

## TERA TEHNOPOLIS Ltd. becomes a TEHCRO CENTRE

After an extremely comprehensive and long reorganisation, the Technology Development Centre Osijek Ltd. becomes TERA TEHNOPOLIS Ltd. New duties, technology transfer office, and management of the science and technology park TEHNOPOLIS Osijek have been added to the work programme. The opening ceremony of TEHCRO centre TERA TEHNOPOLIS Ltd. was held yesterday. This transformation enabled the company to begin managing completely new EU and The World Bank programmes intended for the region's entrepreneurs, TEHCRO, EEN, GREEN, and PoC. ■



### The Opening Ceremony of Inova™/Be the Role Model™ 2010 exhibition

The international exhibition of innovations and student business plans Inova™/Be the Role Model™ 2010 was officially open. The ceremony was attended by the President of the Republic of Croatia, dr. Ivo Jo-

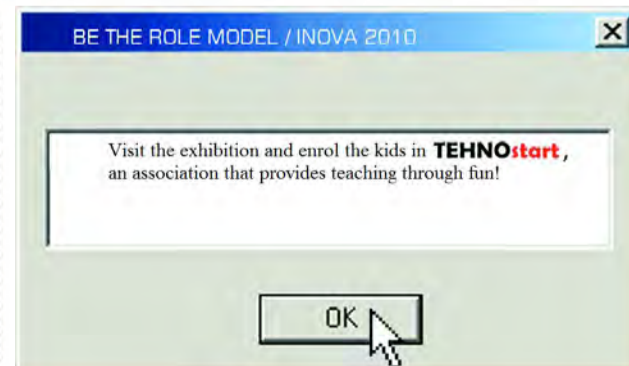
sipović, the mayor of Osijek Krešimir Bublik, deputy prefect of the Osijek-Baranja county Željko Kraljićak and the rector of the University of Josip Juraj Strossmayer of Osijek Gordana Kralik. During the four

days of the exhibition, the visitors could enjoy a variety of content on three attractive locations, the Pampas Fair Site, Esseker Centre, and TERA incubator at Trg Ljudevita Gaja 6. ■




### FRIDAY: Do not miss out on!


- ENTREPRENEURSHIP ACADEMY: PROGRAMMES FOR SUPPORT TO SMEs DURING THE ECONOMIC CRISIS – TRG LJUDEVITA GAJA 6
- VISIT THE INOVA™ / BE THE ROLE MODEL™ – ESSEKER CENTRE
- EEN Bilateral Business Talks  
PRE-MU-DRA CONNECTION – PAMPAS 10.30 – 15.30



STATE INTELLECTUAL PROPERTY OFFICE OF THE REPUBLIC OF CROATIA



presents the exhibition



Croatian Inventors through History

- Esseker Centre, 30 September – 3 October
- Trg Ljudevita Gaja 6, 3 – 31 October



**In teams we achieve what we cannot do alone!**



ORGANISERS:



A STRATEGIC PARTNER OF TERA TEHNOPOLIS IN WORKING WITH INNOVATORS



## CROATIAN ASSOCIATION OF INVENTORS – ENTREPRENEURS

In 2006 the Croatian Association of Inventors – Entrepreneurs /HUIP/ was founded in Osijek. As their core business, HUIP promotes development and improvement of knowledge-based economy, using their own inventive ideas, but also in cooperation with other individuals and associations from the country and abroad. The association is vocational, non-governmental, independent, and non-profit, and anybody who can and wants to realise innovative ideas is welcome to join. HUIP works and acts in cooperation with TERA TEHNOPOLIS Osijek. The cooperation between HUIP and TERA centre Osijek is intertwined in every sense, what makes it different than any other association in Croatia. In fact, this cooperation, in a contemporary manner, connects the inventiveness of individuals or groups of citizen innovators in matters ranging from recognition, presentation, intellectual property, evaluation, to offering help in realising a quality idea in practice, i.e. commercialising it.

Cooperation of experience, newly acquired knowledge, and modern cognition on real and rational approach to the innovators and their ideas have been developed through the management of the Association with the aim to realise a quality inventive idea.

We will try to explain shortly what it looks like in practice.

The association gathers experienced members that are familiar with the inventive work and difficulties inventors face when they try to realise their ideas. An innovator, as the most important factor, has been set into a position where his job regarding the creation of the idea is seen as the most significant, while everybody else are just associates. It is not sufficient to only receive a public recognition in the country or abroad and leave the innovator to continue realising the idea alone. This is, in fact, the crucial point in taking an innovative action. Most of the innovators do not know how to go further and achieve the ultimate goal – idea realisation or commercialisation. That is why TERA centre's experts handle a quality idea with full cooperation of innovators. They possess expert knowledge and are verified as support providers for innovators. Besides that, they are an institution of the University of Josip Juraj Strossmayer of Osijek. The Association is comprised of highly qualified members that are able to realistically evaluate an innovative idea according to the world experience.

