



**DIGITAL INNOVATION HUBS WORKING GROUP
MEETING ON DIGITAL TOOLS AND
MARKETPLACES**

FROM POLICY TO ACTION – THE HUNGARIAN CASE

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DIGITALIZATION – THE DIGITALIZATION POLICY JOURNEY

Policy level

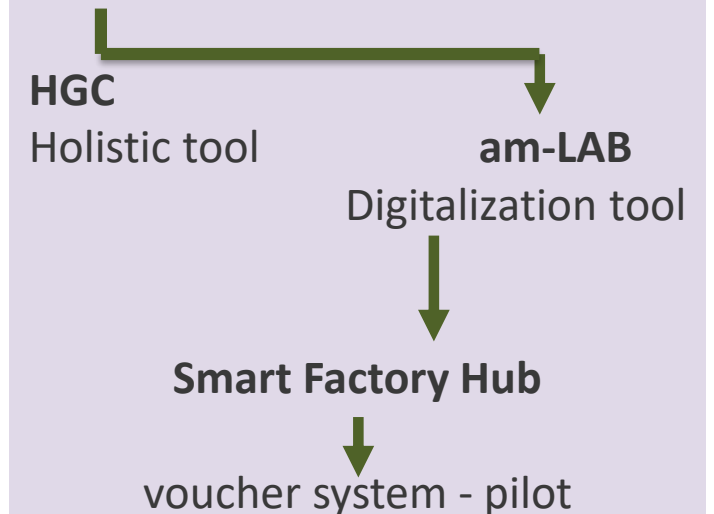
- **Policy dedication** to rejuvenate industry in Hungary
- Flagship projects to initiate the necessary change – conversion of **policy to action**
- IFKA is the background organization of the **Ministry for Innovation and Technology**

Strategy

- Definition of **multiplicative actions**, focusing on digitalization and holistic growth
- Industry 4.0 with **demonstration factories**
- High Growth Potential Companies – resulting in **DIH development (am-LAB)**

