



The Danube Region at the Turn of Times

Economic Cooperation and Hydrogen Supply Chains along the Danube

8th July, 2024
 IHK Ulm, Olgastraße 95 – 101, 89073 Ulm, Germany

8:00 – 10:30 **Arrival and Registration**
 Foyer, 1st floor

In the morning: two parallel sessions

Session 1: EU Strategy for the Danube Region
On Invitation only

8:30 – 10:30 **Meeting of the Working Group of Priority Area 8
 Innovation and Technology Transfer „Strengthening the Danube
 Innovation Ecosystem – an Event of the Working Group Innovation &
 Technology Transfer of EUSDR PA8 and the EcoDaLLi Living Lab
 System“**
 Siegfried Weishaupt Hall, 7th floor
Please find programme with the following [link](#)

9:00 – 10:30 **Meeting of the Working Group of Priority Area 8
 Digital Danube**
 Meeting room 102, 1st floor
Please find programme with the following [link](#)

11:00 – 13:00 **Joint Steering Group Meeting of Priority Area 7 “Knowledge Society” and
 Priority Area 8 “Competitiveness of enterprises”**
 Siegfried Weishaupt Hall, 7th floor
*Please find programme with the following [link](#) and register by email to
PA8_eusdr@wm.bwl.de*

Session 2: Expert Forum „Developing a supply chain for green hydrogen along the Danube”
Ludwig Erhardt Hall, 1st floor

10:30 **Opening addresses**

Dr. Jan Stefan Roell, President IHK Ulm

Johannes Jung, Head of Department Strategy, Business Law, Foreign Trade and Europe, Ministry of Economic Affairs, Labour and Tourism
Baden-Württemberg

11:00 **Keynote**

Prof. Dr. Markus Hölzle, University of Ulm, Member of the Board Centre for Solar Energy and Hydrogen Research Baden-Württemberg (ZSW), Stuttgart, Baden-Württemberg

11:45 **Coffee break | Networking**

12:00 **Panel Discussion**

Developing a supply chain for green hydrogen along the Danube

Moderation

Dr. Jan Stefan Roell, President IHK Ulm

Panellists

- **N.N.**, Verbund AG, Vienna, Austria (tbc)
- **Manfred Seitz**, General Director, Danube Commission, Budapest, Hungary
- **Mirela Atanasiu**, Executive Director, Clean Hydrogen Partnership, Brussels, Belgium (tbc)
- **Markus Ammann**, CEO, Handtmann e-solutions, Ochsenhausen, Baden-Württemberg (tbc)
- **Prof. Dr. Markus Hölzle**, University of Ulm, Member of the Board Centre for Solar Energy and Hydrogen Research Baden-Württemberg (ZSW), Stuttgart, Baden-Württemberg
- **Annamária Nádor**, Priority Area Coordinator, PA2 "Sustainable Energy", EU Strategy for the Danube Region, Hungary

Afternoon: Main Event for all participants

Ludwig Erhardt hall, 1st floor

13:00 **Networking Lunch**

Foyer, 1st floor

14:00 **Opening addresses**

Martin Ansbacher, Lord Mayor of Ulm

Dr. Patrick Rapp, State Secretary, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg

14:15 **Pitch Session**

Moderation

Dr. Gerd Meier zu Köcker, CEO RegioClusterAgentur Baden-Württemberg and Coordinator of EUSDR PA 8 Working Group Cluster and Regional Development

Pitches

- **Michael Bächler**, Spokesperson of the Association for the H2-Wandel Project: H2-Wandel, an EFRE funded Green Hydrogen Model Region project
- **Vjekoslav Jukic**, Head of Sector, Ministry of Economy and Sustainable Development, Croatia: Project Hydrogen Valley North Adriatic
- **Balazs Barta**, CEO Pannon Business Network, Hungary: Interreg Danube Region Programme founded Project BrAIIn – Bringing Artificial Intelligence to SMEs in the sectors manufacturing, health and agro food. EUSDR PA 8 Flagship Project
- **Dr. Oliver Ziegler**, VDI/VDE Innovation + Technik GmbH: RIS4Danu, a Horizon Europe project with the aim to facilitate social-sustainable-technological transition in Danube regions through the revitalization of disused industry sites. EUSDR PA 7 Flagship Project
- **Simone Burster**, Danube Office Ulm / Neu-Ulm: EEA project & Interreg project A2PT as an example for the municipal level
- **More tbc**

15:00 **Coffee break | Networking**

15:15

Panel Discussion

Challenges and Opportunities in Cooperation with the Danube Region

Moderation

Dorothee Fischer, Senior Communications Expert and CEO, Legado Sharpe & Fischer

Panellists

- **Dr. Patrick Rapp**, State Secretary, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg
- **Christoph Ulrich**, CEO Ulrich medical, Vice-President IHK Ulm
- **N.N.**, High Level Representative of Croatia (tbc)
- **Dr. Harald Stranzl**, Ambassador, National Coordinator of the EU Danube Region and EU Alpine Region Strategy, Head of the Department for Foreign Trade and Trade Policy and Economic Security in the Federal Ministry for European and International Affairs, Vienna (tbc)
- **Dr. Christian Moser**, Vice President of the Economic Chamber of Lower Austria (WKNÖ) and the Danube Chamber of Commerce Federation (DCCF)

Evening reception

Edwin-Scharff-Haus, Silcherstraße 40, 89231 Neu-Ulm

On invitation only

16:15

Transfer/Walk to the evening reception at the Danube festival

17:00

Evening reception

Opening addresses

Katrin Albsteiger, Lord Mayor of Neu-Ulm

Dr. Patrick Rapp, State Secretary, Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg

18:30

End of official programme and individual time at the [Donaufest](#)

9th July, 2024

09:00 – 13:00

**EU Strategy for the Danube Region
Meeting of the Working Group of Priority Area 8
Innovation and Technology Transfer**

IHK Ulm, Olgastraße 95 – 101, 89073 Ulm

Meeting Room, 7th floor

On Invitation only

Please find programme with the following [link](#)

09:00 – 17:00

**European Energy Award along the Danube
Final Project Meeting**

Edwin-Scharff-Haus, Silcherstraße 40, 89231 Neu-Ulm

Meeting Room: Studio München upper floor (OG)

On invitation only

Please register according to your invitation