DIH
Automotive Intelligence Centre
Digitising European Industry (DEI) Strategy

European platform of national initiatives on digitising industry

- Digital innovations for all: Digital Innovation Hubs
- Strengthening leadership through partnerships & industrial platforms

- A regulatory framework fit for the digital age
- Preparing Europeans for the digital future
WHAT DOES A DIGITAL INNOVATION HUB OFFER

A place where companies can get help to improve their business through digital innovations

GOAL: ensure that every company, small or large, high-tech or not, can fully benefit from digital opportunities

EXPERIMENT WITH ICT TECHNOLOGY

SUPPORT TO FIND FINANCE & FOLLOW-UP INVESTMENTS

DIGITAL SKILLS-TRAINING

INNOVATION ECOSYSTEM

European Commission
Digital transformation challenge

IT at the Speed of Ideas:
Enable Digital Service Acceleration
Digital transformation challenge

IT at the Speed of Business: Dynamise Digital Business Transformation
Digital transformation challenge

Digital Business Transformation & Digital Service Acceleration: Two Sides of One Coin
Take-away 1: Design DIHs to Connect Offer & Demand
15 national initiatives on digitising industry
European Catalogue of Digital Innovation Hubs
Take-away 2:
Design DIHs to connect with regional RIS3, national and European digitisation strategies
DIH set-up challenges
AIC – Automotive Intelligence Centre: A unique Value Generation
From theory (DIH Values – Digital Transformation)

Crossing the “Valley of death”

It’s not (only) about the tech – it’s about the ecosystem

1. Limited knowledge of the potential of using advanced technologies (e.g. microelectronics, robotics)

2. Access to robust business competencies and support services and strong technical infrastructure

3. Getting from zero to critical market mass in crowded market
From theory (DIH model)

OPPORTUNITIES AT A WORKING DISTANCE
Through DIHs, any company, regardless of size/market position, can grasp digital opportunities, to get access to the expertise and testing facilities needed to bring robust digital solutions to market.

ONE STOP SHOP FOR BUSINESSES
A DIH offers both technological support to companies (through a competence center) and tailored business support services relevant to their business production processes, products or services.

THE BOTTOM-UP APPROACH
Unlike CCs, DIHs are driven by demand, focused on enabling and fostering more intensive collaboration and dynamic interaction between the demand and supply side (tech adopters w/ tech suppliers).

TECHNOLOGY AT THE CORE OF AN ECOSYSTEM
CCs act as the heart of DIHs, spurring bottom-up innovation by providing core technology infrastructure, but need to be embedded in a DIH to offer an integrated set of services.
To practice

AIC, a model supported by the European Union

“Innovation through cooperation”

Focused on Automotive sector
In a high-level environment
Open to the world
Integrating both its own and third parties’ capabilities
Market-oriented
Based on cooperation and open innovation

AIC focuses on providing value to the automotive sector
Prime location including modern first-class facilities
International vocation, clustering companies from 6 different nationalities
Creating talent by bringing together its own capabilities with the capabilities of both member companies and the network it works with
Through the development of market-oriented projects
Working under a cooperation and open innovation philosophy that contributes to the development of joint projects
Services

**TECHNOLOGICAL SUPPORT**
- Access to technology & know-how;
- Availability of research infrastructure;
- Technology-oriented trainings;
- Tailored technical support;
- Technological tools & experimentation facilities;

**BUSINESS SERVICES**
- Tailored Competence Brokerage;
- Business plan development support;
- Online investor readiness webinars;
- Intellectual Property (IP) trainings;
- Mentoring and coaching services;

**ACCESS TO CAPITAL**
- Investment readiness programs (IRP);
- Networking with VCs, Business angels, accelerators etc.;
- Capacity building in novel funding mechanisms e.g. equity crowdfunding;
- Support and participation in relevant venture events;
Ecosystem
Take-away 3:
DIH driven by open industrial innovation ecosystems complement DIH driven by public innovation ecosystem
**I4MS DIH**

**Competence Centre Services**

Digital Competences:
- Industrial IoT & CPPS
- Zero Defect Manufacturing
- Business Digitisation
- Big Data and 3D Mobile Visualization
- Cybersecurity and Digital Trust

**Services**
- New product/service design
- International digital hub
- Technology development
- Market assessment
- Technical support
- Access to infrastructures
- Pilots and end-user access
- Business model development
- Specialised training – digital skills
- Digital transformation consulting
- Knowledge transfer and dissemination
Take-away 4: DIH is a digital innovation instrument for the benefit of the regional ecosystem.
The DIH ecosystem can be seen as a coral reef where there are big and small fish, hunters and prey, but overall everyone performs better compared to isolation."

— Grigorios Chatzikostas, EIP-AGRI Seminar
Digital Innovation Hubs for Agriculture
Thank you!

Silvia de la Maza

smaza@innovalia.org