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The experience had been gained by years of successful work on this very challenging and responsible job on domestic, but also world exhibitions of innovations. This experience was confirmed in its actuality and objectivity by evaluating innovations at, so far five exhibitions of innovations "Be the Role Model" in Osijek in 2005, 2006, 2007, 2008, and 2009. Those regional exhibitions were successfully organised by HUIP and TERA Centre. Recognitions won for most successful innovations at international and world exhibition of innovations confirm the quality of the jury of the above mentioned exhibitions.

In this manner, the Association wishes to continue working, perfecting modes of work, initiate new ideas, cooperate with those they find a common interest with, and all that in order to help those that deserved it, to those with ideas, i.e. innovators.

Cooperation with TERA Tehnopolis Centre and Croatian Association of Inventors – Entrepreneurs provides a string of benefits, such as: low costs for presenting the innovation at Be the Role Model competition, help in creating prototypes using 3D technology, joint and most rational organisation and visits to fairs where the innovation can be presented in the country and the world, the use of IT tools at the TERA Centre, consultancy and support in preparing project documentation in order to receive financial assets to realise the idea, advice regarding patent protection, and all other practical advice that saves the innovator's time and money. Unfortunately, it is sometimes necessary to openly point out the ideas that might not be realistic in order not to slow the innovator down and expose him or her to unnecessary expenses, but also to protect the innovator's idea in a right and timely manner (consultancy with innovators).

In short, an innovator gets all the required help to realise a quality idea in one place. It is clear that every innovator benefits in this case, with the end result of a completely developed idea, which ultimately leads to hiring, especially of young experts, overall advancement, and the justification for the work of Croatian Association of Inventors – Entrepreneurs, says the president of the Association, Filip Kljajić, MSc. ■



Business Support on Your Doorstep



Success is what we strive for!

REGIONAL OFFICE OF THE CROATIAN EMPLOYERS' ASSOCIATION

-ANCHOR TENANT OF TERA INCUBATOR SINCE 2003

## THE CROATIAN EMPLOYERS' ASSOCIATION

The Croatian Employers' Association (CEA), an association that protects and promotes the rights and interests of its members, was founded in 1993 as a voluntary, non-profit, and independent association of employers in accordance with the Labour Act. Based on the voluntary membership principle and the principles of democratic representation and democratic expression of will, CEA promotes an entrepreneurial spirit and entrepreneurs' rights and freedoms. As one of social partners, CEA participates in various tripartite bodies, such as the Economic and Social Council, Advisory Council of the Croatian Employment Service, etc. As a representative association of a higher level, the CEA occupies all the positions intended for employers. To its members, the Association offers a variety of services, with the emphasis on full expert support regarding labour law (drawing up work contracts, dismissal decisions, regulations, etc.), and also providing help in collective bargaining and legal representation in labour disputes), which especially benefits small and medium entrepreneurs.

Also, the CEA implements a programme of business education (PUMA programme) for their members and fulfils the role of the regional leader on the business education market. Within the framework of the PUMA programme in our region the seminars are conducted in Osijek, Slavonski Brod, and Vinkovci and they have been recognised by local governments and the general public. The CEA cooperates with numerous domestic and international institutions and organisations, especially with partner organisations, an example of which is an excellent cooperation with TERA Tehnopolis in providing their services to Incubator tenants. The CEA today represents a strong and independent voice of employers and entrepreneurs with more than 6 000 members that employ almost 500 000 employees, working across 27 branch associations and providing expert support and help through the central office in Zagreb and regional offices in Osijek, Rijeka, and Split. By joining the CEA, employers and entrepreneurs benefit from strong support and expertise in solving the problems they face in business, while every new member provides the CEA with additional power and stronger arguments. ■

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## TENANTS OF THE TERA INCUBATOR



### INFO Ltd.

Computer engineering and Industrial marking

### INDUSTRIAL MARKING

We solve problems regarding product traceability and quality control. Our equipment is used in all the manufacturing industries, from food, construction, chemical to metal industry.

The company INFO Ltd., based in Zagreb, with an office in Osijek, distributes and services the industrial marking and product declaration equipment. Our product range consists of small and large character industrial ink jet printers, thermal-transfer and direct thermal printers, systems for label printing and application, laser marking, automatic labelling systems, as well as quality control detectors and weight control detectors.

Besides mass production, we offer our services also to small and medium companies, as well as to companies in early stage of development.

