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DIGITAL ROMANIA INTERNATIONAL FORUM II
Startups in 4.0 Industries

Bucharest,
October 31st and November 1st, 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.



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02. PREAMBLE

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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





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03. GENERAL INFORMATION

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



Dates and location
Oct 31 & Nov 1, 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, health, defense,
manufacturing, agriculture, and smart
cities -- 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, the European Commission,
european and national policy makers,
startup founders, industry leaders, experts
from academia, foreign embassies and
chambers of commerce, media. **Expected
attendance: 200+ decision makers.**



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04. OBJECTIVES

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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



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 4.0 industries
The Forum addresses industry verticals where digitization projects can have significant impact. Last year, the conversation revolved around smart cars, smart cities and agritech. This year, we will focus on e-health, smart energy, fintech, smart defense, smart manufacturing, agritech, and smart cities



To bring startups at the forefront of the conversation on digitization
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

05. AGENDA

DAY 1

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08.30-09.00

Registration

09.00-10.30

OPENING SESSION

KEYNOTE: KLAUS IOHANNIS, President of Romania (TBC)
KEYNOTE: MARIYA GABRIEL Commissioner for Digital Economy & Society
KEYNOTE: Dacian Ciolos, former Prime Minister of Romania
KEYNOTE: Iulian Stanciu, CEO eMAG
KEYNOTE: Florin Talpeș, Founder Bitdefender

10.30-11.00

Coffee break/ Networking

11.00-12.00

STRATEGIC PROJECTS: European Commission's Innovation Radar
(presented by Eoghan O'Neal - European Commission)

12.00-13.00

E-HEALTH

13.00-14.00

Lunch

14.00-15.00

SMART DEFENSE

15.00-16.00

STRATEGIC PROJECTS: European Commission's Digital Innovation Hubs (DIH)
concept & applications

16.00-16.15

Coffee break/ Networking

16.15-17.15

SMART ENERGY

17.15-18.15

SMART MANUFACTURING

18.15-18.30

Conclusions and introduction to the 2nd day's schedule

05. AGENDA

DAY 2

9:00-10:00

Coffee break/ Networking

10:00-11:00

Industry 4.0 parallel sessions

FINTECH

SMART CITIES

AGRITECH

11:00-13:00

ROUNDTABLE WORKSHOPS with multiple stakeholders around KEY INDUSTRIES

13:00-13:30

Conclusions

MARIYA GABRIEL

European Commissioner for
Digital Economy and Society



Mariya Gabriel is a Bulgarian politician, member of the European Parliament since 2009, member of the EPP. Since 2014, she is the Vice President of the EPP. As European Commissioner for Digital Economy and Society, Mariya Gabriel will work at shaping the Digital Single Market and for the digital future of Europe in telecommunications networks, international digital services, and the startup innovation ecosystem. Her attributions also include regulations for the digital sector, supporting creative and cultural industries -- and developing their potential. More on Commissioner Mariya Gabriel on the [European Commission website](#).



06. KEYNOTE SPEAKERS

Hans Klemm -- Ambassador of the United States of America to Romania (TBC)

Tamar Samash -- Ambassador of the State of Israel to Romania

Stella Ronner-Grubacic -- Ambassador of Netherlands to Romania (TBC)

Mihnea Constantinescu -- Ambassador-at-Large for Energy Security (TBC)

Mihnea Motoc, Deputy Head of EPSC (TBC)

Sorin Ducaru -- Assistant Secretary General, NATO (TBC)

Mircea Dumitru -- Former Minister of Education and University of Bucharest Rector

Vlad Voiculescu -- Former Minister of Health

Maximilian Strotmann -- Cabinet VP Andrus Ansip (TBC)

Eoghan O'Neill -- DG-CONNECT

Carmen Ianoși -- DG-CONNECT

Anne Marie Sassen -- DG-CONNECT

Stefan Schepers -- Secretary General of High Level Group on Innovation Policy Management

Roxana Vitan -- Romanian American Foundation President (TBC)

Emil Boc -- Mayor of Cluj-Napoca (TBC)

Nicolae Moldovan -- Alba Iulia City Manager

Joshua Burke -- Commercial Attache, US Embassy

Christian Rodseth -- Country Manager, Johnson & Johnson

Ron Keren -- Country Leader IBM

Krum Garkov -- Director General EU-LISA (TBC)

Plamen Russev -- Webit Founder (TBC)

Tal Catran -- Israeli Investor (TBC)

Dan Sturza -- Fribourg Capital (TBC)

Radu Georgescu -- Founder, GECAD (TBC)

Mihai Boldijar -- CEO, Bosch Romania (TBC)



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07. VISIBILITY

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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





08. SPONSOR BENEFITS

| | Supporter 1,000 euro | Silver 2,000 euro | Gold 4,000 euro | Platinum 7,500 euro |
|--|-------------------------|----------------------|------------------------|-----------------------------------|
| Company guests at the Forum | 1 | 2 | 4 | 10 |
| 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) |
| Press release mention | | √ | √ | √ |
| Credits in the opening session | | √ | √ | √ |
| Company booth at the Forum | | | √ | √ |
| Company representative in panel | | | | √ |
| Company-defined topic for the second day workshops | | | | 1 roundtable |

