



ARE YOU READY FOR THE EU?

FOLLOWING THE ACCESSION TO THE EU, COMMUNITY TRADE MARKS CTM, NJIH 881.119 BECOME APPLICABLE IN THE REPUBLIC OF CROATIA

Croatian entrepreneurs that do not protect the trademarks important for their business (including the name of their company and key products), after the Croatian accession to the EU, might face some difficulties. In case of a great similarity with their, properly registered community trademarks, there is a basis for request to change unregistered trademarks or abandon them completely. Make sure, in a timely manner, that there are not registered trademarks that could interfere with your business! If you want to know more, write us at ured@tera.hr

Intellectual property rights for agricultural products in the EU



Protection of agricultural products by European quality labels of Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), and Traditional Speciality Guaranteed (TSG) can be of utmost importance for commercial success on the EU market. You can find more information at the European Commission website: (http://ec.europa.eu/agriculture/quality/schemes/index_en.htm), search the DOOR registered trademarks database (<http://ec.europa.eu/agriculture/quality/door/list.html>), or contact TERA TEHNOPOLIS Ltd. via email at ured@tera.hr

RECOGNITIONS PRESENTED TO THE MOST SUCCESSFUL COMPETITORS OF THE OLDEST BUSINESS PLAN WRITING COMPETITION



This year's competition finale took place in Šibenik from 8 to 10 November 2012.

The first three places were won by:

1. MARKO LADAREVIĆ

– Feasibility study for hemp production in Eastern Croatia

2. MARIO SEDLAČEK

– Starting and branding chain of cooperatives to perform against retail chain stores

3. DAVOR ŠEGO

– Wormwood cultivation for artemisinin production in agro-ecological conditions of East Croatia



Business Support on Your Doorstep

You can get more information on the competition at www.unios.tera.hr/budjuzor2012.

NEWS FROM THE FUTURE

22 December 2035

A jubilee 500th tenant started a business at the Science and technology Park TEHNOPOLIS Osijek. The celebration ceremony included the representation of a cumulative operating results and a short historical overview of the Park's development. The property came under the ownership of the University in 2010, concept design of the first phase was finished in 2012, while a feasibility study was conducted a year later.

The key role in realising the joint project of the University, County and the City belongs to the co-financing of the EU within the framework of the structural funds in the budgetary period 2014-2020. At the opening ceremony of the first phase of the Park, it was already clear that the decision on starting the Park was the right one. Not only that almost 60 percent of the available space was full then, but the fully equipped Park also attracted strategic partners like Siemens, Motorola, and Samsung.

A relatively slow initial development was followed by a

fast expansion phase. The simultaneous expansion of both the Park and the Tenja Entrepreneurial Zone connected Tenja with the City, while the Park continued to expand in the direction of Agricultural Institute. With more than 5.000 employees, predominantly experts that graduated from the University of Josip Juraj Strossmayer of Osijek, the Park came to be one of the biggest science and technology parks in Southeast Europe.

