

enterprise europe network
be the 10. role model™

10th Exhibition of innovation, prototypes and student business plans

6 – 8 November 2014

City Garden Arena, Osijek

NETWORKING FOR SUCCESS

Enterprise Europe Network - business opportunities fair
Exhibition of innovation and prototypes
Student business plan competition
University in the service of knowledge and technology based entrepreneurship
TERA laboratory - demonstration of 3D printing
Fair of Croatian delicatessen
Trade of fully completed innovative products
Entrepreneurship Academy
Acceleration Booth Camp Osijek 2014
Plentiful entertainment program



CO-ORGANISERS



MEDIA SPONSORS



Prof. Željko Turkalj
Ph.D., Rector

Josip Juraj Strossmayer University in Osijek, is the backbone of the support system to entrepreneurs in Eastern Croatia whose business is based on knowledge and technology.

University in the service of knowledge and technology based development of economy

Speaking of high technology, it is rarely just the local market, such products are generally developed for large regional or global market. It responds to global and local changes in the environment in order to use them as an opportunity for development. The changes caused by connecting Croatia to the EU brought new opportunities, however, it is upon ourselves to responsibly take advantage of these opportunities. Each university has a responsibility to its immediate environment, and the Uni-

versity of Osijek operates in a region that is by many indicators well below the national average. Furthermore, it is a special challenge, as well as the responsibility of the University, which is according to the Triple Helix model, associated with the business sector, state administration and local government in regional development ecosystem. Creating an internationally recognizable and competitive university requires compliance leadership, management and organizational ca-

capacity to ensure the hybridization of knowledge, strengthen the intellectual property of the University, which systematically occurs in transfers to the local economy. The openness and the internationalization of the University allows the horizontal and vertical mobility of students and lifelong learning. Encouraging pro-activity, innovation, responsibility for regional development is crucial for the transformation of comparative to competitive advantages of Eastern Croatian.



Prof. Ivan Štefanić Ph.D.,
Director at Tera Tehnopolis Ltd.

Tera Tehnopolis, as the specialized institution of the University, is responsible for the protection of the intellectual property as well as the transfer of research results into the economy.

Since 2008, TERA has been the partner in Enterprise Europe

BE THE ROLE MODEL™ - Networking for success in action

Network - EEN, and with the help of network partners and instruments, supports entrepreneurs in challenging and dependent enrolment in the EU market.

10th BE THE ROLE MODEL™ / 39th INOVA® was organized under the motto NETWORKING FOR SUCCESS. More than 500 participants from 17 countries have the occasion to get key information for business networking and the global development of the Croatian economy. This refers to finding a partner, customer, supplier or an employee along with improving ecological aspects of a production, plus almost all at the exhibition is subjected to increase of competitiveness and facilitating the appearance on the EU market. Creating student business plans evokes pride of the organizers of

Be the Role Model™ / Inova® exhibition. Contestants have been preparing for their final performance more than a whole semester along with participating in specialized training organized especially for them. The most successful could win valuable prizes, additional training in the framework of the Management Training Programme within Croatian Employers' Association, and the best could win the prize of three months of driving the car sponsored by PSC Osijek. All finalists have the opportunity to put their project into action within the project STUDOS (Student associations of Osijek), which allows them to incubate for a period of six months without charge. So far, more than 1000 students went through the competition. The finalists, approximately 10%

of the total number of the competitors, have proven to be more proactive than the general student population as well as becoming independent earlier and more often enrol in business projects.

Nevertheless, the effect of Be the Role Model™ / Inova® can be much faster, it does not require waiting for a new generation of entrepreneurs whose education and training would take many years. All existing entrepreneurs can expand their business in the EU common market and it can simply be done by visiting exhibitions or checking the database of already offered cooperation. If the appropriate profile does not exist in the database, your product or service could be offered easily to others, and TERA team will be happy to help.

