

Mr. Tomasz Markowski, Wielkopolska Center for Clustering, Poland

Mr. Stefano Dondi, Institute for Transport and Logistics Foundation, Italy  
Moderation: Mr. David Blunck, univations, Halle, Germany

In parallel to the conference there will be a demonstration of the platform and the possibility of testing it is available

If you would like to attend the conference, please register via [projekt@aufbauwerk-leipzig.com](mailto:projekt@aufbauwerk-leipzig.com) until 20<sup>th</sup> October 2014.

*The goal of the project ESSENCE “Easy Services to Shape and Empower SME Networks in Central Europe” is to set up a digital platform to provide ICT solutions and applications to SMEs in order to increase their competitiveness and efficiency. In the frame of this final conference of the project, the project partners share their experiences and facilitate the exchange with experts on the role of innovative IT-solutions for SMEs.*

For further information please visit: <http://www.essence-project.eu/>