



SMART
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DIGITAL ROMANIA INTERNATIONAL FORUM II
Startups in 4.0 Industries

Bucharest, 7-8 of September, 2017

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01. BACKGROUND AND CONTEXT

Background: The *first edition* of the Digital Romania International Forum was organized under the auspices of the Romanian Government in 2016. The Forum was keynoted by **Klaus Iohannis**, President of Romania; **Dacian Ciolos**, Prime Minister of Romania; and **Gunther Oettinger**, European Commissioner for Digital Economy and Society. Over 300 CEOs from automotive, IT&C, and agriculture attended.



The opening of the first edition of the Digital Romania International Forum -- Industry 4.0. Pictured from left to right: European Commissioner Gunther Oettinger, Minister Delia Popescu, Minister Dragos Tudorache, Prime Minister Dacian Ciolos, and President Klaus Iohannis
Photo credit: Romanian Government

Context: The *fourth industrial revolution* is blurring the boundary between products and services. The new era of industrial production (often referred to as Industry 4.0) refers to cyber-physical systems – a profound interaction between the real and virtual worlds at the core of the manufacturing process. The leap from digital back to physical—from connected, digital technologies to the creation of physical objects—constitutes the essence of Industry 4.0. Be it in transportation, living, food production, health, energy, finance, or education, this profound industrial revolution is fueled and accelerated by disruptive innovation -- the next giant leap forward in the transition to Industry 4.0 will come from today's startups.

02. PREAMBLE



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in collaboration with



and



As a preamble to the forum we've organized
*A conversation between European Commission Vice
President **Andrus Ansip** and Romanian startups in 4.0
industries and industry leaders*

April 28 2017, Bucharest



03. GENERAL INFORMATION



Project name
Digital Romania International Forum II
“Startups in 4.0 Industries”



Dates and location
September 7-8, 2017, Bucharest



Premises
Startups are at the core of the race to
Industry 4.0 and the key for accelerating the
transition to the digital economy and society



Format
Interactive panels about the digital future
of energy, finance, and health with startup
founders, policy makers, and industry
leaders, followed by applied consultations



Purpose
To catalyze the digitization of Romanian
industry, accounting for the central role of
innovation and digital innovation hubs



Invited participants
The Presidential Administration and the
Government, european and national policy
makers, startup founders, industry leaders,
experts from academia, foreign embassies
and chambers of commerce, media

04. OBJECTIVES



To help catalyse the digitization of Romanian industry
Bringing together innovators, industry leaders and top policy-makers, the Forum offers an environment for strategic dialogue and decision for the digitization of industry



To stimulate projects in energy 4.0, e-health, fintech and smart cities
The Forum addresses industry verticals where digitization projects can have significant impact. At the first Forum edition, the conversation revolved around smart/autonomous cars, smart cities and agritech



To bring startups at the forefront of the conversation on digitalization
Romania can bring added-value to the European Union by capitalizing on the critical role startups play in fueling the race to Industry 4.0 and creating the necessary environment for them to thrive



To advocate for the establishment of Digital Innovation Hubs (DIH)
Participation in DIHs offers companies a chance to identify and attract talent, technology, and solutions; to improve their competitiveness; and to position themselves at the forefront of the fourth industrial revolution



In line with the european-wide movement towards Industry 4.0, the second edition of the Digital Romania International Forum, “Startups in 4.0 Industries” is meant both as a catalyst for the digitalization of Romanian industry and as an important bridge between startups, companies, and decision-makers

05. AGENDA

DAY 1	STATE OF PLAY IN ROMANIAN INDUSTRY 4.0
08:00-09:00	REGISTRATION
09:00-10:30	OPENING SESSION Keynote (invited): HE Klaus Werner Iohannis , President of Romania (TBC) Keynote (invited): European Commissioner for Digital Single Market Mariya Gabriel (TBC) Keynote (invited): Florin Talpeș , Founder of Bitdefender (TBC)
10:30-11:00	COFFEE BREAK
11:00-12:30	ENERGY 4.0 PANEL: Innovation in smart energy solutions -- a fundamental building block for any smart city
12:30-13:30	LUNCH BREAK
13:30-15:00	FINTECH PANEL: Humans as carriers of economic value
15:00-15:30	COFFEE BREAK
15:30-17:00	E-HEALTH PANEL: The future of e-health and triggers for innovation
DAY 2	THE FUTURE OF ROMANIAN INDUSTRY 4.0: POLICY PRIORITIES AND PROJECTS
08:30-09:00	REGISTRATION
09:00-12:00	PARALLEL WORKING GROUPS ON SMART ENERGY, FINTECH, E-HEALTH, SMART CITIES
12:00-12:30	CONCLUSIONS

