

Visit to Two Cross-Border EDIH Centres: Exploring Opportunities for Business Digital Transformation

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The Chamber of Commerce and Industry of Dolenjska and Bela krajina (GZDBK), the lead partner responsible for implementing Work Package SRC-EDIH (WP6) – supporting networking and connection with the extended innovation ecosystem and identifying key technologies, resources, and suppliers useful for your digitalization journey – visited two of the four Croatian European Digital Innovation Hubs (EDIHs) on 30 June and 1 July: [CROBOHUB++ in Zagreb](#) and [EDIH Adria in Rijeka](#). The purpose of the visit was to strengthen cross-border cooperation and explore, firsthand, the opportunities these hubs offer in supporting the digitalization of small and medium-sized enterprises (SMEs) and public organizations. This autumn, we will host both visited EDIHs in Novo mesto. As part of this event, we will prepare a segment of the programme open to interested companies, entrepreneurs, and public organizations.

In light of the increasingly demanding business environment, geopolitical instabilities, and pressure from global competition, a fast, innovative, and effective digital transformation is one of the key steps toward greater resilience and competitive adaptability of companies and public organizations – the pillars of our society and the environment in which we live.

Through the [SRC-EDIH](#) project, GZDBK actively supports companies in accessing knowledge, technologies, and services that enable a successful transition to a digital future. The service “Support to SMEs or public organizations digitalization from cross-border EDIHs” includes consulting, technology testing, connections with research institutions, and support in finding financing sources.

The visits to Zagreb and Rijeka represent important steps toward closer and more direct collaboration with cross-border partners. Together, we can provide an even more efficient support environment for companies, entrepreneurs, and public organizations on their path to digital transformation.

This news supports the objectives of the [SRC-EDIH](#) project and highlights activities carried out as part of the service: *Support to SMEs or public organizations digitalization from cross-border EDIHs*.