

# Szombathely2030

Innovation ecosystem for a resilient knowledge economy



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Chair of the Economic and Legal Committee

Municipality of Szombathely City with County Rights

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**Interreg  
Europe**



Co-funded by  
the European Union

# City in the centre of the cross-border region



One of the 10 fastest converging regions in Europe



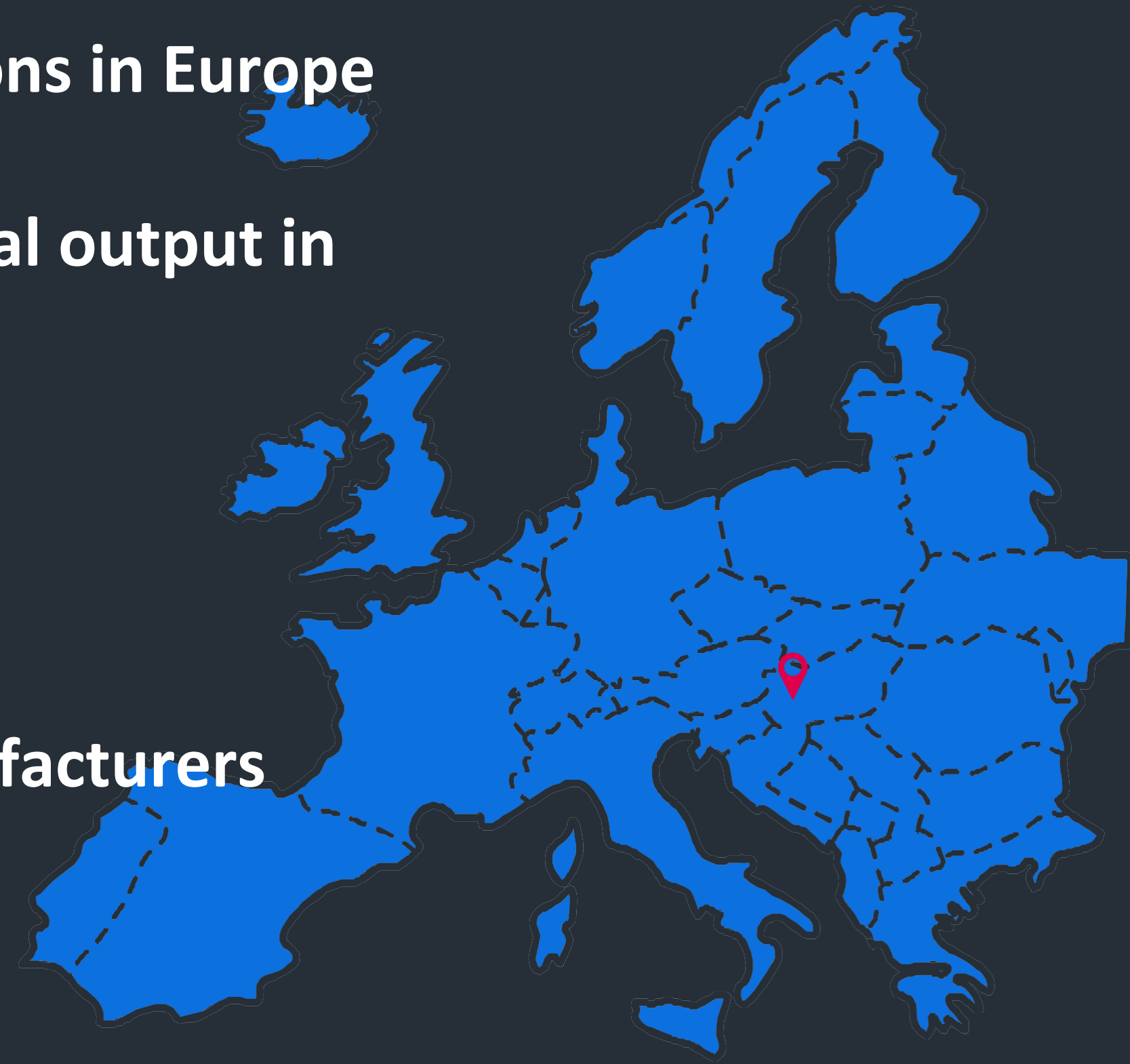
2.5 billion € annual economic industrial output in Szombathely



330-hectare new industrial park



Large enterprise environment and production culture, automotive manufacturers



# Almost 4 years of conscious planning

**October 2019**

## **NEW, ELECTED CITY MANAGEMENT**

Launch a digitalisation programme with dedicated councillor.

