



## SILICON EUROPE ALLIANCE: SYNERGIES FOR SUCCESS

On the 27<sup>th</sup> and 28<sup>th</sup> November 2019, Mesap has hosted in Turin the **Silicon Europe Alliance Cluster Forum 2019**, the annual event that brings together all the clusters of the Silicon Europe Alliance. MESAP as well as Pole SCS and GAIA are also members of the DIA project. Two days of work on the coordination and planning of future collaboration activities. The first day had been dedicated to the 2 study visits associated to Mesap: Inpeco S.p.A. focused in the field of **automation for clinical analysis laboratories**, to limit the human error in the healthcare. The 2<sup>nd</sup> study visit had been organized at Prima Industrie S.p.A., a leading Group in the development, production and marketing of **laser systems for industrial applications and machines for sheet metal working**, as well as **industrial electronics and laser sources**.

The participation at ISWC 2019 and Silicon Europe Alliance Cluster Forum represented another great occasion to network, to strengthen the collaboration between clusters and to help companies to catch the opportunities offered by the Internet of Things.



## DIA @ ISWC 2019, BARCELONA: A GREAT SUCCESS!

DIA joined the fifth edition of **IOT Solutions World Congress (IOTSWC)** the event focused on data value to transform industries and business models. This year the congress has seen the participation of **16,000 visitors**, with more than **200 sessions and 300 speakers** who presented successful stories of IoT applications in different industries, such as energy and utilities, connected transport, construction infrastructure, and healthcare. In addition, IOTSWC has incorporated the Blockchain Solutions World, and the AI & Cognitive Systems Forum, two events designed to address how blockchain and artificial intelligence enhance and reinvent the capabilities of IoT and at the same time to discuss the challenges presented in terms of security and privacy.

On this occasion DIA – European Digital Alliance co-organised event was animated with **Cyber Secure Light** a side-event **“DIGITAL INDUSTRY: disruptive solutions to shape the future of SMEs”**, followed by a networking session between companies. This event aimed to focus on how the disruptive solutions offered by digital technologies could help SMEs to improve their business and approaching global markets. With the world becoming expansively more connected, digital technologies and cybersecurity are **challenges that SMEs must face** to remain competitive. Digital and smart building industry was discussed on the topic of integration of IoT-enabled devices in smart manufacturing with a focus on cybersecurity in/ smart lighting, home automation and construction systems. This co-organization event not only contributed to gather more than 70 attendants to our event but also was the **starting point for forthcoming participation in joint EU projects** that cross knowledge and experience from clusters in different but connected sectors. In fact thanks to this occasion, ELCA and Luce in Veneto clusters (part of CSL project) have joined the celebration of 10<sup>th</sup> Birthday of Mesap and are imagining cooperation activities.

Additionally, POLE SCS held with Cluster Minalogic and Systematic an exhibition stand and co-organized on the 30<sup>th</sup> October 2019, a networking lunch to discuss IoT and present a delegation of the 12 French innovative companies. This presented another opportunity to enlarge the audience and the networks.

This event represented the final event of DIA project (strand 1) and we would like to **thank you all the clusters** involved, the associations, the other EU initiatives and the stakeholders that have supported the DIA project and hopefully will continue to provide such excellent support.



## DIA NETWORKS : CSL PROJECT



Thanks to DIA activities we have collaborated with CYBER SECURE LIGHT, a 24 months COSME project aiming at developing a joint cluster partnership and business-oriented cross-sector cooperation of SMEs and clusters focused on smart lighting security aspects. It involves seven partners from Italy, Spain, Slovenia, France, Poland and Hungary. Buildings we live and work in are getting better, smarter and more connected.

LED lighting systems serve as a connectivity link between sensors, things, smart applications, artificial intelligence programming and even new connected wearables: all those elements are linked to the cybersecurity aspects where building lighting providers must communicate directly with their counterparts involved in HVAC design, automation systems, energy management and building microelectronics, telecommunication, software and all other IoT value chains, because of their shared responsibility for the IT systems involved.



## WE #GOFURTHER TO SUPPORT COMPANIES JUMPING INTO 4.0 REVOLUTION

The end of the year usually represents a moment to reflect the situation. Started in December 2017 with six European clusters (and more than 850 companies) the project has promoted a “made in Europe” defining a value chain around an innovative transnational cross-sectorial collaborative approach to **enhance innovation** and **commercialize digital technologies**.

The Digital Industry Alliance (DIA) philosophy has been based on the possibility to build-up a partnership of world leading clusters to configure a “European Strategic Cluster Partnership” – Going International”; and to increase their competitiveness and innovation potential for internationalization – fostering cooperation among SMEs;

The first step has been identifying the European and **global megatrends in the ICT** sector followed by overall **benchmarking of first 3 identified target markets** outside Europe (USA, China, Brazil) in terms of market values, market potential, sectorial distribution and strength and weaknesses to develop and commercialize innovations. All 3 identified target markets struggle with a kind of political instability and political changes to the strategy could be redirected on next most interesting countries (Mexico or Morocco).

Additionally, in order better understand companies’ needs DIA has organized study visits, mentoring activities and regional workshops to enhance and build stable cooperation between clusters and also to increase cross-fertilization and cross-knowledge within each regional ecosystem, including all the triple helix actors. (see the previous **news**).

The project (strand 1) formally finished but we will **#goFOURther** and under the motto **#neverstoplearning** we will continue to promote cross-collaboration and the opportunities offered by the 4.0 revolution !

**#fingerscrossed!** We have submitted our proposal (Strand2) **COSME Call for proposals: Clusters Go International Programme (COS-CLUSINT-2019-3-01)** to support SME members in going international towards targeted international markets in order to position them in the “Industry 4.0” global value chain.

### WATCH THE VIDEO!

DIA final video : 2 years in a nutshell

[https://www.youtube.com/watch?v=4OqACIY\\_Lmc](https://www.youtube.com/watch?v=4OqACIY_Lmc)

DIA interview to Svante Sundqvist MITC, Sweden

<https://www.youtube.com/watch?v=VV5-4s7KIXg>

DIA interview to Paolo Dondo MESAP, Italy

<https://www.youtube.com/watch?v=ExXhX3TPGUg>

