

enterprise
europe
network
**budi
uzor**

9th EXHIBITION OF INNOVATIONS, PROTOTYPES AND
STUDENT BUSINESS PLANS

12 – 17 November 2013

Zagreb Fair, pavilions 7 and 7a

A competition in student business plan writing
Exhibition of innovations and prototypes
Sales exhibition of fully completed innovative products
Exchange market of business cooperation TO/TR/BCD
Entrepreneurship Academy



Organisers:



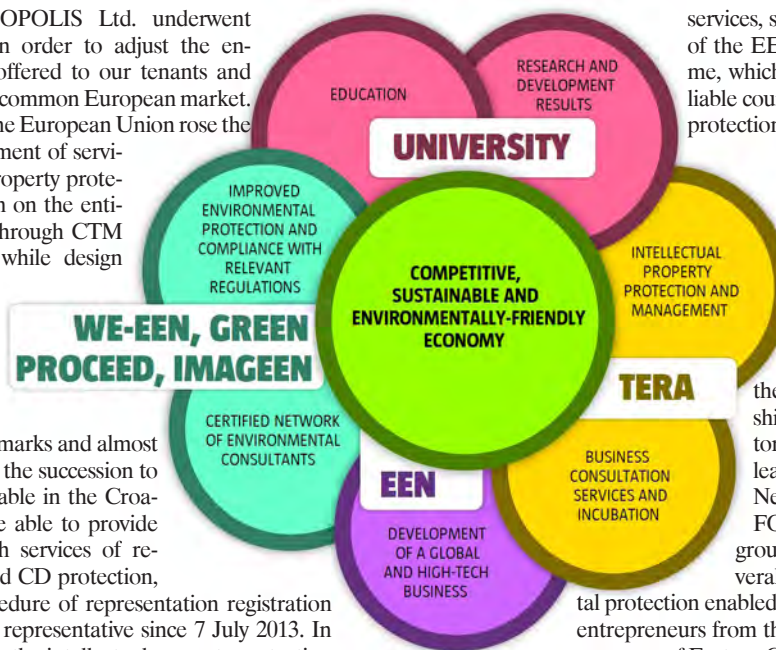
Sponsors:



TERA FULL SUPPORT TO BUSINESS IN THE EU

● BY JOINING THE “EEN IPR HELPDESK AMBASSADORS” PROGRAMME AND REGISTERING FOR REPRESENTATION REGARDING TRADEMARK AND DESIGN PROTECTION AT THE OFFICE FOR HARMONISATION IN THE INTERNAL MARKET IN ALICANTE, TERA CONCLUDES AN EXTENSIVE PROCESS OF ADJUSTING TO BUSINESS CONDITIONS ON THE EU MARKET

In 2013 TERA TEHNOPOLIS Ltd. underwent extensive preparations in order to adjust the entrepreneurship support offered to our tenants and clients to the business on the common European market. With Croatia's accession to the European Union rose the need for additional development of services relating to intellectual property protection. Trademarks protection on the entire EU territory is possible through CTM – Community Trademark, while design protection can be granted through CD – Community Design. Up until now, the OHIM – Office of Harmonisation of Internal Market has registered more than 800.000 trademarks and almost 700.000 designs, which, after the succession to the EU, also became applicable in the Croatian territory. In order to be able to provide Croatian entrepreneurs with services of representation in the CTM and CD protection, TERA carried out the procedure of representation registration and has been an authorised representative since 7 July 2013. In order to additionally improve the intellectual property protection



services, since October 2013 TERA has been a part of the EEN IPR Helpdesk Ambassadors programme, which provides the clients with quality and reliable counselling in the field of intellectual property protection in native tongue.

The offer of services intended for the academic community has also been expanded. Educational and research institutions have been able to use the services of managing international projects since 2013. The activities regarding the incubation of entrepreneurial ventures based on knowledge and technology have also been intensified. With the support of the Ministry of Entrepreneurship and Crafts, the student business incubator – STUDOS is being equipped. You can learn more about STUDOS in the Exhibition Newsletter page 6. Inclusion into the AGRO-FOOD and ENVIRONMENT EEN sector group activities and the implementation of several programmes in relation with environmental protection enabled Tera to provide more complete support to entrepreneurs from the two extremely important sectors for the economy of Eastern Croatia.

Inova™/Be the Role Model™ 2013 Opening Ceremony

INOVA™ – the 38th Croatian Salon of Innovations with international participation and the 9th Be the Role Model™ – the international exhibition of innovations, prototypes and student business plans started on Wednesday, 13 November 2013. This year's exhibition is larger in size and content than ever before. Participants from 32 countries, with 550 exhibits on more than 2000 m2 participated in the bountiful professional and social exhibition programme.

During the four days of the exhibition the participants could enjoy a diverse programme. From the programme prepared by TERA TEHNOPOLIS Ltd., we recommend:

Wednesday, 13 November

- The “Slavonka” cluster programme presentation with acorn beverage and spread tasting

Thursday, 14 November

- The finals of the competition in student business plan writing and presentation

Friday, 15 November

- WE-EEN and IMAGEEN entrepreneurial counselling centre – how to align business with regulations in the field of environmental protection

Saturday, 16 November

- EEN entrepreneurial counselling centre – how to start a business on foreign markets

PHOTO GALLERY Tuesday/Wednesday:



The Opening Ceremony – the stage



The Opening Ceremony – the auditorium



BE THE ROLE MODEL BEFORE AND NOWADAYS



The finalists and the Jury together



Dijana Višak



Presentation

Be the Role Model – a Competition in Business Plan Writing

A business plan is of great importance for every entrepreneur. It has to answer fairly simple questions, such as what, how, why, until when, with what resources etc. However, the answers are not easy at all. In the end, besides concrete answers, a successful entrepreneur needs methodology that can later be applied to other projects. Well, how to start?

The answer to the question of how to write a business plan is simple – write one. It is relatively close to learning to ride a bicycle. Nobody has done it by listening to somebody who observed those that were successful. For this reason, 9 years ago TERA TEHNOPO-LIS started a simple project: a competition in student business plan writing. In order to make the competition more attractive to the competitors, every year

our partners and sponsors secured interesting awards. The awards included gift packages, free education within the PUMA manager training programme by the Croatian Employers' Association, free incubation vouchers in TERA Incubator, even the use of a sponsor car provided by PSC Osijek.

A lot of time has passed since the first competition. From a simple poster-presentation we advanced to a competition of two stages, where, among 100 finalists, those with the best business plans prepare a presentation, so called elevator pitch, in duration of five minutes. With more than 1 000 students that participated, BE THE ROLE MODEL became a brand of the University of Osijek and the quality of business plans has been significantly improved.

