



**SERVITIZATION:  
An opportunity for growth  
in European regions**

**6 OCTOBER 2020 | 10:00 – 13:00**

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**Location:** Online on WebEx

**Main organizers:** Technology Park Ljubljana in cooperation with Slovenian Business & Research Association, Friuli Innovazione

**Abstract:**

A growing number of manufacturing SMEs have been adding services into their product offers as a way of enhancing value through innovative and integrated product-service systems. However, the ability to servitize and introduce value-adding services into their operations is highly complex and demanding. Therefore, partners of Things+ project (Interreg Central Europe) set out to help SMEs with specific support tools they developed in the project. During the pilot program in which more than 100 SMEs from CE region participated, it became clear that servitization is the right strategy for creating value-added activities for manufacturing companies by developing services to technological, logistic, administrative, organizational, marketing processes or even replacing the original product altogether with a service.

The event will focus on discussing the importance of introducing innovative services and non-technological innovation to traditional manufacturing SMEs in order to increase their competitiveness and therefore contribute to regional development and growth. Several manufacturing SMEs will also present their positive experience from implementing the servitization methodologies and techniques in their business processes. Things+ project partners strongly believe that including servitization techniques into existing support schemes in Central Europe, would have a positive impact on the economy. To make the addition easier, partners developed policy recommendations which present the roadmap to policymakers for further development and support



of service innovation processes in manufacturing companies, not only the big ones, but also small and medium enterprises.

The final conference of the project will be dedicated to the discussion of the results of the Things+ project and the opportunity for a wide-scale implementation of the support programme. There is a two-fold benefit of the achieved results, so the conference will be split into two thematic parts:

Part I:

A closer look on how servitization methods & techniques, led by experts and project partners helped SMEs expand & improve their business. An open discussion between entrepreneurs, experts and policy makers on the benefits and results achieved by the project, with a focus on their sustainability.

Part II:

The Things+ project was the first block toward a wide-scale implementation of servitization in the EU-region. We will ask policy makers what it would take to make the servitization support available to a broad range of SMEs in their region. Where do regional authorities come into play and what role do they have in spreading awareness of servitization business potential, and providing sustainable support programmes for creating competences and make investments?

## PROGRAM

### 10:00 – 10:10 Welcome

- THINGS+ project in a glimpse & numbers, **Francesca Pozzar**, EU Project Manager, Friuli Innovazione
- Interreg Central Europe, **Luca Ferrarese Head of the Joint Secretariat** (invited)

### 10:10 – 10:20 EU policy for innovative SMEs

- **Birgit Weidel**, Head of Unit for SME Strategy, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (invited)

### 10:20 – 10:35 Keynote address

- Servitization in traditional manufacturing companies, **Boris Golob**, STEP RI, main author of the Service Innovation Methodology by THINGS+

### 10:35 – 11:25 Moving towards a sustainable model supporting smart products – good practices roundtable

Moderator: **Jernej Pintar**

- Servitization a key technology enabling digital transformation in industry, **Jernej Pintar**, CEO of Technology Park Ljubljana
- Examples of introducing servitization in SMEs: two entrepreneurs will share their servitization journey
  - Žiga Hus, Paywiser
  - Tina Osojnik, Legal Boutique
  - Rok Colarič, Sleepy Bottle (TBC)



- An international Certification for Servitization Managers based on Things+ outcomes, **Cesare Auberti**, People Development Center Sales Manager CEPAS - Bureau Veritas

Moderated Q&A and wrap-up

### **5 minute break**

### **11:30– 12:30 Innovation ecosystem as a support to servitization in SMEs**

Moderator: **dr. Draško Veselinovič**, Slovenian Business & Research Association

- THINGS+ policy takeovers: an holistic approach to boost servitization in small manufacturers, **Francesca Pozzar**, THINGS+ coordinator
- SME Servitization and Digital *agenda*, **Matthias Kuom**, Directorate-General for Communications Networks, Content and Technology, unit for Technologies and Systems for Digitising Industry
- Innovation in Smart Specialisation, **Dimitri Corpakis**, Friends of Smart Specialisation
- Competitiveness of SMEs, **Igor Kalinič**, head of sector for Competitiveness, European Commission - Executive Agency for SMEs



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