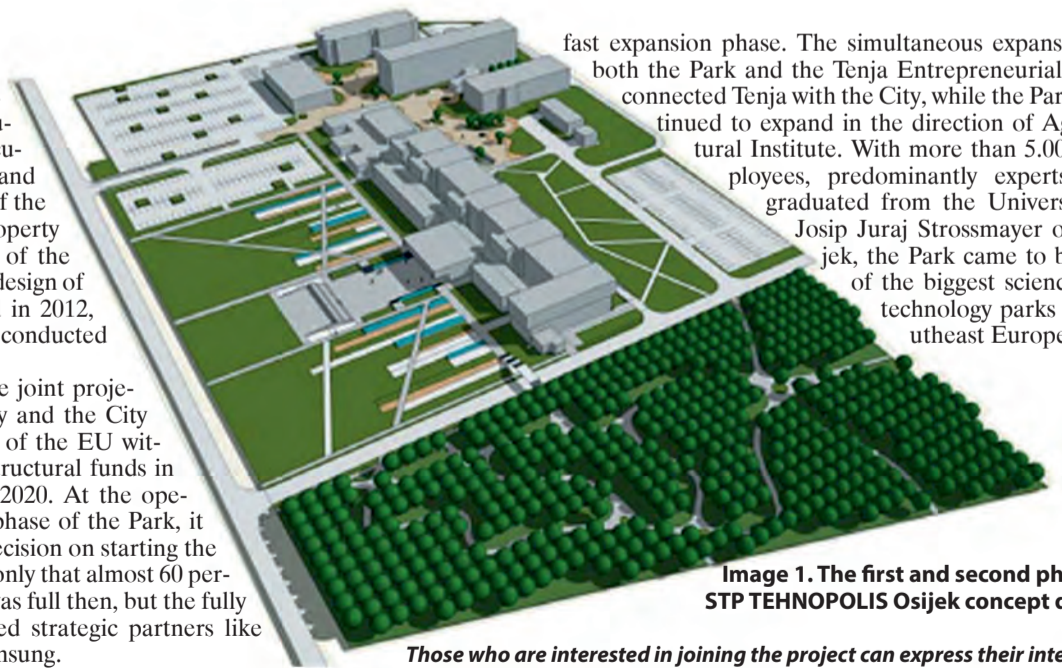


Image 1. The first and second phase of STP TEHNOPOLIS Osijek concept design

Those who are interested in joining the project can express their interest through the open call, found on the second page of the exhibition newsletter!

COOPERATION OPPORTUNITIES WITHIN THE EU PROJECTS

OPEN CALL FOR COOPERATION

The Enterprise Europe Network – EEN provides support in commercialisation of products, services, and innovative entrepreneurial projects on the EU market. All interested natural persons and legal entities are invited to contact the TERA TEHNOPOLIS office. By joining the Network you get an opportunity to offer your product and/or service on foreign markets, but also to request technology from abroad, look for partners for research and development projects, and join consortiums funded by the EU, use consultancy services and support in negotiations, and consultancy regarding industrial property protection. You can find out more about the EEN project at www.tera.hr/een, <http://portal.enterprise-europe-net-work.cc.europa.eu/>, via email: ured@tera.hr or the phone number 031/251-000



OPEN CALL FOR COOPERATION

Institutions and organisation on regional and local level are also invited to cooperate within the project, with the aim to maintain and improve the relevant legislation. Companies are going to be recognised in regard to their regular activities as environmental services providers, while, through the Local Cooperation Agreement, entrepreneurs get an opportunity for publicity, contacting new clients, improving their image, as well as for cooperation with the existing institutions. Direct users of the improved environmental perfor-

mance are small and medium enterprises active in three key sectors: **waste management, production of electrical and electronic components, and surface treatment of metals and plastics.** We invite all the interested environmental services providers to contact TERA TEHNOPOLIS Ltd. via e-mail: ured@tera.hr or the phone number 031/251-000. **You can find more information on the WE-EEN project at www.tera.hr/ween, or in the article on TERA EU projects in the Exhibition Newsletter on page 3.**



OPEN CALL FOR REGISTRATION IN THE PROCEED RESEARCH SOCIAL NETWORK DATABASE



All the **LinkedIn** users, by joining the **proceed** group activities, gain access to the latest news in the Network.

Open call for the expression of interest for STP TEHNOPOLIS Osijek



SCIENCE AND TECHNOLOGY PARK TEHNOPOLIS is the key component of the TRIPLE HELIX innovation ecosystem for the development of Eastern Croatia. It is being built by the University of Josip Juraj Strossmayer of Osijek in cooperation with Osijek-Baranja County and the City of Osijek. The construction and equipping of the Park is planned in three successive stages in the EU 2014-2020 budgetary period.

We invite you to express your interest in starting a business within the framework of the Park. The Park's business

premises are equipped in accordance with the highest technical and business standards. A timely expression of interest to start a business within the framework of the Park can assure a maximum compliance of the business premises with your project's needs and work surrounded by highly qualified experts in a variety of fields.

Contact us and find out more about the possibilities and modalities of joining the Park. Per your request, we are prepared to offer additional information and organise a meeting. Contact: tel. 031/251 000, e-mail ured@tera.hr.

THE BEST NUTRITION IN OSIJEK

The Health Center LIBRA in cooperation with TERA TEHNOPOLIS opened a nutrition counselling centre and a cafeteria in TERA Business Incubator, at Trg Ljudevita Gaja. Here you can order omega-3 eggs prepared in a variety of ways.



For more information and a concrete answer, contact us via email at daniijela@vaga-zdravlje.hr

OSJEČKI VREMEPLOV – A TIME MACHINE IN OSIJEK

Eight years has already passed since the initiation of the FOKUS project in TERA Incubator at Trg Ljudevita Gaja 6. With the aim to encourage business incubation, the former Technology Development Centre Osijek (today TERA TEHNOPOLIS Ltd.) launched a pre-incubation programme, FOKUS. Start-up entrepreneurs started their business by renting a workstation that was actually a fully equipped work space with a desk, a chair, a file cabinet, a computer and a phone. The rest of the infrastructure is used as necessary, with the other full tenants (printer/scanner/photocopier/fax machine of high performance, presentation equipment, scripting tools, conference rooms). This visionary programme was later, partly or entirely, adopted by other incubators in Croatia, since it enables starting a business with extremely low fixed costs, with the incubator serving as a classroom where entrepreneurs learn from each other. And entrepreneurs prefer learning from each other.



