

## **An innovative product dedicated to cybersecurity for SMEs will be launched at the 10th CLUJ INNOVATION DAYS conference**

**Cluj-Napoca turns into the capital of innovative technologies for ten days at the 10th edition of [Cluj Innovation Days](#), the flagship event of the [Cluj IT Cluster](#). The conference will take place from 17 to 27 October, being an anniversary moment for the entire ecosystem of the most successful and long-lived association in Romania.**

The organizers have proposed, for the ten days, not only to celebrate the ten years of existence of Cluj IT Cluster, but also to highlight the growth and challenges of the Romanian IT industry, while laying the foundations for the next ten years of sustainable development of the most dynamic Romanian economic sector.

Under the motto **The Power of 1 | 0**, which underlines the importance of digital technologies as the basis of all great innovations that move the world forward, Cluj Innovation Days will enjoy the presence of representative personalities from the country and abroad, decision makers and experts in the field. Speakers at the event include László Borbély, State Counsellor at the Prime Minister's Office, and Coordinator of the Sustainable Development Department of the General Secretariat of the Government, Sabin Sărmaş, President of the IT&C Commission of the Chamber of Deputies, Emil Boc, Mayor of Cluj-Napoca, Daniel David, Rector of Babeş-Bolyai University of Cluj-Napoca, Daniela Rus, Director of the MIT Computer Science and Artificial Intelligence Laboratory and many others. The full agenda of the Cluj Innovation Days events is available at <https://clujinnovationdays.com/agenda/>

**The event will see the launch of GEIGER, an innovative product dedicated to cybersecurity for small businesses, both IT and non-IT.**

Cluj Innovation Days will also see the launch of [GEIGER](#), an international Horizon 2020 project that provides small businesses in all sectors of activity, which do not necessarily have technology skills, with an easy-to-use and accessible toolkit to help them address cyber risks. With the new app launched, any SME can start improving their cyber security.

"Cybersecurity is not simple, but simple steps can make all the difference - once you know these are the steps you need to take! GEIGER helps small businesses understand their risks and choose the best tools and actions to stay protected. Awareness and empowerment of everyone involved in small business is essential, and

this is what GEIGER offers," says **Samuel Fricker, Professor at FHNW, Switzerland, and Coordinator of the GEIGER project.**

The [GEIGER](#) app will allow users to easily assess their level of cyber security, learn about the biggest threats, select optimal tools and actions, as well as connect with experts (Security Defenders) who will support them in their efforts towards robust cyber security.

"Micro and small enterprises make up almost 99% of all European businesses. However, they are a neglected group when it comes to cyber security - most of the solutions on offer are designed for companies that have in-house cybersecurity expertise or the resources to invest in it. In these times of hybrid warfare and increasing cyber-attacks, it is essential for the European economy that every business is protected. Cybersecurity is high on the agenda of the EU and its Member States, but bringing it within everyone's reach is a huge challenge. GEIGER is developed with this in mind, to be accessible to everyone, regardless of their level of expertise - to invite even the smallest and least qualified IT companies on board", says **Stelian Brad**, President of Cluj IT Cluster.

The beta version of GEIGER is available for Android and will soon be available for Windows and iOS. The app can be downloaded for free from [www.cyber-geiger.eu](http://www.cyber-geiger.eu)

**The app launch event will take place on 20 October, starting at 10:00 in Cluj Napoca, at the [Grand Hotel Italia](#).**

Access to the conference activities is free of charge and those interested in attending can register by following the instructions available on the conference website. For registration, more details on the conference and the detailed programme, please visit: <https://clujinnovationdays.com/> .

**Cluj Innovation Days** is supported by **Banca Transilvania, Accenture, Bosch - Cluj-Napoca Engineering Centre, CertSIGN, ROMBAT.**

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