



● Prof. Željko Turkalj, Ph.D., Rector of the Josip Juraj Strossmayer University in Osijek, emphasized the importance of the University of Osijek-Baranja County. In addition to the biggest number of employees of two thousand, it possesses the strongest intellectual potential. "This exhibition will display a fraction of the real potential of students of the University, and therefore our performance is matched to the strategic program of the University, which is the connection of the business sector, state and local government as well as the academic community. Ultimately, I hope that this event will contribute to permeated positioning of Osijek and Osijek-Baranja county." Emphasized Turkalj at the opening ceremony. The performers of Be the Role Model™ / Inova® were members of the University with innovative programs.



● The opening ceremony of the international exhibition of innovations Be the Role Model™ / Inova® 2014 in Osijek, was visited by diplomats of the Embassy of the People's Republic of China, Mr. Liu Kai, an economic and commercial counsellor, and Ms. Luo Lin, who met with the head of the Department for EU programmes, projects and economy in Osijek, Ms. Kornelija Mlinarević.



## OSIJEK - THE HOST OF THE INTERNATIONAL EXHIBITION BE THE ROLE MODEL™ / INOVA®

**A**t this year's exhibition 646 exhibits were registered in all categories.

The exhibition was set to more than 2000 m<sup>2</sup> on two floors of City Garden Arena. Participants from 17 countries, in addition to the display and assessment of innovations, had the opportunity to participate in the extremely eventful program with the plentiful attractive entertainment. All participants of the exhibition and competition in business plan writing have undergone the very extensive training and this exhibition was the finale of several months of preparations. Enterprise Europe Network EEN, at this year's exhibition introduced the possibilities available to Croatian entrepreneurs on the EU market. The Business Opportunities Fair presented standardized profiles of supply and demand. sector group AGRO-FOOD proposed the cuisine of Croatian producers oriented to the EU market, and the IPR Helpdesk Ambassador Program organized the lecture in the framework of the Entrepreneurship Academy and individual consultations in all the days of the exhibition. In addition to the organizers and co-organizers of the exhibition, Osijek was visited by representatives of many support institutions aimed at entrepreneurs, representatives of the Diplomatic Corps and numerous contractors. On this occasion, I show gra-



● The protocol of the opening ceremony of the exhibition reflected the fundamental principle of the organization, and that was the team effort. Organizers and partners by inserting the USB dongle unlocked the winning combination for the opening of the exhibition, which was the symbolic combination of key issues related to this event – 10396112014.

Organizers and partners, by applying the principle of the promotion of the exhibition "Networking for Success", managed to organize the most immense exhibition of innovations in Southeast Europe this year. Additionally, they accomplished the effective combination of educational, promotional and entertaining constituents, and thus participated in this unforgettable experience.

atitude to all who assisted in the realization of this large and demanding event: the participants in the competition program, lecturers of Entrepreneurship Academy, sponsors and partners, the TERA team and visitors without whom BE THE ROLE MODEL™ / INOVA® 2014 would not have been this successful. Prof. Ivan Štefanić, Ph.D.

The atmosphere of the exhibition could best be described under the slogan "Networking for Success", and how it really was, you can experience through exhibition newsletters and photo albums available at [www.tera.hr](http://www.tera.hr), where you can additionally view the list of winners.



● The opening ceremony of the exhibition was very well attended. In addition to prominent people of the City, the County and the University, partners and co-organizers of the exhibition, innovators, students, business people, visitors attended as well and carefully explored the exhibition.



# BE THE ROLE MODEL™ / INOVA® 2014



● Vladimir Bošnjak from Slavonski Brod with residency in Rijeka won Grand Prix Be the Role Model™ for Streeter, granted by TERA TEHNOPOLIS and Croatian Association of Inventors – Entrepreneurs.