Pre-incubator before and after redecoration

Providing services and medium enterprises through the program

Since 2010 TERA TEHNOPOLIS has been active within the TEHCRO business network organised by Business Innovation Croatian Agency – BICRO with the aim to support entrepreneurs whose business is based on innovations and new technologies. Incubation in TERA Business Incubator is available within the framework of the TEHCRO programme, at Trg Ljudevita Gaja. The Incubator currently has 20 tenants involved in the fields of service and production activities that perform DNA analysis, information activities, research, development, and design in civil engineering, consultancy on energy efficiency, production of agricultural and forestry machinery, and software components development.

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 TEHNOPOLIS, Ivan Štefanić, prof.PhD.

We are talking about complicated economic issues for which TERA TEHNOPOLIS 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 providing support to entrepreneurs, financed by the Business Innovation Center of Croatia – BICRO Ltd. (through Ministry of Science, Education and Sports of the

**IMPROVING ENVIRONMENTAL PROTECTION
IN BUSINESS THROUGH
THE ENTERPRISE EUROPE NETWORK
– the GREEN project – Greening business
through Enterprise Europe Network:**



The GREEN project is a European project that was launched in order to improve environmental performances of small and medium enterprises in Europe. The project, in duration from 2010 to April 2012, was financed through the CIP / EIP (Entrepreneurship and Innovation) programme, with TERA TEHNOPOLIS acting as the project coordinator for Croatia. The project was oriented towards food industry and building material production, aiming to develop a network of local coordinating systems, known as "environmental services providers", in order to provide the small and medium enterprises with access to free or highly affordable services and education. This provides support in gaining new knowledge and ecological awareness, alongside the improvement of environmental performances in production, new business opportunities, and a rise in reputation of the enterprises involved in the project. The project consortium member countries were Italy, Romania, Greece, Bulgaria, Slovenia, Montenegro, Croatia, Macedonia, Serbia, and Turkey.



**LEARN FROM THE BEST. HAVE FUN IN THE PROCESS.
TEHNOstart STUDY TOUR TO USA 2012**

In the first week of October the older students were provided with a great opportunity to learn about agriculture in an unusually efficient manner

The **TEHNOstart** association organised a study tour to the United States of America with the logistic support of the partner university, North Carolina State University College of Agriculture and Life Science / Dept. of Agriculture and Resource Economics. During the study tour students had classes and toured farms and factories active in the field of agriculture. Part

of the time was reserved for familiarising with the way of living and studying in the USA, what included watching an American football game. During the trip we visited the North Carolina Museum of Natural Sciences, the North Carolina Aquarium at Fort Fisher, John Deere Turf Care factory in Fuquay Varina and a lot more. While in Washington D.C., we visited The White House, the US Congress, the US Dept. of Agriculture, the US Supreme Court, and most of the important monuments. If you are interested in a study tour in California during 2013, write us at tehnostart@hotmail.com



**Services to small
entrepreneurs
the TEHCRO
programme**



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, intellectual 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 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 10-50m2 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.

PROVIDING SERVICES TO SMALL AND MEDIUM ENTERPRISES THROUGH EU PROGRAMMES



Business Support on Your Doorstep

Innovation commercialisation is a demanding and complex process that requires teams of experts of various profiles. The Enterprise Europe Network Croatia and its members secure the provision of various services in this process, depending on the entrepreneurs' needs and stage of development. What members of the EEN provide the Croatian entrepreneurs with is an opportunity to offer their products/services or technology transfer on foreign markets.

The Network has more than 4.000 associates and is comprised of 3 components of support to entrepreneurs. Within the Network, entrepreneurs, scientists, and inventors from Eastern Croatia can also offer their products/services, knowledge, and experience on international markets. At the same time, entrepreneurs can receive new technologies from the EU area. The EEN is the most important support structure in innovation commercialisation in Europe and is available to entrepreneurs free of charge. TERA TEHNOPOLIS has been a member of the Network, funded through the

ENTERPRISE EUROPE NETWORK – EEN

Competitiveness and Innovation Programme (CIP), since 2008.

