

## UPCOMING

in Bulgaria.  
The agreement was signed by:  
Petar Glavin (Bulgarian ICT Cluster), Todor Zhelev (BAIS - Association of Electronic Communications), Georg Brashnarov (Bulgarian Association of Software Companies), Geneta Gurcheva (Bulgarian Visa Association) and Deputy Chairman of NMSS – Dr. Silvan Vatchev.  
(More)

### The 17th World Congress on Information Technology takes place from 26 to 28 May 2010 in Amsterdam

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### ISE Project

#### Promoting innovations in the Industrial Informatics and Embedded Systems Sectors through Networking

The region of South East Europe is mostly characterized by developing low-wage based economies which should be changed in the near future. In order to be competitive in the globalized economy these SEE economies should pass transformation to knowledge – based innovation driven economies.

The project ISE addresses above mentioned problem through the creation of transnational partnership comprising twelve partners from 8 different countries. The main goal of the project is creation of Strategic Research Agenda in the sector of industrial informatics and embedded systems that will make possible to align research efforts in the area so that a significant critical mass is created. The SRA will be a result of a wide consensus building among the different stakeholders in the area, comprising academia, industry, the public sector, facilitators of innovation, such as clusters, and technology platforms - existing networks of excellence as well as private financing mechanisms, developed through a wide transnational network in the area. The agenda will be in line with the local and regional national strategies. The important thing is transformation of the research into innovation in order to give back to the community advanced products and services that will increase the competitiveness in the region.

The project ISE will create a methodological guideline on innovation showcasing how this transformation is possible utilizing international best practices for this purpose.

The main project outputs will be widely disseminated amongst the enterprises and general public.

Industrial Informatics and Embedded Systems represent two sectors of high importance of SEE. It should be noted that the manufacturing sector contributes around 22 % of EU GDP, while 50% of top European industries perform research in the Embedded Systems Sector. Both sectors contribute largely to the EU competitive advantages in the global market. SEE has significant critical mass with the reference to research in the sectors both from academia and industry. One of the challenges of the ISE is to align this research potential towards a common research agenda which could increase the overall research visibility of the area. The missing link is the transformation of research to products and services.

The ISE Project is financed by South-East Transnational Cooperation Program of EU: [www.southeast-europe.net](http://www.southeast-europe.net)

The main objective is the promotion of innovation and entrepreneurship in the SEE area, emphasizing on advance products and services associated with the sector of industrial informatics and embedded systems.

The project specific objectives:

- formulation of extensive transnational network of technology and innovation stakeholders, comprising institutions and academia and enterprises and facilitators of innovation including innovation poles, technology platforms innovation clusters, existing networks of excellence and public authorities in the SEE area.
- elaboration of transnational strategic research agenda in the sectors of industrial informatics and embedded systems.
- elaboration of a Methodology Guideline for innovation based on the analysis of good practices for the transformation of research to innovation as well as evaluation of existing tools and their applicability in the SEE area that can make this transformation feasible.
- promotion of the SRA and MGJ amongst stakeholders in the area through national and international workshops that will build new capacities for adopting innovation in the sector
- strategic networking with the EC initiatives and relevant structures
- strategic involvement of the public sector and private innovation financing mechanisms in order to promote of innovation.

In order to achieve its main goals the project has five working packages, which included several project activities.

Bulgarian ICT Cluster is one of the project partners in ISE. It is responsible to create consensus for development of industrial informatics and embedded systems in Bulgaria and to contribute to the creation of SRA. We believe that the project will be very useful for the development of the sector in Bulgaria, for stimulation and enhancement of transformation of research into innovation and best services which could stimulate development of the economy and has vital importance as a whole for the sectors in the time of global crisis.

Project Partners:

- Industrial Systems Institute/Research Centre ATHENA - leading partner
- Austrian Academy of Science – OEAW
- Ecogius, The Business Agency of Lower Austria Ltd.
- Bulgarian ICT Cluster
- Romanian Association of Electronic and Software Industry - ARIES
- University of Maribor, Slovenia
- Josef Stefan Institute, Slovenia
- Regional development Fund of the Region of Western Greece
- Italian Executive Alliance
- Technical University of Sofia
- University of Kragujevac, Serbia
- Odessa National Polytechnic University, Ukraine