

# Digital Metamorphosis of Industry

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## **Digital Metamorphosis (Transformation) of Industry – Industry 4.0**

- It is clear that the impact of the fourth industrial revolution (Industry 4.0) extends to the whole of the economy.
- It affects the way we produce, work and consume, the way we conduct business and the way we relate to each other at all levels.
- It transforms our notions of “local”, “national” and “international”.

## Digital Metamorphosis (Transformation) of Industry – Industry 4.0

### Key Success Factors:

- The benefits of digital transformation need to be accessible by all enterprises, including SMEs that have limited capacity to invest in innovation and skilled workforce;
- Inclusiveness also in terms of regions, by securing the necessary funding to avoid major disparities;
- Finally and most important, social inclusiveness, both in terms of skills and also in terms of building trust in the society by securing high standards of data protection.

## Digital Skills

- To be **responsive**: train and upskill those already in the labour market with jobs of medium and lower specialization [that are expected to be more affected by automation].
- To be **proactive**: prepare the workforce for the future skills – both digital and more generic soft ones. One of our major challenges is the growing gap between the skills mastered today with those expected to be in need tomorrow. What is more challenging is the change in mindsets aiming to encourage creativity and critical thought as well as entrepreneurial thinking.
- To ensure a conducive environment for **research** and effective links with the **Industry**. The aim should be to keep the top scientists in the EU and provide them with opportunities to create added value for the European economy.

## Digital Innovation Hubs

- They are ecosystems that provide services to businesses (access to advanced technologies, testbed facilities, training, etc) through co-operation of many interested partners.
- They bring together the public and private sectors, the various research / educational institutions and businesses, contributing to the realization of larger projects that are difficult for businesses to carry out on their own due to a lack of resources (people, workshops, etc.) reducing the investment risk.
- A successful Digital Innovation Hub provides support, not funding.
- Digital Innovation Hubs make digital technology available to SMEs.
- At present there are 12 Digital Innovation Hubs in Greece.

## “Digital Europe” Programme

- The “Digital Europe” Programme of a total budget of €9.2 billion for the next programming period (2021-2027) will certainly contribute to shape and support the digital transformation of Europe’s society and economy.
- The Commission's proposal focusses on five areas:
  - Supercomputers: €2.7 billion
  - Artificial intelligence (AI): €2.5 billion
  - Cybersecurity and trust: €2 billion
  - Digital skills: €700 million
  - Ensuring a wide use of digital technologies across the economy and society: €1.3 billion

([https://ec.europa.eu/commission/sites/beta-political/files/budget-proposals-digital-transformation-may2018\\_en.pdf](https://ec.europa.eu/commission/sites/beta-political/files/budget-proposals-digital-transformation-may2018_en.pdf))

## **National Initiatives for the Digital Transformation of Industry**

- “Digital Step” and “Digital Jump”
- “Greek Industry 4.0”
- Tax incentives for patent-based products

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**“Digital Step”**

**and**

**“Digital Jump”**

The Ministry of Economy and Development announced in June 2018 two initiatives, “Digital Step” and “Digital Jump” (NSRF 2014-2020), with a total budget of 100 million Euros (50 million Euros each).

[www.antagonistikotita.gr](http://www.antagonistikotita.gr)

[www.espa.gr](http://www.espa.gr)

## “Digital Step” and “Digital Jump”

- The initiatives aim at digital upgrading and digital transformation of SMEs of all sectors.
- Businesses may submit investment projects with a total budget of €5,000 to €50,000 for the "Digital Step" and from €55,000 to €400,000 for the "Digital Jump" and the aid rate is 50%.
- The actions are co-financed by the European Regional Development Fund (ERDF) of the European Union and by national funds.
- The implementation of the funded investments can not exceed 12 months for the “Digital Step” and 18 months for the “Digital Jump”
- Applications: 11 June 2018 – 30 October 2018

## **Eligible Costs**

- Supply, transportation, installation and operation of new machinery and other ICT equipment necessary for the operation of the business (product manufacturing / services provided)
- Software purchase and customization
- Online store with the following features:
  - at least 2 languages
  - mobile responsive
  - ordering software and electronic payments
  - to be accessible by people with disabilities

## Eligible Costs

- Services related to:
  - hosting, collocation
  - Internet connection
  - digital advertising (google ads, facebook ads)
  - development of digital advertising material
  - translation of the content of the online store
  - development and / or certification of digital security policy data transfer or software customization
- Wage bill for employees (new staff)
- Drafting and monitoring of the business plan

## **“Greek Industry 4.0”**

The Ministries of a) Digital Policy, Telecommunications and Media and b) Economy and Development plan a new initiative, the “Greek Industry 4.0”, with a budget of approximately 20 million Euros.

<http://www.mindigital.gr/index.php/41-ggpsp/media/2958-industry-4-0-insider-gr>

## Greek Industry 4.0

- The specific initiative will be structured around three main axes:
  - (a) mobilizing and maturing to understand modern organizational patterns across industry in the country,
  - (b) pilot application and guidance for 30 selected industrial units, which will be the nucleus of successful applications and practices in all branches of industry. The production line will provide the opportunity to simulate an automated "smart factory" using industry 4.0
  - (c) constant improvement and expansion of the entire Greek Industry.

## **Tax incentives for patent-based products**

- The development of innovative patent-based products is supported by the General Secretariat for Industry, promoting innovative entrepreneurship and business excellence.
- a company's profits from the sale of a product, for the production of which an internationally recognized patent (in the name of the same company) is used, are exempt from income tax for three consecutive years.
- Government Gazette A' 167/2013 – Article 71A Law 4172/2013.

The challenge of the digital age  
is not the technology ...  
is the management of change!

Thank you for your attention!