*** BE SURE TO VISIT / PARTICIPATE**

All days	Thursday	Friday	Saturday
<ul style="list-style-type: none"> ● International Exhibition of Innovations ● Exposition of business opportunities in the EU ● EEN IPR Helpdesk Ambassadors Program 	<ul style="list-style-type: none"> ● The opening ceremony of the exhibition ● Entrepreneurship Academy of EEN and IMAGEEN ● Promotion of the book "History of Croatians" 	<ul style="list-style-type: none"> ● Entrepreneurship Academy Sources of Financing ● Domi-Mat® and TEHNOstart tournaments ● Promotion of the book Philosophy of fertilization ● Rock concert VATRA 	<ul style="list-style-type: none"> ● Finals of the competition of student business plans writing - winner receives the prize of three months driving the car sponsored by PSC Osijek ● Entrepreneurial Academy Start-up support to entrepreneurs ● The closing ceremony of the exhibition



EXHIBITION PROGRAM

06 November (Thursday)

09.00-11.00	Installation of the exhibition (all participants)
11.00-19.00	Exhibition working hours
11.00-19.00	Presentation and sales within the "Gastro Corner" (Family Farming)
11.00-19.00	University in the service of knowledge and technology based economy
12.00-14.00	Opening ceremony and the tour of the exhibition Performance of Croatian Choral Society Lipa Memorable performance of the Academy of Arts in Osijek Welcome cocktail
14.00-17.00	EEN – Enterprise Europe Network – exposition of business opportunities: food sector, environmental protection sector and ICT sector
14.00-17.00	EEN – Enterprise Europe Network- intellectual property protection (IPR) Help desk
14.00-16.05	Entrepreneurship Academy: IMAGEEN and EEN (lectures and consultations, details below)
12.00-22.00	Acceleration Booth Camp Osijek
14.30-15.30	Introductory meeting of the jury
15.30-18.00	Assessment of Croatian exhibitors from outside of Osijek
16.00-17.00	Book promotion: History of Croatsians, prof. Božo Skoko Ph.D.

07 November (Friday)

10.00-19.00	Exposition working hours
10.00-19.00	Presentation and sales within „Gastro Corner“ (Family Farming)
10.00-19.00	University in the service of knowledge and technology based economy
10.00-17.00	EEN – Enterprise Europe Network- exposition of business opportunities: food sector, environmental protection sector and ICT sector
10.00-17.00	EEN – Enterprise Europe Network – intellectual property protection (IPR) Help desk
11.00-13.35	Entrepreneurship Academy: Sources of funding for entrepreneurs and scientists (lectures and consultations, details below)
09.00-20.00	Acceleration Booth Camp Osijek
11.00-16.00	Assessment of foreign exhibitors and exhibitors from Osijek
16.00-17.00	Meeting of the jury
11.00-17.00	Book promotion: Philosophy of Fertilization, prof. Vladimir Vukadinović Ph.D., prof. Blaženka Bertić Ph.D.
10.00-13.00	Domi-Mat tournament
10.00-11.00	Foosball tournament applications
12.00-16.00	Foosball tournament
19.30	Rock concert: "Vatra"

08 November (Saturday)

10.00-17.00	Exposition working hours
10.00-17.00	Presentation and sales within "Gastro Corner" (Family Farming)
10.00-19.00	University in the service of knowledge and technology based economy
10.00-17.00	EEN – Enterprise Europe Network – exposition of business opportunities: food sector, environmental protection sector and ICT sector
10.00-17.00	EEN – Enterprise Europe Network - intellectual property protection (IPR) Help desk
12.00-14.40	Entrepreneurship Academy: Incentivization of start-up entrepreneurship and manufacture (lectures and consultations, details above)
09.00-14.00	Acceleration Booth Camp Osijek
11.00-17.00	Final assessment of exhibitors
16.00-17.00	Closing ceremony performance of Croatian Folklore Society Željezničar
17.00-18.00	Removal of the exposition installation
20.00	Award ceremony at the restaurant Kopika in Osijek

