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Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

Building upon the findings of the situation analysis and Trend Radar, a comprehensive cross-border action plan has been finalized, while the professional working groups are currently concentrating on digital solutions that can be integrated into the daily operations of businesses.

From research findings to actionable solutions

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

From research findings to actionable solutions

● JUNE 30, 2025.

TRENDIG PLUS NEWSLETTER NO. 4

Dear Reader,

The Trendig Plus project has achieved another significant milestone. Recently, the situation analysis and the development of the Trend Radar have been finalized, the cross-border action plan has been completed, and the professional content for the digital toolkit aimed at businesses and aspiring entrepreneurs has been assembled.

The research findings unequivocally indicated that artificial intelligence, cybersecurity, digital work organization, and the enhancement of online presence are crucial for businesses in the region. Consequently, the next phase of the project will increasingly emphasize practical knowledge transfer, training, and immediately applicable solutions.

In the fourth edition of our newsletter, we highlight the key professional outcomes of the project, offer insights into the subjects discussed during the second working group meeting, and examine how Trendig Plus can assist businesses and young individuals in effectively navigating the challenges of digital transformation.

Thank you for engaging with our work; we hope that the experiences and best practices shared will serve as valuable inspiration for you as well.



What do the research findings indicate?

The research undertaken as part of the Trendig Plus project offered an in-depth understanding of how businesses and young individuals perceive the current landscape and future challenges of the digital transition. Drawing from the findings of questionnaire surveys, interviews, and background analyses, the key areas that could significantly influence the region's development in the forthcoming years were distinctly identified.

Concentrate on effective solutions!

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For businesses, pragmatic solutions are of paramount importance.

According to the responses, businesses are chiefly focused on digital tools and methodologies that directly enhance their daily operations, improve efficiency, and sustain their competitive edge.

The highest level of interest was demonstrated in the following topics:

- Artificial Intelligence and Automation
- digital marketing and web presence
- project management and organizational work
- information security and cybersecurity
- pioneering business models

The research also highlighted that the primary challenge for businesses lies not in the acquisition of new technologies, but in their deliberate and effective application.



Young individuals exhibit a receptiveness to emerging technologies.

The utilization of digital tools, particularly applications grounded in artificial intelligence, is increasingly becoming second nature for students. Nevertheless, the findings indicate that alongside the adoption of technology, there exists a substantial necessity to obtain practical knowledge and cultivate an entrepreneurial mindset.

The survey results affirmed that the cultivation of digital competencies is essential in equipping future entrepreneurs and employees.



The needs and trends identified during the research serve as the foundation for the project's subsequent professional activities and establish the focal areas for knowledge sharing and development in the upcoming period.

From research to applied knowledge

Working Group Meeting II: Artificial Intelligence and Cybersecurity in Business

The II working group meeting of the Trendig Plus project was held online on April 30, 2025. During this session, project partners, experts, and working group members engaged in discussions regarding current trends and challenges influencing the digital development of businesses. The agenda was structured around the topics deemed most significant by participants during the inaugural working group meeting: the practical implementation of artificial intelligence and cybersecurity concerns.

The inaugural presentation of the event was delivered by Attila Joós, CEO of Webmark Europe Kft., titled "AI or Alliance with Machines." This presentation outlined the key stages in the evolution of artificial intelligence and its integration into the daily operations of businesses. Particular emphasis was placed on sectors where AI already yields substantial benefits: knowledge management, customer service, documentation, data analysis, marketing initiatives, and the automation of work processes. The speaker illustrated through practical examples that artificial intelligence is not merely a technological novelty, but rather a tool that, when effectively utilized, can markedly enhance the efficiency and competitiveness of enterprises.



During the second lecture, FH-Prof. Mag. Dr. Sabine Proßnegg, a lecturer at FH Joanneum Kapfenberg, addressed the current challenges in cybersecurity and data protection. In her presentation, she emphasized that the frequency and complexity of cyberattacks are continually escalating alongside the advancement of digitalization, underscoring the necessity for businesses to proactively manage information security. Participants were provided with an overview of prevalent threats, the stipulations of data protection regulations, and the organizational and technical measures that can be implemented to mitigate digital risks. The presentation underscored that a fundamental prerequisite for a successful digital transition is the establishment of robust data security and data management practices.

The subjects discussed during the working group meeting are intricately linked to the situation analysis, Trend Radar, and the action plan and digital toolkit developed under the auspices of the Trendig Plus project. Feedback from participants affirmed that artificial intelligence, data protection, and cybersecurity will remain critical areas for businesses in the border region in the years ahead.