**PROMOTION AND
COORDINATION OF
ENVIRONMENTAL
RESEARCH IN
CENTRAL AND
EASTERN EUROPE
FOR A SUSTAINABLE
DEVELOPMENT WITH
THE SUPPORT OF THE
ENTERPRISE EUROPE
NETWORK - PROCEED**

Through the concept of the PROCEED project TERA TEHNOPOLIS, with their partners, wants to engage the Enterprise Europe Network – EEN, an existing and efficient network of technology centres, chambers, universities, and other private and public research centres in all European countries and wider, in creating a continuous communication network in order to exchange research and practice results in Central and Eastern Europe. The expected results include: improved research results dissemination, new technology transfer agreements, better synergy with the existing networks and projects that support coordination of environmental protection research activities in Europe, better communication and comprehension of research results by lawmakers, a larger number of research institutions based in

Central Europe that participate in joint research projects, including the Associated Countries, education on intellectual property protection, improved EEN services, as well as organising a social network that enables researchers to find new partners.

The projects is financed by the European Commission through the 7th Framework Programme (FP7).



**EntrepreneurSHEP
Croatia**

The objective of this two-year-long project (2011 – 2012) was to establish a network of female ambassadors in Croatia, who would encourage women to start entrepreneurial activities. The project's target groups were unemployed women, women who finished their studies and are looking for their first job, and employed women that are considering entrepreneurship. Within the project, 30 ambassadors from Croatia were selected and each was inspiring women in their region through over 10 motivational seminars, with more than 400 women participating.

The seminar was followed by 5 start-up workshops with the aim to bring the motivated women to the stage of

starting their own business, so the workshops provided them with basic knowledge required for managing a business – says the director of TERA TEHNOPOLIS, Ivan Štefanić, prof. PhD. Three of the women were appointed as new ambassadors that will continue to inspire other perspective female entrepreneurs even after the project is finalised. Regarding the region of Eastern Croatia, the title was appointed to Danijela Periš, the director of Pre-Os Ltd. and The Health Center LI-BRA.

The project partners are the Croatian Chamber of Economy, Technology Park Varaždin, Education Group Zrinski, and TERA TEHNOPOLIS, while the project is funded through the Competitiveness and Innovation Programme (CIP).

**WIZARD OF THE
ENVIRONMENT – EEN**

The project's objective is to improve environmental services provision to small and medium enterprises through the Enterprise Europe Network. Through the WE-EEN project implementation, TERA TEHNOPOLIS is focused on three key sectors: waste management, surface treatment, and production of electrical and electronic components. Efficient environmental protection services and local coope-

ration agreements are visible activities with the main objective: to reduce the environmental impact and to increase profitability of small and medium enterprises. WE-EEN proceeds from the GREEN project expanded partnership and uses its methodology, best practices, and lessons learnt in the field of environmental protection. The WE-EEN project, through synergy with other ongoing projects of TERA TEHNOPOLIS, encourages the introduction of European norms and an efficient waste management, and the joint effort will enable a better resource distribution, increase in the number of international and domestic workshops and training sessions provided.

The WE-EEN partnership connects a variety of participants from technology and research institutes and chambers, industry and economy, in order to help small and medium entrepreneurs regarding environmental protection.

The WE-EEN project consortium is led by Unioncamere Veneto Italy and is comprised of eleven partners from Italy, Romania, Greece, Bulgaria, Slovenia, Montenegro, Serbia, Macedonia, Germany, and Croatia, with all these countries being members of the Enterprise Europe Network. The WE-EEN is funded through the European Commission's Competitiveness and Innovation Programme (CIP).

A list summary of TERA TEHNOPOLIS awarded clients and partners at the International exhibition of innovations, prototypes and student business plans BE THE ROLE MODEL™/INOVA™ 2012

THE BEST INNOVATORS AND STUDENTS OF OSIJEK

GRAND PRIX, second runner-up

- Vladan Pavković and Đurđa Varžić-Pavković
SJEDI 5, 7th GRADE CROATIAN LANGUAGE

Gold Medal

- Đurđa Varžić-Pavković and Vladan Pavković - Association for the development of contemporary educational methods "Sjedi 5", SJEDI 5, an interactive Croatian grammar and spelling 7th grade study tool
- Brigita Petrović DOMI-MAT
- Vladimir Dolenc HYDRAULIC DEVICE for plastic pipes, electrical and telecommunication cables winding and unwinding

Silver Medal

- Mijo Maljković FAUST – a safety monitoring system
- Mijo Maljković WASTEWATER COLLECTOR for preventing the outflow of wastewater directly into the rivers and seas
- Matijas Imrešković
An AUTOMATIC cool mist shower machine

