



NEW NAME, STRONGER IDENTITY

The initiative originally DISCp “*Digital Industry Strategic Cluster partnership*” to D.I.A. (digital industry alliance) to make easier, appealing and more identifiable the name of the project.

GO FURTHER

The slogan is based on a **pun** between “go ahead” (**further**) and the number “four” (that is the **industry 4.0 - the aim of the project**). On the one hand “further” enlarges the idea of future of “tomorrow” inherently chained to *possibilities, hope* and the idea of “*go too far*”; on the other hand “exploration” is strictly linked to production possibilities offered by 4.0 technologies. Briefly in a split second **we jump into the future thanks to the 4th industrial revolution.**



DIA GO FURTHER, ROADMAP TO SUCCESS

DIA **European Digital Industry Alliance** is a partnership of six European clusters (and more than 850 companies) involved in digital industry to foster cross-sectors and international cooperation among **SMEs** and **enhance innovation** in the field of **digital technologies and smart manufacturing**. The alliance puts together both ICT and industrial /manufacturing clusters to **increase their competitiveness fostering international cooperation** and enhance innovation for internationalization with a European coherence: the **alliance** aims to promote a “**made in Europe**” **defining a value chain** around an innovative transnational cross-sectorial collaborative approach to **commercialize digital technologies and products developed by SMEs**.



INDUSTRY 4.0. TRENDS & NEEDS

HIGH LEVEL ANALYSIS OF THE DIGITAL INDUSTRY GLOBAL VALUE CHAIN

The **digital transformation** of industry is creating **tremendous opportunities** for Europe and confronting it with huge challenges. By **2025, Europe** could see its manufacturing industry add gross value worth **1.25 trillion euros** – or suffer the loss of 605 billion euros in foregone value added. Europe's companies have a very good chance of benefiting from the digital transformation: they must put a series of conditions in place and up the time of change. Here are just a few of the most urgent imperatives. On the other hands **Governments need to do a regulatory framework that allows Europe's diversity and its industrial capabilities to be translated into competitive advantages**. It is also important to coordinate European activities and speak with one voice when representing Europe's common interests on the international stage. Discover the whole analysis on digitalindustryalliance.eu.

INDIVIDUAL CLUSTER ANALYSIS & POSITIONING IN THE GLOBAL VALUE CHAIN



DIA @ EU INDUSTRY DAY 2018

DIA – European Digital Industry Alliance joined *EU Industry Day 2018* a 3 days event to update stakeholders on the Commission's *strategic approach to industrial policy* and actions to further develop industrial competitiveness in Europe. In particular some of DIA members participated to *The European Cluster Matchmaking (Feb, 22nd)* with more than 130 European cluster organizations to get in touch with them and discover EU several initiatives supporting business internationalization and SMEs.

FINANCING OPPORTUNITIES FOR COMPANIES: STAY TUNED!

The IoT4Industry project aims at accelerating **collaboration between IoT solutions providers and industrials** through **matchmaking and funding opportunities**. You are a start-up, SME, a large company or an RTO specialized in ICT or in manufacturing? You provide 'smart manufacturing' solutions, you want your industry to become '4.0' or you are interested in these topics?

THIS CALL IS FOR YOU!

Answer now to the **call for Expression of Interest (Eoi)** and tell us what you do, what you need and what Industry 4.0 you want to foster. **Your benefits.**

- Be among the first ready for the forthcoming IoT4Industry call for project
 - Get support in partner search in Europe for your project and beyond;
 - Get access to match-making events and
 - Benefit from funding opportunities and support in your project development
- <https://iot4industry-eoi-1.fundingbox.com/>



After a first analysis of the Digital Industry global value chain, we identified the initial situation of each DIA member in terms of technology offer and demand, strengths and weaknesses of the respective clusters ecosystems, and links with Regional Innovation Smart Specialisation Strategies.

What we found really interesting is the challenge about the **definition of a common nomenclature in terms of technologies and needs** on the industrial side as the vision and language used by each cluster; the topics were numerous and quite large. This work was necessary and sets the basis to organise future collaboration activities, gathering the actors of these different clusters around concrete innovation activities in the industrial domain). Discover more about this 2nd Report on digitalindustryalliance.eu.

NICE 2 MEET YOU: B2B IN TURIN 14TH SEPTEMBER TURIN

On **14th September 2018** **MESAP Innovation cluster** will host the **INTERNATIONAL NETWORKING TOWARDS DIGITAL INDUSTRIES: BEST PRACTICES AND GRANTS** where DIA together with IoT4Industry, Silicon Europe Alliance, public authorities, SMEs, large enterprises, other clusters, RTOs, will present its analysis and results on digital strategy to help companies in the 4.0 Revolution.

On this occasion it will be launched of the **"IoT4Industry" call a 30 months initiative financing cross-border and cross-sectorial collaborative projects across Europe.** (see the box on the left FINANCING OPPORTUNITIES).

14th September afternoon: B2B and matchmaking [REGISTER HERE](#)

MESAP & PIEDMONT: INNOVATION WITH CHARMING ROOTS

MESAP Innovation Cluster in the fields of Smart Products and Manufacturing **enhances the competitiveness** of its **257 Members**, including **2 Universities and 8 Research Centres** all over the world. MESAP in Piedmont Region (North-West of Italy) is based in Turin the 1st capital of a united Italy: the **city's cinema and Egyptian museum are among the world's most visited**. It recently has been awarded as one of the **20th cities with the most trees around the world**. Piedmont Region wisely mixes its long industrial tradition in automotive, aerospace, ICT and smart manufacturing sectors with premises like FCA, Leonardo, COMAU with the **UNESCO-listed landscape of the Langhe, Roero and Monferrato** appetizing areas for wine, chocolate, PGI Hazelnut, white truffles and its sensitivity for the beauty (Biella Cashmere & textile District and Valenza Gold District).

DIA ON TOUR : THE ROADMAP TO SUCCESS

The **INTERNATIONAL NETWORKING TOWARDS DIGITAL INDUSTRIES: BEST PRACTICES AND GRANTS 14 September Turin** is part of the **DIA Tour across Europe** where companies could focus on digital topics, share best practice and discuss about needs and visit **companies** in road to their personal **digital transformation**. After the Turin stage you could meet DIA companies and members in the Creative Science Park – Aveiro Region, Portugal. (20 September 2018) <http://www.pci.pt/>

Details on [ww.digitalindustryalliance.eu](http://www.digitalindustryalliance.eu)



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