

**ARCA 2010 - 8. međunarodni sajam inovacija, novih proizvoda i tehnologija**  
**Nacionalna i sveučilišna knjižnica u Zagrebu 30. rujna - 2. listopada 2010**  
**Prva konferencija s međunarodnim sudjelovanjem INOVACIJAMA DO**  
**KONKURENTNOSTI**

**Zagreb, Hotel International 30. rujna - 1. listopada 2010.**

ARCA 2010 – 8<sup>th</sup> International fair of innovations, new products and technologies  
National and University Library in Zagreb September 30 – October 2, 2010  
1<sup>st</sup> Conference with international participants INNOVATIONS LEADING TO  
COMPETITIVENESS

Zagreb, Hotel International September 30 – October 1, 2010

Organizator: **Udruga inovatora Hrvatske**

Organizer: **Union of Croatian Innovators**

Glavni pokrovitelj: **Ministarstvo gospodarstva, rada i poduzetništva**

Main Sponsor: **Ministry of Economy, Work and Entrepreneurship**

Pokrovitelj: **Ministarstvo znanosti, obrazovanja i športa**

Sponsor: **Ministry of Science, Education and Sport**

Generalni sponzor : **KONČAR - Elektroindustrija d.d. Zagreb**

General Sponsor: **KONČAR - Elektroindustrija d.d. Zagreb**

Glavni Suorganizator: **Nacionalna i sveučilišna knjižnica u Zagrebu**

Main Co-organizer: **National and University Library in Zagreb**

Suorganizatori: **HZTK - Hrvatska zajednica tehničke culture**

**IFIA - Međunarodna federacija nacionalnih saveza inovatora**

**HGK - Hrvatska gospodarska komora**

**HBOR - Hrvatska banka za obnovu i razvoj**

**BICRO - Poslovno inovacijski centar Hrvatske**

Co-organizers: **CROTEC - Croatian Association of Technological Culture**

**IFIA - International Federation of Inventors' Associations**

**CCE - Croatian Chamber of Economy**

**CBRD - Croatian Bank for Reconstruction and Development**

**BICRO - Business Innovation Centre of Croatia**

Suradničke institucije: **Sveučilište u Zagrebu**

**Akademija tehničkih znanosti Hrvatske**

Cooperative institutions: **University of Zagreb**

**Academy of Technical Sciences**

Sponsors: **ERICSSON NIKOLA TESLA d.d. - Zagreb**

**TEHNIX d.o.o. - Donji Kraljevec**

**PODRAVKA d.d. - Koprivnica**

**HS produkt d.o.o. - Karlovac**

**Coca – Cola HBC Hrvatska d.o.o. - Zagreb**

**Jamnica d.d. - Zagreb**

**EUROPLAKAT d.o.o.**

| Datum<br>Date | Aktivnost - nositelj – teme<br>Activity – Keynote speaker – Topics | Vrijeme<br>održavanja/Time |
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| 30. rujna 2010<br>September 30,<br>2010 | <p>Svečano otvaranje 8. međunarodni sajam inovacija, novih proizvoda i tehnologija ARCA 2010<br/>Opening ceremony of the 8<sup>th</sup> International fair of innovations, new products and technologies ARCA 2010</p> <ul style="list-style-type: none"> <li>- Prof.dr.sc. Stjepan Car, predsjednik Udruge inovatora Hrvatske - prigodno obraćanje organizatora</li> <li>- Prof. Stjepan Car, Ph.D., President of the Union of Croatian Innovators - Welcome Address of the Organizer</li> <li>- Prof.dr.sc. Tihomil Maštrović, glavni ravnatelj Nacionalne sveučilišne knjižnice u Zagrebu - prigodno obraćanje</li> <li>- Prof. Tihomil Maštrović, Ph.D. , Director General of the National and University Library - Welcome Address</li> <li>- Prof.dr.sc. Ante Markotić, predsjednik Hrvatske zajednice tehničke kulture - prigodno obraćanje</li> <li>- Prof. Ante Markotić, PhD, President of the Croatian Association of Technological Culture (CROTEC) - Welcome Address</li> <li>- Dr.sc. Andras Vedres, predsjednik IFIA - Međunarodna organizacija inovatorskih asocijacija -prigodno obraćanje</li> <li>- Dr. Andras Vedres, President of IFIA - International Federation of Inventors' Associations - Welcome Address</li> <li>- Prof.dr.sc. Radovan Fuchs, ministar u Ministarstvu znanosti, obrazovanja i športa - prigodno obraćanje pokrovitelja</li> <li>- Prof. Radovan Fuchs, Ph.D., Minister of Science, Education and Sports - Welcome Address of the Sponsor</li> <li>- Mr.sc. Đuro Popijač, ministar u Ministarstvu gospodarstva, rada i poduzetništva - prigodno obraćanje Glavnog pokrovitelja</li> <li>- Đuro Popijač, MSc, Minister of Economy, Labour and Entrepreneurship - Welcome Address of the Main Sponsor</li> <li>- Predstavnik Vlade Republike Hrvatske - prigodno obraćanje i otvaranje sajma ARCA 2010</li> <li>- Representative of the Croatian Government - Welcome Address and the Opening of the fair ARCA 2010</li> </ul> | 10:30 – 11:15 a.m. |
|                                         | <p>Obilazak sajma i odlazak u hotel International na otvaranje Prve konferencije<br/>Tour of the fair and departure to the Hotel International for the opening of the 1<sup>st</sup> Conference</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 11:15 – 11:45 a.m. |
|                                         | <p>Početak rada Prve konferencije s međunarodnim sudjelovanjem INOVACIJAMA DO KONKURENTNOSTI<br/>Beginning of the 1<sup>st</sup> Conference with international participants INNOVATIONS LEADING TO COMPETITIVENESS</p> <p>Pozdravna riječ organizatora<br/>Welcome Address of the Organizer</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 12:00 – 12:20 p.m. |
|                                         | <p>1.Tema/Topic 1<br/>Stvaranje poticajne klime za inovatorstvo<br/>Creation of a stimulating climate for innovativeness</p> <p>Voditelji/Moderators : V. Piližota - S. Car</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                    |