06. VISIBILITY



3.053.000 views

The team behind Smart Everything Everywhere was responsible for projects with over 3,100 individual press articles and mentions -- with an estimated viewership of over 3.053.000 unique views



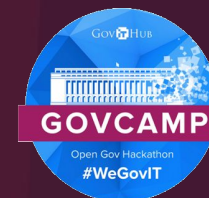
Our programs are covered in virtually all major news outlets. Among them are TVR, TVR International, PRO TV, Digi 24, Realitatea TV, B1TV, Agerpres, Ziare.com, Republica, Hotnews, Adevărul, România Liberă, Ziarul Financiar, Radio România (RRA, RRC, RRI), Europa FM, Kiss FM etc



Our event partners include international organizations and foreign diplomatic missions, state institutions, entrepreneurship and technology hubs, top multinationals.



Gov  HUB



07. SPONSOR BENEFITS



	Supporter 1,000 euro	Silver 2,000 euro	Gold 4,000 euro	Platinum 7,500 euro	Main sponsor 15,000 euro
Social media promotion	✓	✓	✓	✓	✓
Logo on SEE and Forum website	✓	✓	✓	✓	✓
Company logo on Forum materials	✓	✓	✓	✓	✓
Company rollup at the Forum	✓ (1 rollup, side)	✓ (2 rollups, side)	✓ (2 rollups, central)	✓ (2 rollups + 1 spider, central)	✓ (4 rollups + 1 spider, central)
Press release mention		✓	✓	✓	✓
Credits in the opening session		✓	✓	✓	✓
Company booth at the Forum			✓	✓	✓
Company representative in panel				✓	✓ (all panels)
Keynote speech by company executive					✓ (opening session)
Company side-event organized during the Forum					✓



SMART EVERYTHING EVERYWHERE

Smart Everything Everywhere (SEE) is a catalyst for Romania's digital transformation.

SEE provides a framework for accelerating Romania's transition into the digital age, leveraging the country's untapped digital potential – enabling it to grow, scale and become a global innovation hub.

SEE focuses on three pillars of the digital future: industry 4.0, smart cities and citizens, and the digital state.



