

## AN INNOVATIVE OPENING OF THE EXHIBITION OF INNOVATIONS

● The winner of the award for participating in the opening ceremony protocol, Paola Čubra, said:

“I enjoyed the yesterday’s assembly in Osijek. There were many interesting and inspiring exhibits. I was in good company. All in all, a wonderful, praiseworthy manifestation! I am delighted with the gift I received and I will cherish it as a lifelong memory. It is exhibited in my home and I am going to use every chance I get to brag about it.”



**I**t is much more challenging to open an international exhibition of innovations in an innovative way than it might seem. The previous opening ceremonies included innovative ways of cutting the ribbon, however, a radical innovation opened the exhibition in 2014. In fact, by inserting USB sticks, the eight key partners started an application that opened the exhibition. This year’s surprise, a device for the opening ceremony, was prepared by **TEHNOstart™**, Phoenix Ltd. and Fortuna Federn Austria. Newton is a Rube Goldberg device

with a purposefully complicated system that does a simple action - opens the exhibition. You can see it in action on TERA Tehnopolis Facebook page. There is an interesting scenario surrounding the opening with Newton’s help. Anybody in the audience can open the exhibition by being the fastest in sending a message containing their name and surname on TERA Tehnopolis Facebook page, using the hashtag #OPEN. The fastest participant was given a gift as a memory of the event by the Osijek-Baranja County Prefect, Mr. Ivan Anušić.

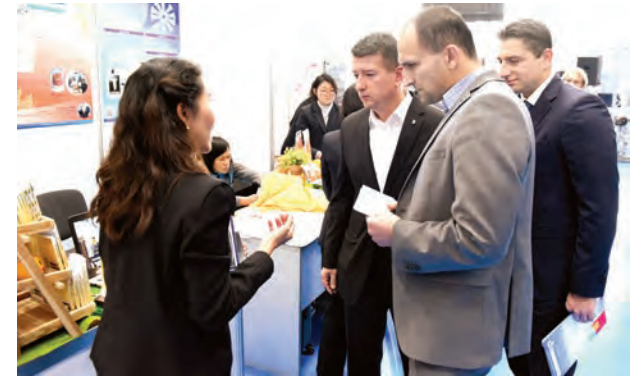


The Newton Innovation



“ The city of Osijek is a city of smart people who can improve everyone’s quality of life with their creativity, knowledge and experience, along with the support of the City Government acting as a beneficiary that is going to provide them with networked infrastructure and services. The City has been working on that on a daily basis. The ICT sector of Osijek and the waste-sorting project as a way of reducing the environmental pollution are at the very top in Croatia. Also, introducing innovative solutions in civil engineering to increase energy efficiency is being implemented in all new projects. There is a lot of work left to do, but despite all the difficulties, Osijek is on the fast track to the future all of us wish for.

Ivan Vrkić



**T**he opening ceremony was attended by representatives of international delegations and participants of the exhibition from 17 Participating Countries (Taiwan, China, Thailand, Romania, Bosnia and Herzegovina, Poland, Canada, Indonesia, Iran, United Arab Emirates, Hungary, Serbia, Vietnam, South Korea, Turkey, Egypt, and Croatia).



**T**he opening ceremony of the international exhibition of innovations, prototypes and business plans, Be the Role Model™ / Inova™ 2017 was very well attended. Among the attendees, besides the representatives of the City of Osijek, Osijek-Baranja County and the Josip Juraj Strossmayer University of Osijek, co-organisers, beneficiaries, patron representatives, innovators, students and entrepreneurs, there were also visitors interested in viewing the exhibition.



● Mr. Mario Turalija, a HAMAG-BICRO (Croatian Agency for Small Business, Innovations and Investment) Board Member also addressed the audience.



A competition in student business plan writing Be the Role Model™ is taking place alongside the traditional exhibition of innovations and prototypes. The web application students use for writing their business plans was well-received and is now also being used by entrepreneurs and support institutions. In the competition in student business plan writing, due to their own ambitiousness and the assistance of the TERA team, 8 out of 161 participants entered the final part of the competition. The finalists are: Luka Bardić, Ivan Biki, Josipa Jonjić, Dominik Kotris and Ivana Ageljić as a team, Zvonimir Marić, Ana Matijašević, Ante Stanković, and Edita Vidak.

No.	STUDENT WINNER	BUSINESS PLAN TITLE	UNIVERSITY/FACULTY
<b>GOLD MEDAL</b>			
1st	Dominik Kotris and Ivana Ageljić	Koord	Faculty of Electrical Engineering, Computer Science and Information Technology Osijek
2.	Luka Bardić	Small Pheasant Farms on Family Farms	Faculty of Agriculture in Osijek
3.	Edita Vidak	Rhubarb Cultivation	Faculty of Agriculture in Osijek
<b>SILVER MEDAL</b>			
4.	Josipa Jonjić	Wireless Flower Watering by Using a Desktop Application	Faculty of Agriculture in Osijek
5.	Ana Matijašević	Mr. Goose (Goose liver pate)	Faculty of Agriculture in Osijek
6.	Ivan Biki	Portable Smoothie Bar Business Plan	Faculty of Agriculture in Osijek
<b>BRONZE MEDAL</b>			
7.	Zvonimir Marić	Cultivating Carrots for Producing Eyesight Improvement Products	Faculty of Agriculture in Osijek
8.	Ante Stanković	Dried Dog Food	Faculty of Agriculture in Osijek



● Young exhibitors and innovators also participated in the exhibition.