THE BEST STUDENT BUSINESS PLANS

GOLD

- Zvonimir Lalić, The Lalić Beekeeping Family Farm
- Josip Svoboda, Pumpkin Seed Oil
- Domagoj Bubalo, Pepper and Eggplant Production – Ajvar

- Ivan Birkić, Tree of Life
- Kastriot Marki, Lavender Cultivation and Production of Lavender Oil and Hydrolate
- Borna Čačić, Production Of TOFU and Soybean Products
- Kristina Seki, A Botanical Garden in Eastern Croatia's Agro-Ecological Conditions
- Tomislav Vestić, Paprika Cultivation

SILVER

- Boris Brkić, Broad Bean Production
- Antonella Kapović, Fig Juice

BRONZE

- Sandra Zelić, Goji Berry Production
- Ivan Zekić, Đumbirk – Ginger Syrup Production

PHOTO GALLERY Thursday:



The president Ivo Josipović at TERA TEHNOPOLIS stall



WE-EEN: WIZARD OF THE ENVIRONMENT - INTERNATIONAL CONFERENCE

ENVIRONMENTAL PROTECTION AS A MEANS TO ACHIEVE BETTER MARKET POSITION



OSIJEK – Small and medium entrepreneurs have to pay more and more attention to environmental protection. Instead of looking at it like an additional business expense, they have to realise that numerous rationalisations, which are going to bring them savings, contribute to the growth in competitiveness of their products and services on global market.

That is the main message of the international conference under the name of WEE-EEN: Wizard of the Environment and provision of environmental services to SMEs through the Enterprise Europe Network, organised by Tera Tehnopolis Osijek and Unioncamere del Veneto Italy. The WE-EEN project complements and continues the key Enterprise Europe Network (EEN) project.



It is intended for the entrepreneurs that want to improve the ecological aspect of their business. It also established a certified network of environmental services.

As emphasised by the director, Ivan Štefanić, prof.PhD, Tera Tehnopolis became a node in the EEN in 2008. Together with consortium partners from ten countries, they provide support to Croatian entrepreneurs who want to improve their business and certify it according to eco-

logical standards, and, based on that, come into a better position on the market. In the process, they help entrepreneurs to recognise quality service providers that provide them with real value for their money and enable them to do business even on the most demanding markets. Filippo Cazzariol, the WE-EEN project coordinator, emphasised its great importance for Croatia and the added value it brings with the Croatian accession to the European Union.



A Flexible System for the Production of Custom-Made Spinal Orthosis

OrtoFLEX ● A SUCCESS STORY OF EU FUNDING

Enterprise Europe Network is available to all those interested in international cooperation, development of new products in collaboration with foreign partners, placing their products on the EU market, and finding partners for participating in the EU funds, as well as for information on intellectual property protection. The benefits of the Enterprise Europe Network have been recognised by the Mechanical Engineering Faculty, Slavonski Brod, which decided to seek consultancy support in preparing project documentation for applying to tenders through the IPA III c programme - Science and Innovation Investment Fund. Consultancy support was provided by a long-time EEN member, TERA Tehnopolis from Osijek.

The Mechanical Engineering Faculty, Slavonski Brod established an international cooperation between scientific institutions in Slovenia, Czech Republic, Slovakia, and Serbia, and applied the OrtoFLEX project – A flexible system for the

production of custom made spinal orthosis to the IPA III c programme. The OrtoFLEX project, worth more than HRK 4.400.000, 00 (more precisely, EUR 578.377,37), was co-funded by the European Union through the European Regional Development Fund. The project is a representative example of linking science, technology, and economy, which is eventually going to contribute to an increase in competitiveness of a quality Croatian product, while its users are going to benefit in terms of easing their back pain. Besides procuring the necessary equipment through European Union funds, the education of scientists, research and development of specialised software for the back area digitalisation and modelling the customised spinal orthoses are also going to be co-funded.

Project partners are Faculty of Medicine from Osijek and Faculty of Mechanical Engineering and Naval Architecture from Zagreb. The project has been agreed upon in June 2013 for a two-year period.



REMARKABLE INNOVATIONS AT TERA'S STALL



1.



2.



3.

1. The Slavonka cluster had a remarkable performance. Their spreads and acorn powder were not only interesting, but also tasty.

2. Mr. Zvonko Kolaric is a distinguished member of the Croatian Association of Inventors – Entrepreneurs. His collection of manual soil tillage tools is a project that he has been developing for many years. Besides functionality and robustness, excellent ergonomics and a nice design have also been achieved in this product.

3. Siliconettes – tissues saturated in silicone oil by Franjo Husain were developed primarily for cleaning small arms. However, they are of a much more universal use. They can be used for gasket treatment to prevent freezing of vehicles, as well as for cleaning homes. The quality and commercialisation potential have been recognised by jury members of this year's INPEX in Pittsburgh, USA, where the Siliconettes were awarded gold medals in two categories and became one of the best rewarded Croatian exhibits. Preparation for commercial performance on the USA market is currently in process.

About the Genos Company

The Genos Company is the first private DNA laboratory in the region and one of the leading scientific institutions in Croatia, with 25 top experts employed. Their three contemporary laboratories provide services to individuals and institutions, carried out with the state-of-the-art equipment. Genos is constantly investing in research and development, thus developing new products and services. The researches were internationally recognised and acknowledged, which is confirmed by a great number of international research projects (6 active FP7 projects) that also involve joint scientific publications with leading scientific institutions in Europe, USA, and Asia. A scientific journal "The



Scientist" has declared Genos the best place of employment for researchers in the world, among a competition of 240 biomedical and biotechnological companies. Also, in 2012 Genos was one of the finalists for the prestigious "European Universal Biotech Innovation Prize", while it was shortlisted as one of the five finalists this year.

At the recently closed annual fair of innovators INOVA 2013 and the 9th exhibition of innovations, prototypes, and student business plans – BE THE ROLE MODEL, Genos won a variety of recognitions for their new set of products "Genetic tests for a personalised approach to nutrition and exercise". An innovative concept and creative packaging, which will bring the DNA tests to every pharmacy store, were the winning combination for acquiring the following recognitions:

Inova/Be the Role Model 2013 gold medal for the above mentioned innovation, special awards for the best innovation in science (for the same innovation), and Be the Role Model 2013 Grand Prix for the best commercialised innovation.

Genos developed tests that can help individuals to analyse particular genetic variants and chose the optimal nutrition and a way of exercising, which will significantly improve the quality of life. The personalised approach to nutrition and exercise tests segment is comprised of: GENPerfom and GENFat.

