

# BE THE ROLE MODEL™ / INOVA™

## The ideal place to find a new entrepreneurial project



Prof. dr. sc. Ivan Štefanić, director  
TERA TEHNOLOGIS Ltd.

INOVA™/BE THE ROLE MODEL™ is the biggest international exhibition of innovations organised in Croatia in 2010. What the joint performance of INOVA™ and BE THE ROLE MODEL™, premiering in Osijek, brings to the table is the experience of the 35th INOVA, as well as the student and entrepreneurship oriented approach and energy of the BE THE ROLE MODEL. The exhibition takes place on three attractive locations in Osijek – the Esseker Centre, the Pampas Fair Site and TERA Business Incubator. Participants from the Russian Federation, Ukraine, Poland, Romania, Hungary, Slovenia, and Bosnia and Herzegovina make this exhibition more international than ever before. This is, at the same time, a confirmation of a continuous and consistent investment into the exhibition development, considering that some of the participants have been with us since year 1.

This year, the exhibition programme includes the exhibition of innovations and student business plans and two robotics tournaments. In cooperation with the State Intellectual Property Office, the premiere of the "Croatian Innovations through Centuries" exhibition has been organised in Osijek. The business aspect of the exhibition is focused on presenting the available support programmes for entrepreneurs whose business is based on knowledge and technology. The Enterprise Europe Network remains prominent, with its sub-programmes: possibilities of placing a product on the European market, the EEN bilateral business talks, PRE-MU-DRA CONNECTION, and the improvement of ecological aspect in food and building material production – GREEN. Choose the content that best serves your needs and welcome to Osijek.



➔ Because the competition is usually much closer than we expect



## 12 reasons to participate in BE THE ROLE MODEL™ / INOVA™

### A) IF YOU ARE A STUDENT ✓✓

1. Learn how to write a business plan
2. Learn how to sell a business plan
3. Win a medal, special award, financial reward
4. Drive away in a car by our sponsor PSC Osijek



### B) IF YOU ARE AN ENTREPRENEUR ✓✓

1. Find an obtainable technology or business plan
2. Find a support programme most suitable to your needs



### C) IF YOU ARE AN INNOVATOR ✓✓

1. Check the innovativeness and commercialisation potential of your innovation
2. Find partners, customers, suppliers, employees...
3. Improve the existing innovation or define a new one
4. Sell or license the existing innovation



### D) IF YOU ARE A VISITOR ✓✓

1. Participate in a humanitarian action
2. Have loads of fun at the **TEHNOstart** stall.



## BE THE ROLE MODEL BEFORE AND NOWADAYS



**BE THE ROLE MODEL 2005**  
For the first time, the exhibition was organised in TERA Business Incubator in May 2005



**BE THE ROLE MODEL 2008**  
For the past two years the exhibition was being organised in cooperation with the Osijek Fair in a 1000 m2 pavilion

### BE THE ROLE MODEL and INOVA 2010

The joint organisation brings a bigger volume, more content and cost efficiency. The exhibition comes to be the biggest and most prominent in Croatia. It has also been gaining more international reputation, with a growing number of foreign participants.



## THURSDAY: DON'T MISS OUT ON!

- THE OPENING CEREMONY AT 11.00 – PAMPAS
- THE OPENING OF THE TEHCRO CENTRE TERA TEHNOLOGIS AT 14.00 O'CLOCK – TRG LJUDEVITA GAJA 6
- THE OFFICIAL TOUR OF THE EXHIBITION AT THE ESSEKER CENTRE AT 15.00 O'CLOCK
- EXPLORE THE OPPORTUNITIES TO PLACE A PRODUCT ON THE EUROPEAN MARKET – ESSEKER CENTRE

# THROUGH THE TEHCRO PROGRAMME a new support project for entrepreneurs of Eastern Croatia has been secured

Illiquidity, difficult working conditions, and the lack of positive entrepreneurial climate during the economic crisis are only a portion of the problems that SMEs face on a daily basis. It is becoming more difficult for entrepreneurs to keep their businesses profitable and it is even harder to initiate new entrepreneurial projects. Statistical surveys show that Croatian entrepreneurs, especially those based in Eastern Croatia and Lika launch entrepreneurial ventures and self-employment strictly out of necessity, not because they recognised an opportunity for business development. Unfortunately, those are the conditions under which we have to operate and, despite everything, realise a profitable business, says the director of TERA TEHNOPO-LIS, prof.dr.sc. Ivan Štefanić.