● The group photo of the finalists in the competition of student business plan writing and the jury members. Grand Prix for the best business plan was awarded to Sanda Gale who wrote the business plan entitled "Feasibility study for the introduction of agricultural programs at the Open University of general type". It particularly pleases that it is not about academic training, but the plan that has been applied in the University of Andragog in Vinkovci.



● The winner of this year's Grand Prix Nikola Tesla Jasmina Pacek D.A., an employee of the Academy of Arts in Osijek for "Neutral theatrical costume". The presentation of the costume at the opening ceremony of the exhibition greatly facilitated the work of jury, because the purpose of the costume became obvious. The fact that TERA TEHNOPOLIS Ltd. successfully completed the procedure of the protection of the intellectual property, allowed the costume with its three design community high quality work on the commercialization of these innovations.

## THE BEST STUDENT BUSINESS PLAN

GOLD MEDAL			
1	Sanda Gale	Feasibility study for the introduction of agricultural programs at the Open University of general type	Faculty of Agriculture in Osijek
SILVER MEDAL			
2	Dijana Lujčić	Production of cherries and cherry products	Faculty of Agriculture in Osijek
BRONZE MEDAL			
3	Ivan Boričić	Improvement of family farming Boričić	Faculty of Agriculture in Osijek
4	Valinea Vinger	PROJECT PASSENGER Multifunctional jacket	Faculty of Textile Technology in Zagreb
OTHER FINALISTS			
5	Alač Borna, Babić Matija, Krmptić Marin	Screens	Business School Par in Rijeka
6	Dumančić Dino, Labaš Anamarija, Kontić Zvonimir	Anti-allergy carpet with a scent of lavender - Lavandin	Polytechnic of Vukovar
7	Seki Kristina	Feasibility study of the beekeeping business project in East Croatia in compliance with the terms of the joint EU agricultural policy	Faculty of Agriculture in Osijek
8	Tavić Damir	PORTABELLA - taste of inspiration!	Faculty of Agriculture in Osijek

TERA TEHNOPOLIS awarded all finalists with a free six-month incubation in the framework of STUDOS. Moreover, the finalists received free training in the Management Training Programme organized by the CEA - Croatian Employers' Association.



● Croatian Association of Inventors – Entrepreneurs' stand was presented by the largest group of Croatian innovators. The quality of the work was confirmed by the fact that CEA has more members from research institutions, other Croatian regions and abroad. The performance at Be the Role Model™ / Inova® 2014 in Osijek achieved the remarkable success, and the shared photo with Mr. Vjekoslav Jukić from MINGO RH is a treasured memory and the incentive for new innovations.



## BE THE ROLE MODEL™ / INOVA® 2014



Nj. E. Cosmin George Dinescu,  
Ambassador of Romania

**I**n a globalized world, the internationalization can be an important step for most small and medium-sized enterprises.

The internationalization is not only exports, but also a cross-border cooperation, establishing new competitive resour-

ces or new technologies. It is fundamental for new entrepreneurs to develop the need for internationalization, and at the same time take advantage of the access to support programs, as well as important information. However, there are continuing obstacles for smaller companies in developing on a global scale. Political instability, cultural factors and inadequate infrastructure, excessive bureaucracy and a lack of transparency of the system in which they operate, including administrative costs, remain the reasons that discourage some entrepreneurs wishing to enter new markets. It is consequential to support start-up companies in the areas of reduction; a number of small and medium-sized businesses by identifying contingencies, opportunities for promotion of entrepreneurship, especially among young people. In order to become the regional centre for entrepre-

neurship, Romania has achieved a significant increase in encouraging start-up companies, boosting the profile of promotion of innovation in business. With the aim to support the development of entrepreneurial education on all levels and to encourage entrepreneurship in our country, in 2014 the program "Romania HUB – Romania, the Country of Young Entrepreneurs" was launched, which is the integrated step including the support, profile preparation, mentoring and a public - private consultation. It provides business environment, young people, students, entrepreneurs and potential entrepreneurs the information support, technical assistance and advisory services, together with the institutional framework for the development of the entrepreneurial capacity and the increase of competitiveness in the local and international market for SMEs.



