

Digital Transformation in Argentina and Europe

Impact of AI in Government and Small Medium Enterprises (SMEs)

Place: University for Continuing Education Krems, Krems, Austria. Room L.2.33

Time-Date: 16 September 2026 – 08:45-16:00, 17 September 2026 – 08:45-13:00

1. AIM

The event aims at:

- Analyzing and discussing the latest trends in digital transformation in government and small and medium enterprises, as well as the impact of AI in such efforts.
- Presenting the results of the UNIUEAR Project
- Envisioning an agenda for future collaboration on digital transformation between Argentina and the EU.

2. PROGRAM

Wednesday 16, September 08:45 – 16:00

TIME	ACTIVITY
08:45 – 09:00	Registration and welcome participants
	Session 1 – Welcome
09:00 – 09:10	Opening and Welcome Mario Gimelli, Director, UNIUEAR Project Executive Secretary, National Interuniversity Council (CIN)
09:10 – 09:30	Experiences and Lessons Learned from the UNIUEAR Project Speaker: Elsa Estevez, CIN, Universidad Nacional del Sur
	Session 2 – Digital Transformation and AI
09:30 – 10:00	Impact of AI as a tool for digital transformation Speaker: Enzo Lefevre, Universidad Pontificia de Salamanca
10:00 – 10:30	AI in Human Resource Management Speaker: Andreas Gruber, Austrian School of Government
10:30 – 11:00	Coffee break
	Session 3 – Digital Transformation and Innovation
11:00 – 11:30	Building Regional Capacity for AI in Public Administration: the case of Lower Austria

	Speaker: Heidrun Maurer
11:30 – 12:00	AI transformation in companies. How to become a hybrid organization - Speaker: Lukas Zenk, UWK
12:00 – 12:20	Open discussion Moderator: Tomasz Janowski, Gdansk University of Technology (GUT)
12:20 – 12:30	Group Photo
12:40 – 14:00	Lunch
	Session 4 – Digital Transformation and Collaboration for Impact
14:00 – 14:30	Digital Transformation is not what it used to be (paradigm shifts in data and computing) Speaker: Luis Barbosa, UNU-EGOV, University of Minho
14:30 – 15:00	From whole-of-government to whole-of-society – Digitally transformed emergency response in Poland vs Taiwan Speaker: Tomasz Janowski, GUT
15:00 – 15:20	DIGIMPACT.EU Project - Digital Innovation and Entrepreneurship for Societal Impact Speaker: Grazyna Musiatowicz-Podbial, GUT
15:20 – 15:40	Digital Transformation and Digital Economy Speaker: Marcelo Estayno, Universidad Nacional de San Martín
	Session 5 – Conclusions and Closing
15:40 – 15:50	Summary – Initial Ideas for Collaboration Online contributions from all participants
15:50 – 15:55	Next steps Speaker: Elsa Estevez, CIN, UNS
15:55 – 16:00	Closing remarks Speaker: Mario Gimelli, CIN

Thursday 17, September 08:45 – 13:00

Department for eGovernance and Administration offices, Campus West

TIME	ACTIVITY
08:45 – 09:00	Welcome Coffee
	Session 1 – Experiences from Argentina
09:00 – 09:30	UNIUEAR Project – Digital Transformation for Creative Industries Speaker: Daniel Badenes, Universidad Nacional de Quilmes (UNQ)
09:30 – 09:50	Reskilling workers - Lessons Learned from Bahía Blanca, Argentina Speaker: Martin Larrea, Universidad Nacional del Sur

09:50 – 10:20	International Cooperation & European Funding. International Relations at UWK Speaker: Christina Hell-Edelbauer & Daniela Lazo de La Vega Mayenberg, UWK
10:20 – 10:30	Methodology for Roundtables
10:30 – 11:00	Coffee break
	Session 2 – Agenda for Collaboration on Digital Transformation
11:00 – 12:30	Expert Roundtable Discussions Moderators: Gabriela Viale Pereira, Lucy Temple, Elsa Estevez
12:30 – 12:55	Summary of Conclusions (per roundtable)
12:55 – 13:00	Closing Remarks Speaker: Mario Gimelli, CIN

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European University Institute, Italy
Gdansk University of Technology. Poland
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Universidad de Buenos Aires, Argentina
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Universidad Nacional de San Martín, Argentina
Universidad Nacional del Sur, Argentina
University for Continuing Education Krems, Austria