

Pitching Session



**HOUSE OF EVENTS
INNOVATION**

Viliam Bošiak

CEO of House of events innovation



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Who is HEI?



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HEI is a local Slovakian cluster – Bratislava region

HEI is a member of the Slovak Cluster Union

Rewarded by the Bronze Management Excellence label



Not fitting just into the digital industry focus

Certified people on board - PRINCE2, PMI, PMO, TOGAF, and ARCHIMATE

Our members are certified trainers people in project and program management



Who is HEI?



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HEI has 16 members

13 small companies owned solely by Slovak capital

1 university

1 local government body

1 civic association

Yong cluster established in 2019, significantly affected by COVID-19 epidemic

Small cluster regarding the turnover or number of employees but in a highly innovative industry

668 employees

2,7 mil. EUR turnover



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HEI main activities



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Building a society in the events industry

Organising presentations to support our members in Slovakia and abroad

Data collection and analysis for improvements

Internationalisation of members' business

Our first experience in international business after COVID-19 with another 10 clusters from Italy, Spain, Portugal, France and Belgium – we are waiting for evaluation in the Creative Europe Culture program – our task is Sustainability Awareness Labs

Excellent collaboration with the local government in our region to introduce and implement ZeroWaste and Eco-friendly rules and categorisation in events organisation



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What we are looking for?

- We don't have extensive experience in Internationalization
- We are not ready to initiate projects on the European level but
- We would like to be invited to such projects to gain experience
- Collaboration opportunities around Europe
- Matchmaking opportunities for our members
- Establish collaboration with other clusters in Europe



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VIDEO

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