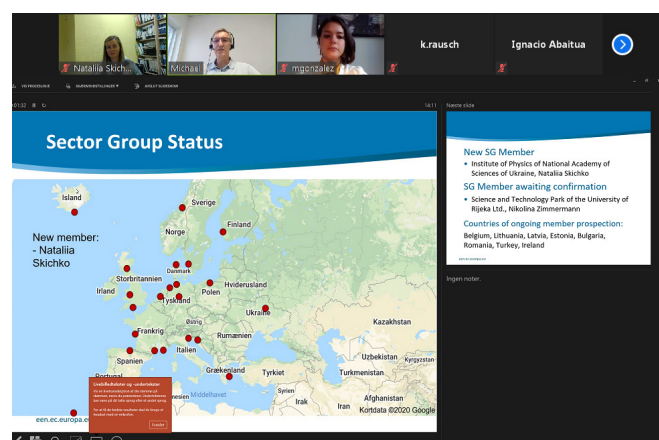




## MDEM presented EEN an example of integration into global supply chains through the provision of intellectual digital services



The international network EEN participants, who are members of the “Maritime Industry and Services” sector group, held a meeting on the 18th of November. EEN (Enterprise Europe Network) is the world’s largest support network (is active in more than 60 countries worldwide and brings together 3,000 experts from more than 600 member organizations) for small and medium-sized enterprises with international ambitions.

EEN-Ukraine joined the “Maritime Industry and Services” group only in 2020 and currently has an opportunity to assert itself in the international arena. EEN Ukraine representative Natalia Skichko organized the online event. It was attended by the Chairman of the All-Ukrainian Cluster Community and APPAU Alexandre Yurchak, Executive Director of Ukrainian

Maritime Cluster (UMC) Roman Khanzhyn, and MDEM Director Olena Zhukova.

The meeting focused on the potential of Ukraine’s industrial and digital services and the country’s prospects for cooperation with European colleagues in the industry.

Roman Khanzhyn outlined plans for developing a network of enterprises and organizations of the maritime industry of Ukraine. The presentation's key emphasis was made on main Ukrainian maritime industry segments, existing shipbuilding capacities, and examples of engineering companies involved in R&D in the industry.

Olena Zhukova told about MDEM with reference to intellectual digital services as a focused approach to integration into global supply chains. To furnish an explanation to this thesis, the company's Director described MDEM - its history, service portfolio, and experience as an example of integration into the global value chain in the maritime economy. Besides, such issues as phases of intellectual digital services integration and main challenges on the way to success were raised in the presentation.

Alexandre Yurchak wrapped-up the series of presentation, involving the audience in the features

of Industry 4.0 as a technological driver for the development of the maritime industry of Ukraine. The comprehensive report included the current course of the Industry 4.0 formation in our country, an overview of companies that joined the 4.0 movement, and internationalization processes lead by APPAU.

Moreover, the experience of cluster approach applying in Ukraine and real existing EAM clusters (Engineering, Automation, Machinery), critical aspects of the positioning of Ukraine as a "service provider" for the EU and some examples of successful smart integration, as well as possible areas of cooperation were presented.

The fruitful discussion's main message was the following: our country has a vast potential of industrial and digital services, which has been real news for the attending colleagues from international organizations and has become ready for active cooperation with European partners.