

Ljubljana, 4. oktober 2024

VABILO

Spoštovani,

Vljudno vas vabimo na **DigiDay 2024**, ki ga soorganizirata Ministrstvo za digitalno preobrazbo Republike Slovenije in ADVANTAGE AUSTRIA Ljubljana. Dogodek bo potekal **v sredo, 23. oktobra 2024**, v Ljubljani v Grand Hotelu Union Eurostars.

V svetu, ki se pod vplivom tehnološkega napredka nenehno spreminja, se podjetja in družba soočajo z nujnostjo digitalne preobrazbe, da ohranijo svojo konkurenčnost, povečajo učinkovitost in spodbudijo nadaljnji razvoj. Digitalna preobrazba postaja vse bolj pomembna tudi v javnem sektorju, pri čemer so v ospredju izboljšanje e-uprave in digitalnih javnih storitev, razvoj digitalnih tehnologij, krepitev digitalnih znanj in spretnosti ter povečanje kibernetске varnosti. Digitalizacija ne pozna meja, zato je potrebno, da države pri razvoju in uporabi digitalnih rešitev sodelujejo.

Namen dogodka je izmenjava, diskusija in predstavitev najboljših praks na področju digitalne preobrazbe v javnem sektorju v Avstriji in Sloveniji.

K udeležbi prijazno vabimo strokovnjake, gospodarstvenike, predstavnike tako javnega sektorja kot znanstveno-raziskovalne sfere in vse, ki jih zanimajo aktualne strateške usmeritve, napredne tehnološke rešitve ter nove poslovne priložnosti. Dogodek ponuja namreč odlično priložnost za vzpostavitev novih poslovnih stikov in sodelovanj med slovenskimi in avstrijskimi podjetji ter znanstveno-raziskovalnimi inštitucijami.

Dogodek bo potekal v angleškem jeziku. Za prijavo na dogodku izpolnite [spletni obrazec](#).

Več informacij o programu in prijavi je na voljo na spletni strani [DigiDay Ljubljana 2024 \(advantageaustria.org\)](https://advantageaustria.org).

V upanju, da bo razprava prispevala k uspešnemu razvoju digitalnega gospodarstva in družbe ter spodbudila nova čezmejna sodelovanja, se veselimo vaše udeležbe in srečanja na dogodku.

Prijazen pozdrav.



Mag. Wilhelm Nest
direktor

ADVANTAGE AUSTRIA Ljubljana



Dr. Aida Kamišalić Latifić
državna sekretarka

Ministrstvo za digitalno preobrazbo

DIGIDAY 2024
Grand Hotel Union Eurostars (Glass Hall, main entrance)
Ljubljana, Slovenia
23 October 2024

PROGRAMME

Digitalisation is becoming increasingly important both in the public sector and in the business landscape. Austria and Slovenia share a centuries-old administrative culture that has been completely transformed by new technologies within two decades. How can the digital transformation succeed and what can we learn from each other? What are the elements of a successful digital strategy and how can it be measured?

The centrepiece is an interactive exchange between the Austrian-Slovenian community.

08:00 – 9:00 Admission/Registration

Moderation: **Christian Rupp**, former Federal Executive Secretary E-Government, Advisory Board fit4internet and aed, Austria

09:00 – 9:15 Welcome

- **Elisabeth Ellison-Kramer**, Austrian Ambassador in Slovenia
 - **Wilhelm Nest**, Advantage Austria Lubljana
 - **Dieter Hampel**, aed - best practice Austria Initiative of the Austrian Federal Government
-

09:15 – 10:00 Keynotes „Digital Transformation“

The digital transformation is having a profound impact on society. It is changing the world of work, education and health systems or social interactions. Today's customers are more demanding than ever. They expect personalised offers, fast delivery times and simple ordering processes. Digital technologies enable companies and administrations to fulfil these expectations and offer a better customer experience.

