

## THE “SMART CITIES” EXHIBITION TOPIC

**B**E THE ROLE MODEL™/INOVA™ 2017 is this year's biggest exhibition of innovations in Southeast Europe, held from 9 to 11 November 2017 in the City Garden Arena in Osijek, under the motto “SMART CITIES”. An insight into the innovations registered for the exhibition reveals an apparent increase in quality of innovations and intellectual property protection, which is not surprising considering that participants come from 17 Participating Countries.



For three days, the innovative part of the world is relocating to Osijek. A glimpse into a completely different world can set us several years forward. Therefore, the unrealistic might become real and the impossible and unattainable might finally be reached. Among the most impressive innovations, there are fairly simple inventions that can make your everyday life easier. However, innovation is experienced not only by viewing the exhibits. This year's BE THE ROLE MODEL™/INOVA™ is a great place for obtaining essential information on business, finding partners, customers, suppliers or employees, while the emphasis is on the increase in competitiveness and facilitated access to the EU market. Participation in this exhibition can be of great help to those who want to apply for projects that require participation in exhibitions of innovations. The exhibition is held under the high patronage of the president of the Republic of Croatia, Mrs. Kolinda Grabar-Kitarović, under the patronage of the President of the Croatian Parliament, Mr. Gordan Jandroković, and under the patronage of the Ministry of Science and Education and the Ministry of Economy, Entrepreneurship and Crafts. The main organiser of the exhibition is Tera Tehnopolis Ltd., with Croatian Inventors Association and the Josip Juraj Strossmayer University of Osijek acting as co-organisers.



## BE THE ROLE MODEL™ PROUD NATIONAL WINNER OF THE EEPA 2017

**S**ince the beginning, Be the Role Model™ has been especially oriented towards students and innovative entrepreneurs. Every year the exhibition is expanding, with a growing number of not only exhibitors and foreign delegates, but also competitors in student business plan writing competition and higher education institutions participating. In addition, every year there is more and more content regarding the Entrepreneurship Academy and entertainment. However, the most important indicator of success is the growing number of participants who start their business in a faster and more efficient way and operate with less risk and more ambition. Success of the Be the Role Model™ exhibition is evident in its winning on the national level of EEPA 2017 (Europe Enterprise Promotion Awards 2017). EEPA is a recognition awarded by the European Commission annually to projects and initiatives run by

public bodies independently or in a public-private partnership with entrepreneurs in order to encourage entrepreneurship and small-scale development. The goal of the initiative on local and regional level is to, through examples of best policies and practices, introduce new opportunities for employment, development of entrepreneurship, and to retain people in their communities. The EEPA finale will be held in Tallin (Estonia) from 22-24 November 2017.

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### BE THE ROLE MODEL™/ INOVATM 2017 IN NUMBERS

- Participating Countries: 17
- Total area: 2000 m2
- Number of exhibits in all categories: +500

### \*MAKE SURE TO VISIT/PARTICIPATE IN

THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> <li>- Opening Ceremony,</li> <li>- Entrepreneurship Academy,</li> <li>- "Gastro Corner"</li> </ul>	<ul style="list-style-type: none"> <li>- Entrepreneurship Academy,</li> <li>- Be the Role Model™: Business plan writing competition finals</li> <li>- Winner announcement</li> </ul>	<ul style="list-style-type: none"> <li>- Entrepreneurship Academy,</li> <li>- BNI Mursa group meeting,</li> <li>- Awards Ceremony</li> <li>- Closing Ceremony</li> </ul>

### Business internationalisation in 3 steps

1. Do you want to increase your competitiveness and facilitate your access to the EU market?
2. Find critical information on current or future businesses; find partners, customers, suppliers or employees.
3. Ask the Enterprise Europe Network for help. The EEN is funded by the European Commission through COSME programme.