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| 30. rujna 2010<br>September 30,<br>2010 | <p><b>Glavni pokrovitelj:</b> Ministarstvo gospodarstva rada i poduzetništva<br/>Tihana Kraljić, državna tajnica<br/>BUDUĆNOST ZEMLJE I NJENOG GOSPODARSTVA OVISI O NJENOJ<br/>TEHNOLOŠKOJ SNAZI<br/><b>Main sponsor:</b> Ministry of Economy, Work and Entrepreneurship<br/>Tihana Kraljić, State Secretary<br/>THE FUTURE OF THE COUNTRY AND ITS ECONOMY DEPENDS ON ITS<br/>TECHNOLOGICAL STRENGTH</p> <p><b>Pokrovitelj:</b> Ministarstvo znanosti, obrazovanja i športa<br/>Hrvoje Meštrić, ravnatelj uprave za znanost<br/>PRIGODNO OBRAĆANJE<br/><b>Sponsor:</b> Ministry of Science, Education and Sport<br/>Hrvoje Meštrić, Director of the Directorate for Science<br/>WELCOME ADDRESS</p> <p><b>Generalni sponzor :</b> KONČAR - Elektroindustrija d.d.<br/>Darinko Bago, predsjednik Uprave KONČAR - Elektroindustrija d.d. i<br/>Predsjednik Udruge izvoznika Hrvatske<br/>PRIGODNO OBRAĆANJE<br/><b>General sponsor:</b> KONČAR - Elektroindustrija d.d.<br/>Darinko Bago, CEO of KONČAR - Elektroindustrija d.d. and President<br/>of the Croatian Association of Exporters<br/>WELCOME ADDRESS</p> | 12:20 – 1:00 p.m. |
|                                         | <p>Gordana Kovačević, predsjednica kompanije Ericsson Nikola Tesla<br/>d.d., Zagreb<br/>Gordana Kovačević, President of Ericsson Nikola Tesla d.d., Zagreb</p> <p>INOVATIVNOST IZVOR KONKURENTSKE PREDNOSTI – PRIMJER<br/>ERICSSONA NIKOLE TESLE d.d.<br/>INNOVATION – SOURCE OF COMPETITIVE ADVANTAGE – EXAMPLE<br/>OF ERICSSON NIKOLA TESLA d.d.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1:00 – 1:15 p.m.  |
|                                         | <p>Paulo G. Correa, glavni ekonomist The World Bank – Washington,<br/>SAD<br/>Paulo G. Correa, Senior economist, The World Bank – Washington,<br/>USA</p> <p>POLITIKA INOVACIJA I GOSPODARSKI OPORAVAK<br/>INNOVATION POLICY AND ECONOMIC RECOVERY</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1:15 – 1:30 p.m.  |
|                                         | <p>Goran Radman, potpredsjednik Nacionalnog vijeća za konkurentnost,<br/>Zagreb<br/>Goran Radman, Vice President of the National Competitiveness<br/>Council, Zagreb</p> <p>JACANJE INOVACIJSKOG KAPACITETA, PREDUVJET KONKURENTNOSTI<br/>I ODRŽIVOSTI RAZVOJA<br/>INNOVATION CAPACITY STRENGTHENING, PREREQUISITE FOR<br/>COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1:30 -1:45 p.m.   |
|                                         | <p>Pauza za ručak<br/>Lunch break</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 1:45 – 2:30 p.m.  |
|                                         | <p>Vedres Andras, predsjednik IFIA Međunarodne federacije<br/>nacionalnih inovatorskih asocijacija, Budimpešta</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2:30 – 2:45 p.m.  |