The prestigious Be the Role Model™ recognitions are divided into three categories: gold, silver and bronze medal. Also, students are given diplomas for participating in the finale of the competition, education within the framework of the Manager Training Programme (PUMA) by Croatian Employers' Association, and incubation in TERA incubator, without a fee for up to six months. The best business plan wins the Grand Prix. The awards are extremely competitive and winning represents a confirmation of innovativeness and future commercialisation potential.



The 'Gastro Corner' gathered numerous local products producers from the region, such as Đurković family farm, Pavičić family farm, Šokac war veteran cooperative, ECO family farm Marica Završki family farm, Baranjska kuća Ltd., Vjekoslav Kopljar family farm, Lidiija Šmider family farm, Pranjčić family farm, Mandić family farm, Snašina kujna Ltd., Matko Zelić family farm, Danijela Petrović family farm, Kraljick Ivica family farm, Ivan Černik family farm, Drago Koščak family farm, and Snježana Tolić family farm. The exhibition stalls are full of various homemade products, including goat cheese, rakija, liquors, jams, meat products, honey, chokeberry juice, organic blackberries and strawberries, and even apple and prune chips.



## Visit the "GASTRO CORNER" & GIFT SHOP

Taste homemade products...

- In the 'Gastro Corner', besides tasting, you can purchase original products for a moderate price.



- Within the Assembly of support and educational institutions, the stall of the Faculty of Electrical Engineering, Computer Science and Information Technology Osijek (FERIT) was very well visited.



- Companies TERA promo and BOR plastics had a very noticeable appearance due to exhibiting a variety of innovative products that are protected by intellectual property rights and are being sold on both domestic and foreign markets.



## ENTREPRENEURSHIP ACADEMY

The Entrepreneurship Academy has been established within the framework of the Enterprise Europe Network and it provides essential information on business, finding partners, customers, suppliers or improving the ecological aspect of production. Within this year's exhibition, the Entrepreneurship Academy deals with topics such as: Supporting small and medium enterprises, The role of development banks in national financial systems, The innovation management system for companies based on technology, Challenges of entrepreneurship in the digital era, and similar. The Enterprise Europe Network services are being promoted within the Academy. Entrepreneurs can benefit from those services by receiving support in business internationalisation, international market appearance, and finding partners for applying to EU programmes. Today, on the third day of the exhibition within the Enterprise Europe Network, you can visit the Business Opportunities Fair where, with TERA team's assistance, you can check if there is a demand for your products or services on the European Union market and wider (total of 70 countries), and identify potential customers.



### THE ENTREPRENEURSHIP ACADEMY PROGRAMME ANNOUNCEMENT FOR THE THIRD DAY OF THE EXHIBITION



Europe on your company's doorstep

THE ENTREPRENEURSHIP ACADEMY PROGRAMME  
Enterprise Europe Network



SIGN UP

DAY 3, 11 November 2017 (Saturday), 11:00 - 12:20 h

Location of the event: The stage in the arena

11:00 - 12:00 h

Darija Krstić, University of Josip Juraj Strossmayer in Osijek:  
Efficient sales management  
Prof. dr. Mladen Radišić, UNS Novi Sad: Support in innovation activities of entrepreneurs and SMEs / INNO-4-AGRI FOOD services for the agricultural ecosystem and food industry value chain  
Miroslav Kovač, Coffee Cloud: Business internationalisation  
Milan Grković, ALFA PORTAL - MUE: Solving the biggest dilemma in entrepreneurship: improvisation or action model?

## THE SIGNIFICANCE OF INTELLECTUAL PROPERTY FOR KNOWLEDGE AND TECHNOLOGY BASED ENTREPRENEURSHIP



Eszter Rozs



Vesna Torbarina

The European Union recognised the importance of small and medium entrepreneurship and, in accordance with the strategic development plan, strongly supports the development of economy based on knowledge and technology. Developing new products and services is a long, interdisciplinary and expensive process. In addition, the intellectual property protection is of utmost importance. A protected intellectual property fulfils several purposes. It serves as a temporary barrier to third party copying, which hinders the market entry for "new players", while it is at the same time fundamental for creating a unique identity and image that assures market recognition, an excellent signpost for the first purchase or

repurchase. Be the Role Model/Inova is a great place to acquire new information in this area. Vesna Torbarina spoke about the results and opportunities the Enterprise Europe Network offers to entrepreneurs. Two members of the European IPR Helpdesk Ambassadors team, Eszter Rozs and Ivan Štefanić, are available to the entrepreneurs in need of consultation on intellectual property protection and management. The State Intellectual Property Office is offering consulting services at their stall every day of the exhibition. Mr. Igor Bošnjaković (State Intellectual Property Office) addresses a very important topic within the framework of the Entrepreneurship Academy - choosing the appropriate intellectual property protection.