# THE EU SUPPORTS YOUR BUSINESS DEVELOPMENT WITH TERA TEHNOPOLIS Ltd.

## ENVIRONMENTAL PROTECTION

### MOVECO

The objectives of the MOVECO project are improving the framework conditions and instruments of policy strategies to promote eco-innovations, implementation of circular economy, supporting smart and sustainable development, and reducing the gap between the Danube region countries. The project's aim is to develop an international strategy for transition to circular economy, as well as the use of various instruments to encourage its implementation in the region. Circular economy, using the principle of "take - use - recycle - reuse" is the European Union's new hope for smart, sustainable and inclusive growth. TERA Tehnopolis is a consortium partner in the MOVECO project that answers these challenges and aims to improve the framework conditions and policy instruments for promotion of eco-innovation, implementation of circular economy, and encouraging smart and sustainable development.



The project's target groups are: research organisations, policy makers, business support institutions, and civil society organisations. The project is co-funded by the European Union through Interreg, Danube Transnational Programme (ERDF, IPA).

[www.interreg-danube.eu/moveco](http://www.interreg-danube.eu/moveco)

You can find more information on MOVECO project on the official website by following the link: <http://www.interreg-danube.eu/approved-projects/moveco>

### KETGATE

The KETGATE project's objective is to establish an international ecosystem of the Key Enabling Technologies (KET). The project is oriented towards small and medium-sized enterprises from Central Europe and it aims to establish access to the newest high-quality KET infrastructures, so innovative and advanced materials, photonics, micro and Nano engineering could be tested in technological research institutions. The ultimate objective is to speed up the process of applying new technologies and transfer them into smart solutions in order to provide responses to social challenges.

KETGATE gathers business support organisations and research institutes from eight countries in order to give small and medium enterprises access to high technological services with the aim to strengthen cooperation with relevant stakeholders in research and technology area. As a result, SMEs will be able to bring smarter solutions on the market more quickly, leverage private and public investments and support the dynamic development of KET know-how and application in the area of central Europe. The project is co-funded by the European Union through Interreg programme, Europe Central Regional Development Fund.



[www.interreg-central.eu/ketgate](http://www.interreg-central.eu/ketgate)

You can find more information on I-DARE project on the official website by following the link: <http://www.interreg-central.eu/Content.Node/KETGATE.html>

