

# Boosting SME Competitiveness & Innovation

Insights in AI applications in Health, Manufacturing and Agri-Food  
from the Danube Region

An event within the framework of the EU Strategy for the Danube Region (EUSDR)  
EUSDR PA 8 | Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg |  
Steinbeis Europa Zentrum | Partners of the Interreg Project BrAln –  
Bringing Artificial Intelligence towards SMEs

**Date:** 23<sup>rd</sup> April 2026

**Location:** Stuttgart, Germany

**Venue:** Design Offices, Lautenschlagerstraße 23a, 70173 Stuttgart

**Moderation:** Dr. Balázs Barta, Director, Pannon Business Network, Szombathely, Hungary

Time	Agenda item
09.00 – 09.30	<b>Arrival and Coffee</b> Thematic welcome tables: <b>health, manufacturing &amp; agri-food</b>
09.30 – 09.50	<b>Welcome and setting the scene</b> <ul style="list-style-type: none"> <li>• <b>Prof. h.c. Dr. Jonathan Loeffler</b>, CEO, Steinbeis Europa Zentrum, BW</li> <li>• <b>Johannes Jung</b>, Head of Department Strategy, Economic Law, Foreign Trade and European Affairs, Ministry of the Economy, Labour and Tourism Baden-Württemberg, <b>'From Policy to Practice - Supporting AI applications to spur SME Competitiveness and Innovation'</b></li> <li>• <b>Dr. Balázs Barta</b>, Director, Pannon Business Network Association (PBN), Szombathely, Hungary – Coordinator of Interreg DRP project 'BrAln', HU</li> </ul>
09.50 – 10.30	<b>AI in BW and European partner regions – pitches from AI Actors</b>
09.50 – 10.05	Pitching AI Solutions from the 'BrAln' project in the field of: <ul style="list-style-type: none"> <li>• <b>Healthcare</b>, <b>Dr. Krisztina Bárdos</b>, Senior consultant at PBN, Szombathely, Hungary</li> <li>• <b>Agri-food</b>, <b>Tomaž Zadavec</b>, Senior Project Manager, Innovation Technology Cluster (ITC), Slovenia</li> <li>• <b>Manufacturing</b>, <b>PhD Zaviša Gordić</b>, School of Electrical Engineering (ETF), Belgrade, Serbia</li> </ul>

10.05-10.30	Moderated by <b>Dr. Balázs Barta</b> , Director, Pannon Business Network Association (PBN), Szombathely, Hungary – Coordinator of Interreg DRP project 'BrAln', HU Pitches from BW actors on AI framework support and solutions, introduction and moderation by <b>Dr. Frank Speier</b> , Head of Unit, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg <ul style="list-style-type: none"><li>• <b>Jacqueline Roth-Ruoff</b>, Product &amp; Platform Strategy, Innovationspark Künstliche Intelligenz - IPAI</li><li>• <b>Dr. Florian Mayer</b>, Managing Director, Cyber Valley GmbH</li><li>• <b>Sandra Schorner</b>, Manager for International Affairs, KI Allianz</li><li>• <b>Dr. Kathrin Steinbrink</b>, Head of AI xpress, AI xpress</li></ul>
10.30 – 12.15	<b>AI Insights from BW and Europe in health, manufacturing and agri-food</b>
10.30 – 11.00	AI Solutions in the field of <b>Agri-food</b> , presented by <b>Tomaž Zadravec</b> , Senior Project Manager, ITC, Murska Sobota, Slovenia <ul style="list-style-type: none"><li>• <b>Prof. Dr. Dieter Hertweck</b>, Reutlingen University, BW</li><li>• <b>Prof. Roland Gerhards</b>, University of Hohenheim, BW</li><li>• Feedback session with the audience – interactive / agile</li></ul>
11.00 – 11.15	<b>Coffee break</b>
11.15 – 11.45	AI Solutions in the field of <b>Manufacturing</b> , presented by <b>PhD Zaviša Gordić</b> , ETF, Serbia <ul style="list-style-type: none"><li>• <b>Muhammad Saeed</b>, Research Coordinator, ARENA2036 e.V., BW</li><li>• <b>Dr. Andreas Wierse</b>, CEO, SICOS</li><li>• Feedback session with the audience – interactive / agile</li></ul>
11.45 – 12.15	AI Solutions in the field of <b>Healthcare</b> , presented by <b>Dr. Barta Balázs</b> , Director PBN, Hungary <ul style="list-style-type: none"><li>• <b>Dr. Regine Franzen</b>, Project Manager, BioPro, BW</li><li>• <b>Konstantin Singer</b>, Founder Zenbox, Reruption GmbH, BW</li><li>• Feedback session with the audience – interactive / agile</li></ul>
12.15 – 12.30	<b>Concluding session – Policy environment and concrete opportunities for European collaboration</b> <ul style="list-style-type: none"><li>• <b>Dr. Judit Schrick-Szenczi</b>, Deputy Head of Unit, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg</li><li>• <b>Mirjam Zillober</b>, National Contact Point Germany, Interreg Danube Region Programme</li><li>• <b>Prof. h.c. Dr. Jonathan Loeffler</b>, CEO, Steinbeis Europa Zentrum, BW</li></ul>
12.30 – 13.30	<b>Lunch break – Informal Networking</b>