**December 2020**

## **PROGRAMMING PROCESS**

3 universities, municipality, PBN, chamber etc. 6 months of planning.

**April 2021**

## **CITY AND GOVERNMENT SUPPORT**

Unanimous political support.

**June 2020**

## **INTELLIGENT CITIES CHALLENGE**

Start planning the restructuring with EU mentoring.

**March 2021**

## **CITIZEN & CORPORATE FEEDBACK**

Based on the response of 1.000 inhabitants and 12 large company consultations.

**May 2021**

**GOVERNMENTAL  
CONCILIATION**

Prime Minister's  
conciliation, operational  
task force.

**July 2021**

**DEFINITION OF KEY  
PROJECTS**

Development of key project  
elements.

**October 2021**

**ORGANISING THE 1st  
SZOMBATHELY2030 CONFERENCE**

Programme introduction with 200  
participants, introduction of manufacturers  
and universities.

**June 2021**

**INTERREG EUROPE PEER  
REVIEW**

2-day consultation with experts  
from 5 EU regions.

**September 2021**

**JOINT SIGNATURE OF  
SZOMBATHELY2030 COOPERATION  
AGREEMENT**

Joint declaration of 7 organisations, including 3  
universities.

**January 2022**

**STARTING 1st KEY PROJECT**

Acquisition of an intelligent educational & research production line, training of 1,000 inhabitants and 30 companies.

**July 2022**

**STARTING 3rd KEY PROJECT**

Submission of European Robotics Center program, preliminar national selection.

**November 2022**

**INTERNATIONAL ACCREDITATION**

Winning the title Active and Healthy Ageing Reference Site.

**June 2022**

**STARTING 2nd KEY PROJECT**

Launching test environment supporting the digitalisation of elderly care.

**October 2022**

**ORGANISING THE 2nd SZOMBATHELY2030 CONFERENCE**

First health oriented start-up competition with 150 participants and 8 finalist businesses.

**January 2023**

**STARTING 4th KEY PROJECT**

Master's degree program in Complex Rehabilitation.

**February 2023**

**EXPANSION OF 2nd KEY PROJECT**

Involvement of private household network in the test environment.

**June 2023**

**RETHINKING LOCAL POLICIES & PEER REVIEW FOLLOW-UP MEETING**

Workshops, consultation with experts

**February 2023**

**STARTING AN INTERNATIONAL PARTNERSHIP**

Leading the European cooperation of test environments supporting digitalisation of elderly care.

**From March 2023**

**MOBILIZATION OF INTERNATIONAL RESOURCES**

Open data analysis, supporting startups, production-digitalisation developments, VR in rehabilitation, connecting test environments.

# Two main focus areas of Szombathely2030

Focusing on education and R&D, in order to a successful **industrial restructuring** and **establishment of healthcare industry**. A unique specialisation is complex rehabilitation based on endogen resources and regional traditions.

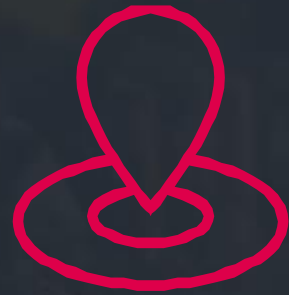
## Industrial digitalisation

Supporting the transformation of the automotive industry that characterizes the region's economy, encouraging the emergence of the health industry, while focusing on the fields of robotization, automation and artificial intelligence, relying on domestic and foreign start-ups and large companies.

## Complex rehabilitation

An internationally unique development and test environment, ranging from households to senior homes and thermal baths to virtual hospital infrastructure. There is a particular emphasis on sports, stroke and musculoskeletal rehabilitation. It combines academic and applied research with user needs.