Bronze Medal

- Matijas Imrešković INJEKTOR for a drilled well, 70 mm wide and 35 m deep
- Student business plans

Gold Medal

- Marko Lađarević,
Feasibility study for hemp production in Eastern Croatia
- Mario Sedlaček – Starting and branding chain of cooperatives to perform against retail chain stores
- Davor Šego – Wormwood cultivation for artemisinin production in agro-ecological conditions of East Croatia
- Pero Dominiković,
A fodder feed mixer "Pirija Ltd."
- Zvonimir Lalić, The Lalić family brewery family farm

Silver Medal

- Marina Barić, Keepitsafe
- Iva Kučinić Radošević,
"ŠIME" Trade Reconstruction
- Danijela Mirović, Milk vending machines with current milk production
- Dražen Nikolić, AGRO DOMINUS Ltd.,
Agricultural machinery repair shop
- Željko Vasiljević, Organic honey production in Gorski Kotar

Bronze Medal

- Ivan Flanjak, The "FLANJAK" asparagus production trade
- Jasmina Grđan, The "GRĐAN" zagorje turkey breeding
- Tena Stipić, Gluten-free food production in Croatia
- Domagoj Šikić, Fennel cultivation

The complete list of winners can be found at www.tera.unios.hr

INTERVIEW:



Darko Liović,
Chairman of the Board
HAMAGINVEST

▼ What kind of HAMAG INVEST support can they count on in 2013

Even stronger and more intense than before. Supporting start-up companies with good ideas and strong export potential is of particular importance to us. With an 80% guarantee that we offer while taking bank loans for start-up entrepreneurs, as an institution, HAMAGINVEST is going to approve microcredits for self-employment under extremely encouraging conditions, starting from the next year. There is also a consultancy support through the HAMAG consultancy network to all those in the field of entrepreneurship.

▼ Your advice to entrepreneurs regarding business in 2013

The period of the economic crisis should be understood as an opportunity for repositioning on the market and taking good starting positions during economic growth. The year 2013 is going to be marked by two key moments: Croatia's accession to the EU, and, I am sure, the beginning of the country's economic recovery. So, entrepreneurs must use all the opportunities that are going to be available to them next year and, on the other hand, be prepared to respond to accompanying challenges.

▼ What are the key changes in the transformation of HAMAG into HAMAG INVEST?

The transformation of HAMAG into HAMAG INVEST is not just a name change or a change caused by spreading the Agency's scope of work to attracting and promoting investments. I would say that it was, above all, a complete transformation of the work concept and way of thinking within our institution in the past year – from the Agency that is a purpose in itself to an Agency that truly serves small and medium entrepreneurs and artisans, for the good of the entire economy of Croatia.



Promoting innovations and innovative projects through the Enterprise Europe Network – EEN

The international exhibition of innovations and student business plans BE THE ROLE MODEL™/INOVA™ 2012 took place in Sibeni, 8 – 11 November. The joint performance of TERA TEHNOPOLIS, Croatian Association of Inventors – Entrepreneurs, and the **TEHNOstart** association was extremely successful. The awards and recognitions were presented today at the premises of TERA Osijek Business Incubator. TERA TEHNOPOLIS and partner institutions are the most successful exhibitors not only by the number of exhibits, but also by the number of medals and special awards won. The list of the winners and the photo gallery can be downloaded at: nagrade TERA TEHNOPOLIS Budi Uzor, mladi inovatori, inozemni inovatori, hrvatski inovatori, posebne nagrade – inozemni izlagači, posebne nagrade HIS i fotogalerija.

An important function of the BE THE ROLE MODEL™/INOVA™ EXHIBITION is the identification of entrepreneurial projects suitable for commercialisation on the national level within the framework of the TEHCRO programme or on the international level through the Enterprise Europe Network – EEN. And exactly this function has been extremely successful, with more and more exhibits finding their way to customers through mediation of TERA TEHNOPOLIS.

The rector of the University of Josip Juraj Strossmayer of Osijek, Gordana Kralik prof.PhD Dr.h.c., attended the event and with the director of TERA TEHNOPOLIS, Ivan Štefanić, prof.PhD, presented the awards.



PHOTO REPORT



1. The Opening ceremony
2. It was constantly dynamic at TERA TEHNOPOLIS stall
3. The Award ceremony
4. The interactive study tool "Sjedi 5" is the best innovation from Osijek
5. The Grand prix Be the Role Model 2012 was awarded to the dual textile and leather fashion design
6. Suada Kuluglija was awarded with the special award for innovation presentation