What makes the manner in which these tests are presented particularly interesting is the innovative packaging developed by Genos. The DNA analysis kit comes in a designed box (outer packaging), with an order form, a buccal swab collector, a promotional leaflet,

and a return envelope for sending the samples for analysis. Before long, these kits are going to be available for purchase in pharmacies across Croatia, so every individual is going to be able to purchase the DNA analysis kit, collect a sample and send it for analysis, which provides them with the possibility to perform a genetic analysis in the privacy of their homes, without having to go to the laboratory. We believe that, for the end users, this makes DNA analysis more approachable, while also popularising genetics. The kits are of a top-notch design, with the aim to attract more attention. As all genetic testing is done only once in a lifetime, considering that genetic information is immutable, it provides information that is always going to be valid. Therefore, these analyses might make a good investment for a lifestyle adjusted to own habits.



INTERVIEW

▼ What exactly is the Enterprise Europe Network?

The Enterprise Europe Network is a European Commission initiative that aims to encourage competitiveness and innovativeness of small and medium enterprises across Europe and wider. The EEN could be described as a one-stop-shop for entrepreneurs.



VESNA TORBARINA, the EEN Project Coordinator, Croatia

▼ How to find a partner abroad?

Sometimes, a quality and capable partner is more valuable than non-reimbursable funding. For that reason we put a lot of effort into helping entrepreneurs find a quality business partner, either for commercialisation or technological cooperation.

Within the framework of the Enterprise Europe Network (EEN), we use two important databases for finding business partners:

BCD Business Cooperation Database is a two-sided system that contains information on Croatian companies looking for partners abroad, as well as profiles of foreign companies that are in search for business cooperation with Croatian companies. Based on the data entered, the system automatically connects potential business partners. This database contains more than 500.000 companies and it is very likely that you will find a potential business partner for some kind of business cooperation. Around 500 Croatian companies are registered in the Business Cooperation Database.

BBS – Bulletin Board Service – the database of technology profiles at the Network level

contains around 23.000 companies, with 90 companies from Croatia that are offering or requesting a specific technology.

▼ What are your plans for the future?

Six years of successful work are behind us and I believe in even better results in the years that follow. One of the top priorities in the next period is to improve the quality of our services to SMEs. In fact, the Croatian accession to the European Union opened new opportunities for entrepreneurs and our job is to help them exploit those opportunities. Information and knowledge are the key tools in the development of entrepreneurship and I believe that by implementing new activities, such as: training on innovation for the new HORIZON 2020 programme, working with clusters, and individual consulting services regarding the access to financing, entrepreneurs will improve their business.

All our services are free of charge and you can find out more at: www.een.hr

PHOTO GALLERY Friday:



Exhibition





**PODUZETNIŠTVO ŽENA
ENTREPRENEURSHIP
CROATIA**

The Enterprise Europe Network strongly encourages development of entrepreneurship among female population. For that purpose, the European Commission co-funded the establishment of the network of Female Ambassadors in charge of women entrepreneurship. Croatia accessed the Network in 2010, by joining an international consortium of 22 countries. The Croatian consortium is made up of the Croatian Chamber of Economy, Technology park Varaždin, Tera Tehnopolis Ltd. from Osijek, and the University College Nikola Š. Zrinski from Zagreb.

By engaging female ambassadors, the Network aims to encourage women to become entrepreneurs and found their own companies. Considering that the business is to be launched in inadequate economic conditions and the environment that currently does not encourage entrepreneurship, this type of support, alongside consulting services, can be of great value, whilst the experience of others encourages to start own business, says Ana Nikšić as a project manager in TERA Tehnopolis.

Within the project, 30 female ambassadors from Croatia were chosen, with 5 female ambassadors specifically for the area of Eastern Croatia. Their contact information are available at the web page entrepreneurshep.een.hr or www.tera.hr.

The project is co-funded by the European Commission through the Competitiveness and Innovation Programme – CIP.

Even though the project has been completed, TERA Tehnopolis and their partners continue implementing activities to support female entrepreneurship. Thus, all interested women are invited to contact TERA Tehnopolis and ask for help in launching a new entrepreneurial idea or expanding an existing business



The GREEN project, full name “GReening business through the Enterprise Europe Network”, is a European project launched from the necessity of improving the ecological performance of small and medium enterprises in Europe. The project was in duration from 2010 to 2012 and it was financed through the CIP/EIP (Entrepreneurship and Innovation).

The objective of the GREEN project was to establish a network of local coordinating systems for the, so called, ecological services providers in order to provide small and medium enterprises with the access to free or affordable services and education. In so doing, support in gaining new knowledge and environmental awareness is being secured, with the improvement of ecological performance of production processes, new business opportunities, and the increase in reputation of a company involved in the project.

TERA TEHNOPOLIS Ltd. was in charge of the project implementation in Croatia and the provision of technical support to small and medium enterprises.

The other consortium member countries were: Italy, Romania, Greece, Bulgaria, Slovenia, Montenegro, Croatia, Macedonia, Serbia, and Turkey.



Why Get a Certificate?



The WE-EEN project is focused on three key sectors: waste management, surface treatment, and production of electrical and electronic components. Considering that the project's objective is to improve the supply of environmental services for small and medium enterprises, through the Enterprise Europe Network, lecturers/experts in the above mentioned fields transfer their knowledge and expertise to their regional partners, ecological services providers, and small and medium enterprises through free workshops from all three sectors of the WE-EEN project. Efficient environmental protection services and local cooperation agreements are visible activities with the main objective: to reduce the environmental impact and to increase profitability of small and medium enterprises. 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 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 operating according to the EU regulations.

Associates and partners in the project are recognised through their regular activities of providing environmental services and are invited to cooperate with the opportunity for promotion, establishing contacts with new clients, improving their own image, as well as to collaborate with existing institutions. The environmental services providers that decided to cooperate in the WE-EEN project signed the Local Cooperation Agreement and in a joint effort with TERA TEHNOPOLIS they implement activities crucial for the WE-EEN project and are entered into the Enterprise Europe Network database as environmental services providers.

The WE-EEN is funded through the European Commission's Competitiveness and Innovation Programme (CIP).