- **Aida Kamišalić Latifić**, State Secretary, Ministry of Digital Transformation of the Republic of Slovenia
- **Andreas Reichhardt**, Vice Minister, Ministry of Finance of the Republic of Austria
- **Uroš Svete**, Director, Government Information Security Office of the Republic of Slovenia
- **Sabine Herlitschka**, VP of fit4internet and CEO of Infineon Technologies Austria (tbc)

10:00 – 11:00 Panel eGovernment

Companies that successfully implement the digital transformation can gain a competitive advantage, but also a digital administration. By using digital technologies, they can optimise processes, increase efficiency, reduce costs and develop better customer-oriented services. Discuss with the Slovenian administrative leadership and learn from best practices from Austria.

Best Practice Austria Showcases: **Christoph Unger**, Rubicon GmbH; **Peter Haunold**, Fabasoft International Services GmbH; **Sylvio Thiele**, hpc DUAL Österreich GmbH; **Fritz Zetik**, TechTalk GmbH; **Philipp Dörre**, Genetics Software GmbH; **Markus Vesely**, A-Trust GmbH

11:00 - 11:30 Networking Coffee Break

11:30 – 12:30 Continuation of the eGovernment panel

- **Alenka Žužek Nemeč**, Directorate for Digital Solutions Development and Data Economy, Ministry of Digital Transformation of the Republic of Slovenia
- **Valerie X. Hafez**, Directorate Digital Strategy and Innovations, Austrian Federal Chancellery, Republic of Austria
- **Stojan Glavač**, Public Relations, Financial Administration of the Republic of Slovenia
- **Manfred Elmecker**, Ministry of Finance of the Republic of Austria

12:30 – 13:30 Networking Lunch

13:30 – 14:30 Panel Emerging Technologies

The rapid development of technologies such as artificial intelligence, big data and cloud computing opens up completely new opportunities for companies, administrations and societies.

Best Practice Austria Showcases: **Markus Haringer-Luger**, Master-Plan Engineering; **Sebastian Zehetbauer**, CPO, younix Identity AG; **Oliver Bernecker**, CEO Know-Center Research Studio Styria; **Christina Koch**, AWS Austria Wirtschaftsservice, **Christian Raming**, eHealth Austria

14:30 – 15:15 Continuation of the panel Emerging Technologies

- **Aida Kamišalić Latifić**, State Secretary, Ministry of Digital Transformation of the Republic of Slovenia
- **Michael A. Mathiaschitz**, Int. Technology Transfer, Ministry of Finance of the Republic of Austria
- **Nenad Šutanovac**, ICT Association of Slovenia, Chamber of Commerce and Industry

15:15 – 15:45 Networking Coffee Break

15:45 – 16:30 Panel Cybersecurity

Cybersecurity is of central importance for public administration in order to ensure the protection of sensitive data, the maintenance of functionality, the trust of citizens and compliance with legal requirements. A comprehensive cybersecurity strategy is therefore essential in order to successfully shape the digital transformation of public administration.

- **Igor Kovač**, Deputy Head, International Affairs Division, Government Information Security Office of the Republic of Slovenia
- **Mario Drobics**, AIT Austria Institute of Technology and GaiaX Austria
- **Gregor Spagnolo**, SSRD d.o.o.

16:30 – 17:15 Panel Digital Skills

Digital competence is of central importance for public administration in order to be efficient, citizen-orientated and fit for the future. The targeted development of digital skills can optimise administrative processes, develop new services and increase the attractiveness of the administration as an employer.

- **Mojca Štruc**, Acting Director-General, Digital Society Directorate, Ministry of Digital Transformation of the Republic of Slovenia
- **Valerie Michaelis**, Dep. General Secretary, fit4internet Austria

17:15 End

Immerse yourself in the digital Austriaverse!

Registration is mandatory. Please fill out the [REGISTRATION FORM](#)

FAQ: Mateja Heindler, ADVANTAGE AUSTRIA Ljubljana (T +386 1 5139770; E ljubljana@advantageaustria.org), Christian Rupp, aed – Agency for Economic Cooperation and Development (M +43 664 1036152 E christian.rupp@aed.or.at)