

## PromethEUs Workshop

### Digital Transformation in Southern Europe: *Innovation, competitiveness, and the EU internal market*

07 March 2024 | 16.00 - 18:00 CET

Central Hotel, Apollonos 21 Athens & Online

#### 16:00 - OPENING REMARKS

**Nikos VETTAS**, General Director, IOBE and Professor, Athens University of Economics and Business

#### 16:10 - PANEL I FOLLOWED BY A Q&A SESSION: Lessons learned on the link between innovation and competitiveness

##### Introduction to the discussion:

**Stefano DA EMPOLI**, President, I-Com – the Institute for Competitiveness

##### Invited Speakers:

**Steffen HOERNIG**, Professor, Nova School of Business and Economics, Institute of Public Policy – Lisbon

**Raquel JORGE**, Policy Analyst, Elcano Royal Institute

**Aggelos TSAKANIKAS**, Scientific Advisor, IOBE and Associate Professor, National Technical University of Athens

#### 17:00 - PANEL II FOLLOWED BY A Q&A SESSION: The prerequisites for workforce upskilling and reskilling, the digital uptake of SMEs, a streamlined regulatory framework, and a strengthened geopolitical agenda

##### Invited Speakers:

**Víctor CALVO-SOTELO**, Director-General at DigitalES

**Innocenzo GENNA**, Lawyer, EU Digital Expert

**Yiannis KOTSIS GIANNARAKIS**, Coordinator, GR digiGOV-innoHUB. GRNET

**George STEFANOPOULOS**, General Manager, EEKT-Greek Mobile Operators Association

#### 17:50 - CONCLUDING REMARKS

**Aggelos TSAKANIKAS**, Scientific Advisor, IOBE and Associate Professor, National Technical University of Athens

#### 18:00 - END OF EVENT