



D.T3.3.4 REPORTS ABOUT SERVICE EXPORT OPPORTUNITIES AND REGIONAL SUPPORT POSSIBILITIES

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Each project-BSO develops a report for its own country about service export opportunities and regional support possibilities for AMs. Report target group: policy makers.



During the project period, two development plans have been prepared, which contain practical suggestions for domestic enterprises, including manufacturing companies, to improve their own development and business environment. In this case, the second action plan is relevant for us, more specifically for our policy makers, and is entitled: Strategic Action Plan for Hungary.

The objectives of the strategy are as follows:

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|-------------------|--|--|---|--|
| overall objective | Improving the situation of economic operators through innovative means | | | |
| sub-targets | <i>I. Businesses in the crosshairs</i> | <i>II. Can't start early enough - improving education</i> | <i>III. Empowering policy makers</i> | <i>IV. Focus on intermediaries</i> |
| specific measures | <p>1. Learn to learn: language and digital skills training for managers and employees</p> <p>2. "Master - apprentice" programme: good practices with multinational companies using / developing AI</p> | <p>3. Digital skills development from early school age</p> <p>4. Active cooperation with Hungarian companies</p> | <p>5. Mentoring: building and maintaining a continuous and active relationship with companies</p> | <p>6. Establish and operate an information and contact network</p> |

Of these, the most relevant objectives and actions for policy makers is:

- III. Empowering policy makers / 5. Mentoring: building and maintaining a continuous and active relationship with companies



Details of the measure:

| III. Empowering policy makers | |
|---|--|
| 5. Mentoring: building and maintaining a continuous and active relationship with companies | |
| <i>Purpose and justification of the action</i> | As the objective suggests, what is needed here is to ensure that policy makers have the right quality and quantity of information to make decisions about digital technology development and innovation support. In other words, the mentored are the policy makers, and the mentors are the innovative, open-minded, possibly start-up companies who can shed light on the transformation processes underway, key decision points and possible directions for development. |
| <i>Target groups to be involved</i> | Representatives of county and metropolitan municipalities involved in economic development, members of parliament, SMEs and large companies, intermediaries |
| <i>Milestones / steps</i> | <ol style="list-style-type: none"> 1. An economic round table is set up, including members of the target group listed; 2. The Round Table meets regularly, once every six months 3. In the first part of the meeting, the policy makers will be able to hear the ideas of the companies for their development and the financial, legal and infrastructural conditions necessary for this. In the second half of the meeting, the policy makers report on the decisions taken on the basis of the ideas identified in the previous meeting. 4. The intermediaries forward the information and decisions of the meeting to the companies in their own network, collect feedback where appropriate and forward it to the Round Table participants. 5. The aim of the meetings is to ensure a continuous dialogue between business and policy makers, based on consensus. |
| <i>Timeframe planned</i> | Ongoing, with 2 meetings per year |
| <i>Expected impacts</i> | Innovative ideas are easily realised and the pathways to their implementation become smoother, as the actors involved can learn directly and in a timely manner about each other's operations and provide information to move forward. |
| <i>Resources requested / cost envelope</i> | Companies and policy makers have their own travel and catering budgets. |
| <i>Sustainability</i> | The right will and attitude on both sides will create a long-lasting cooperation. |