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New territories for the development of digital projects have been discussed in Varna

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The Varna economy is primarily hospitality, construction, chemical industry, transportation, storage and other auxiliary activities in transport, trade and services according to NSI.

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Though fast-growing, digital companies are not structurally identifiable for Varna - more than 70 percent of these companies in the country are based in Sofia, a local survey in figures. In this picture, the digitization of the local economy means, above all, efforts among local low and medium-tech sectors.

70% of low-tech companies in Europe have invested in digital technologies from 2016 to today. How many are the literate companies from the leading traditional industries in Varna, how prepared and interested are they to respond to the tendencies for digitization? What are the products and services offered by local digital companies, what new territories are open to developing digital projects to meet these needs?

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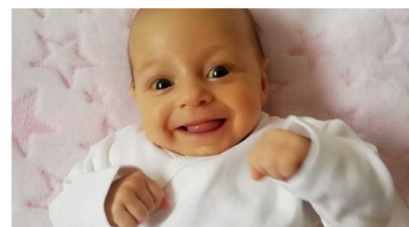
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territories are open to developing digital projects to meet these needs, and how future procedures under the Operational Program Innovation and Competitiveness can fund such initiatives discussed yesterday at a meeting in Varna.

Together, representatives of chambers, branch associations, clusters and educational establishments of different rankings, as well as entrepreneurs and managers of large companies, with the participation of a representative of the Ministry of Economy. This Stakeholder Stake was part of a series of initiatives that the Business Agency Association organized within the framework of the DIVAYS - Digital Technology Companies to Provide Regional Intelligent Specialization Strategies, Interregional Cooperation Program INTERREG EUROPE 2014-2020. The leading organization is the ERNACT Network - Ireland, and partners - the Northern Ireland and the Northern Ireland Regional Regional Assembly, the Regional Development Agency of the West Region of Rumania, the Regional Government of Cantabria - Spain,

A project analysis of the demand and supply of digitization services in the region was presented. Interviews, meetings and workshops conducted with companies from traditional industries and digital companies show that companies do not know much of the opportunities that their digitalisation offers in the long run as a guarantee for better performance. The few digital tools that are used are mainly in the field of digital marketing. Digital solutions are single, almost complete digitalisation strategy among SMEs. There is no up-to-date picture of the Varna economy as a regional specialization with a summary of leading industries such as enterprise number, employees and turnover, on the basis of which to plan and forecast joint activities with the digital business. The digital companies themselves are mainly oriented to external markets and outsourcing and do not actively offer digitization services to the Varna companies. The need for the discovery of a number of digital innovation hubs, specialized in the sector, is to start serving traditional companies at the level of just digitizing readiness and targeting digital companies to improve it before looking for hubbuilding opportunities with scientific and production infrastructure. The participants united around the idea that there is a need for urban digitization as a starting point for Smartart, IoT, health tech or other focus. In addition to the expected vouchers for the implementation of ICT tools under OPIC, other possibilities to support digitization through new or extended OPIC procedures as well as local initiatives and tools were also commented on. Businesses presented good practices for a special focus on urban digital specialization, which they learned during a joint visit to Laval, France - a city that has achieved a tremendous growth in the local economy, zero unemployment and growing population growth thanks to its specialization in technology from the sphere of the virtual and the added reality.

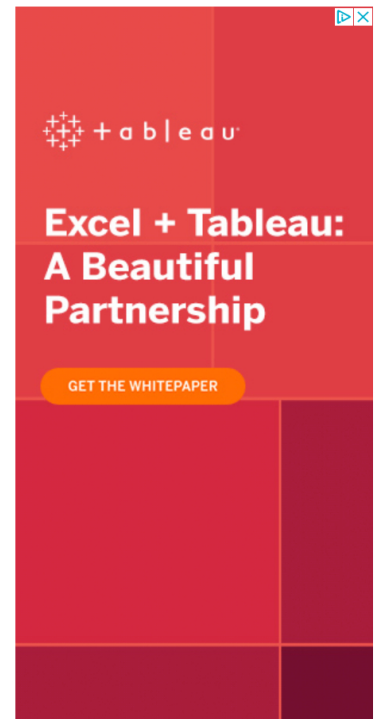
The Stakeholder Group has identified concrete steps for joint action and is planning further meetings. The regular informational Tuesday for preparation for Industry 4.0 continued, organized by the Industry and Trade Association in association with the Association. Every Tuesday from 14 to 15 hours in the chamber of the Chamber are presented concrete solutions for the preparation of the companies for the digitization together with the experts of the Business Agency.

For more information - www.vba.bg

...collected for the treatment of Kalina from Varna (VIDEO)

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