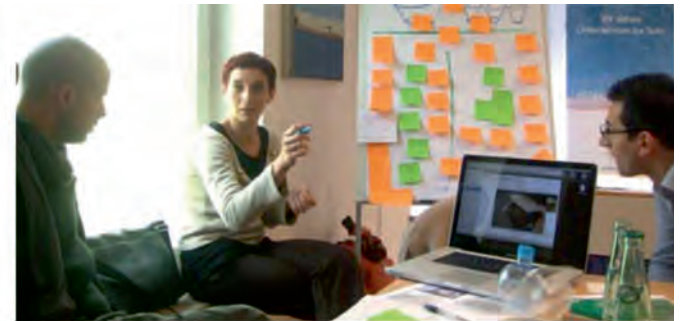


TERA TEHNOPOLIS Ltd. Osijek was the national project coordinator of the PROCEED project in Croatia – promoting and coordinating research in the field of environmental protection for sustainable development in Central and Eastern Europe, with the support of the Enterprise Europe Network – EEN, which was being implemented from 2011 until June this year. The project's objective was to integrate the existing research and development projects for environmental protection, test the applicability of research results in practice, and identify efficient models of communication and dissemination of research results. One of the important project activities consisted of establishing a specialised social network of researchers and projects and its presentation on the Internet, as an online platform that, even after the project's completion, serves as a common tool for communication, uploading and downloading documents, and publishing information on the PROCEED project. After mapping and assessment of research results regarding projects in field of environmental protection in Central and Eastern Europe, 18 Croatian scientific research projects, with

the emphasis on content and type of research presented at the PROCEED project's web page, were selected. Based on the contact of project coordinators of the presented projects, three projects proved to be examples of good practice considering further commercialisation of results, their implementation in practice, and a positive effect on the economy. Those are exclusively technological innovations that are also going to be presented within the framework of the Enterprise Europe Network – EEN and thus become available to all end users on the international market, with the aim to implement a technological transfer. In addition to this success, a cooperation with partner institutions from Croatia: Industrial Park Nova Gradiška and Technology Park Vinkovci was established, alongside the international cooperation, especially in the field of science and technology. The ENVIMPACT and PROCEED projects are co-funded by the European Commission through the 7th Framework Programme for Research and Development (FP7).



Within the framework of the Proceed project, Tera achieved the best result in developing a specialised social network.



SMALL AND MEDIUM ENTREPRENEURS GETTING ACQUAINTED WITH ECO-DESIGN MEASURES THROUGH THE ENTERPRISE EUROPE NETWORK – THE IMAGEEN PROJECT



The IMAGEEN project aims to present and promote eco-design in the food and beverage sector and is intended for areas where eco-design has not yet been developed, but has a great potential. The IMAGEEN project consortium is led by the Chamber of Commerce and Industry of Slovenia and is made of six partners from Italy, Bulgaria, Serbia, Germany, and Croatia, with all the above mentioned countries being members of the Enterprise Europe Network. The eco-design project concerns the food industry and beverage production, both with regard to packaging. Eco-design enables producers to take environmental issues into account even at early product design stages. Moreover, it contributes the increase in competitiveness of small and medium entrepreneurship through:

- *encouraging innovations (re-designing products, creating new “green” products or product assortments)
- *reduced expenses by reducing the

- raw material input
- *increase in quality
- *increase in sales through new market opportunities (including public procurement)
- *compliance with ecological standards

*facilitating the compliance with ecological procedures (what eventually leads to reduction of business expenses). The IMAGEEN project consortium is funded by the European Commission within the framework of the Entrepreneurship and Innovation Programme.

Considering that networking of experts from eco-design sector with small and medium entrepreneurs in Europe through the Enterprise Europe Network is one of the main activities, all interested entrepreneurs in the packaging and eco-design sector in the food and beverage industry are invited to cooperation and education, which will be carried out through training sessions and national workshops.

You can receive more information by dialling 031/251-000 or sending your questions via e-mail to: ured@tera.hr.



Unioncamere Veneto

INTERVIEW

▼ **What is your assessment of the ecological projects' effects, which you implemented with the help of the GREEN consortium, on the local economies of countries involved in the consortium?**



DOTT. FILIPPO MAZZARIOL,
Unioncamere del Veneto,
Senior project manager

The cooperation proved to be very positive. We established mutual trust within the consortium at the early stages. All the partners did a good job, especially regarding the delivery of project tasks. We are especially proud of the benefits our clients achieved by cooperating with the project team. All that makes the fundamental difference between a practical project, such as the GREEN project, and mostly theoretical projects, which are abundant. For that reason, the GREEN project became “good practice” of EU projects implementation, what obligates and motivates us in implementation of projects that came later, WE-EEN, PROCEED, and IMAGEEN.

▼ **Could you, for the benefit of our readers, compare TERA as a Croatian partner to the consortium partners from other countries?**

The projects we implemented were of great benefit to small and medium entrepreneurs in Croatia during the preparations for the accession to the European Union. Besides that, the consortium benefited from TERA's connections and orientation towards the academic community. Therefore, alongside the GREEN project's closing conference in Osijek in 2012, we organised a very successful scientific conference.

The Success of TERA TEHNOPOLIS Clients

The best scientific innovation and the BE THE ROLE MODEL™ GRAND PRIX 2013

- Gordana Lauc, Personalised Approach to Nutrition and Exercise
- Zvonimir Lalić, The Lalić Beekeeping Family Farm

GOLD MEDALS

- Gordana Lauc, Personalised Approach to Nutrition and Exercise
- Ivan Stanković, The "Marko" Stroller for Both Healthy and Disabled Children
- Franjo Kos – the "Slavonka" Cluster Osijek, The Acorn Spread and Powder
- Krunoslav Weinpert, An Electronic Circuit for Receiving Various Forms of Electricity and Its Modulation in Standard DC Voltage and Use
- Franjo Husain, SILICONETTE – A Wet Tissue Filled with a Lubricating Substance
- Genos, Personalised Approach to Nutrition and Exercise
- Vladimir Dolenc, A Two-sided Pneumatic Sausage Filling Machine
- Vladimir Dolenc, A Hydraulic Device for Plastic Pipes, Electrical and Telecommunication Cables Winding and Unwinding
- Vladimir Dolenc, A Plastic Pipe Reamer that Simultaneously Expands the Borehole in Which the Pipe Is Being Installed

SILVER MEDALS

- Đurđa Varžić-Pavković and Vladan Pavković, "Sjedi 5" An Interactive Croatian Grammar and Spelling 3rd Grade Study Tool
- Zvonko Kolarić, Tillage Tools
- Osman Osmanović, Advancement in Beekeeping
- Safet Hodžić Mehić, A Handheld Portable Generator
- Nermin and Faruk Šabić – The CNC Plasma Cutter
- Sakib Hukić, Fruits, Vegetables, and Medicinal Plants Drying Chamber
- Ismet Omerčehajić, A Fruit Mashing Device with A Removable Basket
- Zonić Nesib, A Saltwater Exploitation Head

BRONZE MEDALS

- Borislav Abramović, the "Slavonka" Cluster Osijek, A Jam Making Machine
- Brigita Petrović, DOMI-MAT
- Abdulah Smajlović, A Household Garbage Storage Room
- Žarko Milinović, Deep 'ha-ha-and-cool' Poetry in Three Stages

The Russian Federation special award, TEHNOstart for the robotics development programme. Among the awards presented by the Croatian Inventors Association, we are going to point out the two contained in the description of photographs Doking's cars – St. Marko and Slobodan Rajić for a rubber railway crossing – Slavoljub Penkala and Nikola Tesla



For the rubber railway crossing innovation, Slobodan Rajić won the Slavoljub Penkala award, which includes HRK 7000, alongside the Nikola Tesla award.

