



Interreg
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Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

Building upon the research findings, the practical advancements of the project are becoming more tangible. In the upcoming phase of Trendig Plus, solutions that can be employed by businesses and aspiring entrepreneurs will be developed from the collective knowledge.

From concepts to solutions – the Trendig Plus project has progressed into a new phase.

The project is carried out under the Interreg VI-A Austria-Hungary Cooperation Programme, which is co-financed by the European Regional Development Fund.

Dear Reader!

The true value of a project lies not only in the studies and professional documents generated but also in the application of the knowledge acquired in daily life. In the Trendig Plus project, the research, questionnaire surveys, and professional consultations conducted during the previous period have established the groundwork for this.

The feedback from Hungarian and Austrian businesses, along with high school students, contributed to a more precise assessment of the region's digital readiness, key challenges, and development opportunities. The subsequent phase involves implementing these findings: creating development strategies, professional recommendations, and user-friendly tools that can offer genuine assistance to small and medium-sized enterprises, startups, and future entrepreneurs.

In the fifth newsletter, we illustrate the connection between research experiences and the professional outcomes being generated, the knowledge that future entrepreneurs may require, and the significance of cross-border collaboration in this process.

We anticipate that this time we will deliver valuable and engaging content!

The Trendig Plus project group



The subsequent step: creating effective solutions

The Trendig Plus project has progressed into a new phase: drawing from the insights and requirements identified during the research, the partners are now developing professional materials that directly aid the digital advancement of small and medium-sized enterprises.

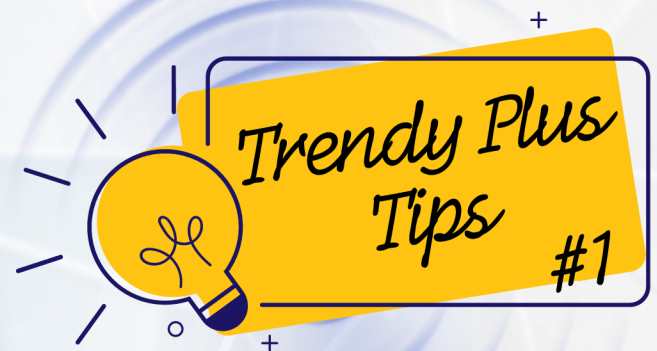
The forthcoming Trend Radar, the collaborative Action Plan, and the Tool-Kit featuring practical guides are designed to convert research findings into user-friendly solutions. These advancements are grounded in the actual needs of businesses and will play a significant role in enhancing the digital competitiveness of the region over the long term.

What skills will future entrepreneurs require?

Digitalization has evolved beyond merely adopting new technologies. To thrive, businesses must increasingly possess skills that enable them to adjust to a swiftly changing economic and technological landscape.

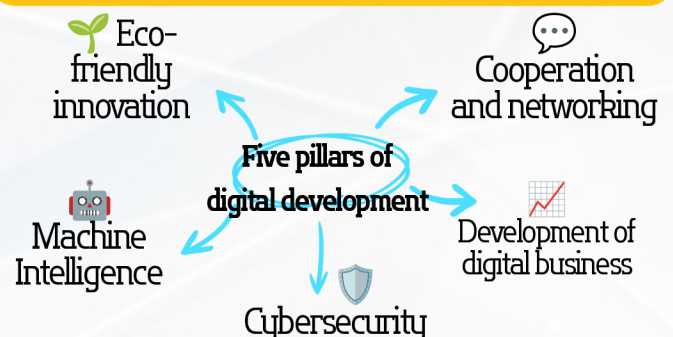
The investigation of the Trendig Plus project highlighted that the intentional use of digital tools, the comprehension of artificial intelligence capabilities, and the enhancement of cybersecurity knowledge are crucial for businesses and aspiring entrepreneurs. Furthermore, collaboration, ongoing education, and a creative mindset are becoming increasingly significant.

The professional resources and practical guides created as part of the project are designed to enhance the development of these competencies, enabling businesses to adapt more confidently to the challenges posed by digital transformation.



Significant progress can be achieved through small steps.

Digitalization does not always require a substantial investment. The implementation of even one new online tool or automated workflow can lead to considerable time and cost efficiencies. It is beneficial to begin with a clearly defined issue and then progressively enhance the digital processes of the business based on practical experience.



RESEARCH FOCUS

The majority of businesses involved in the research indicate that the primary benefit of digitalization is the streamlining of administration and a more effective work organization.

Trendig Plus survey questionnaire

What comes next?

Upcoming milestones of the Trendig Plus project

The Trendig Plus project is set to enter a significant new phase in the upcoming months. The findings from the research, surveys, and professional consultations conducted to date are progressively being transformed into concrete advancements that will foster the long-term digital growth of businesses in the region.

The project partners are in the process of finalizing the collaborative Trend Radar and Action Plan. These documents offer an overview of the digital challenges faced in the border region and also pinpoint development directions that can enhance the competitiveness of small and medium-sized enterprises.



 **ARE YOU
KNOWN?**



Digitalization does not commence with a single major development. Studies indicate that the most successful companies progressively implement new digital solutions in incremental steps, consistently tailoring them to their specific operations.

One of the primary objectives for the upcoming period is to assemble the Trendig Tool-Kit. This toolkit, which includes practical guides and user-friendly digital solutions, is designed to assist businesses in understanding digitalization opportunities and implementing them in their everyday operations. The material to be developed will provide valuable insights not only for existing businesses but also for aspiring entrepreneurs.

The project places significant emphasis on knowledge sharing. In the upcoming months, professional collaboration between the Hungarian and Austrian partners will persist, while training sessions, workshops, and multiplication programs are being developed to ensure that the project's outcomes are utilized as extensively as possible.

The objective of Trendig Plus remains the same: to equip businesses, startups, and aspiring entrepreneurs with practical knowledge and resources that will enable them to navigate the swiftly evolving challenges of the digital economy with greater confidence.