



East Innovation Conference

Driving Positive Change.

SUMMARY

WEDNESDAY
November 13, 2019

KOŠICE



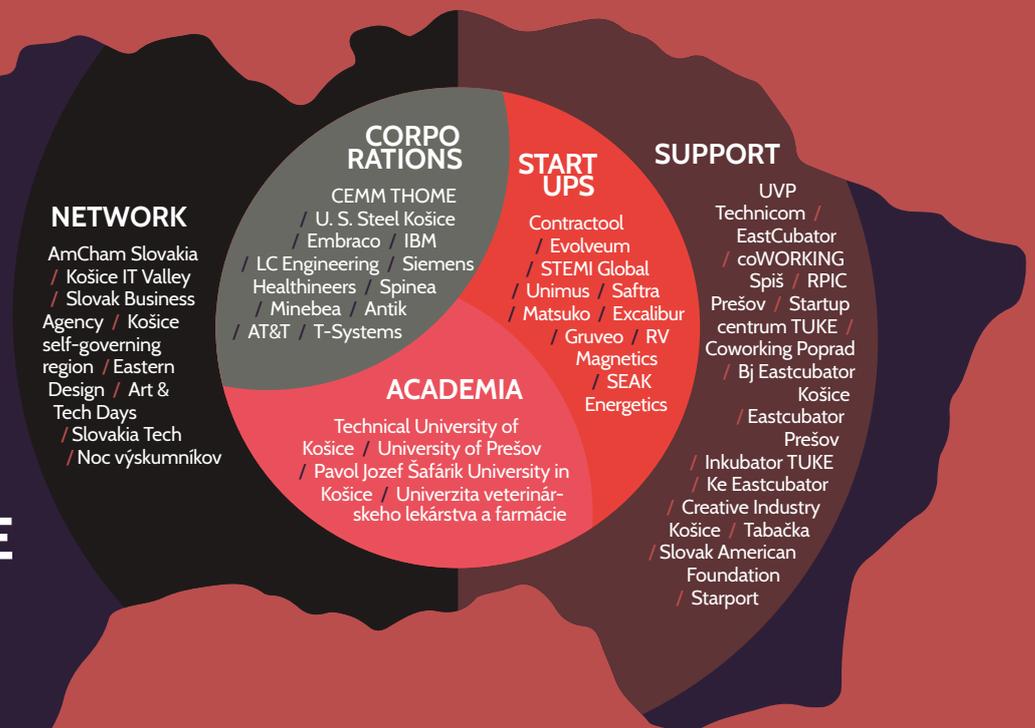
TABAČKA
KULTURFABRIK

Our cities and regions need transformation. How to support innovations reshaping the twenty-first century's economy and geography? The innovations are driven by engineers and innovators, academics and artists, researchers, designers, entrepreneurs and programmers, whose work takes new forms, products and services. They determine which companies prosper or go bankrupt, and which cities thrive, stagnate or decline.

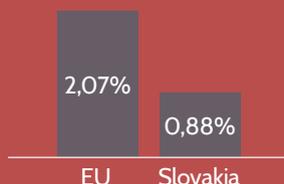
How to boost regional economic development on the basis of functioning innovation ecosystem and current social capital in the community? For Košice and its region to grow we should be looking not just at what the business climate and infrastructure is but also at what the people climate is, where they prefer working and exchanging ideas so that young and talented people are motivated to live and work in Eastern Slovakia.

MAP OF EAST EXCELLENCE

Innovation ecosystem of Eastern Slovakia



R&D EXPENDITURES (% of GDP)



FIVE PREREQUISITES

of functioning innovation ecosystem:

- 1 Build on legacy & strengths
- 2 Universities & Education
- 3 Corporates
- 4 Identity & Community
- 5 Local & Regional government

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Although Slovakia is currently at its peak economic performance, we are still seeing Eastern Slovakia as disadvantaged in terms of infrastructure. We are talking about missing highways and absent vital flight connections. Innovations, however, have in fact reached Košice, as did a digital superhighway. The city of Košice is steadily growing and developing, becoming an ecosystem of innovations, connecting corporations, academic institutions and SMEs in the region.



Gabriel Galgóci, President, AmCham Slovakia

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It is of utmost importance that a clear long-term vision of regional development is created and that the national and regional governing bodies are aligned in such vision. Closer cooperation with universities is needed, while the innovation and scientific efforts must not remain purely academic, but must be applied in practice.



Rudolf Schuster, President

PANEL 1: FUTURE LEADERS

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Košice provides plenty of opportunities and support for establishing a successful Start Up. The challenge begins when it's time to move forward. Scaling-up and growing requires partnerships and specific opportunities, which are almost exclusively found in Bratislava and beyond.

ERIK
KAJÁTI,
CHECKUP



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Young people are leaving the region in search of a more inspiring and innovative environment. With the limited resources, we find it extremely difficult to reproduce such opportunities here. We need to find more effective ways of motivating the best students in the region and reward their efforts.

ADAM
NEDOROŠČÍK,
Youth council of
Košice region



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Starting an SME in Eastern Slovakia is not easy without a proper background. Regional Governmental Institutions should monitor the best of their talents and possibly incentivise them into returning back and support the creation of interesting opportunities.