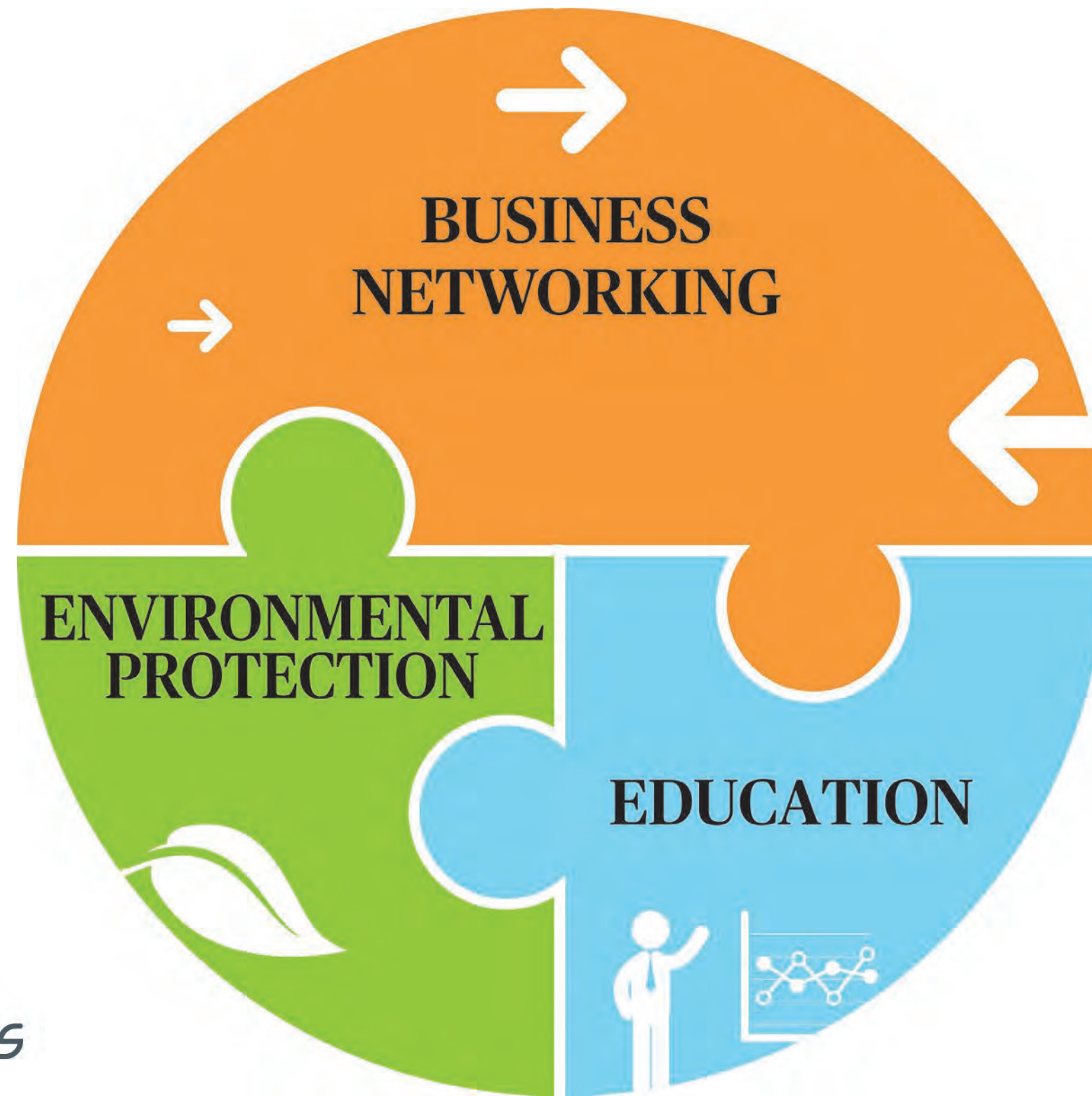
### KET4CleanProduction

The KET4CleanProduction project aims to encourage advanced manufacturing technologies and related key enabling technologies in order to upgrade the production processes of SMEs towards resource, energy efficiency and sustainability. This is to be achieved in all the EU Member States by raising awareness of the potential of clean production innovations to increase the product quality, productivity and eco-efficiency, while also enhancing market share and competitiveness. In order to achieve this, the KET4CleanProduction aims to create one-stop-shop contact points for transnational access to innovative services for SMEs through a network of state of the art technology centres. The project is funded by the European Commission through Horizon 2020 programme.



### ORGANIC BRIDGE

The ORGANIC BRIDGE project's objective is to connect the Osijek-Baranja County with the Southwest Bačka district by enhancing competitiveness through development of new and/or improved existing products, services and trademarks in organic production. This project aims to increase competitiveness and strengthen the cooperation of organic producers, associations, local authorities, support institutions, clusters, and educational and research organisations. In order to increase competitiveness, competence centres are planned to be established in Valpovo and Selenča to provide customised services and training. These centres are considered critical in improving the market position of organic producers of both regions, who want to increase the number of trademarks and improve development of conditions for the organisation of common retail chains by establishing the ecological network. The project is co-funded by the European Union through Interreg programme for transnational cooperation Croatia-Serbia.



## BUSINESS NETWORKING

### Erasmus for Young Entrepreneurs - PRACTYCE IV



Erasmus for Young Entrepreneurs is a cross-border exchange programme that gives new or aspiring entrepreneurs an opportunity to learn from more experienced entrepreneurs that are running smaller companies in other Participant Countries. The exchange of knowledge takes place during a stay with an experienced entrepreneur that helps the new entrepreneur acquire the skills needed to run a company. The host benefits from fresh perspectives on his/her business and gets an opportunity to cooperate with foreign partners.

