

“Business and Industry” | 25.03.2021

Project: DigiTeRRI | GA n° 873010

Event format: web-based roundtable discussion with the participation of regional / national stakeholder representatives and experts

Document type: public, March 2021

Authors: Julia Schmidbauer and Brigitte Kriszt (MUL), Erich Weber (Standort und Marketing Bruck)

For publication on the webpage: www.digiTeRRI.eu/Steiermark

Executive Summary

Roundtable 4 "Business and Industry"

The fourth DigiTeRRI Roundtable discussion on the topic of "Business and Industry" was a successful conclusion to this series of events and brought insights and new perspectives in the run-up to the Styrian roadmap development. The aim of these exchange format is to collect possible directions and points of contact for a strategic plan development. The events are carried out with the involvement of various stakeholder groups and external experts in order to show different perspectives with regard to digitization and to make the different needs transparent.

The topics of the discussion rounds are derived from the roadmap vision developed in the project.



Styrian Vision

(more information under <https://www.youtube.com/watch?v=ul1OMhRhq0s&feature=youtu.be>)

Executive Summary

The fourth roundtable discussion on digitalisation focused on the opportunities and challenges of companies of different sizes in relation to digitalisation. Representatives of regional and international companies discussed how digitalisation has changed their company and what measures need to be taken in the future to ensure its continued success.

The participants brought their different personal and professional approaches, experiences and expertise to the 90-minute discussion.

More than 22 people actively participated in the discussion round.

Participants in the fourth round table discussion:

Wolfram Anderle | Austria Wirtschaftsservice Gesellschaft mbH (aws)

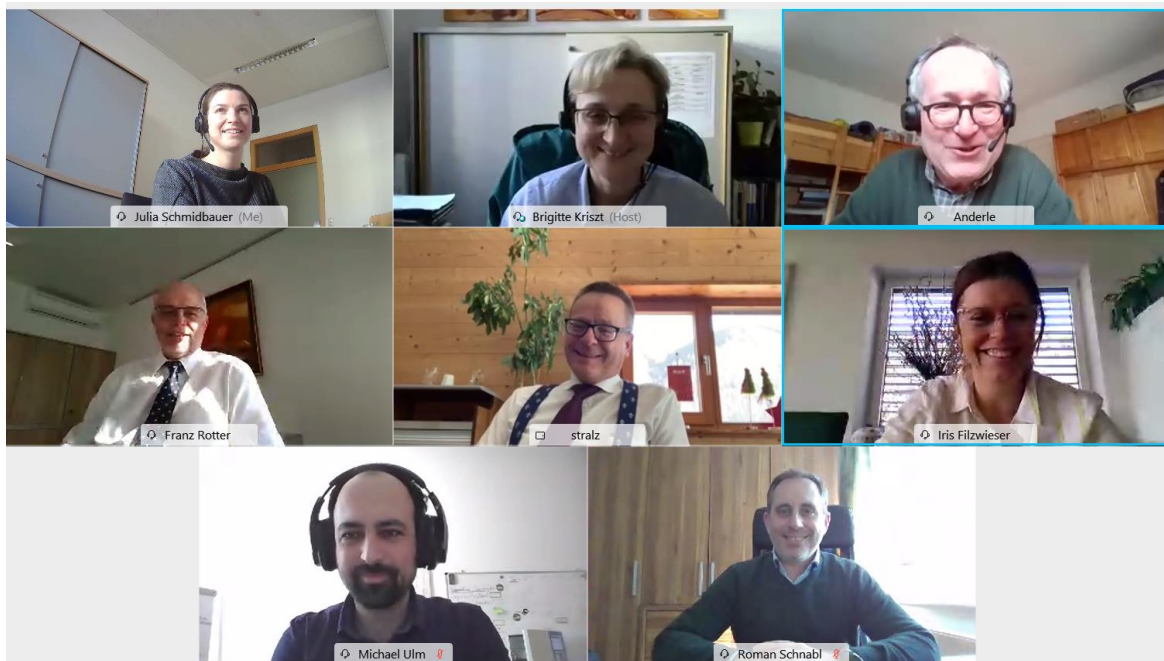
Dr. Iris Filzwieser | Mettop GmbH

DI Franz Rotter | voestalpine AG

DI (FH) Roman Schnabl | Knapp AG

DI Richard Stralz | Mayr-Melnhof Holz – Holding AG

DI (FH) Michael Ulm | mea IT Services



Discussion participants of the fourth Roundtable "Business and Industry"

*Moderation: **Brigitte Kriszt** | Montanuniversität, Außeninstitut*

*Introduction to the project DigiTeRRI: **Julia Schmidbauer** | Montanuniversität, Außeninstitut*

Other participating project partners:

***Marianne Hörlesberger** | AIT Forschungsgesellschaft GmbH*

Executive Summary



Key messages and discussion points:

Integrate digitalisation in the company

- Many technical processes are already digitalised in large companies. Experience shows that these processes are more efficient and make everyday work and processes easier. Digitalised processes increase quality and reduce costs in equal measure. In the economic area of Europe, digitalisation seems to be a way to compete with products on the global market.
- Digitalisation plays an essential role in supplier management and customer management. The central role is to design the new global market access with digitalisation in such a way that the customers can be reached and it is possible to place special products on the market with technological leadership. "Commodity" platforms are not an alternative; own solutions and platforms must be established. Market development is the challenge for globally active companies, regardless of whether they are SMEs or large enterprises.
- Large companies are generally ahead of SMEs because of their larger resources. However, the problems are the same for all companies in the region. Learning from each other was encouraged.
- For small companies, the step towards digitalisation is much more difficult, as they do not have the financial resources or the necessary experts in the company. Funding programmes are available, but are in high demand and funding is limited. More understanding should be generated in the public sector so that these needs can be covered better.
- Awareness and digital skills as well as an understanding of project management and cooperation should already be created in the training of future employees.

Networking and cooperation between companies

- The discussion shows the need for networking and creating platforms for companies in the region. There is a need for more opportunities to exchange knowledge and experience.
- A transfer of knowledge about digitalisation solutions could bring an economic boost and reduce the barriers to digitalisation.
- The existing pool of ideas and solution space is large, based on the examples shown in the discussion.
- Maybe it is possible to jointly recruit experts to develop joint digital solutions for the companies in the region.
- Networked thinking, fostering cooperation, communication with companies should also be an educational goal for students.

Attractive region and migration of experts

- Styria needs companies and expertise in the development of digital solutions and services - to attract companies and their employees. Programming skills are in demand.
- Presenting the region as an attractive place to live and work.
- Branding of Styria from traditional industry to digital transformation. Image change!

Executive Summary

- Companies are in a state of change, as they have to become attractive to employees. More attention needs to be paid here to what makes a company and a region attractive to a well-qualified workforce.
- For qualified job seekers it is also essential that not only one company in the region offers interesting perspectives, but that they find a wide range of different interesting companies/employers so that they decide to come to Styria.
- In the area of competence centres, it seems to be successful in attracting international employees in the position of junior researchers (dissertants) to Leoben; at the MCL, 40 people leave the centre every year with a staff of about 180, and it should be possible to keep them in the region. However, larger cities such as Graz also have a strong attraction for young people.
- Existing initiatives in the region must become more well-known.

Summary of the key messages:

The 4th Round Table addressed the following main chapters:

- o Networking of the branches. There is also a need for national and transnational cooperation and a platform for knowledge exchange.
- o Inform the public about the initiatives that are already available with regard to digitalisation.
- o The resource HUMAN is at the centre of everything. This must also be taken into consideration in the roadmap development.