

## **Go High Tech!**

### **Discover Possibilities for Polish-Danish Cooperation within IT, Green-Tech and R&D**

10 March 2016 at DI

The Embassy of the Republic of Poland in cooperation with the Confederation of the Danish Industry (DI) kindly invite you to attend a seminar “*Go High Tech! Discover Possibilities for Polish-Danish Cooperation within IT, Green-Tech and R&D*” and B2B meetings, focused on cooperation in the field of IT, Green-Tech and R&D between Poland and Denmark.

Within the framework of the seminar we would aim at:

**Opening panel:** focusing on Polish and Danish approaches and expectations about digital market, IT and other high-tech innovations. The Undersecretary of State at the Polish Ministry of Development, accompanied by the Ambassador of Poland and Polish and Danish high-level government representatives would jointly elaborate on national policies, EU regulations and the general approach of Poland and Denmark to the digital agenda.

**First block:** emphasizing Polish and Danish investments in IT. This panel will focus on breaking some stereotypes with regards to investing in IT. For example, we would like to present a case study of a successful Polish IT investment in Denmark (*Assecco*). Furthermore, *Softwaremill* will elaborate on Polish-Danish IT projects, opportunities and advantages of working in those two countries. In addition, the Polish *Podkarpackie Region* will present the success story of its IT sector and regional perspective on new solutions and new technologies.

**Second block:** highlighting cooperation in high-tech sector, incl. green and high-tech technologies. What happens if you link digitalization with green transformation? This question shall be answered by representatives of two highly successful companies, Bioelektra Group S.A. and Aquaporin A/S. They will share lessons-learned from using high-tech in their business models, focusing also on what needs to be done – from their perspective – in order to improve the very functioning of the digital market in Poland, Denmark and more widely in the EU. In addition, a representative of IPU (private company/innovation factory responsible for commercialization of the technological research of the Technical University of Denmark – DTU) will share experiences on how to operationalize ideas into products.

The event will take place on **Thursday, 10 March 2016** from 9:45 to 13:00 (registration and coffee as of 9:15) at the Confederation of Danish Industry (DI) premises in Copenhagen (H.C. Andersens Blvd. 18, 1553 Copenhagen V). Please find attached the program presenting Polish and Danish speakers’ profiles.

#### **For further information:**

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We look forward to seeing you soon at the meeting.