# Partnership, integration and ecosystem



## Wide-range local partnership

- Municipality of Szombathely City
- University of Pécs, Faculty of Health Sciences
- Eötvös Loránd University Savaria Campus
- University of Óbuda
- Chamber of Commerce & Industry of Vas County
- Pannon Business Network
- Institute for Transport Sciences
- Scientific Association for Mechanical Engineering
- Follower organisations



## Public involvement

- Responses from more than 1.000 inhabitants
- Corporate interviews
- Organising roundtable discussions



## Connectivity to international expert pools

- European Health Alliance – ECHAlliance
- USA – EU – ENRICHUSA
- European Institute of Innovation and Technology (EIT)
- Agreements with foreign research institutions



## Joint programming

- 6 months of joint planning followed by 3 months of policy coordination
- Integration into local and regional planning documents – e.g. Sustainable Urban Development Strategy



# Flagship project – R&D&I center

01

## Strengthening education

- Cooperation of 3 universities for the development of health care, manufacturing technology and company-specific education
- Launch of healthcare engineer education
- Accreditation of new educational programmes in rehabilitation
- Launch of international and Hungarian joint degree courses
- Adaptation and customization of vocational training and job orientation
- Development of a close-to-business educational environment

02

## Emphasizing R & D

- Construction of test labs and skill labs
- Designing a unique development & test before invest environment
- Regional rehabilitation center focusing on education and research
- Establishment of a robotics & A.I. center
- Applied research services
- Digital Health Twinning programme

03

## R & D & I supporting environment

- Construction of a 25,000 m<sup>2</sup> research & development and training center
- In a modular structure
- Building new university units
- SME incubation environment and start-up center
- Attraction of enterprises focusing on complex rehabilitation

04

## Attracting companies

- Attractive value proposition – Technological Park status with dedicated funds
- Venture capital funding opportunity – dinamizing local start-ups and businesses
- Opportunities for regional and export markets in a dynamic environment
- Mapping of rehabilitation manufacturers
- Mobilization of thermal/tourism operators

# Building a New Local Ecosystem to Health Sector Manufacturing

Municipality of Szombathely



Medical University Local Education Center



Technical University



University Teaching Hospital



Digitalization Center



Social Care Service Provider Company



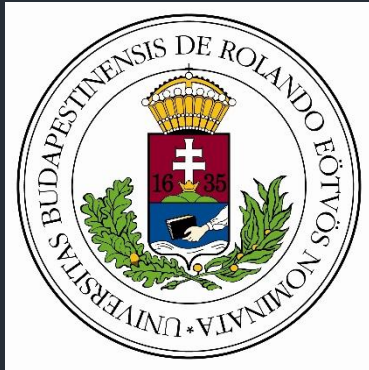
Chamber of Commerce and Industry



Smart Senior Care Test Environment



Teacher Training University



Scientific Association of Engineers



## **OUTSTANDING MANUFACTURING CULTURE**

Multiple decades of leading manufacturing know-how.

## **UNIQUE DEVELOPMENT AND TEST ENVIRONMENT**

With building a network of laboratories and test environment there is a unique possibility to test and validate prototypes, focusing especially on complex rehabilitation.

# **THE KEY TO THE SUCCESS OF THE PROGRAM**

## **INDUSTRIAL PARK**

Hundreds of hectares of new industrial sites available due to recent developments, Technological Park title.

## **PARTNERSHIP**

From robotics and artificial intelligence developers through highly qualified healthcare staff and social service providers.



# Contact

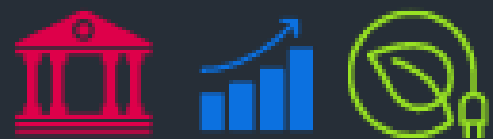


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# SZOMBATHELY

2030

# Partners



ÓBUDAI EGYETEM  
ÓBUDA UNIVERSITY



PÉCSI TUDOMÁNYEGYETEM  
UNIVERSITY OF PÉCS



Funded by the  
European Union