Representatives of the State Intellectual Property Office

## Erasmus for Young Entrepreneurs

Erasmus for Young Entrepreneurs is an international exchange programme. The programme gives the entrepreneurs who recently started their own company, or those whose companies are less than three years old, an opportunity to learn from experienced entrepreneurs that own or lead a company in one of the Participating Countries. TERA has been involved in the Erasmus programme implementation since 1 February 2015, and is currently in the 9th cycle of the programme. The current track record shows that almost a half of 54 registered individuals realised a successful exchange. The incoming exchanges, i.e. young entrepreneurs who came to Croatia, make 35% of the realised exchanges, while 15 outgoing exchanges, i.e. entrepreneurs who went abroad, make 65% of the total exchanges. The outgoing exchanges are mostly realised in Italy, England, Serbia, Germany, Spain, Hungary, Latvia, Slovenia, and Netherlands, while the majority of incoming exchanges come from Serbia, Italy, Hungary, and Latvia. There are currently three outgoing exchanges intermediated by TERA, taking place in London (United Kingdom), Budapest (Hungary) and Bari (Italy), and one incoming exchange from Novi Sad (Serbia). The project is co-funded by the European's Commission through ERASMUS for Young Entrepreneurs programme. If you want to gain new experience and knowledge, you are welcome to contact us for more information.



• Within the Be the Role Model™ exhibition, an alumni network was organised and Erasmus for Young Entrepreneurs was presented. All the participants received certificates for successful participation.



## SUCCESS STORY

Young entrepreneur Ivan Marković, who also has a master's degree in computer science, is a great example of a successful exchange through the Erasmus for Young Entrepreneurs programme. In our conversation, Ivan shared what encouraged him to participate in the Programme, his experience, and his vision on future cooperation.

### 1. First of all, present your business idea.

• The business plan, the foundation for participation in the Programme and the basis of my entrepreneurial ideas, is based on considerably greater exploit of the available technological solutions in order to improve the existing business models and create new ones. Nowadays, companies in Croatia, as well as those around the world, do not use their full capacities. The idea is to offer services that will primarily solve those companies' business needs, using a contemporary and innovative approach that is oriented towards the users' needs. I believe that through business technology consulting and implementation of the most modern solutions it is truly possible to achieve transformation and considerable business improvement.

### 2. How did you hear about the Erasmus for Young Entrepreneurs programme, why did you decide to participate, and what were your expectations?

• I started my professional career as a development engineer, and before starting my entrepreneurial career I worked as a cloud solutions programme manager in Spain, one of the biggest IT companies in Croatia. As a student, I was managing the Microsoft Student Partner programme in Osijek, where I was actively involved in the work of the IT community in Croatia through events planning and giving lectures that aimed to encourage students to gain skills in the field of information technology and start their own start-up companies. During all that, my knowledge on entrepreneurship was expanding and, as I have always wanted to become an entrepreneur, the Erasmus for

Young Entrepreneurs was a logical next step. After almost three years of experience in Spain, I decided to use this opportunity to gain a new life experience, enrich my knowledge and improve my skills by working abroad.

### 3. How would you describe the experience of your exchange in Spain?

• In my former experience, I mostly worked on the technological solutions development, but I always wanted to be involved and learn about the business elements of products or services offered. As I had an opportunity to work with sales and marketing departments at my previous job, I wanted to use the additional possibilities of the programme to gain more skills in those fields. Spain was the country that I initially wanted to go to, since I wanted to improve my Spanish language skills. Having my wishes in mind, I simply found a company that suited all my criteria, contacted my future host, Albert from the Checkalos, and arranged a cooperation. We agreed on a four-month activity plan that included knowledge and experience exchange. During those four months, I contributed to their business with my technical and organisational skills, while at the same time I had an opportunity to learn about defining and implementing a marketing strategy and sales activities.

### 4. What is your vision on future cooperation and what skills did you gain during the exchange?

• The time spent in Sevilla helped me expand my knowledge in several different fields. As through my activities I always encouraged start-up companies, while I actually worked for a company that had 350 employees at the time I resigned, I wanted to gain practical experience in a small start-up company. I can say that I noticed considerable differences in operating a big, experienced company and a small company with five employees, where every day is a new challenge, but also an opportunity. Besides that, by working in Checkalos I gained concrete knowledge that I deem necessary for every newly established enterprise, in the fields of marketing and sales activities closely connected to the company's marketing itself. Additionally, I had an opportunity for personal development while living in Sevilla, which is a truly beautiful city. Regarding this, I would definitely like to emphasise learning Spanish, but also gaining numerous contacts by participating in local events aimed at entrepreneurs.

### 5. What would you recommend to start-up entrepreneurs that are planning to participate in the Programme?

• Erasmus for Young Entrepreneurs is an excellent opportunity for those who are thinking about starting their own company or want to connect their start-up with experienced entrepreneurs and companies abroad, on a different market. Start moving, exploit opportunities and realise your ideas!