

Interreg
AUSTRIA-HUNGARY



Co-funded by
the European Union

Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

The Trendig Plus project seeks to assist businesses in the Austrian-Hungarian border region in their digital transformation. Explore the program's offerings, learn how to engage, and understand the significance of participating in the ongoing survey!

Digital momentum in the border area

The project is executed under the auspices of the Interreg VI-A Austria-Hungary Cooperation Programme, co-financed by the European Regional Development Fund.

Dear Reader,

We are delighted to present the inaugural edition of the official newsletter for the Trendig Plus project!

The concept of a "top shelf" in the digital realm has become obsolete; those who fail to engage are inevitably left behind. This is particularly relevant for small and medium-sized enterprises operating in the Austrian-Hungarian border region, where challenges such as a limited market, labor mobility, and cross-border competition coexist with remarkable opportunities, including new connections, cross-border knowledge, and innovation.

The objective of the Trendig Plus project is to capitalize on these opportunities and provide businesses with the tools necessary to undertake a more assured "digital leap."

In this publication, we present: the rationale behind the project's inception, what it provides to participants, how you can participate – and The ongoing questionnaire survey plays a significant role at this time.

Welcome to our newsletter.
Number 1!

If you are an entrepreneur in the region, feel free to follow us!



What is the Trendig Plus project?

The Trendig Plus project represents an innovative initiative that fosters business development by integrating digital technologies with expert knowledge, both of which are deemed essential for the Smart Specialization (S₃) Strategy.

The project seeks to employ innovative tools and methodologies to enhance the competitiveness and sustainability of small enterprises and start-up initiatives within the swiftly evolving market landscape, while also supporting entrepreneurial youth in establishing successful and innovative ventures.



Let the Trendig Plus initiative serve as the catalyst for growth among startups and small enterprises!

What is the objective of the project?

The project seeks to revitalize micro, small, and medium-sized enterprises in the Austrian-Hungarian border region by facilitating their digital advancement through smart technologies (S3) and fostering cross-border collaboration.

The objectives of the project encompass:
Evaluating the digital maturity of enterprises,
Enhancing enterprises' understanding of the digital landscape,
Fostering and enhancing cross-border collaboration.

The choice of the Southern Burgenland and Vas County region is deliberate: it is an area characterized by a substantial entrepreneurial foundation, considerable development potential, and a noticeable lag in digitalization.

Why is digitalization essential for SMEs?

Digitalization is no longer merely an "option" – it has become an essential requirement for businesses. An online presence, automated processes, and the strategic use of data are all critical factors that significantly impact a company's competitiveness.

In our cross-border region, exchanging knowledge, embracing an international perspective, and collaborating can be especially advantageous.



Trend Radar 2021

<https://trendig.info/hu/trendradar>

In this phase of the project, we are focusing intently on delineating the digital attitudes, expectations, and aspirations of the region's businesses and youth.

For this project, we utilized the Trend Radar tool created during the previous Trendig initiative, which facilitated our understanding of digitalization trends and informed the development of the current survey methodology.





What are the reasons for your participation in the survey?

The development of digital skills for businesses and students is contingent upon our understanding of their current digital status, challenges, and needs. This understanding informs the creation and presentation of a digital toolkit tailored to the requirements of the target groups, which is integral to the project's activities.

- Completing the questionnaire requires only a few minutes, yet it can profoundly influence the advancement of supported programs.

The responses will be processed anonymously; however, the final results will serve as supporting materials applicable to both the project and business contexts.

By participating, you are not merely providing statistical data; you are also becoming an active participant in the regional digital transformation, from which you can reap long-term benefits.

The questionnaires are available here.

If you are an entrepreneur, please complete this form:

<https://trendig.info/hu/ceges-felmeres-kerjuk-toltse-ki-kerdoivunket/>

If you are a student, please click here:

<https://trendig.info/hu/4220/>

To be continued shortly – subscribe to our newsletters at www.trendig.info!

In focus: The survey questionnaire

As part of the Trendig Plus project, we have developed questionnaires for two distinct target groups: young individuals/students (secondary school and higher education students) and businesses.

The purpose of the questionnaires is to obtain a comprehensive understanding of:
regarding the digital competencies, aspirations, and employment expectations of youth residing in the region,
concerning the digital maturity, challenges, and developmental requirements of local enterprises.

With TrendigPlus, you can not only monitor digital trends but also engage as an active participant.

Let us collaboratively shape the future: fostering smarter, more digital, and more competitive enterprises in the border region!