We gained our reputation not only due to the quality product range, but also our technical service that provides 24 hour support to our customers, 365 days in a year. To our technical service only your products are more valuable than our equipment.



## Entrepreneurs and managers education and business consulting



### Mirakul Ltd.

**publishing activities**  
(BIZdirekt)

**Education**  
(Mirakul Education Center)

**event management**  
(BIZParty)



The company Mirakul Ltd. from Osijek specialises in education and business consulting of entrepreneurs and managers. Mirakul publishes a free business magazine BIZdirekt, delivered to the most successful Croatian entrepreneurs and managers and other successful economists, what represents an important media factor in the development of economy and entrepreneurship. Due to their strong media reach and high quality target group, Mirakul cooperates with leading Croatian companies and international corporations. The BIZdirekt business magazine is published twice per month, with a circulation of 12 000 copies, on national level through three regional publications (Slavonija and Baranja, Coastal Croatia, Zagreb, and Central Croatia).

Due to the experienced and expert associates and partners, Mirakul Educational centre, active within the company, successfully organises specialised seminars for entrepreneurs, managers, and all the businessmen interested in professional training. The education is based on carefully selected topics and continuous monitoring of market demands and trends. All the seminars are in relation with the current economic moment, are immediately applicable in practice, and enable a fast and apparent progress of the participants. Owing to all of the above, all the seminars and workshops are extremely successful, participants come from leading Croatian companies, but also from numerous small and medium fast-growing enterprises that recognised the business opportunity and value offered by the Mirakul Educational centre.

In addition, they are able to organise 'In house' seminars in companies of all sizes, specifically adjusted and prepared according to each client's needs. ■



SPONSORS:



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Osječko-baranjska županija



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Poslovni-inovacijski centar BICORO



Ministarstvo turizma Republike Hrvatske





## PROGRAMMES WE IMPLEMENT

**GREEN** – Greening business through the Enterprise Europe Network

The GREEN project has been launched within the framework of the Enterprise Europe Network in order to improve environmental protection in business.

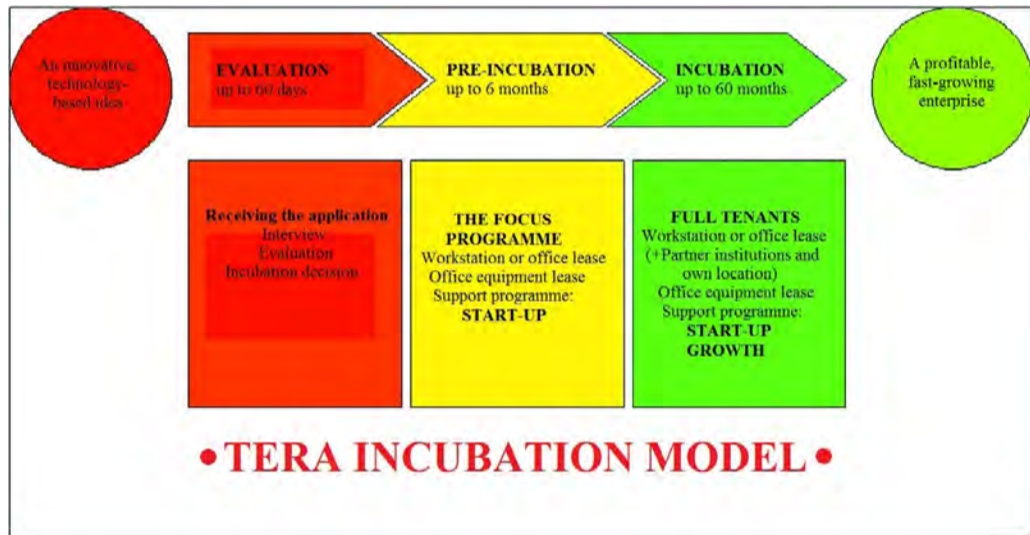
The project's objective is to contribute to the environmental performance of small and medium enterprises in Europe and support the Enterprise Europe Network in solving environmental problems in two specific sectors of the economy, the food industry and construction materials production industry. Those are the sectors with 310 000 enterprises, which employ more than 4 million people in Europe.

Project activities include researching public and private environmental protection measures as a support to small and medium enterprises in selected sectors; creating and maintaining two databases: of the environmental services providers and the potential users of environmental services; mediation in entering into local cooperation

agreements with service providers to local governments and associations of small and medium entrepreneurs; vocational training and several workshops. The activities within the framework of this project are going to be intensified soon. Companies affiliated with environmental protection are invited to join the project implementation.