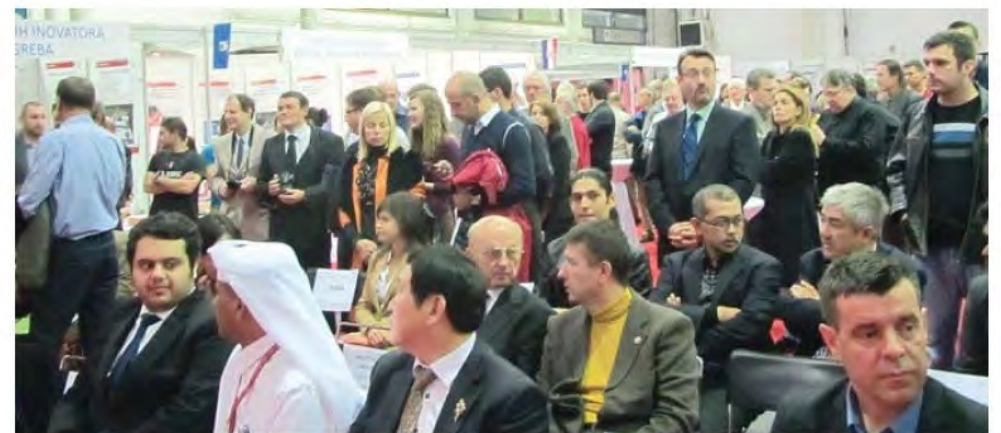
Filip Kljajić, MSc, the president of the CEA, Ivan Štefanić, prof. PhD, director of TERA TEHNOPOLIS Ltd., Gordana Lauc, prof. PhD, Genos Ltd., Gertruda Nikolašević, Franjo Husain, the Siliconette author, Osman Osmanović, author of the innovation in beekeeping, Žarko Milinović, the author of Ha-ha-and-cool poetry, Edita Štefanić, prof. PhD, the vice president of the international jury



The Doking cars won the Saint Marko award



The ambiance at "The Creativity Night" was truly exceptional



This year's exhibition counts 32 participating countries



HRVOJE MEŠTRIĆ, pHD,
director of the Business
Innovation Center of Croatia
– BICRO

▼ **What is the BICRO's strategic plan regarding development of knowledge and technology based entrepreneurship in Croatia?**

The Board of Executive Directors of the World Bank approved the second Science and Technology project (STP II) in Croatia, in the amount of 20 million euros, intended for research and innovations. The STP II adds to the previous successful Science and Technology project (STP), which was approved in order to strengthen the Croatian innovation potential and increase competitiveness by implementing research and development programmes, managed by the Business Innovation Center of Croatia (BICRO) and the Unity through Knowledge Fund (UKF). This programme should also be of help to public research organisations in commercialising their research and improving cooperation with business sector.

The strategic plan of the Business Innovation Center of Croatia (BICRO) is based on the implementation of the BICRO programme, for which funds in the amount of HRK 68, 4 million have been secured from the World Bank project (HRK 57 mil. the World Bank + HRK 11.4 mil. National funds).

In 2013, the fifth cycle of the Proof of Concept programme (PoC) tendering procedure was implemented, whilst planning to fund projects from the RAZUM and IRCRO programmes. With the latest framework programme of the European Commission, the "Horizon 2020", it is planned to fund research, technology, and innovation projects with 70 billion euros by 2020. Likewise, BICRO is planning to obtain 100 million euros through their own programmes in the following seven years.

▼ **The PoC programme sparked an interest among scientists and entrepreneurs. Could you tell us something more about the results of previous tenders and something on the future of PoC?**

In June 2013, the Business Innovation Croatian Agency – BICRO issued a Public Call for Applications for co-financing the initial stage of innovative science entrepreneurship projects through the Proof of Concept programme (PoC). We received 362 applications, 50 of which are going to obtain financial support in the amount of HRK 15 million. The contract award will take place on 11 December 2013 at the Sheraton hotel, starting at 9 o'clock. The Proof of Concept Programme supports pre-commercial activities of researchers and entrepreneurs that are on the path of developing new products, services, and technological processes, with the aim of providing support in the early stages of the innovation's development, as to encourage and direct the further development and reduce the investment risk in later stages.

In the previous four rounds of the PoC, 112 projects of total value of HRK 37.360.582,92 have been funded, with 22.672.428,42 being financed by BICRO. On this occasion, I would like to highlight some of BICRO's projects: ShoutEm, Robot RJet-062, Hipersfera, development of the input circuit for nanotechnology-derived biosensors.

See more at www.tera.hr

TERA TEHNOPOLIS

Administrating the PoC Programme

The TERA TEHNOPOLIS clients were very successful in the previous PoC programme tendering rounds. In the third cycle, the Genos company had been approved the funds for the "Analysis of antennary fucose as a routine diagnostics of HNF1A-MODY" project. In the fourth cycle of the PoC programme, the University of Josip Juraj Strossmayer of Osijek had been approved the funds for the "Enrichment of table eggs with functional ingredients" project. Considering the success of eggs enriched with omega-3 fatty acids, we are looking forward to having 'žnew' eggs on the market.



VLADIMIR ŠIŠLJAGIĆ, Prof. PhD,
the Osijek-Baranja County prefect

▼ **What is the County's strategic plan regarding the development of knowledge and technology based entrepreneurship?**

By cooperating with the scientific community and the business sector, the Osijek-Baranja County realises numerous projects that contribute to the economic development. Certainly, the basis for all activities is the County's development strategy of the Osijek-Baranja County 2011–2013, also created on the Triple Helix concept, defining strategic goals and priorities of the sustainable socio-economic development of our county. Thereby, it is necessary to observe the development of entrepreneurship. In fact, the Osijek-Baranja County, in cooperation with business support institutions, implements a variety of projects that encourage entrepreneurship, including entrepreneurial education projects and promoting employment, innovations, and new products.

Furthermore, the cooperation with the

academic community resulted in concrete projects, such as launching the Professional Training Programme "The Project Cycle Management", the purpose of which is to teach the students about the manner, approach, creation, and implementation of projects funded by EU, with the addition of launching an initiative to establish a scientific centre of excellence in food production, whose work would involve: Faculty of Agriculture in Osijek, Faculty of Food Technology Osijek, Agricultural Institute Osijek and Food Agency, as well as Scientific Park Tehnopolis. Moreover, a good example of encouraging incubation capacities with the aim to develop entrepreneurial initiatives by the regional community is the cooperation of TERA TEHNOPOLIS Ltd. and the Osijek-Baranja County. Besides participating in concrete projects, the Osijek-Baranja County encourages the construction of the Technology Park in Osijek – Tehnopolis, a project aiming to expand the existing incubation capacities of the Technology Development Centre Osijek Ltd. and Bios, centre of excellence in agriculture, and other university spin-off projects.