ENTREPRENEURSHIP ACADEMY PROGRAM

EU INFO DAYS

06 November (Thursday)

IMAGEEN Entrepreneurship Academy: Introduction to the measures of Eco-design and the opportunity of commercialization via Enterprise Europe Network – EEN	
14.00-14.45	How to reduce business costs and be more competitive on the market through waste management, Eco-design and LCA analysis (Ivana Ostojić, IQ Consulting Ltd.)
14.45-15.00	Examples of a successful practice in the field of Eco-design (Ivana Ostojić, IQ Consulting Ltd.)
15.00-15.15	Assistance in searching for business partners on the international market – Enterprise Europe Network – EEN (Vesna Torbarina, Project coordinator, Croatian Chamber of Commerce - HGK)
15.15-15.30	Collaboration with NATO (Mirna Maravić, Ministry of Economy – MINGO)
15.30-15.50	Grasp the right idea – directed creativity and realization of the idea (Tomislav Buljubašić, Siemens Convergence Creators Ltd.)
15.50-16.05	Current EU contests for entrepreneurs (Ivana Ostojić, IQ Consulting Ltd.)

07 November (Friday)

Entrepreneurship Academy: Sources of funding for entrepreneurs and scientists	
11.00-11.15	ERASMUS – financing opportunities for entrepreneurs beginners, (Tajana Kesić Šapić, Croatian Chamber of Commerce - HGK , Centre for entrepreneurship, innovations and technological development) Examples of successful practice – withdrawing of resources from EU funds
11.15-11.30	Successful examples of BRI (business related infrastructure) projects (Maja Galić, Jelena Simunić Iljkov, Entrepreneurship incubator BIOS Ltd.)
11.30-11.45	Legal clinical education in the acquisition of practical skills of students and providing legal assistance to citizens and business community (Zvonimir Jelinić, Faculty of Law in Osijek - PRAVOS)
11.45-12.15	What do I need in order to become a successful entrepreneur (prof.dr.sc. Sunčica Oberman Peterka, dr.sc. Anamarija Delić, Faculty of Economy Osijek - EFOS)
12.15-12.35	Customer Experience and CRM – useful only to large companies? (Krešimir Lončarević, Siemens Convergence Creators Ltd.)
12.35-12.50	Enterprise Europe Network – EEN and other useful tools for entrepreneurs (Brigita Ivoševac, Regional Development Agency of Slavonia and Baranja – RRA , Europe Direct Osijek)
12.50-13.20	The new labour law and the obligations of employers in employment of persons with disabilities and the implementation of the new ZPRZ (Ivan Sarić Croatian Employers Association – CEA)
13.20-13.35	The importance of small family farms for the Republic of Croatia (Snježana Tolić Faculty of Agriculture in Osijek - PFOS)

08 November (Saturday)

Entrepreneurship Academy: Incentivization of start-up entrepreneurship and manufacture	
12.00-13.00	StudOS – presentation of students business plans of competition finalists (Best Elevator Pitch)
13.00-13.30	Jury: selection of the best students business plans
13.00-13.15	Prevention and protection of food (Aneta Karakaš)
13.15-13.30	HBOR – Financing of entrepreneurs beginners and young entrepreneurs (Boris Čagalj, Croatian Bank for Reconstruction and Development – HBOR)
13.30-13.45	City of Osijek and developmental projects (Kornelija Mlinarević, Head of Department for EU programs and projects and the economy, City of Osijek)
13.45-14.00	The Importance of intellectual property and its protection for entrepreneurs (Ivan Štefanić, EEN IPR Help desk , TERA Tehnopolis Ltd.)
14.00-14.15	Franchise (Aleksandar Erceg, Centre for Entrepreneurship CZP)
14.15-14.30	Students incubators network (Darko Liović, chairman of the board of Croatian agency for small business, innovations and investments – HAMAG-BICRO)
14.30-14.40	Best business plan winners announcement

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