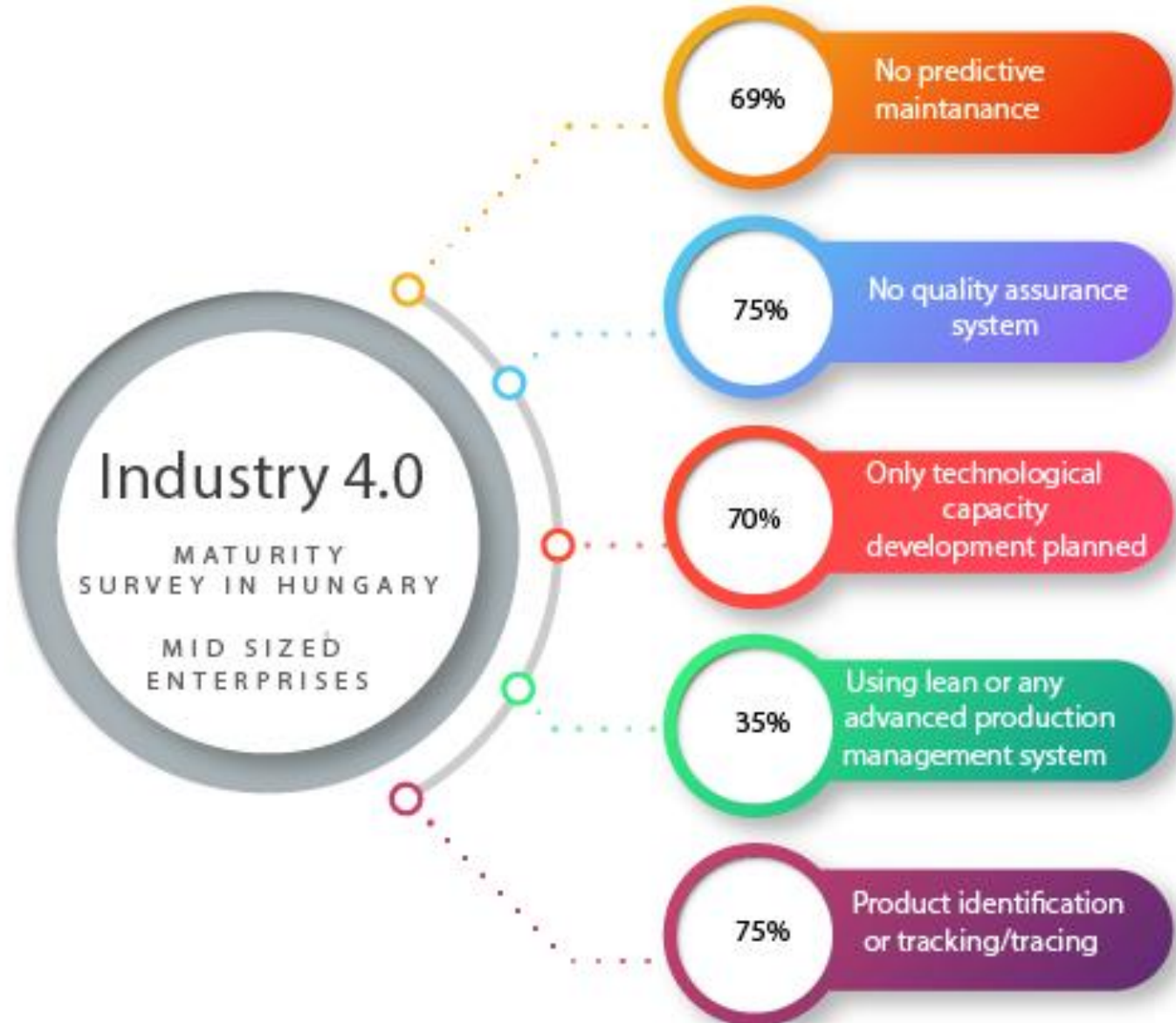
Implementation setting

IFKA-PBN cooperation through **various policy instruments**



INDUSTRY 4.0 MATURITY - BEHIND THE TRENDS

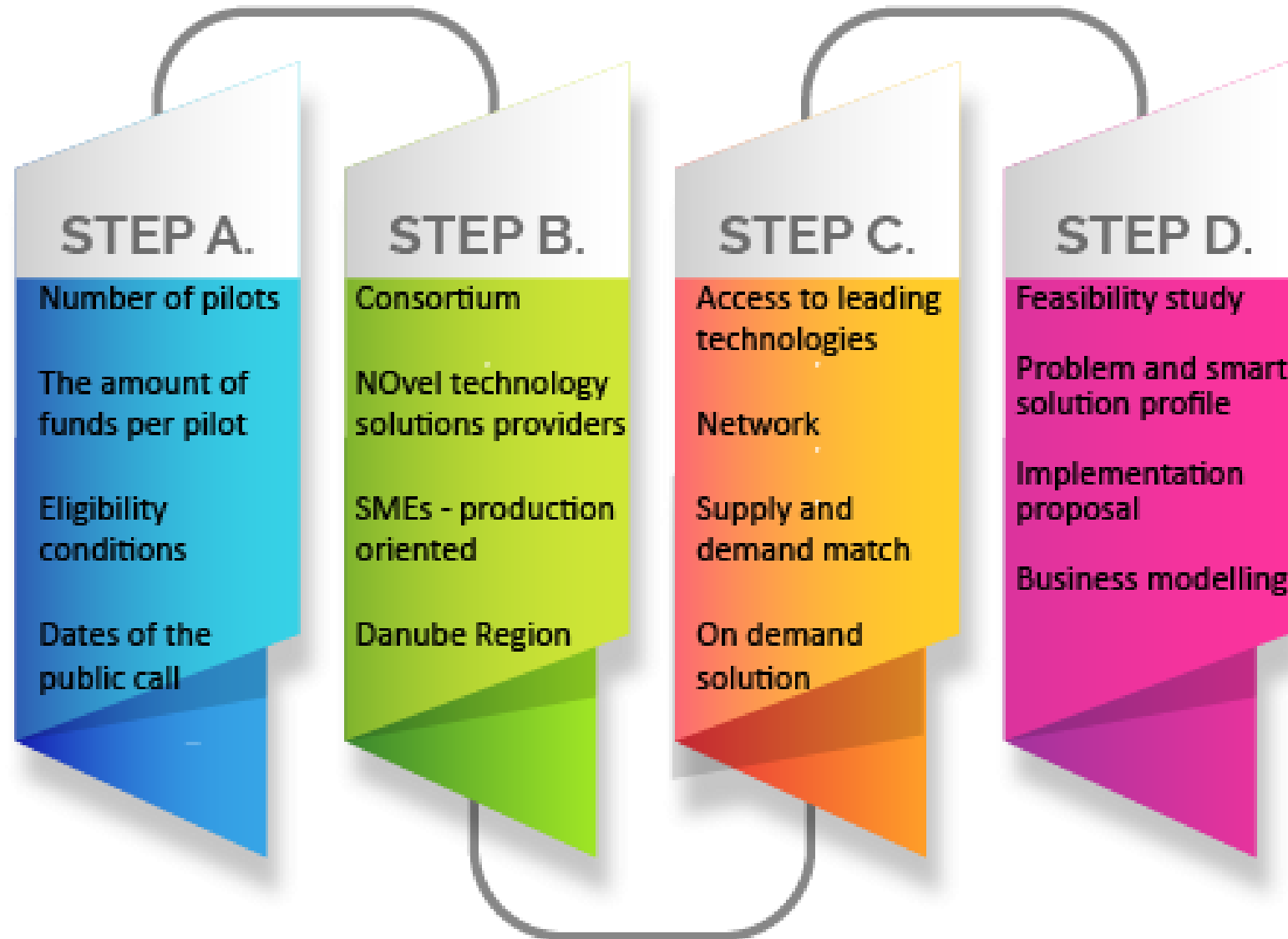
(Wannabe?) Digital Adopters
rather than
Digital Natives



SMART FACTORY HUB AS BEST PRACTICE

- Objective is to translate policy to project – **learning on international level** (vs. current state of maturity)
- The purpose of the project is to
 - introduce smart and innovative solutions into production processes by **testing a cross-regional voucher scheme**
 - support **inter-regional transfer of smart solutions** (i.e., Smart manufacturing) into domestic production-oriented SMEs
 - help SMEs to be open towards digitalization, to **enhance their maturity**
 - transnational character, possibility to **access technologies “beyond the borders”**

VOUCHER PROCESS SUPPORTS TRANSNATIONAL BUSINESS SOLUTIONS



KEY MESSAGES

Policy and implementation integration

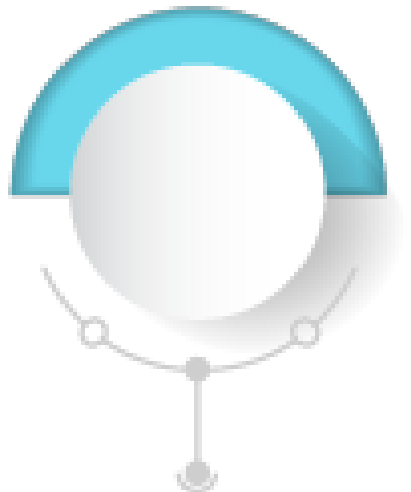
**Organisational and
enterprenual
sector participation**



**Demand and
supply match**



**Network connected
competencies**



**Integration of
solutions**



**Complementary
service system**