▼ **What activities are meant to be implemented by the County in order to strengthen the absorption capacity of the institutions that implement EU projects?**

Nowadays, Osijek-Baranja County is one of the most successful counties in Croatia regarding EU funds. One of the crucial reasons is the County's project for education of project managers. We were the first in Croatia to, in cooperation with the Faculty of Economics in Osijek, start the above mentioned project manager courses. The courses were co-financed by us and our employees were sent there for education. The results were quickly visible through new projects and more EU funds, what prompted us to continue educating employees of the County and all its institutions, from schools and cultural institutions

to health and social care institutions, in cooperation with Open Community College Osijek. Through the County's Regional Development Agency we regularly communicate with development departments in such institutions, districts, and cities in our County. All information received from our representatives in Brussels and competent ministries we forward to the addressees of subscribed users. Alongside every tender, we organise workshops in order to involve as many project teams as possible in the EU projects preparation, application, and implementation.

▼ **What are the greatest potentials that will, in the future, bring forward the development of the Osijek-Baranja County?**

Renewable sources of energy in the context of agricultural development. In fact, the new national action plan for renewable sources of energy until 2020 increasingly encourages biomass and biogas plants, which is good for our County, as those are our potentials. Biogas plants use biogas as a motor fuel, which is mainly produced from manure and corn silage and used for producing electrical and thermal energy, with a quality fertilizer as a by-product. This is exactly where we see the possibility to connect agriculture with the production of energy from renewable sources, which provides our farmers with the opportunity to make more profit.

Besides, our constant strategic interest is agricultural development, i.e. healthy food production, which has to be founded on processing industry with the accompanying capacities.

One of the most important determinants of the County's development is continental tourism. We continuously encourage the development of family farms, service industry, tourist capacities, winemakers and winegrowers, as well as other producers of autochthonous products from Slavonia and Baranja.

You can find out more at www.tera.hr

COOPERATION POSSIBILITY WITHIN the STP TEHNOPOLIS Osijek Project

By joint establishment of a company specialised in technology transfer and development of knowledge and technology based entrepreneurship, the University of Josip Juraj Strossmayer of Osijek, the City of Osijek, and the Osijek-Baranja County created a platform with all the attributes necessary to realise projects financed by the EU Structural Funds. The Science and Technology Park TEHNOPOLIS Osijek project is currently in extremely good standing, with all the ownership issues resolved and conceptual project documentation regarding the first stage of the complex development completed, for which the feasibility study had also been done. Considering the limited financial possibilities of the University and the local authorities, the project had been developed as a project ran in multiple stages, which renovates the former Biotechnological Scientific Education Center complex in three successive stages. By the decision of the Ministry of Science, Education and Sports, the project had been included in the indicative list of infrastructure projects for the European Regional Development Fund 2014–2020.

SCIENCE AND TECHNOLOGY PARK TEHNOPOLIS Osijek, alongside its founders and strategic partners, is the key component of the TRIPLE HELIX innovation ecosystem for the development of Eastern Croatia. The Park integrates numerous competencies, realises business relationships, exchanges knowledge and experience, and creates new value intended for global markets.

On this occasion, you are invited 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.



tera
tehnopolis

THE LATEST NEWS FROM THE UNIVERSITY

THE LATEST NEWS FROM THE TECHNOLOGY TRANSFER OFFICE OF THE UNIVERSITY OF JOSIP JURAJ STROSSMAYER IN OSIJEK

Horizon 2020

The first preparation of tender procedures within the framework of the Horizon 2020 scheme are currently underway. Although there are still no official information on the exact dates and titles of calls, the first information have already been presented at the Enterprise Europe Network sector group meetings. Accordingly, we are announcing the first three calls within the framework of the Societal Challenge Programme. The expected notice date is 11 December 2013. To all the University research teams that are planning to enter a project within the Horizon 2020 scheme and do not have consortium partners we offer help in finding partners through the Enterprise Europe Network.

Please find attached the template for finding partners. In case you need more information, you are welcome to contact us at ured@tera.hr or schedule consultations (031/251 000).

IMPORTANT

Regulation of rights and obligations regarding intellectual property is of utmost importance within all programme schemes, on national and international levels. To the research groups planning to enter a project we offer our help in arranging the intellectual property issues on the consortium level.

INTERVIEW

▼ What is the HAMAG INVEST's strategic plan regarding the development of knowledge and technology based entrepreneurship?

In order to harmonise our own strategic plan with the recently adopted Croatian Entrepreneurship Development Strategy 2013-2020, HAMAG INVEST strives to use all the available mechanisms to encourage balanced economic development throughout Croatia. By awarding grants or guarantee funds, the Agency encourages an increased productivity of the entrepreneurship sector and indirectly influences the increase in employment and export capacity, as well as the increase in competitiveness of small and medium entrepreneurs in general.

In accordance with the strategic plans for entrepreneurship development in Croatia focused on improving the access to financing for SMEs, the Agency introduced the Microloan programme that showed excellent results in the first year of implementation. With a proactive approach, the agency strives to encourage entrepreneurs to get involved in investment projects with a potential of creating a future added value that will secure fast growth of the national economy as a whole.

▼ What activities is HAMAG INVEST planning to carry out in order to strengthen the absorption capacity of Croatian entrepreneurs and institutions for EU projects implementation?

The Entrepreneurial Impul-



DARKO LIOVIĆ,
the chairman of the student
business plans
Evaluating Jury

se in 2013 was the first step in preparing the entrepreneurship sector for demanding forms of applying for EU funds. The awarding of grants has been adjusted to the manner in which the grants are awarded from EU funds, in order for the small and medium entrepreneurship sector to get familiarised with and prepared for the strict rules of the European Union, with the aim to maximise the degree of utilisation of resources that are going to be available to entrepreneurs. Education is an important element of increasing the absorption potential. We are, therefore, planning to cooperate with institutions such as regional development agencies, Croatian Bar Association, and Croatian Chamber of Economy in order to raise the awareness of entrepreneurs on opportunities provided by structural funds, but also on regulations and norms we have to comply with if we want to be successful in obtaining EU funds.

INTERVIEW



IVAN VRKIĆ,
the Mayor of Osijek

The activities carried out by the City for the development of local community as a knowledge and technology based economy.

What is the City's strategic plan regarding the development of knowledge and technology based entrepreneurship?