The programme was initiated in 2008, when it already achieved remarkable results in young entrepreneurs' training under the mentorship of experienced entrepreneurs in the EU. Successful implementation, in which TERA Tehnopolis is involved within the framework programme, continues in the 7th cycle, which achieved two-year goals in less than a year. The project is funded by the European Commission through Erasmus for Young Entrepreneurs Programme. The project is co-funded by the European Commission through Erasmus for Young Entrepreneurs Programme.

For additional information on the Programme and the application process, follow the link: <https://www.erasmus-entrepreneurs.eu/>, <https://www.iprhelpdesk.eu/user/register>



### Erasmus for Young Entrepreneurs



### ENTERPRISE EUROPE NETWORK

Enterprise Europe Network was created by the European Commission as an initiative for supporting small and medium enterprises in creating conditions for business expansion in the European market, launching their own products/services or transfer of technology from abroad, and it is available to entrepreneurs free of charge. Collaboration is possible in both directions by launching products/services on foreign markets and identifying products/services for import. Some of the services available within the framework of the EEN are: information on supply and demand of products/services on domestic and the EU market; connecting to a network of consultants and researchers from different fields of science; identifying partners interested in transfer of technology; legal and advisory support in negotiations; protection of Industrial Property and the interests of entrepreneurs in the process of technology transfer; support in preparing project applications for EU funding; and similar. In order for EEN's support to entrepreneurs to be in accordance with the business on the common European market, there is a need for further development of businesses regarding intellectual property protection. Sectoral and thematic groups have been organised within the framework of the network, as well as EEN IPR Helpdesk Ambassadors programme that provides the clients with quality and reliable consulting and education on intellectual property protection in their mother tongue. Besides TERA Tehnopolis, Croatian regional EEN partners are: Croatian Agency for Small Business, Innovations and Investment - HAMAG-BICRO; Technology Park Varaždin - TPV; Science and Technology Park of the University of Rijeka - StepRi; Office of Technology Transfer of the University of Split - UTT Split; while the main coordinator of the Network is the Croatian Chamber of Economy. The project is co-funded by the European Commission through COSME programme.

You can find more information on Enterprise Europe Network by following the link: <http://www.een.hr/>

## EDUCATION

### KEY ACCOUNT MANAGEMENT - KAM

The Key Account Management (KAM) project offers its services to innovative firms and firms with export potential. In order to procure these services, the firms are required to apply their projects within the framework of the Horizon 2020 programme. The services implemented in the first phase of the project are: detailed analysis and assessment of the user's capacity for innovation management, analysis of the user's request for support regarding their delivery success or an innovation project utilisation; identifying potential and suitable trainers from the central base; and setting up measurable key points that are going to support successful project implementation and build sustainable internal capacity for SMEs. The project is funded by the European Commission through Horizon 2020 programme.

### SCALE-UP

The Scale-Up project provides support in business improvement to young and innovative companies that have a potential for growth and expansion on new markets. The programme's objectives are business internationalisation and accelerated growth, as well as increased profitability. The project is co-funded by the European Commission through COSME programme.

### I-DARE

## A cross-border region – where rivers connect, not divide

The I-DARE project (dual training development and introduction of tertiary systems in mechanical and electrical engineering) is implemented within the framework of Interreg V-A Hungary Croatia Cooperation Programme 2014 - 2020 (European Regional Development Fund). The project's objective is to develop dual training and introduce tertiary education systems in the field of mechanical and electrical engineering. The project aims to reduce general unemployment and youth unemployment by encouraging entrepreneurship and conducting training for helping young people in developing skills required for starting their own business. Since companies providing the transfer of

knowledge are also going to be involved in this project, participants will have an opportunity to gain practical knowledge. In addition, the project will also conduct trainings in business plan writing and financial and business skills development. The methodology that will be used in education of trainers and participants in the field of mechanical and electrical engineering is based on the methodology defined in the university textbook "Innovative3 Entrepreneurship", which is used in the business plan writing competition, Be the Role Model™. This approach proved to be extremely successful in practice, considering that more than 1500 students participated in the competition over a period of 13 years.