The consortium of the GREEN project is led by Unioncamere Veneto and is comprised of 11 partners, research centres, chambers of commerce and chambers of economy from Italy, Romania, Greece, Bulgaria, Slovenia, Montenegro, Turkey, and Croatia, which are at the same time members of the Enterprise Europe Network. The partner for the GREEN programme implementation in Croatia is TERA TEHNOLOGIJA Ltd. from Osijek.

The GREEN project is financed through the European Commission's Competitiveness and Innovation Programme – CIP). Co-financing required for the programme implementation has been secured by the City of Osijek and the Osijek-Baranja County. ■



**TERA ROBOT CUP 2010**  
Robots/models

**Join us!**  
30 September – 2 October  
ESSEKER CENTRE

enterprise europe network  
**budi 6. uzor**

organisers:  
SAVJET MLADIH OBŽ  
tera tehnopolis  
huip  
HaPaR  
TEHNOstart

### DO YOU NEED A BUSINESS PLAN?

BUSINESS PLANNING is an extremely important stage in the development of an entrepreneurial idea. During this stage, entrepreneurs are usually in need of help regarding new, unfamiliar, technologies and ventures. 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 expert consulting and business planning services 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 TEHOPOLIS 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, which results in a project that achieves competitive advantage with ease.

Cooperation with the Centre provides an additional benefit: Upon creating a project, you can count on further support according to your needs.

**tera tehnopolis**  
*Your partner in new technologies*

### LET'S BE THE ROLE MODEL

by helping those in need

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**INTERNATIONAL EXHIBITION OF INNOVATIONS, PROTOTYPES AND STUDENT BUSINESS PLANS**



**ESSEKER CENTAR**

10,00 – 18,00	<b>01.10.2010, FRIDAY</b> 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
18,00	Closing Time
10,00 – 16,00	<b>02.10.2010, SATURDAY</b> 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 OSIJEK FAIR**

Pampas, Petefi Šandora bb, Osijek, 30 September – 3. October 2010 / working hours: 10.00 – 19.00	
10,00 – 19,00	<b>30.09. – 03.10.2010, THURSDAY – SUNDAY</b> 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
10,30 – 15,30	<b>01.10.2010, FRIDAY</b> EEN – PRE-MU-DRA Connection: bilateral business talks
10,00 – 12,00	<b>03.10.2010, SUNDAY</b> 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 TEHCROPOLIS
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 Support for preserving employment, Croatian Employment Service (CES)
12,30 sati	Topic: From the rural economics, Faculty of Agriculture in Osijek
Open Days of TERA Incubator: Individual consultations with representatives of the TERA Incubator companies	
<b>30 SEPTEMBER – 1 OCTOBER 2010 / THURSDAY AND FRIDAY / 10.00 – 16.00</b>	
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)

# THE UNIVERSITY IN THE SERVICE OF ECONOMIC DEVELOPMENT

The University's agenda regarding the economic development is the most evident from the official work programme of the University for the period from 2009-2013, pertaining to commercial activities and technology transfer:



- 1. Founding the Science and Technology Park TEHCROPOLIS OSIJEK at the location of the former BTZNC - Biotechnological Scientific Education Centre (BTZNC).
- 2. Founding a Centre of excellence for food production that includes an experimental station for conducting experiments in the field of agriculture and food technology
- 3. Adopting the regulation on technology transfer that regulates the transfer of technology based on the publicly-funded research results at the University level.
- 4. Founding the Technology Development Centre Osijek, which includes opening an office for technology transfer at the University

campus and training the TERA team in managing the science-technology park.

It is my great pleasure to announce to the readers of the Exhibition Newsletter that a significant part of the programme has already been achieved. Transformation of the Technology Development Centre Osijek has been completed and a new TEHCRO centre TERA TEHCROPOLIS was founded yesterday. The real estate used for TEHCROPOLIS Osijek project realisation has been placed under the ownership of the University, which fulfilled, perhaps, the most important condition for financing the project from EU funds. ■

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## TERA PROMOTING OSIJEK AND CROATIA

Croatia on the "BALL OF NATIONS" by Peter Lemke  
**FIFA WORLD CUP GERMANY 2006**

Countries participating in the world cup were presented on the panels of a soccer ball. A national pentagonal or hexagonal is dominantly illustrated with colours of national flags and a typical national motif. The Croatian pentagon was sponsored by TERA and illustrated by Josip Karežić.



**Croatia at SPICE ART BALL Riga 2007**

Darko Jovanović and TERA team prepared the Croatian triangle for the SPICE ART BALL, which premiered in Riga in 2007.



## 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 opportunity to identify business opportunities to establish a new business cooperation.



Business Support on Your Doorstep

**TERA implementing the RAZUM programme 2002-2004**