We are talking about complicated economic issues for which TERA TEHNOPO-LIS does not offer a systemic solution, but can provide services to concrete entrepreneurial projects and, through their own support programme, at least partly alleviate the above mentioned conditions. The TEHCRO programme is a platform for pro-



viding support to entrepreneurs, financed by the Business Innovation Center of Croatia – BICRO Ltd. (through Ministry of Science, Education and Sports of the Republic of Croatia). TEHCRO is a part of the Programme for promoting entrepreneurship based on innovations and new technologies.

### What are the concrete benefits gained by entrepreneurs?

The project is implemented through two programmes: the Start – up programme, intended for start-up entrepreneurs, in duration of up to 6 months and the Business growth programme, intended for growth and development of existing companies, in duration of up to one year. Both programmes offer consultancy services, financial and legal counselling, market research, in-

tellectual property protection, specialised training sessions, and client promotion as well as a possibility of incubation in TERA Business Incubator, i.e., a business premises lease at favourable terms. The Incubator is located at Trg Ljudevita Gaja 6 (at the former Gaj army barracks).

The incubation programme has been specifically adjusted to the needs of newly founded companies, since those companies need most help. The incubation concept has been organised through the use of 10-50m<sup>2</sup> office space or the use of a workstation. Companies can begin to realise their entrepreneurial projects for a price of HRK 200 per month. Incubation means advisory support and use of a representative infrastructure and modern office equipment. Incubation does not signify a place but a process that can be used also by clients whose business premises are not located at the TERA Incubator.



## The PoC Programme



# a new opportunity to realise your business idea



Dalibor Marijanović, director of the Business Innovation Center of Croatia – BICRO

At the occasion of the recent signing of the Umbrella Agreement on mutual rights and obligations relating to the Proof of Concept (PoC) implementation, Dalibor Marijanović, director of the Business Innovation Center of Croatia – BICRO, the Government agency for the Government programme for technological development support implementation, addressed the mode of operation, goals and achieved results.

In 2006, alongside the guidelines for encouraging innovative entrepreneurship, the Croatian Government launched programmes that provide financial help in new products development, encourage investments in commercial-technological infrastructure and cooperation between science and industry. The programme implementation has been entrusted to BICRO. The aim was to achieve effective and efficient use of Croatian scientific-technological potential. The programmes encourage support to the Croatian industry, with the aim to modernise the scientific system, improve the scientific infrastructure, promote academic entrepreneurship, and develop an enabling environment for growth and development of knowledge-based enterprises. Under the framework of the above mentioned programmes, the Government has, since 2007, invested more than 178 million HRK into entrepreneurship based on innovations and new technologies. The new Proof of Concept programme co-finances the

early stage of innovative scientific-entrepreneurial projects. The programme is financed by the Government of the Republic of Croatia and the World Bank, and was initiated in cooperation with partners: Technology Transfer Office of the University of Zagreb, Step Ri Science and Technology Park of the University of Rijeka, Technology park Varaždin, and Technology Innovation Centre Medimurje, within the framework of the Regional Development Agency Medimurje – REDEA.

The director of BICRO is very pleased with the recent number of those interested in applying to the new Programme. He emphasised that the amount of the estimated budget had already been three times exceeded in the first call, what justifies the Programme initi-

on and implementation of that kind of financial instrument. The applicants' response obliges BICRO and their partners to continue working on securing additional resources and meet the increasing demand. By launching the Programme one of the benchmarks of the economic recovery programme has been met, since a new programme in the field of research and development has been introduced, the implementation of which actively involves the acknowledged TEHCRO centres.

Through grants in the amount of HRK 35.000 to HRK 350.000 per project, the Programme finances intellectual property protection, technical feasibility demonstration, and a functional prototype creation. The Programme secures funding for up to 75% of total costs, while the applicants need to secure the finances for the remaining 25% by themselves or from other sources. The purpose of the proof of innovative concept is to determine the technical characteristics and commercial potential of research results, which is going to bridge the gap between research and development and market. The Proof of Concept programme supports pre-commercial activities of researchers and entrepreneurs developing new products, services and technological processes, with the aim of providing support in the early stage of innovation development, in order to help guide further development and reduce the investment risks in later stages.





