

Dear Ladies,

On behalf of the Priority Area 8 (PA) of the EU Strategy for the Danube Region (EUSDR), hereby we would like to take the opportunity to invite you to the networking event "Business Women in the Danube Region" which will take place on 19 April 2018 in Zagreb.

The EUSDR is a macro-regional strategy adopted by the EU, jointly developed by the Commission, together with the Danube Region countries and stakeholders, in order to address common challenges together. The Strategy seeks to create synergies and coordination between existing policies and initiatives taking place across the Danube Region. In order to adequately tackle these challenges, the EUSDR is organized within eleven Priority Areas (PAs). The PA8 of the EUSDR, coordinated by Baden-Württemberg and the Republic of Croatia aims to foster the competitiveness of enterprises in the Danube Region. During the implementation of our activities, we would like to put a special attention on Business Women in Danube Region who can actively contribute to the future activities of the priority area and its objectives.

The networking event will offer you the opportunity to discuss topics like difficulties/chances in doing business in the Danube Region, development of business models, creating and doing business in the digital area, supporting innovation and start-ups, getting access to supply chains, access to finance, networks, trainings, mentoring, and future cooperation possibilities looking on it from a female angle. PA8 of the EUSDR could provide an institutional embedding of those themes through the eventual establishment of a new official Working Group "Business Women in the Danube Region".

We are highly delighted that Ms Katrin Schütz State Secretary of the Ministry for Economic Affairs, Labour and Housing Baden-Württemberg and Nataša Kulakowski Kramarić Assistant Minister of the Ministry of Economy, Entrepreneurship and Crafts of the Republic of Croatia will support our initiative and will join our event.

Venue: Hotel Esplanade (Mihanoviceva 1, 10000 Zagreb)

Date: 19 April 2018 09.00-13.00

Following the networking event, a workshop on "Digitalization processes within small and medium enterprises (SMEs) and their effects on the vocational education" will take place at the same venue, which is organized by the future working group "Digitalization" of the PA8, which already stressed its interest also in the women specific aspects of digitization. In case you would like to join the workshop, you are warmly welcome. Attached to this mail you can find the invitation to the above event.

In case you would like to participate at the networking event "Business Women in the Danube Region", please give us a feedback latest by 20 March 2018 under the following email address: judit.schrick-szenczi@wm.bwl.de.

Kind regards,

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