

DIGITRANS KICK-OFF MEETING

The first kick-off meeting of the DIGITRANS international consortium was held on 8th March 2017 in Stuttgart, Germany. The two organizations from Bulgaria - SU-NIS and ITD took active part in the meeting, focusing on the point that Bulgarian SMEs should receive better support, specialized trainings, effective methods and tools to enable their digital transformation.

Recognising the right business model and strategy for undertaking digital transformation is a complex issue for SMEs. On the other hand, the increased digitalisation of business models requires from companies the capacity to easily adapt their business models. Finding the appropriate approach to develop an innovative digital business model using innovative tools as design thinking, business model canvas, blue ocean strategy and others could be a challenging task. Especially SMEs are still facing difficulties in this regard. Therefore, DIGITRANS aims to develop innovation methods supporting SMEs to targetedly address digital transformation and enabling them to develop adequate business models. The project partners used and presented the project to Baden Württemberg authorities and interested SMEs.



In the coming months, all project partners from the Danube Region are going to develop the DIGITRANS Digital transformation method and tools such as: an e-learning platform, training materials and perform training sessions for companies and innovation consultants.

For more information about the project progress report, follow the DIGITRANS web site:
<http://www.interreg-danube.eu/approved-projects/digitrans>