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Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

The objective of Trend Radar is to establish a unified framework for analyzing the present challenges and opportunities of digitalization for small and medium-sized enterprises, students, and organizations engaged in economic development.

The updated Trend Radar is currently under preparation.

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● MARCH 12, 2025

TRENDIG PLUS NEWSLETTER NO. 3

Dear Reader,

The initial phase of the Trendig Plus project collected extensive feedback, data, and insights regarding the digitalization processes in the border region. This information has now been synthesized into a unified interpretative framework for the first time: the inaugural version of the Trendig Plus Trend Radar has been finalized.

This newsletter serves not as a final report but as a snapshot. The Trend Radar illustrates the current status of SMEs and young individuals regarding digitalization, highlights emerging trends, and identifies areas where significant progress is necessary.

The project's objective from the outset was not merely to gather data, but to deliver interpretable knowledge applicable in practice. Consequently, in this issue, we have prioritized the initial lessons learned and the presentation of a regional best practice.

We trust that the ideas and examples provided will serve as inspiration and will help to frame the digital transition not as a challenge, but as an opportunity for the stakeholders in the region.



“Where do we stand now?”

Developing a Trend Radar

During the initial phase of the Trendig Plus project, data collection for the research assessing the digital preparedness of the border region was finalized, and the preliminary analyses were also concluded.

Drawing from the findings of questionnaires, interviews, and background research, the initial iteration of the Trendig Plus Trend Radar was developed, illustrating not only our current position but also the direction in which we should advance.



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"What does the Trend Radar examine?"

Trendig Plus Trend Radar examines the impact of digitalization across five key trend areas:

Products and Services

Protocols and methodologies

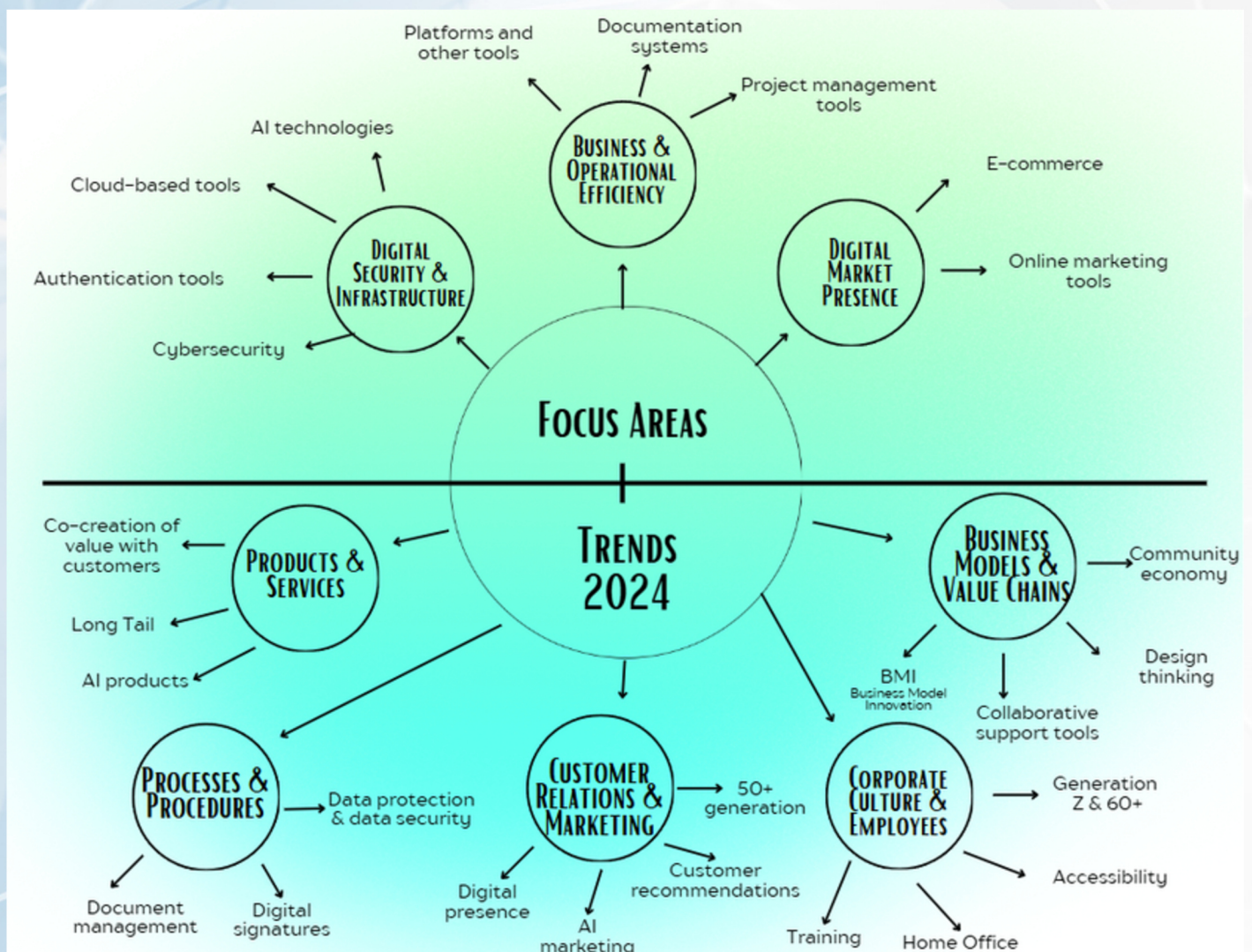
Customer relationship management and marketing

Organizational culture and personnel

Business models and value chains

The unique aspect of radar lies not in the technology itself, but in its application within everyday operations and the observable differences on either side of the border, as well as among various target groups.

TRENDING NOW



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What the Trend Radar Reveals!

Digitalization has become a strategic imperative.

The responses indicate that digitalization has evolved beyond a mere technical advancement; it is now a deliberate business strategy.

Most businesses progress incrementally, yet they establish clear objectives: efficiency, transparency, and competitiveness.

2. The absence of tools is not the primary impediment.

Most SMEs possess fundamental digital tools. The challenge lies primarily in: integrated utilization, reassessing procedures, and insufficient time and resources.



3. Young individuals are receptive, yet they require direction.

Students exhibit a strong interest in digital technologies, particularly in AI-driven tools.

However, it is equally essential for them to inquire: the applications and methodologies of these tools, how they correspond to actual labor market demands.

In focus: what merits construction at this time?

According to the Trend Radar, several pertinent areas emerge that are significant to both parties and can serve as a solid foundation for the subsequent project activities:

documentation and administrative systems

cloud computing solutions

authentication and data protection tools

practical implementation of artificial intelligence

project management and collaboration tools

These are not "high-tech" innovations, but rather easily adaptable, everyday solutions that can be implemented incrementally.



What are the subsequent steps?

The initial findings of Trend Radar establish a robust basis for the subsequent phase of the project:

to initiate working groups,

for focused knowledge exchange opportunities,

and for the development of the Toolkit.

The objective continues to be transforming research findings into concrete assistance for enterprises, youth, and economic development entities.

Trendig Plus Trend Radar serves not as a destination, but as a compass. It guides you in identifying what merits attention during the digital transition, what possesses genuine potential, and how to integrate the experiences of various stakeholders through a shared, cross-border perspective.



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