

**Latvian Digital
Innovation Hub**

POWERED BY LATVIAN IT CLUSTER

European Digital Innovation Hubs for digital transformation



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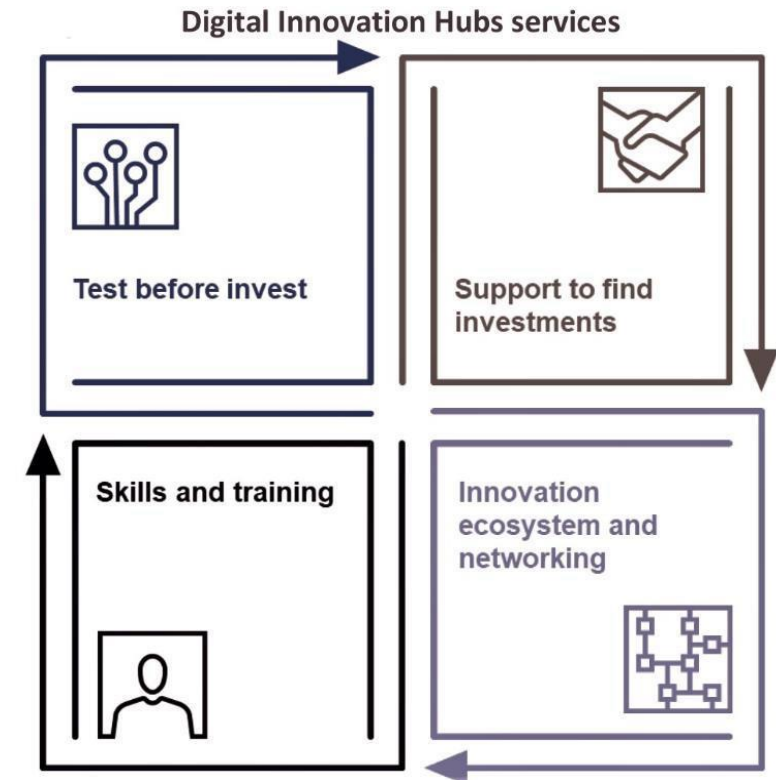
Latvian IT Cluster

- Membership NGO, ~70 active member
- First initiatives from 2000, legal registration 2007.
- European Cluster Excellence Silver
- European Digital Innovation Hub – lead industrial digitalization
 - Coordination of project with 15 partners and stakeholders
 - EDIH community directly reaches ~800 manufacturing and service SMEs
- Member of various international networks (Data, AI, regional...)
- Regional and international projects for education, innovation, business

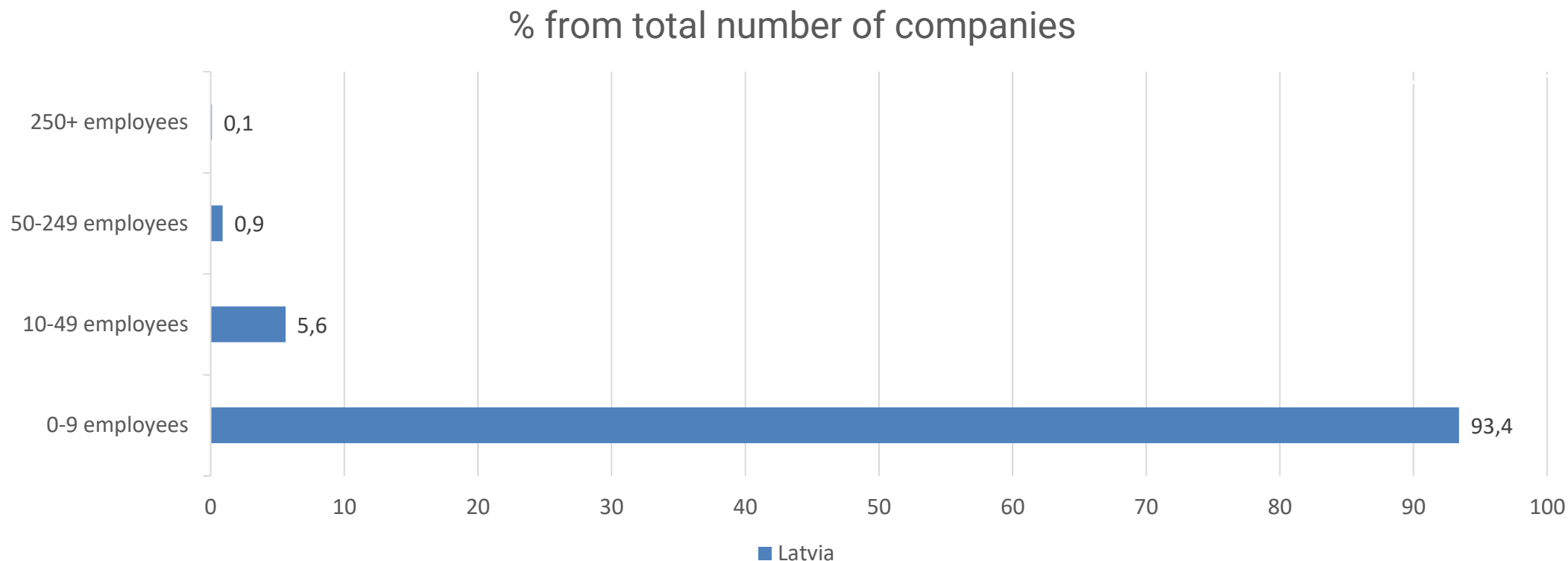
European Digital Innovation Hubs

- Main objective – **foster competitiveness and growth** of SMEs through adoption of **digital technologies** in production and product or service innovations.
- **Network** of EDIHs from all EU regions sharing skills, resources (experimentation facilities), knowledge and experience

~200 EDIHs Financed by EC and Memberstates 50:50



Our target audience - SMEs



- *Economically active enterprises in Latvia ~172 000. Ministry of Economics*

Why SME should think of digitalization?

