



# WE GROW DIGITAL



Welcome to the latest edition of the EIT Digital newsletter!

In this issue, we're excited to share several pivotal developments that are set to reshape Europe's digital and technological landscape.

First up, we're thrilled to announce the **opening of our new Regional Office** at NOI Techpark in Bolzano, Italy. This strategic expansion into South Tyrol marks a significant step forward in our mission to foster innovation across Europe.

With this move, we aim to deepen collaborations with local businesses and leverage the unique opportunities that the bustling hub of **NOI Techpark** offers.

Additionally, we invite you to explore our new **Executive Programme in Strategic Digital Technologies**. Designed for SME leaders and entrepreneurs as part of the EU-funded 'Training SMEs for the Digital Decade' (SME4DD) initiative, this programme is crafted to integrate cutting-edge technologies into your business practices efficiently and effectively.

We also delve into the shifting patterns of consumer behaviour in our latest **Grow Digital Insights series**, where we examine the move from ownership to flexible consumption models like renting and subscriptions. This transformation is rapidly influencing market dynamics and consumer expectations across Europe.

Stay tuned as we bring you more updates and insights on these initiatives and other developments that continue to propel EIT Digital's commitment to driving sustainable technological growth and innovation.

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## EIT Digital sets up new Regional Office at NOI Techpark South Tyrol

On December 4th, 2024, we officially [opened our new Regional Office](#) at NOI Techpark in Bolzano (Italy).

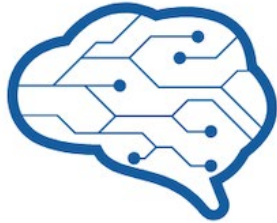
**Boosting Local Collaborations** Located in the bustling hub of NOI Techpark, EIT Digital's physical presence aims to deepen existing partnerships and provide local businesses with enhanced access to its vast international network.

**Driving Sustainable Tech Growth** The establishment of the Bolzano office is set to elevate the province's potential as an innovation hub, offering direct access to European-level resources and collaboration opportunities.

**A Future-Proof Alliance** With this new chapter, EIT Digital and NOI Techpark are set to work even closer, promoting sustainable and inclusive technological development across the South Tyrol province and beyond.

**Stay Tuned** For more updates on this and other initiatives, keep an eye on EIT Digital's progress at NOI Techpark and how it's shaping the DACH's region tech landscape.

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## SME4DD

Training SMEs for the Digital Decade



Co-funded by the  
European Union

## Lead the digital decade: enroll in the Executive Programme in Strategic Digital Technologies

Elevate your SME's digital transformation with the [Executive Programme in Strategic Digital Technologies](#), coordinated by EIT Digital as part of the EU-funded 'Training SMEs for the Digital Decade' (SME4DD) initiative. This programme, developed in collaboration with Talent Garden, Hyper Island, and the Budapest University of Technology and Economics (BME), is delivered by practitioner faculty with extensive experience in applying digital technologies to real-world challenges.

This **online programme**, conducted in a **small class setting with a maximum of 25 participants** to maximize learning and interaction, equips SME leaders, managers, and entrepreneurs with the tools to integrate cutting-edge technologies - such as blockchain, AI, and cybersecurity - into their operations, while addressing leadership and change management strategies for digital transformation.

### Programme Highlights:

- **Duration:** 10 half-day sessions (13:00-17:00 CET) from January to April 2025, taking place once or twice a month on consecutive Tuesdays and Wednesdays.
- **Format:** Live, interactive online sessions.
- **Start Date:** 21 January 2025
- **Tuition Fee:** 490€
- **Registration Deadline:** 13 January 2025
- **Certificate:** Validated by EIT Digital and the three learning providers.

[Register now](#) or visit the [programme website](#) for more information.

For inquiries, reach out to us at [professionalschool@eitdigital.eu](mailto:professionalschool@eitdigital.eu).

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## From ownership to access: the future of consumption

In the latest [Grow Digital Insights series](#), we delve into the consumer shift from buying to flexible options like renting and subscriptions. This evolution is rapidly changing how we view and use everyday items, from cars to couches.

**Market Trends** A 2023 study predicts the global rental market for electronics and appliances will double by 2027. Initiated in the US, this trend has taken root across Europe, with varying adoption rates reflecting cultural and economic differences.

**Tech at the Forefront** Technological advancements are crucial, enabling quick digital interactions essential for modern consumers. Fintechs like Rentall & Partners are pivotal, facilitating seamless integration between retailers and banks to offer agile renting solutions.

**Cultural Influence** The adoption of flexible consumption models varies, influenced by regional preferences and cultural norms, highlighting the diverse landscape of consumer behavior across Europe.

For a deeper dive into how these trends are reshaping the retail sector, [check out the full article](#) by the CEO of Rentall & Partners, Bertrand Rigaud.

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