



## SERN Working Group - Developing relations between multinational corporates and local ecosystems

- **Emma Fau**, SERN Strategic Advisor *“Introduction of SERN”*

Emma Fau has presented SERN, which is a network of regions committed to support startups. Our goal is promoting startup friendly regions by identifying and promoting best practices at regional level. SERN core members are regions but we are also open to local stakeholders who are committed to support startups. Since 2018 SERN is focus on the creation of three Working Groups. This Working Group is the first one, the second will be about financial instrument for startups and the third one on Public Procurement for SME's.

- **Szabolcs Szolnoki**, Founder of IKE2020; Diplomat of Hungary for Scientific and Technological Affairs *“Hungarian innovation ecosystem in a nutshell”*

Szabolcs Szolnoki presented IKE2020. The company develops projects in connexion with innovation ecosystems, startups and emerging young entrepreneurs. IKE2020 has already done great projects with Ford Global and other partners who are looking for new solutions to be introduced in their corporate activities such as products, services or management methods. In Hungary, around 500 and 800 startups. The main problems for that startups are the lake of networking skills, managing skills and business development skills.

- **Fanni Rigó**, Head of EEN *“Government and the multinational corporates in developing the ecosystem”*  
& **Eszter Tamás**,

Fanni Rigó explained that EEN is a wide network of global contact. Its aim is to support SME's with the cooperation of large companies to get export business and to go to internal foreign market in several fields. They have organized an event at the end of February which talked about how cooperation can involve startups in enhanced innovation between Hungarian companies and ecosystems actors.

Then Agro ICT clusters assistant Eszter Tamás spoke. The main aim of the cluster is to improve Hungarian ICT sector, increasing competitiveness and productivity of SME's, and also support R&D. It is important to notice that the productivity of ICT sector is increasing and spread the knowledges achieved within the other companies.

- **János Perczes**, Managing Director at MKB Bank Fintechlab *“MKB – a transforming Hungarian bank working on FinTech revolution with CEE start-ups”*

János Perczes explained how they have been building a digital ecosystem around MKB bank. They have transformed a state-owned bank built on classical and conservative values. MKB Bank has to be an open and innovative bank with digital transformation. The customers, the regulations and the technologies are changing. The aim of Fintechlab is to build a community, to develop the startups and build a strong partnership.