### TERA Competences

- Full member of the CarNet since 2003
- Authorised representative of the State Intellectual Property Office since 2005
- Organiser of the international exhibition BE THE ROLE MODEL™ since 2005
- A member of the SPICE group since 2005
- A contact point of the Enterprise Europe Network since 2008
- TEHCRO CENTRE and a renowned centre for the Proof of Concept programme implementation since 2010
- Regional institution for technology transfer and commercialisation of publicly funded research with 250 job vacancies created.

EuropeAid Number: HR-2009-FQV-1010080170

## TERA TEHNOPOLIS Ltd.

By the order of the Commercial Court of Osijek, on 31 May 2010, Technology Development Centre Osijek Ltd. changes its name into TERA TEHNOPOLIS Ltd. This, relatively short, news do not reveal the background and purpose of this extremely significant change. In the transformation process, the Company is, instead of being financed mostly through the state budget of the Republic of Croatia, hereby financed through the World Bank and EU projects, with the prescribed participation of local government and a significant income from commercial activities. The former tasks, technology development and projects based on knowledge and incubations in the TERA Incubator at Trg Ljudevita Gaja 6, have now

been complemented by operational management of the Technology Transfer Office at the University Campus and management of the Science and Technology Park TEHNOPOLIS Osijek.

The Company's founders: University of Josip Juraj Strossmayer of Osijek, The City of Osijek and Osijek-Baranja County, and the Company's board of directors, by changing the Company's name send a clear message to their clients. Your current partner in development of knowledge-and-technology-based entrepreneurship is still a reliable partner, with a significantly wider scope and now able to provide more complex and more efficient support to entrepreneurs and local government. ■

## Intellectual Property Protection



TERA TEHNOPOLIS, through its activities, seeks to increase the entrepreneurs' awareness on the importance of intellectual property and its protection. Until now, TERA has been representing clients in more than 50 intellectual property protection procedures. Patent, mark or industrial design protection does not signify only the realisation of an innovative entrepreneurial step, but also an increase in competitiveness. Practice has shown that entrepreneurs have to be aware of the rights and obligations that ensue from intellectual property and that they have to invest in the protection of their brands. A "small" entrepreneur often thinks he or she is not interesting

to the competition, what proved to be incorrect. TERA had clients asking for help after receiving letters of intent to sue and claims for compensation of several hundreds of thousands of HRK if they do not close their business. Two such examples come from Slovenia, which confirms that the presence of Croatian entrepreneurs on domestic market is being observed by foreign competition. A timely mark protection would prevent lawsuits and the client would avoid facing unnecessary complications. Therefore, do not underestimate the importance of intellectual property and get more information at the office of TERA TEHNOPOLIS Ltd.

➔ **There is the greatest need for help and protection at the beginning**



## TEHNOstart

THE ONLY CROATIAN TEAM  
COMPETING IN THE ROBOTICS  
TOURNAMENTS BE THE ROLE MODEL  
AND ROBOTIC WEEKEND



The team is comprised of Filip Štefanić, Tvrtko Brekalo and Klara Štefanić. For their first performance they prepared three robots, OPEL INSIGNIA ZEV, OPEL MERIVA and CHEVROLET SPARK. The performance was sponsored by PSC Osijek and Hypo-Alpe-Adria Bank d.d. Zagreb. During the BE THE ROLE MODEL/INNOVA 2010 exhibition, the association will hold a workshop on plastic modelling and organise a playroom with the newest PC and Wii games. A promotional Association membership offer is valid since the exhibition opening until the end of October.

## HBOR – A programme for micro, small and medium enterprises HBOR

Small and medium enterprises, new or existing, often face difficulties in acquiring financial assets, either for investing into capital assets and development or for working capital. The above mentioned problem is especially eminent when observing micro enterprises that have up to 10 employees and whose small financial demands are in business banking often perceived as higher risk investments and increased operating costs. Considering that almost 93% of European SMEs are micro enterprises, a systematic provision of financial resources for these extremely significant group of economic actors is often called into question. In view of the significance of the European micro, small and medium entrepreneurship as a potential nucleus of innovativeness, future development and employment on the global, EU, and even domestic financial

