



DIGITIZATION AT THE SERVICE OF REGIONS

PROMOTE DIGITAL TRANSFORMATION TO BOOST THE GROWTH OF TERRITORIES

DECEMBER 1ST, 2020

16:00-18:00 CET

SEMINAR OBJECTIVES

*In January 2021, the **Digital Campus of the Auvergne-Rhône-Alpes Region** will open its doors. Covering an area of 3 hectares, it will host some 2,000 students, teachers, business partners and groups from the region, as well as industrialists and researchers. With this campus, the Auvergne-Rhône-Alpes region is endowed with a unique tool to become the first digital region in France and establish itself as the accelerator of digital technology in Europe, a true European "Silicon Valley".*

*This seminar will complement the program of the **ORU Fogar 2020 General Assembly** that will take place on November 30.*

*The seminar program will aim to understand, through the testimony of various regions, the policies that are applied in the digital field and to initiate a debate among the members of the General Assembly on the options and **the role of regional authorities in supporting to the development of digital technology in their territories.***

PROGRAM

OPENING AND PRESENTATION OF THE AUVERGNE-RHÔNE-ALPES REGION

THE ROADMAP OF THE DIGITAL AGENDA OF THE AUVERGNE-RHÔNE-ALPES REGION, 2017 - 2021

Juliette JARRY, Vice-president of the Auvergne-Rhône-Alpes Region, delegate of Infrastructure, Economy and Digital Uses.

THE CAMPUS OF THE DIGITAL REGION: AN INNOVATIVE OFFER OF DIGITAL SERVICES PROMOTED BY THE AUVERGNE-RHÔNE-ALPES REGION

Christophe MENANTEAU, project manager, Department of Infrastructure and Digital Economy, Auvergne-Rhône-Alpes Region.

REGIONAL POLICIES FOR DIGITAL DEVELOPMENT AND SUPPORT FOR COMPANIES TO ACCELERATE THEIR DIGITAL TRANSFORMATION

David FERRER, Secretary of Digital Policies, Generalitat de Catalunya.

Leyre MADARIAGA, Director of Business Initiative, Innovation and the Information Society, Basque Government.

Sophie ROGNON, Director of Infrastructure and Digital Economy, Auvergne-Rhône-Alpes Region.

DEBATE AMONG MEMBERS

CLOSING

Abdessamad SEKKAL, President of ORU Fogar, President of the Rabat Salé Kénitra Region (Morocco).



The seminar will be entirely online. The technical platform and the means of translation will be provided by the Auvergne-Rhône-Alpes region.

Simultaneous translations will be available to the three official languages of ORU Fogar: Spanish, French and English..