

## CLUJ INNOVATION DAYS 2017

### DIGITAL ECONOMY || New business opportunities and social transformations

draft **CONCEPT** document

[not for distribution]

Digital economy is growing at a very fast pace, permeating many sectors of human activity, from transportation to agriculture, from medicine to creative industries. Yet, only two percent of European enterprises are currently taking full advantage of new digital opportunities.



There is a growing number of national digital agendas which underpin the conditions where digital economies are seen as drivers for innovation, inclusive growth and decentralization. For all this to actually happen, a number of prerequisites are required among which: infrastructure to enable communication, accessibility and fair pricing, security and reliability, privacy, and last but not least education for needed skills to take advantage of the potential of new business model.

All these topics are central to Cluj Innovation Days 2017 and will be approached by experienced international and national speakers from government, academia and business in an environment that encourages debates, sharing of ideas and experiences, partnerships and new projects.

#### Topics

1	Digital economy, the economy of trust (cyber security, digital identity, privacy risk management)
2	Internet of Things, smart and interconnected products
3	Mobile technologies and hyper-connectivity
4	Sharing economy
5	Business intelligence and marketing automation
6	Key sectors for digitalization (healthcare, transportation, education, agriculture)
7	New business models (financing, business strategy)
8	Globally integrated enterprises
9	Digital commerce and digital services
10	SMEs and E-readiness
11	National digital agendas as instrument for boosting economic and social growth
12	Super-computing, edge computing, cloud computing and multi-cloud interconnectivity
13	ICT standardization and interoperability
14	National and EU regulations for digital economy
15	The economic importance of social media

## Legend:

-  Priority topic, according to Cluj IT members
-  Topic of less importance, according to Cluj IT members

**Location**

Universitatea Babeş-Bolyai, campus FSEGA, str. Teodor Mihali no. 58-60, 400591 Cluj-Napoca

**Dates**

March 30 – 31, 2017

**Proposed outline of the Program****Day 1 || March 30<sup>th</sup>, 2017**

08.30 – 18.30 Plenary session (all day)

Main features: panels of 1,5 hours each; highlight on presentations followed by Q&A

Location: conference works - Aula at FSEGA (UBB)  
recesses and lunch break - main hall first floor  
expo area - main hall ground floor

20.30 – 23.00 Dinner reception (speakers, partners, invited guests, Cluj IT members)

Location: Casino Palace, Parcul Central (not confirmed yet)

**Day 2 || March 31<sup>st</sup>, 2017**

09.00 - 15.00 Parallel sessions

Main features: workshops of 1,5 hours each; smaller communities on topics of interests; highlight on discussions / debates

B2B matchmaking event

Locations: Library rooms and Room 118 at FSEGA (UBB)  
recesses and lunch break - main hall first floor  
expo area - main hall ground floor

17.00 - 19.30 Startup dedicated event; pitching event; panel discussion with invited guests

Location: The Office (not confirmed yet)

20.00 - 22.30 Networking dinner

Location: The Office (not confirmed yet)