● The Entrepreneurship Academy "Be the Role Model™ 2014" is designed for entrepreneurs who need to solve a specific business problem. For more details on the contents of the Academy visit [www.tera.hr](http://www.tera.hr)

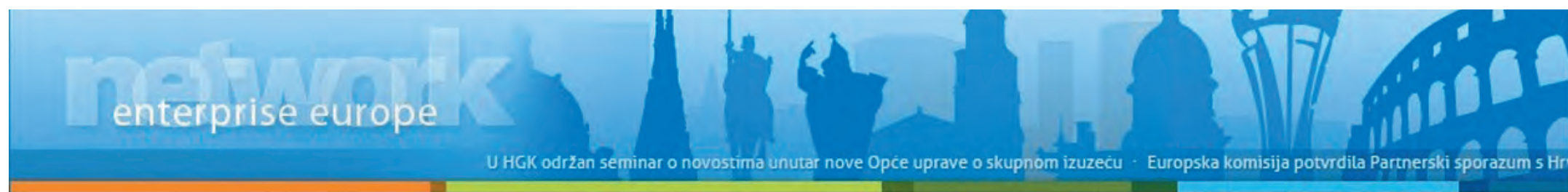


● The latest 3D printer from TERA laboratory for rapid prototyping was causing the special attention of participants and visitors in all the days of the exhibition. However, more important than the attractive demonstration of its capabilities is its use in shortening the process of commercialization of innovations including the elimination of functional and design flaws in the early stage of prototyping. The youngest visitors left with the knowledge that such a demanding job, which used to be seen only in SF movies, can be fully done in Osijek.



### Romanian diplomats at the opening ceremony of the exhibition

● Romanian diplomats, Consul Mr. Ionut Bogdan Brinzei, and Second Secretary Mr. Sebastian Rusu visited the opening ceremony of the international exhibition of innovations Be the Role Model™ / Inova® 2014 in Osijek. Given the occasion, they met with the Rector of the University and the management of the Osijek Fair Ltd., and Romanian Ambassador, Nj. E. Cosmin George Dinescu, gave the interview for the exhibition newsletter.



## TERA and EEN IPR Helpdesk Ambassadors Program

● JOINING the program "EEN IPR Helpdesk AMBASSADORS" and registering the protection of trademarks and designs in the Office of Harmonization of the Internal Market in Alicante, concludes the comprehensive process of the alignment of conditions on the EU market.



**D**uring 2013, TERA TEH-NOPOLIS Ltd. conducted extensive preparations for the entrepreneurial support provided to our tenants and clients in accordance with the business of the common European market.

The need for additional development activities in the protection of the intellectual property has evinced since accession of Croatia to the European Union.

The protection of trademarks on the entire territory of the EU is possible via CTM - Community Trademark, while the protection of designs via CD - Community Design. Hitherto, OHIM - Of-



ice of Harmonization of the Internal Market has registered more than 800,000 trademarks and 700,000 designs, which due to the Croatian EU accession has become applicable in the territory of the Republic of Croatia. In order to allot Croatian entrepreneurs a service representation in processes of CTM and CD, TERA has con-

ducted the registration process. Furthermore, by improving the services of the intellectual property TERA has become part of the EEN IPR Helpdesk Ambassadors program since October 2013, offering clients reliable and quality consulting and training in the field of the intellectual property protection in Croatian language.

## EEN sector group AGROFOOD



**T**he participation in the work of sector groups EEN enabled the complete support to entrepreneurs with the aid of the Enterprise Europe Network.

