



Watify

Boosting Technological Transformation

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WATIFY

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Industry 4.0 project generator workshop
(Smart Specialisation in Central Europe)

A forward-looking vision

Watify is

an awareness-raising campaign funded by the European Commission to support the EU efforts to **stimulate the modernisation of Europe's industry** by:

- *Boosting European SMEs' **technological transformation***
- *Supporting Europe's regions to translate their smart specialisation strategies in the areas of **digitisation and KETs** into **concrete projects**.*

boost and facilitate

technological transformation

240

AWARENESS EVENTS

in regions and cities all across Europe & Webinars and Twitter Chats

Connect stakeholders

40

MATCHMAKING EVENTS

for smart cooperation and investment

Inspire SMEs

100

SUCCESS STORIES

of technological transformation

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Who?



- **Local and regional policy makers**
- **SMEs**
- **Intermediary organisations**
 - Regional development agencies (RDAs)
 - industry associations, chambers, clusters, technology & competence centres, etc.
 - Large companies

Industrial sectors



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- Manufacturing
- Healthcare
- Finance
- Creative Industries
- Mechanical Engineering
- Construction
- Tourism
- Retail
- Agro-food

Challenges and opportunities Manufacturing sector



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Challenges:

- Personalisation of products
- Reacting to changing market needs
- Putting the customer in the centre of the design and production process
- Integrating services as value added
- Ageing workforce
- Higher-quality expectations/requirements

Opportunities (e.g. CPPS, Robotics, adv. materials, sensors, Big data, 3D printing, lasers, adv. materials):

- Mass customisation and Production flexibility
- Reduced time to market
- Creation of new products or enhancements to existing products
- Rapid prototyping
- Enhance productivity, efficiency, performance and quality control
- Zero-defect manufacturing
- Enhanced operational management

Do you want to raise awareness about technological transformation?



We can help you with integrating a **WATIFY** session in your event .

- Workshops with experts on digitisation and advanced technologies (KETs)
- Presentations of success stories and best practices
- Interactive technology demonstrations (Technology compass)
- Training and coaching sessions (Twitter chats, e.g. Big Data in E-Health: How can SMEs support the public sector (Sept 2017), and Webinars, e.g. Launching a digital business, or, Big Data for SMEs (August 2017))

WATIFY comes to you !



Do you want to foster cooperation between businesses and regions and develop joint projects in technological transformation?



WATIFY can help you by co-organizing cross-regional matchmaking events in your region or sector.

- Speed networking to find potential partners
- Presentation and Q&A session to evaluate projects & initiatives
- Launch events of projects & initiatives
- Demonstration events

WATIFY comes to you !



Some Matchmaking events of 2017

- **Efficient sustainable manufacturing, focus on re-manufacturing**, with AFIL and Regione Lombardia, Milan, May 2017
- **Internet of things for SMEs**, focus on wearable and smart packaging, with EEN, Impulse Brussels, EURADA, Brussels, May 2017
- **Biotechnologies in healthcare**, focus on biorobotics, bioinformatics and 3D bioprinting, with Zagreb Development Agency and Ruder Boskovic, Zagreb, April 2017
- **UPCOMING @ Fira Barcelona, Sustainable and advanced materials, Green chemicals and Printed Electronics**

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