### E-BUSINESS INCUBATOR TERA



This year TERA Tehnopolis signed a co-funding agreement on the E-business incubator project, through a business infrastructure development programme. The project's main objective is to improve incubation and consulting services through improving the quality of the business premises that TERA offers to entrepreneurs, located at Trg Ljudevita Gaja 6, and through development of software tools that are going to serve as a basis for further consultant work with entrepreneurs. TERA has evolved into an institution that supports innovative entrepreneurs. It acts as a technology transfer centre at the University and a regional office for technology transfer, certified by the Croatian Agency for Small Business, Innovations and

Investment - HAMAG-BICRO as a business and innovation centre and a technology incubator. That is why we aspire to follow international trends and, according to criteria no. 3 and no. 4 of the business incubator, develop a generation that emphasises networking, online incubation and online services, by offering access to technological, business and financial networks, as well as by supporting the international development of our tenants and clients. Service digitalisation is planned to be expanded on the whole region by involving local business support organisations in offering specialised services and establishing a connection with the research sector. The total value of this project, HRK 2, 492, 875. 90, is co-funded by the European Union from the European Regional Development Fund in the amount of HRK 1, 946, 686. 79.



## EVENT PROGRAMME

DAY 1, 9 November 2017 (Thursday)		DAY 2, 10 November 2017 (Friday)		DAY 3, 11 November 2017 (Saturday)	
Until 12 h	Setting up the Exhibition	10:00 - 18:00 h	The Exhibition Opening Hours	11:00 - 17:00 h	The Exhibition Opening Hours
12:00 - 18:00 h	The Exhibition Opening Hours	10:00 - 18:00 h	Exhibition of innovations, prototypes and business plans	11:00 - 12:20 h	EEN - Enterprise Europe Network - Entrepreneurship Academy (special programme)
13:00 h	Opening Ceremony and the Exhibition Tour	10:00 - 18:00 h	Presenting and selling products within the "Gastro Corner" programme	11:00 - 13:00 sati	EEN - Enterprise Europe Network - IPR Helpdesk: answers to the issues of intellectual property protection
13:30 - 17:00 h	EEN - Enterprise Europe Network - Entrepreneurship Academy (special programme)	10:00 - 18:00 h	EEN - Enterprise Europe Network - Business Opportunities Fair -	13:00 - 14:00 h	BNI - Business Network International - The BNI group Mursa meeting
15:00 - 17:00 h	EEN - Enterprise Europe Network - IPR Helpdesk: answers to the issues of intellectual property protection	10:00 - 18:00 h	The Entrepreneurship Support Institutions Assembly	15:00 - 17:00 h	Award Ceremony
14:00 - 18:00 h	Exhibition of innovations, prototypes and business plans	10:00 - 18:00 h	Info Desk	11:00 - 15:00 h	Exhibition of innovations, prototypes and business plans
14:00 - 18:00 sati	Presenting and selling products within the "Gastro Corner" programme	10:00 - 18:00 h	• PRACTYCE IV - Erasmus for Young Entrepreneurs	11:00 - 15:00 h	Presenting and selling products within the "Gastro Corner" programme
14:00 - 18:00 sati	EEN - Enterprise Europe Network - Business Opportunities Fair	10:00 - 18:00 h	• MOVECO - Circular Economy	11:00 - 15:00 h	EEN - Enterprise Europe Network - Business Opportunities Fair
14:00 - 18:00 h	The Entrepreneurship Support Institutions Assembly	10:00 - 18:00 h	• KETGATE - Key Enabling Technologies	11:00 - 15:00 h	The Entrepreneurship Support Institutions Assembly
14:00 - 18:00 h	Info Desk	10:00 - 18:00 h	• Organic Bridge - Ecological Agricultural Production	11:00 - 15:00 h	Info Desk
	• PRACTYCE IV - Erasmus for Young Entrepreneurs	10:00 - 12:00 h	• I-DARE - Promoting entrepreneurship among the youth		• PRACTYCE IV - Erasmus for Young Entrepreneurs
	• MOVECO - Circular Economy	11:00 - 11:05 h	• E-business incubator TERA - Development of business infrastructure and employment promotion		• MOVECO - Circular Economy
	• KETGATE - Key Enabling Technologies	11:05 - 11:15 h			• KETGATE - Key Enabling Technologies
	• Organic Bridge - Ecological Agricultural Production	11:15 - 13:00 h	BE THE ROLE MODEL™ Presentation of the students' business plans (the Competition finalists)		• Organic Bridge - Ecological Agricultural Production
	• I-DARE - Promoting entrepreneurship among the youth	13:00 - 16:00 h	EEN - Enterprise Europe Network - Entrepreneurship Academy (special programme)		• I-DARE - Promoting entrepreneurship among the youth
	• E-business incubator TERA - Development of business infrastructure and employment promotion	16:00 h	Winner Announcement		• E-business incubator TERA - Development of business infrastructure and employment promotion
		17:00 - 18:00 h	Celebration: 15 years of TERA Tehnopolis Ltd.	17:00 - 18:00 h	Clearing the Exhibition space