The very successful performance and co-organization of brokerage event TAVOLA 2014 in Kortrijk, Belgium, bestowed the foundations for the future course of action. Attendance to business meetings TAVOLA was the pre-booked appointment, rendering all the participants a chance of direct representation and ne-

gotiations on specific terms of future contracts. Croatian producers of traditional food, before attendance to the fair, created the profile applying the assistance of TERA TEH-NOPOLIS on the basis of which the advance scheduling of meetings with potential interested distributors and retailers was attainable. Positive information from Belgium arrived a month after the first meeting held. Accordingly, the well-known Croatian manufacturer of high-quality environmental certified pumpkin seed oil Garestin Bio Con Ltd., signed the first commercial contract with the Belgian company Control-It for the launching of the products on the Belgian market. Plans for 2015 are ambitious. The placement of Croatian food on the Baltic and Scandinavian market is possible. Strategic partners, place and time of action have been identified. Croatian producers and supporting institutions are next on the move.



### SPONSORS AND PARTNERS







● The keys to the car sponsored by P.S.C. Osijek Ltd. were given by Mr. Vladimir Jerković, mag.oec., sales manager to the winner Sanda Gale.



● The presentation "The neutral theatrical costumes" called UNZIP, was not only able to effectively demonstrate the application of the costume, but also showed the quality of the Academy of Arts in Osijek.



● The rock band Vatra celebrated its 15th birthday at the concert organized at the international exhibition Be the Role Model™ / Inova® 2014 in Osijek. The City Garden Arena and its guests had all the magic ingredients for a great concert on Friday night: excellent auditorium and technics, lots of fans of good music and Vatra, who gave the best of themselves.

## SPECIAL AWARDS BE THE ROLE MODEL™ 2014

No.	SPECIAL AWARD BE THE ROLE MODEL 2014	INNOVATION	INNOVATOR	WINNER STATE/ ALLIANCE
1.	GRAND PRIX BE THE ROLE MODEL	Streeter	Vladimir Bošnjak	Croatia, Alliance of Inventors Primorje-Gorski Kotar County
2.	Best scientific commercialization	New selenium containing nutraceuticals from algal biomass	Rudic Valeriu, Sova Sergiu, Bulimaga Valentina, Djur Svetlana, Cepoi Liliana, Rudi Liudmila, Miscu Vera, Chiriac Tatianna, Ghelbet Viorica, Iatco Iulia	The Republic of Moldova
3.	BE THE ROLE MODEL Junior	Handsfree bottle	Liao, Ying-Chu	Taiwan
4.	The best eco-design packaging	Stand	Marinko Puškarić	Croatia, the Association of Innovators Ogulin

## CROATIAN AWARD WINNERS BE THE ROLE MODEL™ / INOVA® 2014

### The winners of gold medals:

Ana Emanuel Babac, John Moses, Toma Morović, Zdravko Maričić, Techno dom Ltd., Nedeljko Maravč, Miroslav Kovač, Genos Ltd. For Expert evaluation and analysis, Davor Horvat, Andrej Šaprić, Davor Lalić; Team for one innovation: Snježana Firšt Rogale, Dubravko Rogale, Zvonko Dragčević, Drvar Antun, Margareta Lekić; Team for one innovation: Igor Džanko, Davor Cafuta, Ivica Dodig; Team for one innovation: Davor Cafuta, Ivica Dodig, Jana Žiljak Vujić, Vilko Žiljak, Ivana Stanimirović Žiljak, Klaudio Pap; Team for one innovation: Dubravko Rogale, Gojko Nikolić, Rolf Stücker, Jasmina Pacek, Mirjana Brlečić; Tim for one innovation: Gordana Kralik, Milan Sak-Bosnar, Ivan Štefanić, Pto "Nekić"; Team for one innovation: S. Petrušić, O. Galović, M. Samardžić M. Sak-Bosnar, Davor Gusić, Filip Bradarić; Team for one innovation: Neven Grgurić, Vladimir Kamenečki, Marko Kravar, Filip Popov, Anamarija Medved, Vladimir Bošnjak, Radovan Marin, Siemens Convergence Creators Ltd, Marko Pinjuh, Marin Kovačić, Werkos Ltd.

