



Activity 2.4

Capitalization of transnational knowledge co-creation of digital transformation along the Danube Region

D2.4.1.

Digital Transformation Expo Event

June 2026



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Introduction

The Danube DNA project aims to accelerate the digital transformation of SMEs across the Danube Region by establishing the Danube Digital Transformation Network of Active SMEs (Danube DNA). The project creates a transnational ecosystem of training and knowledge transfer centres that foster skills development, cross-sectoral cooperation, knowledge exchange, and the implementation of Industry 4.0 technologies. Through jointly developed digital solutions, capacity-building activities, and pilot actions, the project supports SMEs in improving their digital maturity and competitiveness while contributing to the transnational alignment of Smart Specialisation Strategies (S3) and reducing innovation gaps across the region.

Within this framework, Activity 2.4 – Capitalization of Transnational Knowledge Co-creation of Digital Transformation along the Danube Region was designed to capitalize on the knowledge, experience, and solutions generated during the project. The activity culminated in the organization of the Digital Transformation Expo Event, providing a regional platform for showcasing the six jointly developed digital solutions, delivering selected knowledge transfer and capacity-building workshops, and facilitating B2B networking among SMEs and other stakeholders. By promoting practical digital technologies, encouraging cross-border collaboration, and strengthening knowledge transfer, the activity contributed to the wider uptake of project results, supported SMEs' transition towards Industry 4.0, and reinforced the long-term sustainability of the Danube DNA Network.



Digital Transformation Expo Event

The Digital Transformation Expo Event was organised on 13 May 2026 at the Mercure Budapest Castle Hill Hotel (1013 Budapest, Krisztina krt. 41–43, Budapest, Hungary) as the flagship dissemination event of the Danube DNA project. The Expo represented the culmination of almost thirty months of intensive transnational cooperation among the project partners and served as the project's main platform for presenting jointly developed pilot actions, innovative digital solutions and the long-term cooperation framework established during the project implementation. As one of the final project events, the Expo played a key role in disseminating project results, strengthening stakeholder engagement and promoting the sustainability of the Danube DNA Network beyond the project's lifetime.

The event directly contributed to the objectives defined in the approved project application by facilitating knowledge transfer, supporting the digital transformation of SMEs and strengthening cooperation among innovation ecosystem actors throughout the Danube Region. The Expo was designed to create direct interaction between technology developers, SMEs, business support organisations, public authorities, universities and research organisations, enabling participants not only to learn about the developed solutions but also to discuss their practical implementation and future exploitation.

Following registration and the welcome coffee, the event officially opened with welcoming remarks by the host institution. The opening session was followed by an overview of the Danube DNA project, presenting its objectives, implementation process and major achievements. Participants were then introduced to the Danube DNA Network and the B2GreenHUB Platform, which represent the project's key sustainable outputs designed to continue supporting knowledge exchange, matchmaking, technology transfer and international cooperation among SMEs and innovation stakeholders after the formal closure of the project.



Table 1. Agenda of the Digital Transformation Expo Event

08.30 – 09.00	Registration & Welcome Coffee
09.00 – 09.10	Opening Session, Welcome remarks by the host institution
09.10 – 09.30	Introduction to the Danube DNA project
09.30 – 09.50	Danube DNA Network and B2GreenHUB Platform
09.50– 13.10	Pilot Actions & Technological Solutions developed by the Danube DNA Network
09.50– 10.10	Market Pulse - an open-source online tool designed to help SMEs better understand market conditions and predict market demand
10.10 – 10.30	Weld Wise - a smart energy and production monitoring solution for spot welding machines
10.30 – 10.50	Invest Planner - an open-source online tool supporting SMEs in the preparation of business and investment plans to facilitate access to financial support
10.50 – 11.10	Coffee break
11.10 – 11.30	AI-Powered Funding Call Matcher - an open-source online tool designed to help SMEs identify relevant EU funding opportunities and support technology transfer
11.30 – 11.50	DANUBE ADR - an open-source online tool for assessing the digital readiness of SMEs
11.50 – 12.10	EM4 System Condition - a solution for monitoring and optimizing energy consumption across different systems
12.10 – 13.20	Panel Discussion: Digital Transformation of SMEs in the Danube Region ✓ Experts and stakeholders' discussion ✓ Lessons learned from transnational cooperation
13.20 – 14.30	7 Parallel Danube DNA Expo Workshops
14.30 – 15.00	Networking lunch

The main part of the programme was dedicated to the presentation of the six pilot solutions jointly developed by the project partnership. The first pilot, Market Pulse, introduced an open-source online platform supporting SMEs in analysing market conditions and forecasting market demand to facilitate strategic business decision-making. Weld Wise demonstrated an intelligent production and energy monitoring solution developed for spot welding machines, helping manufacturing companies optimise production efficiency and reduce energy consumption. Invest Planner presented an open-source business and investment planning tool supporting SMEs in preparing investment plans and improving access to financial resources. The AI-Powered Funding Call Matcher showcased the application of artificial intelligence for identifying relevant European funding opportunities while supporting innovation and technology transfer activities. DANUBE ADR introduced an open-source digital readiness assessment tool enabling SMEs to evaluate their digital maturity and identify development priorities.



