

Recommendations for the region Zuid-Holland 20 March Concluding Remarks Mrs. Adri Bom- Lemstra, regional Minister for Economic Affairs

Cooperation on different levels is the key to a successful transition to a Smart Industry. The region of Zuid-Holland has to decide what it has to offer to other European regions. We also need to investigate what is already happening on member state level. The biggest challenge in the transition from our traditional industry to becoming a smart industry is governance. How we are working together on different levels and on which topics are the ingredients to make our region stronger, greener and more competitive.

Our distinguished guests from the panel advised us on our activities. Here are a few one-liners:

- Member of the European Parliament **Lambert van Nistelrooij** pointed out: “You have to make it happen. What do you have to offer to Europe?”.

It is important to not only involve the Industry, but they even need to take the lead in this transition. The focus needs to be on the Regional Smart Specialization Strategy.

- **Peter Berkowitz**, DG REGIO: “We are at a turning point in Europe and we need more innovation to continue.”
- **Alison Hunter** was impressed by the current way Zuid-Holland is already cooperating together and Nikos Pantalos agreed that we need commitment on all levels. “We need to put the industry more in the driver seat. We should work together on common challenges in the region and work from problem to solution together. Market driven innovation is the best way forward. This will also strengthen the role of the various smart specialization platforms. “
- **Ana Coelho**, Acció: “ It is important to see what other network organizations/ regions are doing and try to avoid duplication. Therefore it is a good idea to create bigger clusters that are not only regional but that also include other European regions.”

So where is the cheese/ beef?

- We need to focus more on our regional strengths to increase the impact of European funding. We also need to improve our ability to join forces with other regions to speed up the industrial modernization process, to combat climate change and to make the transformation towards a circular economy work.

Zuid-Holland is business friendly and works together in a triple helix structure.

- **Zsuzanna Bódi** from ENoLL advised us that it is about time to include the citizens more regularly in the quadruple helix cooperation.
- **Bernard de Potter** from the Flanders executive Innovation Organization suggested to create a network where the entrepreneurial discovery process is combined together with the knowledge institutions to create more power.

We need to become the hub for our SME's and moreover, avoid fragmentation of our activities such as the Field labs. Currently we have 15 field labs. Can we combine these? We provide a real life testing ground for Europe's societal challenges. Thanks to our regional investment program we have more focus now. As **Richard Tuffs** from Errin said: “When we start new activities we also need to be bold and end old activities.”