market, arises an aspiration for an increase in microcredit loans. Based on the last year's positive experiences, Croatian Bank for Reconstruction and Development began implementing the Programme of loans for the development of small and medium enterprises with the EU support (Programme for micro, small and medium enterprises). The Programme was developed and launched in cooperation with the German Development Bank Kreditanstalt für Wiederaufbau (KfW), the Council of Europe Development Bank (CEB), and the European Commission within the framework of the SME financing programme – Small and Medium Sized Enterprises Finance Facility (SMEFF, Phase 2). The Programme's main objective is an increase in self-employment, founding of new trades and companies, modernisation and expansion of existing

businesses, and an increase in the number of vacancies. The Programme can be used by small and medium enterprises, natural persons and legal entities that have up to 249 employees, assets up to €42 million or annual turnover up to €50 million. Also, the eligible users are allowed to be under the 25% ownership of a company that does not belong in the SME category by the EU criteria. The Programme includes two types of financing: microloans of up to €30.000 and investment loans of up to €250.000. The investment loans are mostly intended for modernisation and expansion of the users' business, through purchasing machinery, equipment, business premises construction and similar. Microloans are, on the other hand, mostly intended for strengthening the users' business through working capital financing. The repayment dead-

line can be set for up to 7 years (including 1 year of grace period) regarding microloans, and up to 10 years (with 2 years of grace period) regarding investment loans.

The programmes are implemented in cooperation with 7 business banks, with 4 to 6,5% expected interest rate amount per year (depending on the project and bank). The banks involved in the project are: Banco Popolare Croatia d.d., Centar banka d.d., Hrvatska poštanska banka d.d., Hypo-Alpe-Adria-Bank d.d., Istarska kreditna banka Umag d.d., OTP Hrvatska banka d.d., and Partner banka d.d. Users can receive additional information at the HBOR branch office for Slavonija and Baranja or some of the above mentioned banks. The branch office is located at the premises of the Technology Development Centre Osijek. ■

## THE USE OF DNA ANALYSIS IN MEAT MARKET MONITORING



In March 2009, Croatian Institute of Technology (HIT) and Genos Ltd., the first private DNA laboratory in Croatia, signed a contract on implementation of a technology project "The use of DNA analysis in the development of a traceability system in livestock production and meat processing industry". The project is 36 months long, with total value of HRK 2.810.000, out of which HRK 1.810.000 is secured by HIT and HRK 1.000.000 by Genos Ltd. The project's main objective is to develop a DNA analysis system that can unambiguously and with complete certainty determine the origin of meat or a meat product. After 18 months of project research, DNA multiplex systems for successful analysis of pigs and bovines have been developed. It is important to emphasise that DNA analysis can

also be conducted on processed and thermally treated meat, so meat products such as sausages and hot dogs will not be used as a safe haven for meat of unknown origin. The first tests have been conducted in cooperation with Agrokor d.d. and they included an analysis of 200 bovines from farms in the Vupik system. The Ministry of Agriculture, Fisheries and Rural Development of the Republic of Croatia showed their interest as well, and ordered samples of bovines throughout Croatia to be collected in order to conduct a population study. Some other producers also showed interest in implementing the DNA analysis system into the process of meat traceability monitoring and it can be expected that Croatia is going to have a world class meat market monitoring system. ■

### Do you want to commercialise a scientific research result?

Commercialisation of research and development projects results is an extremely complicated and an interdisciplinary task. Scientist are usually in need of help in this phase of the research. The Technology Centre Tera Tehnopolis Ltd. ([www.tera.hr](http://www.tera.hr)), a member of the University of Josip Juraj Strossmayer of Osijek has been providing services of finding technology purchasers, business negotiations, contracting, and the agreed compensation billing for technology transfer since 2002.

The current track record notes the acquisition of numerous competences (a certified investment advisor APIU RH, an authorised trademarks and patents representative at DZIV/EPO) and the achievement of significant results. According to the needs of the project, the TERA TEHNOPOLIS Ltd. team cooperates with the University scientists and the top economic experts. The most adequate intellectual property protection strategy and research commercialisation are chosen in collaboration with the scientists. Technology transfers that are realised in cooperation with the Centre are marked by innovative marketing solutions, high level of reliability, and protected industrial property, what results in a project that achieves competitive advantage with ease. Since 2008 Tera Tehnopolis has been offering technologies defined at its home university on the European market, through 4000 relay points of the Enterprise Europe Network – EEN.