Finally, EM4 System Condition demonstrated an advanced monitoring solution for analysing and optimising energy consumption and operational performance across industrial systems. Together, these pilot solutions clearly demonstrated how digital technologies can strengthen SME competitiveness, increase productivity, improve decision-making and accelerate digital transformation across different economic sectors. In addition to the plenary presentations, the Expo functioned as a continuously operating exhibition and demonstration area throughout the entire day. Each pilot owner operated a dedicated demonstration stand where participants could receive detailed information, observe live demonstrations, discuss implementation experiences and explore practical applications of the developed solutions. The demonstration stands remained accessible during the entire event, including the coffee break, the intervals between presentations and the networking sessions, allowing participants to freely visit the pilot owners and continue professional discussions beyond the formal programme. Each pilot demonstration stand welcomed more than twenty visitors during the event, reflecting the strong interest in the developed solutions and the interactive character of the Expo. Every pilot owner prepared a separate demonstration report and attendance list documenting stakeholder participation and the professional discussions held at the respective stand. A dedicated B2GreenHUB demonstration desk was also available throughout the event. Project partners introduced visitors to the platform's functionalities, demonstrated its services and explained how the B2GreenHUB can continue supporting matchmaking, technology transfer, innovation cooperation and knowledge sharing after the project's completion. Visitors had the opportunity to explore the platform individually, discuss future collaboration opportunities with project partners and learn how the platform can facilitate cross-border cooperation within the Danube Region.

Following the technical presentations, participants attended a panel discussion focusing on the digital transformation of SMEs in the Danube Region. The discussion addressed the importance of digital innovation, technology transfer, digital skills development, AI-supported business solutions and cross-border cooperation in strengthening SME competitiveness. Particular emphasis was placed on the lessons learned during the implementation of the pilot actions and on the opportunities for transferring the developed solutions to different regional innovation ecosystems across Europe.

The afternoon programme continued with seven parallel Danube DNA Expo Workshops, providing participants with the opportunity to engage in thematic discussions with project partners, receive more detailed demonstrations of individual pilot actions and exchange practical experiences related to digitalisation, innovation management and SME support services. The workshop format encouraged active dialogue between technology developers and end users, allowing participants to discuss implementation



challenges, identify further development opportunities and provide valuable feedback on the presented solutions.

Networking represented one of the most important horizontal components of the event. Beyond the formal presentations and workshops, participants had continuous opportunities to establish new professional contacts during the welcome coffee, coffee break, pilot demonstrations and the networking lunch. The lunch break served not only as a catering activity but also as an organised networking session during which participants exchanged business cards, initiated new professional contacts and discussed future cooperation opportunities, potential technology transfer activities and the preparation of future international projects. These informal interactions significantly strengthened the Danube DNA Network and contributed to building sustainable cooperation between research organisations, business support institutions, public authorities, technology providers and SMEs.

The event attracted 82 registered participants representing all twelve project partner countries Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Montenegro, Romania, Serbia, Slovakia and Slovenia, while additional invited stakeholders by STRIA from Lithuania also participated as external guests (please see Annex I). Participants represented a broad spectrum of organisations, including universities and higher education institutions, research organisations, innovation agencies, Digital Innovation Hubs, technology parks, ICT clusters, chambers of commerce, regional development agencies, SMEs, business support organisations, municipalities and public authorities. The diverse composition of the audience ensured valuable interaction between research, business and public administration while creating excellent opportunities for exchanging experiences, identifying future cooperation possibilities and strengthening the transnational innovation ecosystem established through the Danube DNA project.



Overall, the Digital Transformation Expo successfully achieved the objectives defined in the Danube DNA project by disseminating the project's innovative pilot solutions, strengthening the visibility of the Danube DNA Network and the B2GreenHUB platform, facilitating international knowledge transfer and fostering cooperation among innovation stakeholders across the Danube Region. The high level of participation, the intensive professional discussions at the demonstration stands, the active networking sessions and the positive feedback received from participants confirmed the relevance of the developed digital solutions and demonstrated the strong potential for their further exploitation and transfer beyond the project's lifetime.

Annex I: Digital Transformation Expo Event Participants List

Danube DNA: Digital Transformation Expo

Date: 13.05.2026.

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