The Event programme can be susceptible to minor changes or additions before and During the Exhibition.

## THE ENTREPRENEURSHIP ACADEMY PROGRAMMEE

EEN - Enterprise Europe Network



SIGN UP

### DAY 1, 9 November 2017 (Thursday), 13:30 - 18:00 h

Event location: The stage in the Arena

13:30 - 14:00 h **Vesna Torbarina**, Croatian Chamber of Economy: 10 years of the EEN in Croatia  
**Eszter Rozs**, IPR Helpdesk Ambassadors: Support for SMEs  
**Davor Perkov**, LIBERTAS: Challenges of entrepreneurship in the digital era

Event location: The hall, 1st floor

14:15 - 17:00 h **Jana Blažević Marčelja**, The Science and Technology Park of the University of Rijeka (StepRi): The psychology of consumers and price

### DAY 2, 10 November 2017 (Friday), 13:00 - 16:00 h

Event location: The stage in the Arena

13:00 - 14:00 h **Igor Bošnjaković**, State Intellectual Property Office: Patent vs. Design - Choosing the appropriate IP protection  
**Sunčica Oberman Peterka, assoc. prof. PhD**, Faculty of Economics in Osijek - "Future Business Predictions"  
**Aleksandar Erceg, PhD**, Faculty of Economics in Osijek: "Franchise from A to Z"

14:00 - 14:10 h

14:10 - 15:10 h

15:10 - 15:20 h

15:20 - 16:00 h

Break

**Julia Perić, PhD**, Faculty of Economics in Osijek: "Ethical Decisions Making"  
**Anamarija Delić, PhD**, Faculty of Economics in Osijek: "Disruptors through Time"  
**Karlo Kukec**, Technology Park Varaždin: Efficient Pitch Canvas Preparation  
 Break  
**Hrvoje Galičić**, Croatian Bank for Reconstruction and Development (HBOR): The role of development banks in national financial systems  
**Renato Vrebac**, HAMAG-BICRO: HAMAG-BICRO: Innovation management system for technology based companies

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

Event location: The stage in the Arena

11:00 - 12:20 h

**Darija Krstić**, University of Josip Juraj Strossmayer in Osijek: Effective sales management  
**Mladen Radišić, prof. PhD**, UNS Novi Sad: Support in innovation activities of entrepreneurs and SMEs / INNO-4-AGRIFOOD 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?

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