

Activity 2.4

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

D2.4.2.

Proceedings of the Digital Transformation Expo Event

June 2026

Digital Transformation Expo Event

The Digital Transformation Expo Event, held on 13 May 2026 in Budapest, represented the final professional dissemination event of the Danube DNA project and provided a comprehensive overview of the results achieved throughout almost thirty months of transnational cooperation. The proceedings summarise the professional presentations, technological demonstrations, discussions and conclusions that emerged during the event, reflecting the project's overall objective of strengthening the digital transformation capacity of SMEs through innovation, technology transfer and international cooperation across the Danube Region.

The event commenced with an overview of the Danube DNA project, introducing participants to its strategic objectives, implementation process and key achievements. Particular emphasis was placed on the establishment of a transnational innovation ecosystem connecting research institutions, universities, business support organisations, technology providers and SMEs. The opening presentations highlighted the importance of collaborative innovation and demonstrated how joint development activities within the partnership resulted in practical digital solutions addressing real challenges faced by SMEs operating in different sectors of the Danube Region.

A dedicated presentation introduced the Danube DNA Network together with the B2GreenHUB Platform, both of which represent the project's principal long-term outputs. Participants were informed about the platform's functionalities supporting stakeholder matchmaking, knowledge exchange, technology transfer and international networking. The presentations emphasised that the B2GreenHUB will continue serving as a sustainable cooperation platform after the formal completion of the project, ensuring that the knowledge, expertise and partnerships established during Danube DNA remain accessible for future collaboration.

The central focus of the Expo was the presentation of the six pilot solutions jointly developed by the project partnership. Each pilot addressed a specific aspect of SME digitalisation while collectively demonstrating the broad technological scope and practical orientation of the Danube DNA project.

Market Pulse introduced an open-source online platform supporting SMEs in analysing market conditions, monitoring trends and forecasting future demand. The solution demonstrated how data-driven decision-making can improve business planning and strengthen competitiveness in rapidly changing markets.

Weld Wise presented a smart monitoring solution developed for spot welding machines, enabling manufacturers to collect production and energy consumption data in real time. The pilot illustrated how digital monitoring contributes to improved operational efficiency, reduced energy consumption and more sustainable industrial production.

Invest Planner demonstrated an open-source investment planning tool assisting SMEs in preparing business plans, evaluating investment opportunities and improving their readiness to access financial support. The solution highlighted the importance of structured investment planning as a prerequisite for sustainable business growth.

The AI-Powered Funding Call Matcher showcased the application of artificial intelligence for automatically identifying relevant European funding opportunities. By matching company profiles with available funding programmes, the solution significantly simplifies access to innovation financing while supporting technology transfer and international cooperation.

DANUBE ADR introduced an open-source digital readiness assessment tool enabling SMEs to evaluate their level of digital maturity and identify priorities for future development. The assessment methodology provides companies with a structured overview of their digital capabilities while supporting the preparation of targeted digitalisation strategies.

Finally, EM4 System Condition demonstrated an advanced monitoring solution designed to optimise energy consumption and improve operational performance through continuous system condition analysis. The presentation illustrated how digital monitoring technologies contribute simultaneously to increased productivity, resource efficiency and environmental sustainability.

Together, the presented pilot actions clearly demonstrated that the Danube DNA project successfully translated research and innovation activities into practical digital tools that can be directly utilised by SMEs. Although the pilots addressed different technological fields, they shared a common objective of supporting business competitiveness, digital transformation, resource efficiency and innovation capacity while remaining transferable across different industrial sectors and regional innovation ecosystems.

Beyond the plenary presentations, participants had continuous opportunities to explore each solution through dedicated pilot demonstration stands operating throughout the entire event. Every pilot owner presented the respective solution individually, providing live demonstrations, technical explanations and opportunities for direct discussion with participants. These interactive demonstrations enabled visitors to better understand the practical functionality of the developed tools, discuss implementation experiences and explore possible applications within their own organisations. Each demonstration stand attracted more than twenty visitors, reflecting the considerable professional interest in the presented solutions and confirming the value of the interactive Expo format.

In parallel with the pilot demonstrations, the B2GreenHUB demonstration desk remained accessible throughout the day, allowing participants to familiarise themselves with the platform's services and future role within the Danube DNA Network. Project partners demonstrated the platform's matchmaking, networking and knowledge-sharing functionalities while discussing how the platform can continue facilitating cooperation, technology transfer and innovation support activities after the project's completion. Separate demonstration reports and attendance lists prepared by each pilot owner

documented stakeholder participation and confirmed the high level of engagement throughout the exhibition programme.

One of the highlights of the event was the expert panel discussion addressing the digital transformation of SMEs in the Danube Region. Representatives of the project partnership discussed the challenges currently faced by SMEs, including limited digital readiness, access to innovative technologies, financing opportunities, digital skills and technology transfer mechanisms. The discussion highlighted that successful digital transformation requires not only technological innovation but also close cooperation between academia, business support organisations, public authorities and the private sector. The experiences gained during the implementation of the Danube DNA pilot actions demonstrated the added value of transnational cooperation in developing solutions that are both practical and transferable across different regional contexts.

The afternoon continued with seven parallel Danube DNA Expo Workshops, where participants engaged in smaller thematic discussions with project partners. The workshops provided opportunities for in-depth presentations of the pilot solutions, exchange of implementation experiences and direct dialogue between developers and potential end users. Feedback collected during these sessions confirmed that the developed tools respond to real SME needs and have strong potential for replication and further adaptation beyond the project consortium.

Networking constituted an equally important component of the event. Throughout the day, participants actively engaged in informal discussions during the coffee breaks, pilot demonstrations and networking lunch. These interactions facilitated the exchange of experiences, business cards and professional contacts while creating opportunities to identify common interests and complementary expertise. The networking sessions significantly strengthened relationships established during the project implementation and enabled participants to discuss possibilities for future cooperation, technology transfer initiatives and joint development activities.

The overall discussions and feedback received during the Expo clearly demonstrated that the cooperation established within the Danube DNA project extends beyond the formal implementation period. Participants expressed strong interest in maintaining the professional relationships developed throughout the project and in continuing the exchange of knowledge, expertise and good practices through the Danube DNA Network and the B2GreenHUB Platform. Numerous bilateral and multilateral discussions initiated during the event identified potential areas for future collaboration, including the further development and replication of the pilot solutions, joint technology transfer activities, capacity-building initiatives and the preparation of future European Territorial Cooperation, Horizon Europe, Digital Europe and other European Union-funded projects. While these initiatives remain at a preparatory stage, the Expo created an excellent foundation for continued transnational cooperation and demonstrated the partnership's commitment to building on the results achieved within Danube DNA.



In conclusion, the proceedings of the Digital Transformation Expo Event confirm that the Danube DNA project successfully achieved its objective of developing practical, transferable and innovation-driven digital solutions supporting SMEs throughout the Danube Region. The event demonstrated the maturity of the developed pilot actions, reinforced the visibility of the Danube DNA Network and the B2GreenHUB Platform, and strengthened the professional relationships established during the project. The active participation of stakeholders, the intensive discussions held during the demonstrations and workshops, and the positive response from participants confirmed the long-term relevance of the project's outputs and established a strong basis for future cooperation, knowledge transfer and joint European initiatives beyond the lifetime of the Danube DNA project.