Cooperation with Tera Tehnopolis provides an additional benefit: Upon entering into sales agreement or technology license agreement, you can count on further support according to your needs.

THE TECHNOLOGY TRANSFER includes the following activities:  
REGARDING RESEARCH IN PREPARATION STAGE:

- State-of-the-art patent search
- Support in entering into agreements with researchers and co-financiers
- Support in project application preparation
- Support in choosing the content appropriate for publishing and the time of publishing in accordance with the industrial property protection plan

REGARDING FINISHED RESEARCH PROJECTS:

- Choosing the most adequate industrial property protection strategy
- Finding technology recipients (for a license agreement) or a customer (for sales)
- Business negotiations with perspective partners (differs for protected and unprotected technology)
- Entering into agreements and the agreed fee billing

Your partner in  
new technologies



TERA TEHNOPOLIS is a member of the  
ENTERPRISE EUROPE NETWORK



PARTNERS:





**Do you have a good idea?**

- It is not going to work out here**
  - We have already tried that**
  - It is not the right time**
  - It cannot be done**
  - It is not how we work**
  - We are doing great even without that**
  - It costs too much**
  - We should talk about this at the next meeting**  
Source: Jerold Panas, Lizzy & Partners Inc.
- Do not give up!**  
**You can turn to us in full confidence**

 **tera**  
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**The State Intellectual  
Property Office**

As in previous years, the State Intellectual Property Office, in cooperation with Tera Tehnopolis Ltd., is participating in the international exhibition of innovations Inova-Be the Role Model, this time with an exhibition named Croatian Inventors through History, with an incentive display of the works of our most famous inventors, intended for all citizens, especially the young. The Inova-Be the Role Model exhibition follows the modern concept of Tera Tehnopolis Ltd. that seeks to introduce the intellectual property potentials into research-development, marketing, and business plans of entrepreneurs. Even though a great number of entrepreneurs still has not recognised the opportunity, education of young experts, especially those in academic community, is the only path to exploiting the country's biggest economic potential – human creativity. Exhibits displayed at the Croatian Inventors through History exhibition indicate that clearly. Creative individuals and entrepreneurs reco-

gnise the State Intellectual Property Office primarily by industrial property protection procedures. However, the Office's function does not end there. In order to support creative activities of experts and entrepreneurs, the Office has developed a variety of informative and educational services. There are also special services available to those with greater needs, such as the industrial property database search, which is an inexhaustible and irreplaceable source of legal, technical, and commercial information needed for research and development planning, industrial property protection, business, and market appearance, competition monitoring, and numerous other advanced forms of enterprise management. Improving the implementation of intellectual property protection system, with the permanent aim of reducing all forms of infringement, especially counterfeiting and piracy, is one of the most important objectives of the Office. The cooperation with Danish Patent and Trademark Office within the framework of Phare 2006 "Strengthening the enforcement of intellectual property rights" project significantly contributed the achievement of this complex task. The expected result is the creation of a market environment that is going to positively affect the increase in citizen safety regarding the use of counterfeit products. Besides that, the improvement in rights enforcement directly affects the increase in value of all forms of intellectual property, for the benefit of all creative entrepreneurs.

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**A humanitarian action**



Within the framework of the international exhibition Be the Role Model™, a humanitarian action under the same name is being organised every year, since 2008. The organising partners are Lions club Osijek-Waldinger and Agricultural and Veterinary School in Osijek. The funds, which were collected by selling floral arrangements and apples, were donated to students in need of Agricultural and Veterinary School in Osijek. Besides the direct help to its end users, the Be the Role Model humanitarian action has an additional, extremely important goal - education of all the participants involved in organisation and implementation. In this manner, the action's effect is much greater and longer. This year, the Campus Lions Club Universitas and New Century Lions Club Kuna joined the team. The humanitarian action takes place during the exhibition, from 30 September to 3 October in Esseker Centre and the Osijek Fair.