09. FORUM PARTNERS

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The European Commission

Romania 100

The United States Embassy in Romania

Digital Europe

The Israeli Embassy in Romania

Europuls

AMRO -- American Romanian Business Council

MVP Academy

AHK -- the German Chamber of Commerce and Industry in Romania

ARIES Transylvania

CCIRI -- the Israeli-Romanian Chamber of Commerce and Industry

DefCamp

CCIFER -- the French Chamber of Commerce and Industry in Romania

Romanian IT

CivicTech Romania

BRCC -- the British Romanian Chamber of Commerce

ANSSI

10. FORUM SPONSORS

MAIN SPONSORS



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BOSCH

Johnson & Johnson

SUPPORTERS





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

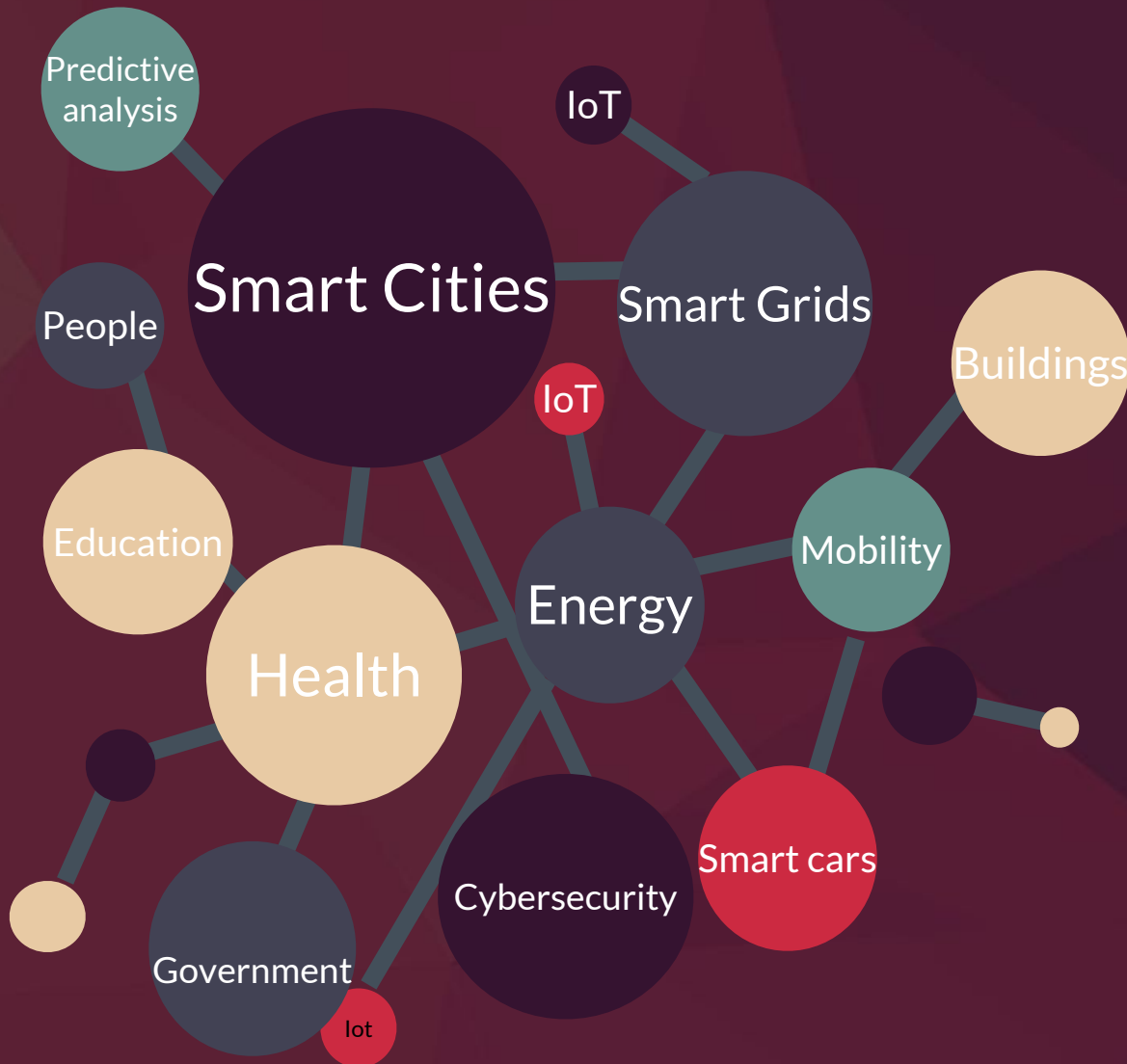
contact@see40.org

+40743465674

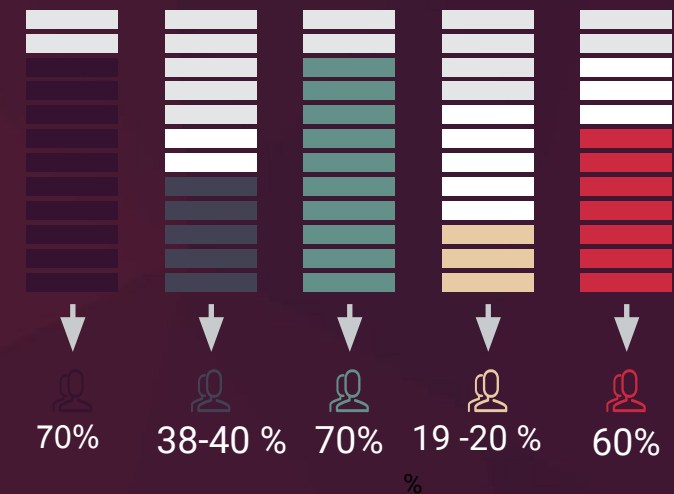
39 Paris St. #4, Bucharest, Romania

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]