one innovation: Melita Pavlek-Močan, Dora Močan, Zvonko Kolarić, Alan Šimić; Team for one innovation: Darija Breitenberger, Maks Udov, Pero Jarčević; Team for one innovation: Matej Bošnjak, Damir Matijak, Martin Šarčević, Zorka Sušan, Tomislav Kordić, Marko Kravar, Ivan Orešković, Neven Glavić, Museum of Ancient Glass in Zadar, Labos Hacklab, Marinko Puškarić, Robert Stanić, Almir Rebronja; Team for one innovation: Pap Klaudio, Koren Antun, Rajković Ivan; Team for one innovation: Dino Ilić, Igor Andreškić, Robert Marković.

### The winners of bronze medals:

Rosa Ferinčević, Tin Gjurčević, Josip Šeketa, Phoenix Ltd., Brigita Petrović, Marinko Puškarić, Byte Lab Ltd., Mbit Studio, Tomislav Kordić, Visor Ltd.; Team for one innovation: Jana Žiljak Vujić, Vilko Žiljak, Ivana Stanimirović Žiljak, Klaudio Pap, Valentina Krajček, Igor Vosmik, Marina Trpčić, Mali majstor Crafts; Team for one innovation: Bencek Luka, Beleta Filip, Zvonimir Ornik, Danijel Rakić, Romanjek inženjering, Jagoda Bašić, Filip Pogarčić, Stjepan Arači, Marko Ribarić, Marin Sonnen- fled-Kadlec, Marina Trpčić, Zoran Halić, Damjan Belavić, Stype Cs Ltd., Hrvoje Kamenar, Zoran Halić, Andrea Viljevac, Mijo Mišo Ridić, Luka Katalinić, Infoteka, Lukić Siniša, Alma Dubravčić; Team for one innovation: Papak Helena, Papak Josip.

### The winners of silver medals:

Franka Goić, Almir Rebronja, Ivan Pešut, Almir Rebronja, Phoenix Ltd., Saša Muschet, Sandro Šikić, Pto "Nekić", Želimir Bistrovčić, Citus Ltd.; Team for

## SPECIAL AWARDS BE THE ROLE MODEL™ 2014

INOVA GRAND PRIX - Nikola Tesla award for the best Croatian innovation	Jasmina Pacek
INOVA GRAND PRIX - First runner	Marshall Siao
INOVA GRAND PRIX, third prize	Vladimir Bošnjak
INOVA - BEST INTERNATIONAL EXHIBITOR	WIIPA
BEST INOVA - BEST INTERNATIONAL EXHIBIT	I. Sandu, C. Kiss, G. Popa, A.V. Sandu
INOVA - BEST EUROPEAN INVENTION	Gulea Aurelia, Popsoi Ana, Barba Nicanor, Tapkov Victor, Poirier Donald
INOVA - BEST ASIAN INVENTION	Hsteh, Hsin Chieh
INOVA - Best Croatian exhibit	Rade Nekić
INOVA - The best young exhibitor	Davor Gusić
INOVA - Best eco invention	Institute of biopolymers and chemical fibers
INOVA - Best innovation in science	Snježana Frišt-Rogale, Dubravko Rogale, Zvonko Dragčević, Gojko Nikolić
INOVA - Best innovation in cosmetics	Rosa Ferinčević
INOVA - Best innovation in agriculture	Ivan Musa
INOVA - Best innovation in tourism	Association of Inventors Karlovac County
INOVA - The most inventive souvenir	Rade Nekić
INOVA - BEST YOUNG INTERNATIONAL EXHIBITOR	Volga State University
INOVA - Best Croatian exhibitor	Antun Drvar
INOVA - Best member of CAI	Alliance Inventors of Primorje-Gorski Kotar County
INOVA - Best Youth Association, member of CAI	Association of Inventors Faculty of Mechanical Engineering and Naval Architecture
INOVA - The first lady of Croatian innovations	Anamarija Medved