

Latvian Digital
Innovation Hub

POWERED BY LATVIAN IT CLUSTER

EDIHs in Latvia for large outreach digitalization

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Executive director
Latvian IT Cluster / EDIH*

Latvian IT Cluster – coordinator of EDIH

- Membership NGO, ~70 member
- First initiatives from 2000, legal registration 2007.
- European Cluster Excellence Silver
- European Digital Innovation Hub – lead industrial digitalization
 - EDIH community reaches ~500 manufacturing and service SMEs (wood, food, transport, tourism, healthcare)
- Regional and international projects for education, innovation, business
 - H2020 projects for digitalization (e.g.BOWI)
 - Leading partner in 3 Cosme projects (cluster excellence, internationalization), incl Strategic partnership DIGICLUSTER
 - Various regional Interreg projects for collaboration and digital transformation
 - Experience in organizing open calls
 - Experience, vision and methodology for digital transformation support

Local aim



To increase accessibility to digital guidance in a local perspective

National aim



To be a national-level digital transformation content creator, holder and executor

Global aim



To connect the local digital ecosystem to the European digital network community

Digital Transformation – Full Support Cycle through EDIHs



Ekonomikas ministrija

SKILLS

Development of companies and their employees digital skills

DIGITALIZATION OF PROCESSES

Grants for new IT solutions

NEW DIGITAL PRODUCTS AND SERVICES

Grants for the development of innovative products

EDIH

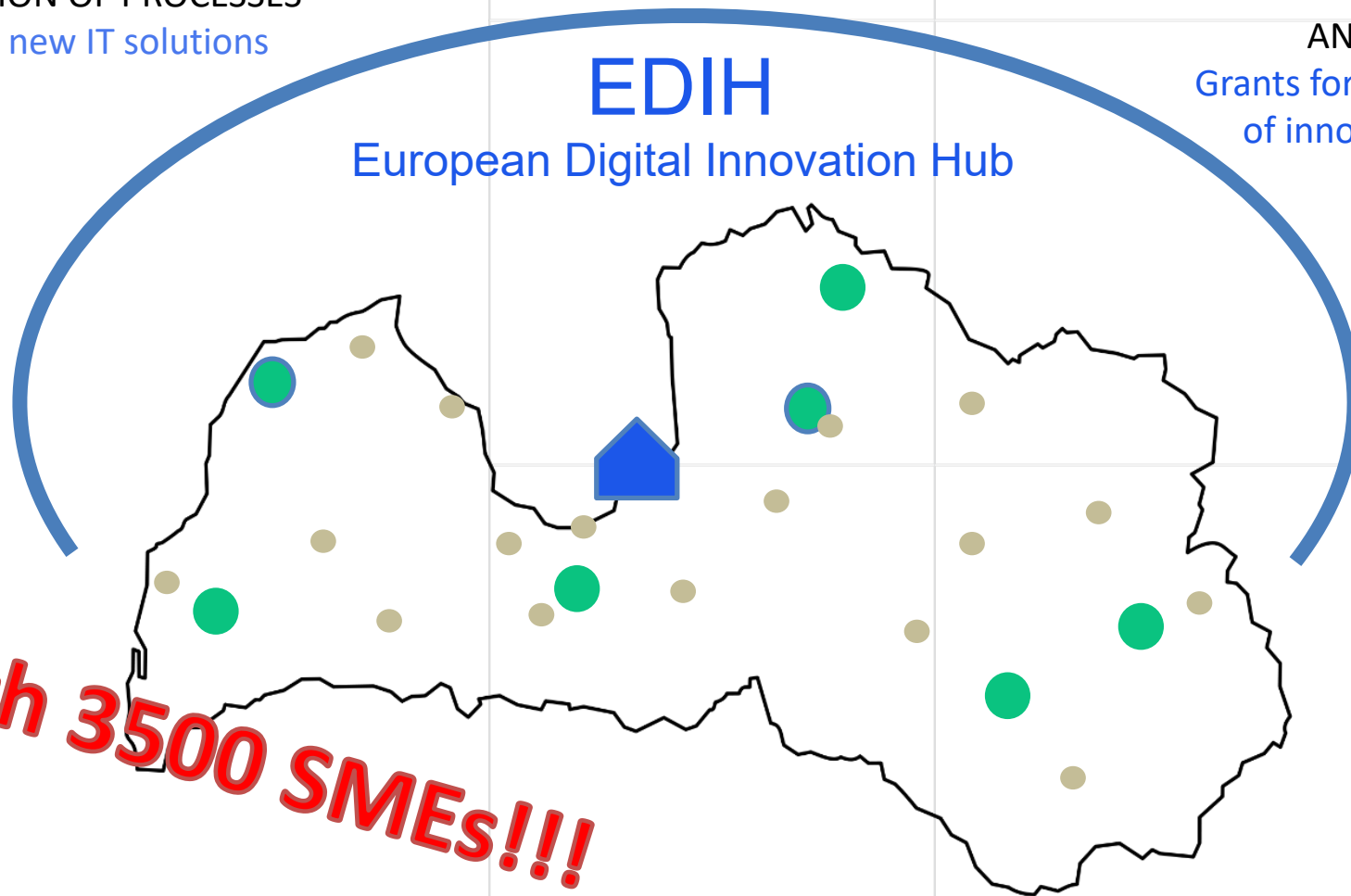
European Digital Innovation Hub

BUSINESS ENVIRONMENT

(e-checks, e-invoices, e-crmLIAA)

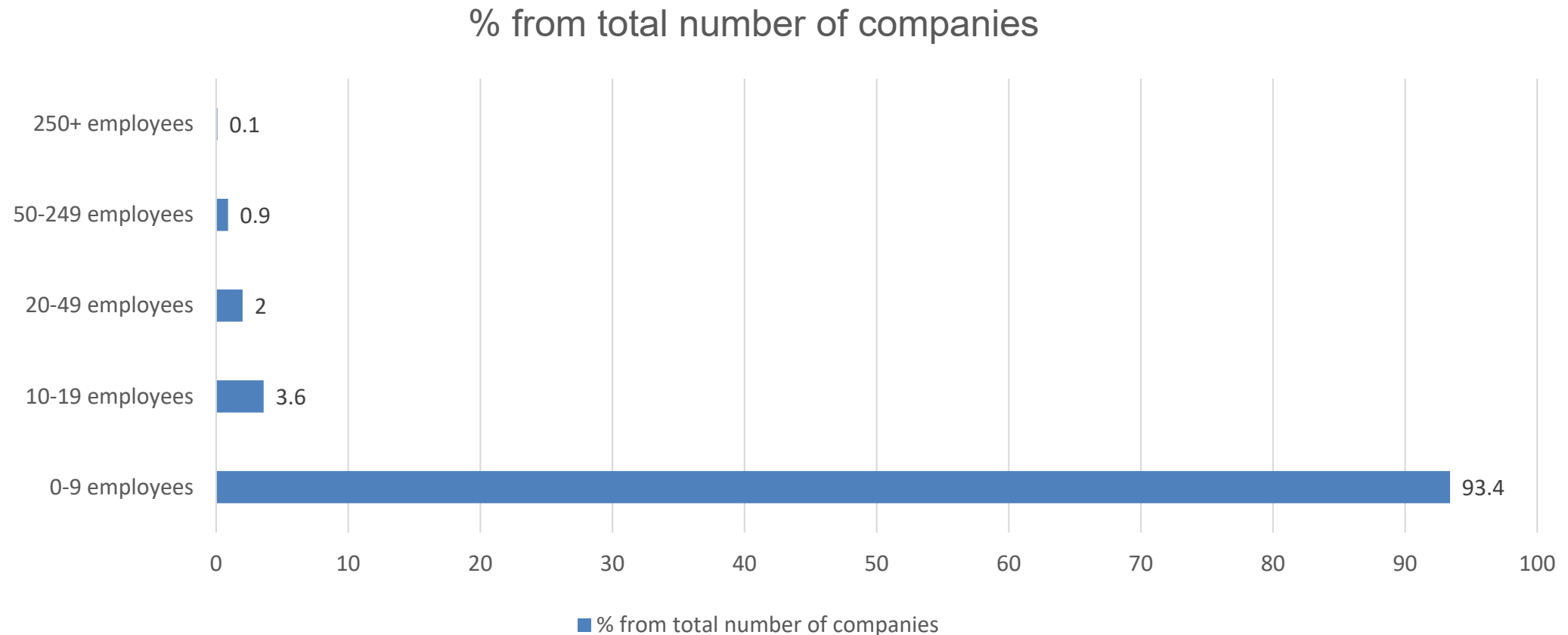
INDUSTRY 4.0

Financial instruments for industry



Reach 3500 SMEs!!!

