Interreg IPA South Adriatic

Co-funded by the European Union

ILOFORDIGITAL

CONFERENCE WORKSHOP

Digital skills enhancement in the private sector

Main Aim

Main Aim is to foster cross-border collaboration and develop a comprehensive strategy to enhance digital skills, drive innovation, and support business growth in Montenegro and partner regions.

Advantages and expectations

- Establishing networks and partnerships among businesses, institutions, and stakeholders across Montenegro, Italy, and Albania, fostering a collaborative environment for shared growth.
- Sharing best practices, innovative strategies, and successful case studies to mutually enhance digital skills and business operations.
- Development of improved digital competencies, innovation, and the creation of new business opportunities.
- Informing SMEs with the necessary tools, training, and support systems to thrive in a digital economy, thereby boosting their competitiveness and growth.
- Highlighting funding opportunities and guiding participants on how to access these resources to support their digital transformation initiatives.

Topics

Context Analysis in Partners' Regions

Presenting detailed insights into the digital skills landscape, needs, and opportunities across Montenegro, Italy, and Albania, laying the foundation for targeted interventions and collaborations.

Digital Skills Enhancement in the Private Sector

Exploring strategies and best practices for improving digital competencies among private sector employees, with a focus on increasing productivity and innovation.

Developing Innovative Ecosystems and Their Role in Economic Growth

Discussing the creation and sustainability of innovative ecosystems that drive economic transformation and modernization, emphasizing the role of innovation.

Funding Opportunities

Presenting and detailing funding sources available for digital and innovative projects, including grants, investments, and support from the Innovation Fund of Montenegro.

Support Systems for SMEs and Start-ups

Highlighting the importance of support systems, such as business incubators and innovation centers, in nurturing small and medium-sized enterprises and start-ups.

Implementing Advanced Digital Training Programs for SMEs

Examining effective training programs designed to equip SMEs with essential digital skills, thereby enhancing their competitive edge and operational efficiency.

Strengthening Digital Skills in Montenegro's Workforce

Strategies for developing a digitally skilled workforce in Montenegro, addressing the current skill gaps and future needs of the market.

Leveraging Artificial Intelligence for Business Development

Exploring practical applications of AI in business to improve efficiency, decision-making, and customer engagement, driving overall business development.

Identifying Common Challenges

Facilitating discussions on common challenges faced by businesses in the digital transformation journey, and collaboratively seeking solutions.

Potential Collaborative Projects and Cross-Border Opportunities

Brainstorming potential projects that leverage cross-border collaborations to enhance digital skills and innovation across the regions.

Future Business Opportunities

Identifying emerging business opportunities in the digital landscape, and how companies can position themselves to capitalize on these trends.

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