PATRIK
ČIZMADIA,
Zlatý stravec



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Creative Industry is the future of the Košice region. Connecting Creative Economy with the existing, well-established sectors such as IT, Steel industry and Automotive in the following years may lead towards positioning the city of Košice as the a major Innovation Hub in the region.



TED TALK: BUILDING A LOCAL INNOVATION ECOSYSTEM OF THE FUTURE
 Peter Kolesár, CEO, CIVITTA

PANEL 2: R&D MADE IN EASTERN SLOVAKIA

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The Europe 2020 strategy plans to allocate 45% of the Regional Development funding towards smart technologies, providing a great opportunity for Slovakia to invest in R&D and innovation and bolster close collaboration between private, public and academic sectors. Furthermore, the European Commission will introduce a regional partnership program, providing support for ICT cooperation between regions such as Košice and Prešov.

LUDMILA MAJLATHOVÁ,
 European Commission



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CEMM THOME, although a member of the US Amphenol Group is a Prešov based company with Slovak management, which was able to successfully propose and execute the strategic goal of establishing an R&D and Design Center in Eastern Slovakia. After seven years of existence, it is now considered a TOP-level design center among relevant competitors and is now forwarding its know-how to its sister companies in Mexico and China.

TOMÁŠ RUŽICKA,
 CEMM THOME



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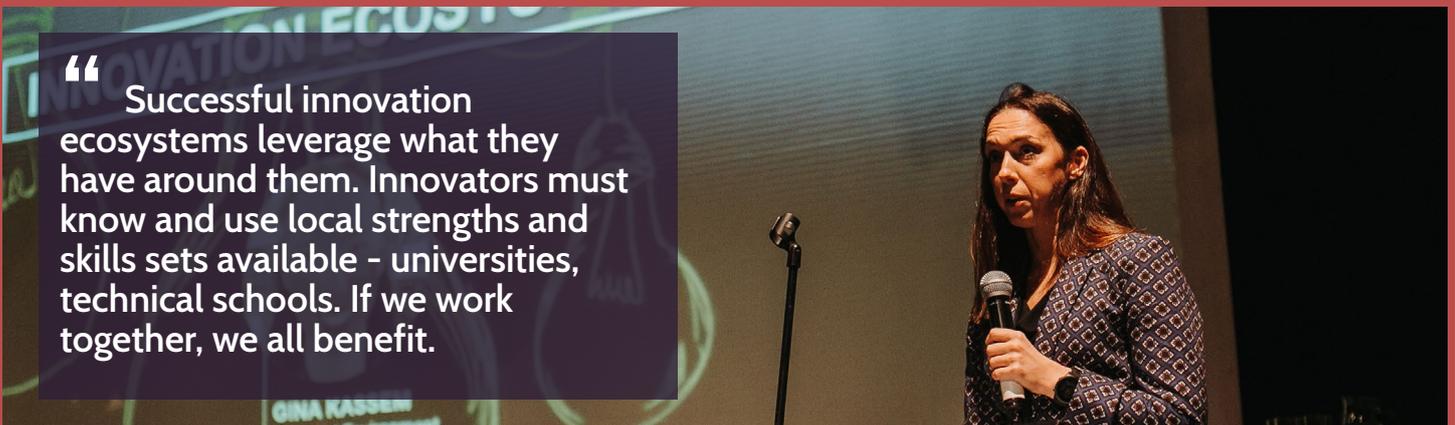
The future of IoT and innovation efforts in Eastern Slovakia lies in close cooperation with the municipalities, while these efforts should mainly intend to serve the local population.

ATTILA PÓSA,
 ANTIK Telecom



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Successful innovation ecosystems leverage what they have around them. Innovators must know and use local strengths and skills sets available - universities, technical schools. If we work together, we all benefit.



REMARKS: INNOVATION ECOSYSTEM - REGIONAL EXAMPLES

Gina Kassem, Regional Environment Science Technology and Health Officer at U.S. Department of State

PANEL 3: START SMALL – THINK BIG – INNOVATE FAST

“ Big corporations are trying to apply financial rules to innovations the same way they approach standard day-to-day business. This is completely wrong. We need to find ways of how to invest small amounts of money and try to bring projects to life. With 5,000 EUR we were able create a unique social innovation, winning several major awards and generating far greater success than when we organized Europe’s biggest hackathon.

**IVAN
RADVÁK,**
T-Systems Slovakia



“ 6 years ago, Microsoft Hungary started a program providing credits and technological help to start-ups. Soon, we realized that this is not what they need to innovate. Now we are providing also sales and marketing expertise, as well as our customer database to them and getting them to the right people as fast as possible. We are still on the learning path, but starting small is the essence of how to be successful.

**ZSUSZA
MAKARA,**
Microsoft



“ We need to be very honest, Košice is still not there. It is however amazing to see that the dynamics are present and that things are changing for the better fast. It is important to be inspired by the positive examples outside of the region, but the progress is very visible. We have dozens of international employees who came from significantly more innovative environment and who are excited to see so many people willing to contribute towards a positive change.

**MATÚŠ
KIRCHMAYER,**
Matsuko



THANK YOU FOR YOUR PARTICIPATION

We look forward to seeing you on 2020 conference!

MORE INFORMATION



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PARTNER



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