Our target audience - SMEs



* *Economically active enterprises in Latvia (~172 000). Ministry of Economics.*

Main challenges for all EDIH



Excellence

Show the outstanding excellence
Advanced technologies
Smart specialization



Impact

Grow digital capacity of region
Outreach large number of SMEs
Awareness of digital transformation

Why SME should think of tech?

And why not?

- Long term results
- Complicated
- Extra efforts
- Requires knowledge
- Changes



Stay competitive
and grow



External pressure:
clients or partners



Workforce
issues

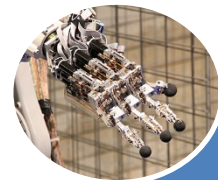


Inevitability

How our EDIH is designed



REACH 1800 SMEs



Partners for excellence and knowledge



Consortium partners for SME reach



Focus on manufacturing industries



Applied AI excellence center



Methodology and tools for automated outreach



Meaningful interregional collaboration

Approach Methodology

1. Awareness

- Marketing campaigns
- **Kickstart seminars**
- Digital Maturity Assessment
- Networking events
- Case studies
- General digital skills

2. Choice and technology test

- Matchmaking & mentoring
- **Test-before-invest grants**
- **Digital solution marketplace (<5000€)**

3. Technology implementation

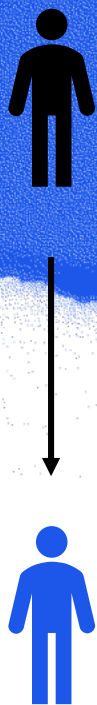
- **Process digitalization grant/voucher**
- **Financial instruments**
- Upskill / MOOC

4. Innovations and further digital transformation

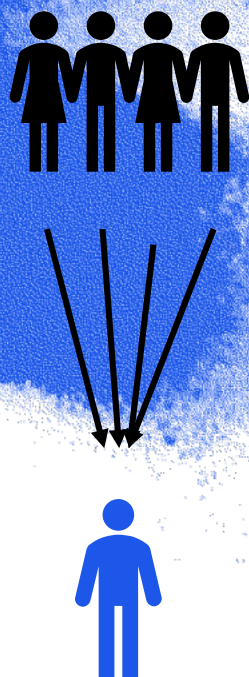
- Corporate hackathons
- High-level experts
- **New innovative solution grant**
- Applied AI Excellence center
- **Test-before-invest grants**
- Access to EU innovation ecosystem

Company direct reach

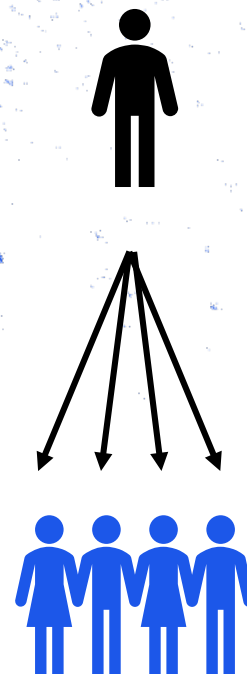
One – to – one



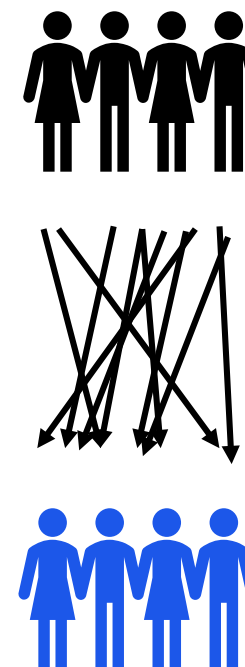
many – to – one



One – to – many



many – to – many



Key learnings (so far...)

- Strict 1:N and N:N approaches for smallµ companies (group mentoring, mass marketing, automated services);
 - Promote MOOC
- Public stakeholder involvement and close collaboration
- Digital transformation vouchers + standardized offering for small companies
- Advanced & large scale projects with trend-setter or spill-over effect on value chain for larger companies
- SMEs are smart enough, but need specific approach & communication

Let's keep in touch!

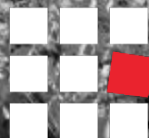
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We are digital guide for any Latvian company to facilitate National digital excellence.

International competitiveness through digital excellence will highlight Latvia in the world's map of digitalization.



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