**ESSEKER CENTRE**

Ribarska 4, Osijek, 30 September – 2 October / working hours: 10.00 – 18.00

**30.09.2010, THURSDAY**  
08,00 – 10,00 The exhibiton set-up and participant registration  
10,00 – 18,00 Exhibition of innovations, prototypes and student business plans  
JURY ACTIVITY – evaluation of the exhibits  
ROBOTS/MODELS 2010: model presentation, playroom  
Student presentations in the BEST ELEVATOR PITCH category  
Enterprise Europe Network – EEN: Possibilities of placing a product on the European market  
Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek  
14,00 The Opening Ceremony of the TEHCRO centre (TERA Incubator, Trg Lj. Gaja 6, Osijek)  
18,00 Closing Time

**01.10.2010, FRIDAY**  
10,00 – 18,00 Exhibition of innovations, prototypes and student business plans  
JURY ACTIVITY –evaluation of the exhibits  
ROBOTS/MODELS 2010: model presentation, playroom  
Student presentations in the BEST ELEVATOR PITCH category  
Enterprise Europe Network – EEN: Possibilities to place products on the European market  
Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek  
18,00 Closing Time

**02.10.2010, SATURDAY**  
10,00 – 16,00 Exhibition of innovations, prototypes and student business plans  
ROBOTS/MODELS 2010: model presentation, playroom  
Student presentations in the BEST ELEVATOR PITCH category  
Enterprise Europe Network – EEN: Possibilities of placing a product on the European market  
14,00 – 15,00 The Award Ceremony in categories: innovations, prototypes, student business plans, and Best Elevator Pitch  
15,00 Banquet  
10,00 – 16,00 Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek  
16,00 Closing Time

**THE OSJEK FAIR**

Pampas, Petefi Šandora bb, Osijek, 30 September – 3. October 2010 / working hours: 10.00 – 19.00

**30.09. – 03.10.2010, THURSDAY – SUNDAY**  
10,00 – 19,00 Exhibition: Croatian Inventors through History in cooperation with the State Intellectual Property Office  
Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek  
Info Desk Enterprise Europe Network – EEN: Possibilities of placing a product on the European market  
19,00 Closing Time

**01.10.2010, FRIDAY**  
10,30 – 15,30 EEN – PRE-MU-DRA Connection: bilateral business talks

**03.10.2010, SUNDAY**  
10,00 – 12,00 Robotic Weekend – demonstration ROBOTS/MODELS 2010

**TERA INCUBATOR**

Trg Ljudevita Gaja 6, Osijek, 28 September – 1 October 2010  
Entrepreneurship Academy: Programme for supporting small and medium enterprises during the economic crisis  
Lectures / 1 October 2010 / Friday / TERA / conference room 3  
10,30 sati Topic: New entrepreneurship support programmes (EEN, GREEN, POC, TEHCRO), TERA TEHNOPOLIS  
11,00 sati Topic: The Croatian Bank for Reconstruction and Development (HBOR) Credit Schemes  
11,30 sati Topic: The new Labour Law in practice, Croatian Employers' Association (CEA)  
12,00 sati Topic: Training for work without established employment relationship  
12,30 sati Support for preserving employment, Croatian Employment Service (CES)  
Topic: From the rural economics, Faculty of Agriculture in Osijek

Open Days of TERA Incubator: Individual consultations with representatives of the TERA Incubator companies  
**30 SEPTEMBER – 1 OCTOBER 2010 / THURSDAY AND FRIDAY / 10.00 – 16.00**  
10,00-16,00 Topic: Legal advice on the labour legislation, Croatian Employers' Association (office 5.11)  
Topic: Education, Croatian Employers' Association (office 5.11)  
Topic: Marketing in small and medium sized enterprises, Mirakul (office 5.10)  
Topic: Forensic DNA analysis, Genos Ltd. (office 5.15)  
Topic: Concept interior design – an efficient use of space, Studio Karizma Ltd. (office 5.19)  
Topic: Obtaining building permits, Vitez projekt Ltd. (office 5.3)  
Topic: Industrial product labelling, INFO Ltd. (office 5.3)  
Topic: Smart toys, Secure plus Ltd. (office 5.16)



**Entrepreneurs, visit the INOVA / BE THE ROLE MODEL exhibition today and identify projects for new business cooperation**

The exhibition in Esseker Centre will display over a thousand technological profiles, i.e. various demands for products, services, technologies or research and development in several fields of industry: food technology, agriculture, civil engineering, information technology and services, textile industry, wood industry, environmental protection and the efficient use of energy. The demand comes from the EU market. Therefore, companies from the region, faculties, and research centres are invited to Esseker Centre, where they can get information on potential business areas. Use this possibility to identify business opportunities to establish a new business cooperation.

