

# Newsletter #2

March 2020



## Artificial Intelligence - what it is & why it is relevant for ProsperAMnet

Artificial intelligence (AI) already affects our everyday life in many ways, no matter however we notice it or not. We are already supported by algorithms in a wide range of areas such as driving assistants, security technology, marketing or social media for a long time.

The goal of AI is to recreate human perception and human decision-making processes using machines and computer processes. Today's AI can already handle certain limited tasks very well. It supports us in many processes where enormous amounts of data are too complex for human thought processes.

Machine learning as one application of AI uses algorithms to show computers how to conduct learning processes independently and make decisions in unfamiliar situations. This allows programs to develop and change themselves. Machine learning is already a part of our everyday life: Based on machine learning processes we get personalized product recommendations or automatic text translations.

Within ProsperAMnet machine learning is used to gather information about relevant export markets for industrial services. Therefore, we use websites and databases as they deliver vast amounts of relevant data for companies. With AI, this amount of data will be collected and processed, so that even SMEs can benefit and support their decisions regarding service export activities.

## REVIEW

In October 2019 our Italian partner Friuli Innovazione welcomed the partnership in Udine/Italy for the first project meeting of ProsperAMnet. During the two days the participants had a look back on the activities of the first half year of the project and discussed the further procedure regarding the offer for Advanced Manufacturers (AM) to use the monitor ([www.ise-monitor.eu](http://www.ise-monitor.eu)). This tool allows AMs to evaluate their Industrial Service Excellence and they get recommendations for action and improvements. Further the consortium got a better understanding of AI and discussed the activities concerning the development of the AI tool in the second period.



ProsperAMnet

This project is supported by the Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.



Group photo of the partnership at the project meeting in Udine.



## Upcoming



Several round tables/networking events will take place until September 2020 in our partner countries to discuss the country-specific results of our ISE-monitor with companies and other stakeholders. Further information about the events will follow.

## ProsperAMnet at the AAAI conference on Artificial Intelligence

The first prototype of the forthcoming ProsperAM service radar was presented at the KDF (Knowledge Discovery from Unstructured Data in Financial Services) workshop accompanying the AAAI 2020 conference in New York.

The main conference featured the recipients of the Turing Award - being the most prestigious computer science award - from Geoffrey Hinton (Google), Yoshua Bengio (University of Montréal) and Yann LeCun (Facebook/University of New York).

Both the workshop and the main conference was highly selective with the proportion of accepted papers staying below 50% compared to the submitted papers, so that it was a great honour to present ProsperAMnet during the workshop.

The paper presented at the workshop showed the first prototype of a tool with the long-term goal of being able to develop a service that can provide decision-makers with reliable information related to international services. The tool will be provided with information about the metadata of potential competitors or future partners of companies in external markets.



*Gábor Berend and Christian Stadlmann presenting ProsperAMnet at the AAAI 2020.*

The current version of the platform is able to identify the most important terms that characterize the business activities carried out by companies. In the long term, these functions will be expanded to find the most promising future markets for advanced manufacturers.

Renowned researchers from institutions such as Goldman Sachs, the University of Pennsylvania, Princeton University and IBM Research took part in the workshop. The prototype of the ProsperAM team aroused the interest of a large number of international research institutions and now can be further developed through numerous inputs of the conference.



## WHO WE ARE



Group photo of the partnership at the ProsperAMnet kick-off meeting on 6-7 May 2019



### ProsperAMnet in NUMBERS

Project Duration:  
1.4.2019 - 31.3.2022

Budget:  
1.9 m. €

ERDF Funding:  
1.5 m. €

Our **associated partners** support us to implement the project successfully in each involved region by providing expertise of local AMs and know-how in export and export policy.

- Austrian Chamber of Commerce, Foreign Trade, International Technology Cooperation
- Technical University of Liberec, Faculty of Economics
- European region Danube-Vltava (ERDV)
- VDMA - Association of German Mechanical and Plant Engineering
- Slovak marketing association
- Regione Autonoma Friuli Venezia Giulia
- South Bohemian Agency for Support to Innovative Enterprising
- Faculty of Information Studies in Novo mesto
- Municipality of Székesfehérvár
- Ministry of National Development, Digital Economy and Innovation

LEARN MORE ABOUT THE PROJECT

[www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet)  
[www.facebook.com/prosperamnet](https://www.facebook.com/prosperamnet)

Imprint

University of Applied Sciences Upper Austria  
Wehrgrabengasse 1-3, 4400 Steyr/Austria  
prosperamnet@fh-ooe.at  
www.fh-ooe.at/qsm