
INDUSTRY 4.0

a key element for a green transition

Date: 2nd March 2021

Time: 10:00-11:30

Implementing technological innovations in industrial enterprises is an opportunity to boost their competitiveness within the European Single Market and beyond, while supporting the green transition of the European economy. Smart factories tend to increase the work efficiency, flexibility of production and their revenues while reducing costs related to production and logistics. They are crucial players that need - especially in current, difficult pandemic situation - a greater financial and institutional support from their innovation ecosystems.

The session aims to encourage the industry stakeholders to implement innovative solutions to improve production processes. At the same time the objective is to present challenges and obstacles that the industry is facing in the field of the green transition and to explore possible solutions and new paths of collaborations between R&I and Industry 4.0 that could support the decarbonisation of economy and set global standards for the rest of the world.

10:00 - 10:10 Welcome

Pirita Lindholm, *Director, European Regions Research and Innovation Network (ERRIN)*
prof. Wiesław Banyś, *President of Business-University-Region Pro Silesia Association*

10:10 – 10:30 European Industrial Strategy and the new MFF - investment priorities of the European Commission

Outi Slotboom, *Director for Competitiveness and European Semester, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission*

10:30 – 11:00 Industry 4.0 as a part of a broader innovation ecosystem

Glenn Cezanne, *Managing Director, Time & Place Consulting & Secretary General of European Enterprise Alliance, Belgium*
Khalil Efendiev, *Innovation Manager, Industry 4.0, CELSA Group, Spain*
Juuso Hieta, *CEO of Outokumpu Industrial Park, Finland*
prof. Marek Pawełczyk, *Vice-Rector for Science and Development, Silesian University of Technology, Poland*
Artur Pollak, *Chairman of the Board of APA Group, Poland*

11:00 – 11:20 Discussion

11:20 – 11:30 Closing remarks

Moderator: Pirita Lindholm, Director, European Regions Research and Innovation Network (ERRIN)