

## Promotion of Digital Solutions and Technologies

**Date:** July 8, 2025

**Time:** 1:00 PM – 2:30 PM

**Location:** GZDBK Meeting Room (2nd floor, Novi trg 11, Novo mesto)

### Participation Fee per Attendee:

- **Micro, small and medium-sized enterprises (SMEs) and public organizations:** Free of charge, *but prior e-REGISTRATION is mandatory*
- **Large enterprises:** €700 (VAT included)

In today's challenging economic environment, marked by geopolitical tensions and global competition, companies are facing growing pressures. Success requires unlocking internal potential and becoming more innovative, dynamic, and adaptable.

One of the key ways to achieve this is through the adoption of **Industry 4.0 tools and artificial intelligence (AI)**. Leading companies are already automating processes extensively, while many smaller and medium-sized enterprises struggle with disconnected information sources, unstructured data, and underutilized data potential for development.

In collaboration with a small group of advanced IT and consulting companies, **GZDBK is organizing this service for you**—an event aimed at accelerating digitalization, enhancing real-time data-driven insights, and challenging some established business practices. With this event, we aim to reevaluate existing mindsets and ask: **Are we truly ready for global competition? What are the solutions? What are the best doing differently?**

**You are warmly invited to attend.**

### Program Highlights

#### **Is Slovenia ready or are we still waiting?** (*Borut Poročnik*)

An introductory reflection on where Slovenia currently stands on the path of digital transformation and whether it's time to take a bolder step forward.

#### **Trends in Digital Transformation – And Where Do We Fit In?** (*Mark Stemberger*)

An overview of current global digitalization trends – and how Slovenia or your company ranks in comparison.

#### **UNS, BI, AI/ML – Foundations of Industry 4.0** (*Tomaž Bergant*)

Where does your company stand, and what's the recipe for a successful digital transformation? A practical look at the core technologies of Industry 4.0 and how companies assess their digital maturity.

#### **What Machines See That MES Systems Don't** (*Gregor Kamin*)

CMMS/EAM as an extension of MES – showcasing tools that complement standard manufacturing systems with real-time equipment and asset insights.

### **AI Finally Opens Our Eyes** (*Mitja Trampuž*)

How artificial intelligence gives companies deeper insight into processes, errors, and opportunities for optimization.

### **The Event is Intended For:**

- ✓ Small and medium-sized enterprises (SMEs)
- ✓ Companies beginning or accelerating their digital transformation
- ✓ CEOs and department managers
- ✓ Those responsible for digital transformation and innovation
- ✓ Business owners
- ✓ Consultants and solution developers

### **Lecturer: Mark Stemberger and Team**

Mark Stemberger is an expert in the holistic transformation of manufacturing companies, specializing in digitalization, automation, and strategic business development. With years of executive industry experience, he now works as a strategic advisor for SMEs. His expertise includes innovative business model implementation, organizational restructuring, and modern leadership approaches.

### **Participation Fee:**

The price includes event participation, materials, and certificates (issued upon request).

**Participation is free of charge for micro, small and medium-sized enterprises and public organizations, but prior e-REGISTRATION is required.**

**Large enterprises:** €700 (VAT included)

Registrations are accepted until all spots are filled. **GZDBK members have priority** in case of limited availability.

**Final date for written cancellation:** July 3, 2025

For more information:

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The service **Promotion of Digital Solutions and Technologies** is organized as part of the [\*\*SRC-EDIH\*\*](#) project.