DIHBAI-TUR

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The Digital Innovation Hub of the Balearic Islands for Artificial Intelligence (DIH-BAITUR) is a non profit initiative fully in line with the Balearic Islands' Smart Specialisation Strategy (RIS3) that focuses on tourism and promotes other highly strategic sectors such as agriculture.

## Issues Faced

- The Balearics are the last region in Spain to set up a DIH
- Compared to other Spanish regions, it is at the bottom of the list in terms of innovation because Tourism, where there is innovation, is not considered to be an industrial activity in Europe, so it is not valued as it deserves and does not receive public funds
- Digital transformation is a must in tourism and agriculture
- The region's competitiveness greatly depends on its capacity to generate new digital skills and digitally empower companies
- There is a great lack of innovative infrastructure such as LivingLabs in the Balearics

## Key Objectives

- Support and boost the digital transformation of companies to successfully face challenges related to the new data economy, improving their competitive edge
- Develop smart market tools
- Offer information on open calls, tenders and loans
- Connect regional innovation stakeholders generating synergies
- Promote the importance of Tourism, Agriculture and Innovation working as a One
- Promote the creation of more innovative infrastructures in the Balearics: Living and Fab Labs, CreativeHubs, Innovation Networks...

## Main Results

- Generation of a Tourism-Agricultural and Innovation Ecosystem
-DIHBAI-TUR being included in the EU catalogue of DIHs
- Definition of an initial catalogue of services
- The tourism, agricultural and innovation sectors working together as one
- Obtain both political and financial support from the Regional Government

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