And why not?

- Long term results
- Complicated
- Extra efforts
- Requires knowledge
- Changes



Stay competitive
and grow



External pressure:
clients or partners



Workforce
issues



Inevitability

2 faces of digitalization from policy maker/EDIH perspective



Excellence

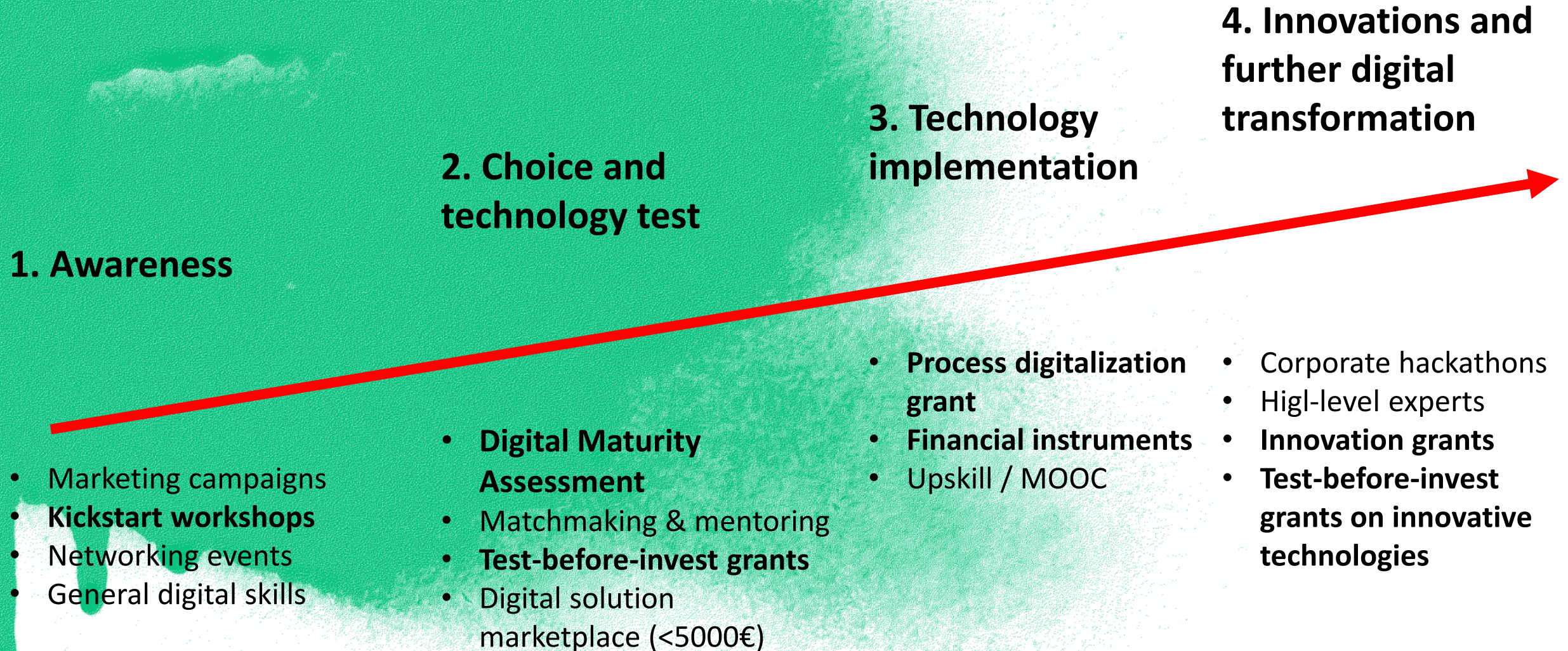
Show the outstanding excellence
Advanced technologies
Smart specialization
Interregional collaboration



Impact

Grow digital capacity of the region
Outreach large number of SMEs
Awareness of digital transformation
Efficiency / Impact on economy

Approach Methodology



Mentoring & facilitation, constant follow-up, digital maturity tests & progress measure

EDIH Digital Maturity Assessment – first step towards digital transformation

- EC tool for EDIHs
- additional modules
- our target – 7000

DMA as a gateway to all digital transformation support actions

Representative data for policy makers and implementators

Basic information for digitalization consultants

Benchmarking with similar organizations

Principles for Efficient Approaches Towards Digital Transformation

- Public stakeholder involvement and **support programs covering all stages** of «digitalization customer journey»
- Speak **business** language (program design, marketing campaigns...)
 - There is no «universal» assessment tool, it's always a trade-off
 - Additional assessment modules based on business process
- Support programs cover both aspects – **innovation&excellence and wide outreach**

Let's keep in touch!

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We are digital guide for any Latvian company to facilitate National digital excellence.

International competitiveness through digital excellence will highlight Latvia in the world's map of digitalization.



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