

TITLE Success and challenges in reaching SMEs for digital transformation	TYPE - BEST PRACTICE IN: Industry collaboration BENEFICIARIES Labour force employed
CONTEXT • "Digitalisation support for SMEs in Saxony-Anhalt through the "Mittelstand-Digital" Initiative funded by the Federal Ministry for Economic Affairs and Climate Action. • Mittelstand-Digital has to offer competent and provider-neutral contact points for information, awareness-raising and qualification to regional SMEs."	THE CHALLENGE • Overcoming issues common among SMEs, such as the lack of time and resources available to allocate to digital transformation ventures. • SMEs' limited communication channels and geographical reach beyond the Saxony-Anhalt region hinder the exchange of knowledge, expertise and best practices in the implementation of digital technologies.
THE ACTION • The Mittelstand-Digital initiative provides free tailored materials, such as check-ups, talks, offline workshops and seminars, eLearning, and blended learning options, as well as mobile consultation up to three times, mini projects, and convoy support. These include "digitisation tasting" workshops, showcasing technology through an escape room experience, and providing webinars and deep dive workshops at different technical levels. • It offers service at 3 levels: Digitalization-related lectures; Underlining with examples from practice; Accompanying demonstrators to touch.	
TAKEAWAYS • Show the bigger picture: Bring a series of events to the market instead of single workshops, giving detailed information and context, and allow participants to register separately based on their availability and needs. • Work with multipliers to reach the target group. • Ride the wave: Use the ChatGPT-Hype, show what is already possible and give concrete hints for different use cases of digital transformation. • Provide contact information and optimise search engine results for the target audience.	 Mittelstand-Digital Zentrum Magdeburg Stefan Voigt, Director, Mittelstand-Digital Zentrum Magdeburg

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