Within the Programme of activities for realisation of objectives in the framework of the Economic Development Strategy of the City of Osijek, which is currently in effect, the following objectives have been set (strategic activities):

- Osijek, the entrepreneurial city
- Osijek, the intelligent city
- Osijek, the city of knowledge
- Osijek, the virtual city
- Osijek, an attractive city for living
- Osijek, the city of youth

By the set objectives, it is evident that the City of Osijek regards knowledge and technology based entrepreneurship as a strategic interest. **The Business Incubator BIOS Ltd.** was founded to support the development of small and medium entrepreneurship by providing business premises, as well as business and other

services in the most critical stages of the enterprise development and, thus, participates in the economic development of the area and reduction of unemployment in the region. Alongside the subsidies for regular business activities, the City of Osijek was a partner on several EU projects that had been approved to BIOS, including the project of construction of two halls. The EU project "The construction of a modular hall of the BIOS business incubator", which was completed this June, was co-financed by the City of Osijek in the amount of EUR 348.750,63. BIOS currently has 34 tenants, 15 of which belong in the IT sector.

Some of the tenants belonging to the IT sector of BIOS are:

Tera Tehnopolis Ltd. was founded with the aim to promote new technologies, innovations, and entrepreneurship. Their mission is: development of knowledge based economy by using significantly improved technologies; commercialisation of publicly funded research of the University of Josip Juraj Strossmayer of Osijek; organisation and coordination of scientific research and development projects for industry, in cooperation with members of the University and other relevant institutions; supporting the regional development and retaining qualified and potentially entrepreneurial workforce in the region; business support to enterprises in the Tera Incubator and wider. By the decision of the City Council of the City of Osijek from 3 March 2011, the "TERA Osijek Scientific and Incubation Business Centre" project is co-financed in the amount of HRK 500.000,00 from 2011-2015.

The Regional Development Agency Ltd. was founded in order to encourage regional development using the available EU funds and other funds of the international community, in accordance with the County's development strategy priorities, and to attract foreign investors to the region. The Agency's main activities include providing technical and advisory support in international and regional cooperation programmes; exchange of information with the purpose of regional development; creating local, cross-border, and international networks; promoting the region; supporting development programmes, including pu-

blic-private partnerships, direct investments, and joint venture initiatives; intermediary services in cooperation with national and international financial institutions; attracting direct foreign investments; building institutional capacities; technical support to local authorities in creating project proposals for financing through EU funds, etc. The City of Osijek provides the Regional Development Agency Ltd. with subsidies for regular business activities and is a partner in several EU projects.

▼ What activities is the City planning to carry out in order to strengthen the City's absorption capacity for EU projects implementation?

Considering that the City of Osijek quickly recognised the importance and opportunities offered to local authorities by the European Union funds, for the last seven years they are constantly working on strengthening the absorption capacities of both the city government and the employees of the city enterprises and institutions. In so doing, various approaches are being implemented, from direct additional education for preparing and managing projects (through co-financing and financing additional education of employees), organising workshops and seminars on the above mentioned subject through already approved EU projects. The City also cooperates with the Regional Development Agency of Slavonia and Baranja, UNDP, the BREZA Youth Association, the Green Osijek Association, and other institutions and project partners, to creating and strengthening partnerships with organisations from neighbouring countries, as well as with the City of Osijek's sister cities in order to be able to apply projects for bilateral and transnational cooperation.

In short, the City of Osijek is striving to raise the absorption capacities on several levels, from preparing project documentation, creating strong partnerships, creating and developing project proposals, educating employees and all those interested in using the funds, finding ways to co-finance and pre-finance projects, to cooperation with government institutions and bodies.

Find out more at www.tera.hr



The equipping and running of the student business incubator is based on a ten-year long work with students. Over 1000 students went through business plan writing training within the framework of the competition in student business plan writing, "BE THE ROLE MODEL". Incubation of student entrepreneurial projects is the logical next step. After choosing an entrepreneurial idea, conducting research to gather all necessary information, writing a completely developed business plan and defending it in front of a multitember interdisciplinary committee, follows the making of a crucial decision on starting the business or giving up on its realisation. That is a difficult decision to make even for entrepreneurs much more experienced than the students and this is exactly where the first task of StudOS is done: it provides the students with a pre-incubation stage in a safe academic environment, with the support of TERA team and their business partners. The novelty in StudOS is the appointment of two mentors, one from the academic area and the other from the area of entrepreneurship. The significance of this project has been recognised by the Ministry

StudOS – the Student Business Incubator

of Entrepreneurship and Crafts that secured the finances for equipping the business incubator and mentoring students in realisation of their business ideas, within the framework of the Entrepreneurial Impulse 2013. StudOS is going to be located in the TERA Business Incubator, at Trg Ljudevita Gaja 6. By combining quality infrastructure with mentoring services and additional technological and entrepreneurial education, it is planned to reduce the time between obtaining a diploma and first employment. In addition, the aim of the education is to reduce the risk of start-up entrepreneurs failing due to lack of experience in entrepreneurial activities. Mentoring services and education are going to be provided by the employees of TERA Tehnopolis, academic and research

staff of the University of Josip Juraj Strossmayer of Osijek, successful entrepreneurs, and external associates and partner such as Croatian Employers' Association, State Intellectual Property Office, law offices, and the accounting services.

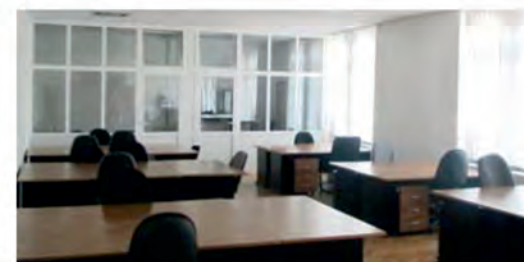
▼ What is required from the students who want to participate in the StudOS programme?

It is recommended to apply for "Be the Role Model", a competition in student business plan writing, which requires a selection of a business idea and development of a business plan. This is followed by a registration in the StudOS programme, which appoints mentors who provide support in additional development of

the business plans. The programme also provides support in finding associates, customers, and finances, as well as intellectual property protection, entering into first agreements, and a lot more that makes the difference between success and failure. The owners of the best-graded business ideas are offered an incubation in StudOS for a period of up to 18 months, with the first 6 months being free of charge. They are provided with "Workstations", which includes the use of a desk, chair, and a file cabinet, as well as a personal computer and a telephone and Internet connection. In order to enter the StudOS programme it is not required to have a registered business, therefore, we invite all young people with an idea to contact us at ured@tera.hr.



