

NEWS

PROJECT

AS-Fabrik -Bilbao  
Alliance for smart  
specialisation in  
advanced services  
towards the digital  
transformation of the  
industry (Closed)

📍 Bilbao, Spain

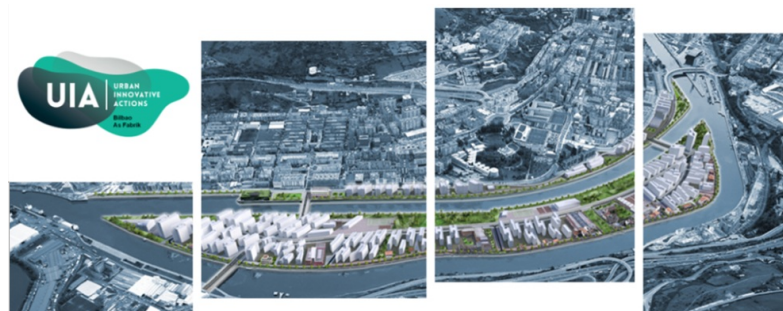
TOPIC

Jobs and skills in the  
local economy

EDIT 06 MAY 2020  
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WINDEN, UIA EXPERT

## AS-FABRIK Expert Journal 5: Get to know what happened in the last 6 months!

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website



In his 5th Journal, Willem van Winden summarizes the activities that took place in the last months in the AS-FABRIK project. Most importantly, Willem shares his thoughts on how the partners will continue their activities after the UIA funding will come to an end by July 2020. After the summer, the AS-FABRIK activities will leave their temporary space in the city centre (Mondragon University) and move to a renovated building at the heart of the Zorrotzaurre district, which is an industrial area (including residential and retail functions) that is turned into a mixed innovation quarter in the coming decades. As Willem explains, The AS-FABRIK building is and will be conceptualised as an innovation hub for the industry 4.0/KIBS (Knowledge Intensive Business Services) community, not only for Bilbao but for the wider region.

The journal also signals some key challenges regarding the project implementation in Bilbao. Communication and branding, starting while “still under construction”, Embeddedness in the neighbourhood, and the overall business model elaboration are the highlighted ones! Read through to find out how Bilbao copes with them!

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