D.3.4.1: Albania Technological Centre

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Acronyms in the Text

HUBIM	Mediterranean Innovation Hub
SME	Small Medium Enterprise

Summary

This document focuses on the setting of the Technological Centre in Tirana, output of the activity A.T3.4 "Establishment of the Albanian Technological Centre": thanks to the best practice, represented by Dhitech, the project will set a new Technological Centre in Tirana, which will become the reference point for the Ecosystem for Albania and Montenegro in first instance, and then for all the Balkans and the East Europe.

Description of the work

The following sections of this document, describe the output of the actions performed in order to successfully conduce the task A.T3.4, "Establishment of the Albanian Technological Centre".

As already described in T3.2.1 – International Digital Innovation Hub Model, the Digital Innovation Hubs "act as one-stop shops where SMEs and mid-cap companies can test the latest digital technologies and obtain training, financial advice, market information and networking opportunities to improve their business through digital innovations".

Task A.T3.4 focuses on enabling the previous mentioned aspects: thanks to the best practice, represented by Dhitech, the project will mainly contribute to the growth of the Mediterranean Innovation Hub competencies and offer, by enabling the access to the INERRAnT technological platform, which main aim is to foster collaboration among SMEs, by enabling virtuous mechanism of matchmaking.

The INERRAnT platform allows you to enable structural bridges between companies belonging to the cross-border territories, such as Italy, Albania and Montenegro. This is made possible through a series of dashboards where companies can express, thanks to a series of forms, their necessities for partnerships linked to business improvement needs towards new technologies and markets.

The data thus obtained are then processed by a series of matchmaking and market trends algorithms, which allow DIHs to have an aggregate vision of what the market needs are and how the technological and market trend is shifting over the course of the years.

Moreover, if we want to verticalize these functions within the Albanian DIH, it is possible to state that thanks to the data and information thus obtained, it will be possible to initiate a series of useful actions to enable processes and paths such as to make the business model of the companies belonging to the DIH Albanian, more virtuous and attractive towards foreign direct investments, as well as partnerships with foreign companies.
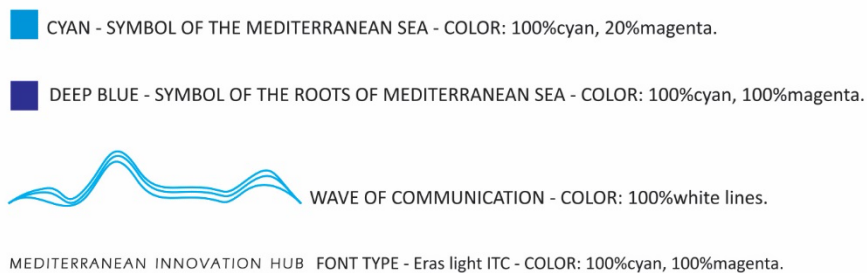
In turn, the Albanian Digital Innovation Hub, in order to make the most of this information, will have to consider the capabilities and internationalization needs of partner companies.

To better collect this information, so as to be able to start the previously defined business improvement paths, the DIH can make use of the functions of a second technological platform, output of the Interact 4.0 - Trilateral EmpoweRment for Change 4.0 - project: trough a targeted survey, it is possible to have in an aggregate format a series of data and information relating to the current and desired capacity of companies in one's own territory to compete on international markets.

The matching between the functions offered by both platforms will therefore allow the Albanian DIH to grow, thus allowing, over time, an improvement in the business model and competitiveness of local companies.

Furthermore, it will be possible for SMEs to grasp relevant opportunities for innovation and internationalization, through the support of proper liveshows and courses.

As a result, the overall technological ecosystem will become Best Practices for the development of other Countries and for the expansion of the Ecosystem beyond the territories involved by the project.

In the same way, the International Digital Innovation Hub and the Technological Centre, as well as representing a breakthrough for the public-private network and the connection between research and market, will be also a reference point for the other territories and a replicable model to adopt, in order to take part to the Mediterranean and then European Ecosystem.

Furthermore, the project contributes to the organization of the Mediterranean Innovation Hub, through 2 studies, conducted by the partners, in order to see what was a type of hub that could fill the needs of the market and in the same time would be a smart showcase for the small and medium enterprises in the region. Specifically, what emerged from the first study was the idea of creating a hub for the artisan as a way to manage to fill their needs, and for the first time to have a hub dedicated to them.

After the Pandemic we had to make the search again and we understood that one of the parts that artisan was missing was multimedia and It-development and technology which raised much more after the situation that they needed to sell all their products only online as a way to survive.

Because of that, the results of the study, summarized in 3 most important pillars, crafts-artisans, multimedia (influencers, youtube, podcast) and technology. By having an infrastructure with such a mixed group we could manage to fill each of the group needs.

Conclusion

In this document we described all actions conducted in order to create virtuous connections within the DIH ecosystem. These actions will have the consequence of creating added value for the position of the Hub in the ecosystem and will give a prestigious role to the hub, in the short term.

Furthermore, the actions undertaken during the project activities will have an effect on the long term since the previous mentioned ecosystem will play a leading role and will provide an important example for the other countries, coping the development process, beyond the territories considered by the project.