CONTACT US

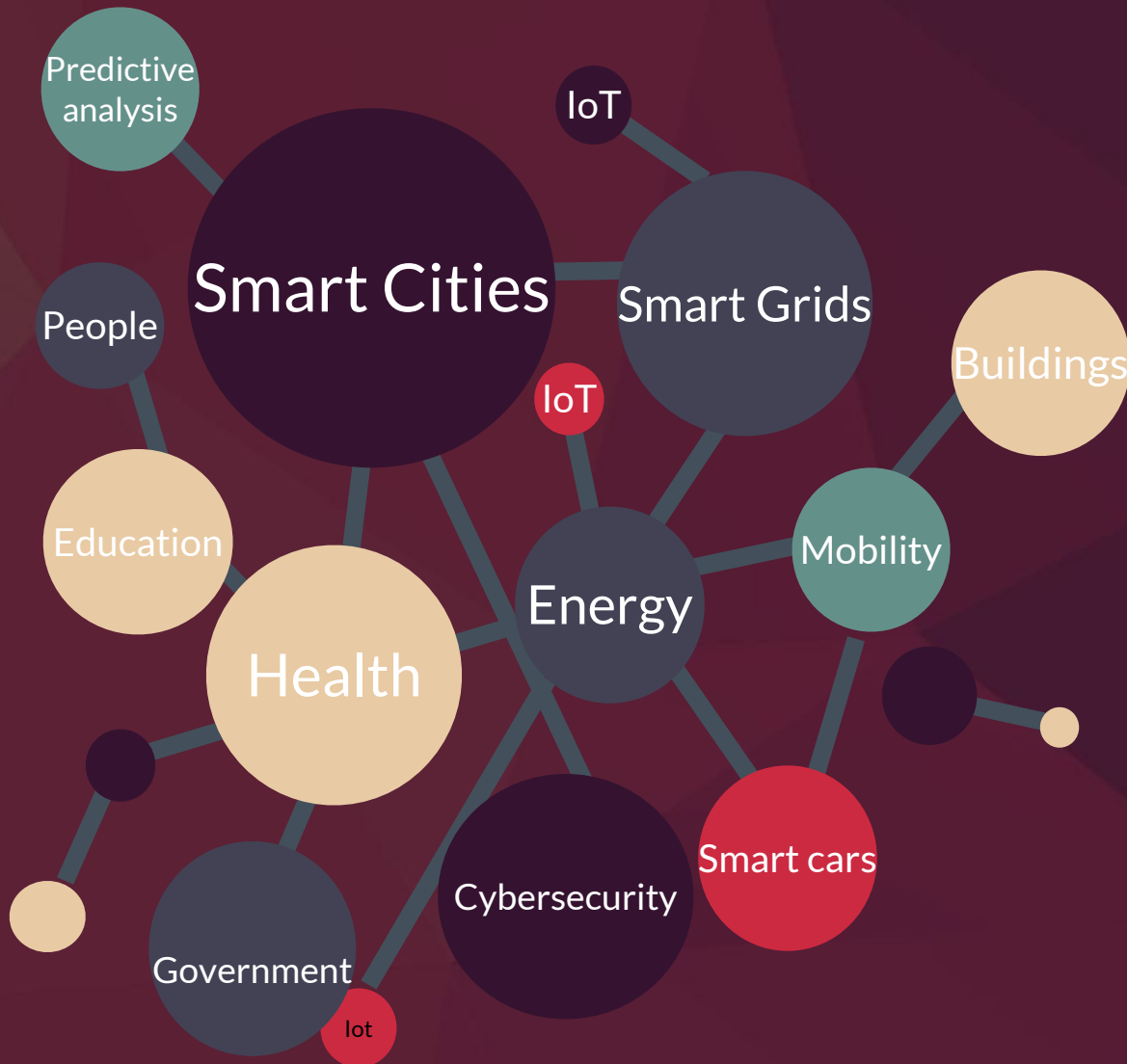
contact@see40.org

+40743465674

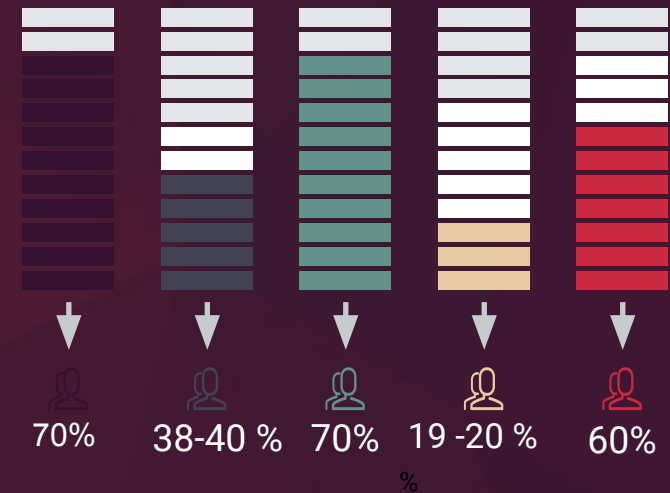
39 Paris St. #4, Bucharest, Romania

ANNEX 1: SMART CITY CONCEPT

Smart city is an umbrella concept that covers the whole spectrum of digitization and strategic integrated initiatives



FOCUS OF SMART ACTIVITIES



Not all areas are given the same importance
Cities emphasize three areas and neglect three others [in % of maximum score per category]

ANNEX 2: the panels

Energy 4.0 panel

The Energy sector is key for future transportation and mobility, smart homes, smart grids and smart cities as an umbrella concept. Innovators in renewable and clean energy technologies are key enablers for the cities of tomorrow. Together with agriculture, energy will be a main driver for our economy, and Romania has the potential to become one of the energy poles in the region. We need an approach to innovation and business driven by a common understanding of the role we need to play in helping solve the world's toughest problems.

E-health panel

Making efficient use of emerging technologies and innovative solutions, the most innovative companies in the e-health field can draft, together, the agenda for the future of e-health in Romania. The added value of DRIF 4.0 comes from providing a large set of connections and advocacy tools at the EU level and an active community which supports and maintains it. The combination of funding, coaching and testing solutions with real impact in accelerating the development of the SMEs' solutions with support from our international partners will put health at the forefront of Romania's Industry 4.0 platform.

Fintech panel

*All industries, including the field of finance, are challenged by the ever-changing consumer patterns in the digital era. The demand for new products is transforming services, and new business models need to be defined as a result. **Services should be digital and instant by default**, and a minimal fintech solution is expected to have these characteristics. The Forum brings together the hottest fintech startups and the large innovation-oriented players in finance, in order to debate, provide the necessary solutions and create the optimal conditions for new business models to succeed in the Romanian context.*