StudOS before



StudioOS now



BE THE ROLE MODEL™ / INOVA™ 2014

BE THE ROLE MODEL™ / INOVA™ is organised at different premises every year. Since there are numerous nominations, it is difficult to become an organiser. However, it is certain that every four years, the exhibition is returning to Osijek. That return is scheduled for next year. Osijek will be hosting the 10th international exhibition of innovations, prototypes and student business plans BE THE ROLE MODEL™ and the 39th INOVA™ Croatian Salon of Innovations with international participation. The date of the exhibition has already been coordinated with the international calendar of exhibitions and can be officially announced. The exhibition will take place from 6-8 November 2014. This will provide us with an opportunity to not only show our innovation abilities to the world, but also to bring the innovative part of the world to Osijek.



IVAN ŠTEFANIĆ,
Prof., PhD

SYNOPSIS

The exhibition newsletter preparation presented a great challenge. To edit eight pages of the "Glas Slavonije" newspaper format requires a lot of work. However, besides the exhibition newsletter preparation, the majority of what is written there has been implemented in the past year. The exhibition newsletter informs on the International exhibition of innovations, prototypes and student business plans BE THE ROLE MODEL™ / INOVA™. In addition, we inform on our achievements during the previous year, while also writing about something more important, we announce future activities and recommend cooperation possibilities. It is a great pleasure to inform on last year's achievements. The adjustment to business in the EU, acquiring additional qualifications and competences, starting a student incubator, successfully nominating Science and Technology Park Tehnopolis Osijek for financing through the European Regional Development

Fund for the period from 2014–2020. Alongside the constant provision of care for our clients' and TERA TEHNOPOLIS business, this was extremely demanding, but very successful. This year's INOVA™ / BE THE ROLE MODEL™ is not only the largest thus far, but, according to all the indicators, is also among the best in the world, which is less important. The extraordinary success of our clients at the exhibition and in their business is far more important. There has been over 70 businesses, with more than 200 workplaces, started in TERA TEHNOPOLIS, and the majority of them is not only successful, but also export oriented. On this occasion, I would like to express my gratitude to all those whose participation contributed to the achievement of these results. Above all, the founders of TERA TEHNOPOLIS Ltd., the University of Josip Juraj Strossmayer of Osijek, the City of Osijek and the Osijek-Baranja County, support institutions at international and national levels, strategic partners, and, of course, the TERA team, without whom none of this would be possible.



TAVOLA 2014 – AN OPPORTUNITY TO SELL DELICACIES ON THE EU MARKET

The Croatian accession to the EU provided the Croatian entrepreneurs with the opportunity to perform on the market that includes over 500 million consumers. However, the majority of Croatian food producers does not have the production volume required for mass distribution, nor business contacts who would make it possible. One of the possible solutions is specialisation for the production exclusively in small amounts and top quality of products. There is a great interest in that market segment and the prices of such products provide a profitable and sustainable business.



Tavola (Kotrijk, Belgium) is a gathering place of over 17.000 professionals from 27 countries, mostly Belgium, Netherlands, and France, in the field of delicacies. The Belgian EEN consortium recognised the potential of the fair, where distributors, wholesalers, catering companies, mini-mart owners, and delicatessen retailers meet food producers. In 2012, alongside the Fair, the consortium organised FOOD BUSINESS MEETINGS, business meetings with intermediary services of the EEN. First year 172 exhibitors participated in 320 bilateral meetings in total. Although two thirds of them participated in such

manifestation for the first time, 81% of participants were extremely satisfied, while 90% expressed their interest to participate in the upcoming business meetings. TERA TEHNOPOLIS, with the help of the Enterprise Europe Network, provided Croatian producers with the opportunity to participate in the EEN business meetings at the TAVOLA Fair, free of charge. All those who accept the challenge brought by the placement of a product on foreign markets and wish to participate in the TAVOLA business meetings, should contact TERA TEHNOPOLIS as soon as possible, in order to be able to make the arrangements for their performance (tel. 031/251 000, email: ured@tera.hr).



Strategic Partnership TERA – HUIP – TEHNOstart

The development of innovative entrepreneurship is an extremely complex and long process, with limited resources at disposal of the University and TERA. Therefore, the decision on the course of action is relatively simple, you either give up on particular jobs or find strategic partners in order to find synergy through joint action. In Osijek we now have a very efficient strategic partnership of institutions that provide support to innovative entrepreneurs and innovators.

TERA TEHNOPOLIS is oriented towards the academic community and innovative, technology based small and medium entrepreneurs. Their duties include incubation, intellectual property protection, fast creation of prototypes and advisory support.

HUIP – the Croatian Association of Inventors – Entrepreneurs is oriented towards innovators – natural persons, who they provide with assistance in preparing applications for national tenders. In addition, their duties include duplication of printed materials and simultaneous interpreting services.

TEHNOstart is the youngest member of this trio. Its duties include the robotic programme and educating youth in technology and entrepreneurship. Field trips, organisation of expert lectures, and a fully equipped computer lab, where education is organised through business simulations and games, are the special pride of TEHNOstart.

However, while working on large projects, by coordination and joint effort, the biggest projects, such as BE THE ROLE MODEL™/INOVA™, are realised.



At this year's exhibition, Tehnostart organised an interesting exhibition of mini robots and retro computers and video games consoles in cooperation with Davor Šego.



Within the framework of the SNET project, implemented by the Local Democracy Agency, Tehnostart organised a workshop that in a fun manner familiarised the participants with the "secrets" of the common agricultural policy of the European Union.

LECTURE ANNOUNCEMENT

"Producing Almonds and Walnuts in California"

It is not easy to be a successful farmer nowadays. To achieve that in California, USA, is even more complicated, since the regulations on the environmental protection are among the strictest in the world. Similarly, the USA market is among the most liberal markets, while the competition is among the strongest. However, it is possible to achieve success there and the process is no secret. TERA TEHNOPOLIS Ltd., **TEHNOstart** and agroekonomika.net are organising an expert lecture

by a Californian farmer of Croatian origins, Mr. Ned Vrnoga, on the subject: "Producing Almonds and Walnuts in California".

PLACE: Faculty of Agriculture in Osijek, Aula Magna (2nd floor)

TIME: Wednesday, 4 December 2013, at 14.00 o'clock

The number of participants is limited. It is required to register for participation by sending a message at ured@tera.hr.

THE LATEST NEWS, ALICANTE, 20 November 2013

Oskar – the First Registered Community Trademark (CTM) of the University of Osijek

• The Carnosine project – a functional component of poultry meat, realised within the framework of the TEST programme, differs from the former research projects. The consortium was assembled with the purpose of implementing the project, re-

search objectives were defined based on the preliminary state-of-the-art search and market research.

All rights regarding intellectual property had been regulated in advance and for research results, the adequate intellectual

property protection procedure has been initiated. It is our great pleasure to report that the registration of the verbal trademark Oskar has been granted just before the 5th issue of the Exhibition Newsletter, on 20 November 2013.