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| 30. rujna 2010<br>September 30,<br>2010 | <p>Vedres Andras, President of IFIA - International Federation of Inventors' Associations, Budapest</p> <p>AKO JE NUŽNOST MAJKA IZUMITELISTVA, PROFIT JE ZASIGURNO OTAC INOVACIJE<br/>NECESSITY IS THE MOTHER OF INVENTION THAN THE PROFIT IS SURELY THE FATHER OF INNOVATION</p>                                                                                                                |                  |
|                                         | <p>VESNA TRNOKOP TANTA, Podpredsjednica Hrvatske gospodarske komore za gospodarstvo, europske integracije i pitanja EU<br/>Vesna Trnokop-Tanta, Vice President of Croatian Chamber of Economy, Economic and EU Affairs, European Integration</p> <p>INOVACIJE - POKRETAČI RAZVOJA<br/>INNOVATION – DEVELOPMENT INITIATOR</p>                                                                     | 2:45 – 3:00 p.m. |
|                                         | <p>Kurt Richter , Austrian Academy of Sciences, Graz</p> <p>RELEVANTNOST VISOKOG OBRAZOVANJA I TEMELJNOG ISTRAŽIVANJA ZA INOVACIJE U INDUSTRIJI<br/>RELEVANCE OF HIGHER EDUCATION AND BASIC RESEARCH FOR INNOVATION IN INDUSTRY</p>                                                                                                                                                              | 3:00 – 3:15 p.m. |
|                                         | <p>Darko Huljenić, manager za tehnologiju i znanstvene aktivnosti Ericsson Nikola Tesla d.d., Zagreb<br/>Darko Huljenić, Manager for Technology and Scientific Activities at Ericsson Nikola Tesla d.d., Zagreb</p> <p>SPREGA GOSPODARSTVA, ZNANOSTI I JAVNE UPRAVE U STVARANJU INOVATIVNOG DRUŠTVA<br/>BRACING OF ECONOMY, SCIENCE AND PUBLIC ADMINISTRATION IN CREATING INNOVATIVE SOCIETY</p> | 3:15 – 3:30 p.m. |
|                                         | <p><b>Rasprava po temi 1.</b><br/>Discussion on the Topic 1</p>                                                                                                                                                                                                                                                                                                                                  | 3:30 – 4:00 p.m. |
|                                         | <p>Pauza<br/>Break</p>                                                                                                                                                                                                                                                                                                                                                                           | 4:00 – 4:15 p.m. |
|                                         | <p><b>2. Tema/Topic 2</b><br/><b>Kreativni odnos poslodavca i inovatora u tvrtkama, akademskoj zajednici i ostalim institucijama</b><br/>Creative relationship between employers and innovators in companies, academic community and other institutions</p> <p><b>Voditelji/Moderators: M. Lenardić - D. Huljenić</b></p>                                                                        |                  |
|                                         | <p>Srđan Novak, voditelj Ureda za transfer tehnologije Sveučilišta u Zagrebu<br/>Srđan Novak, Head of Technology Transfer Office, University of Zagreb</p> <p>PRAVILNIK UREDA ZA TRANSFER TEHNOLOGIJE<br/>TECHNOLOGY TRANSFER OFFICE REGULATIONS</p>                                                                                                                                             | 4:15 – 4:30 p.m. |

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|  | <p>Marko Bubaš, zamjenik predsjednika, Udruge inovatora Hrvatske ,<br/>Zagreb<br/>Marko Bubaš, Vice President of the Union of Croatian Innovators,<br/>Zagreb</p> <p>PRAVNI OKVIRI U FUNKCIJI OSTVARIVANJA I PRIMJENE INOVACIJA TE<br/>NAGRAĐIVANJE NJIHOVIH AUTORA<br/>LEGAL FRAMEWORK IN THE FUNCTION OF INNOVATION<br/>REALIZATION AND APPLICATION AND REWARDING THEIR AUTHORS</p>                                          | 4:30 – 4:45 p.m. |
|  | <p>Dubravka Grošić, Voditeljica odjela ugovora i ugovaranja Podravka<br/>d.d., Koprivnica<br/>Dubravka Grošić, Head of Contract and Contracting Department at<br/>Podravka d.d., Koprivnica</p> <p>ZAŠTITA ROBNE MARKE – PROVEDBA<br/>BRAND PROTECTION – EXECUTION</p>                                                                                                                                                         | 4:45 – 5:00 p.m. |
|  | <p><b>Rasprava po temi 2.</b><br/>Discussion on the Topic 2</p>                                                                                                                                                                                                                                                                                                                                                                | 5:00 – 5:20 p.m. |
|  | <p><b>3.Tema/Topic 3</b><br/><b>Akademsko obrazovanje i osposobljavanje za primijenjena<br/>istraživanja, inovacije i poduzetništvo</b><br/>Academic education and professional training for applied research,<br/>innovations and entrepreneurship</p> <p><b>Voditelji/Moderators: J.Bleiziffer - S. Novak</b></p>                                                                                                            |                  |
|  | <p>Stanko Tonković, predsjednik Akademije tehničkih znanosti Hrvatske,<br/>Zagreb<br/>Stanko Tonković, President of the Croatian Academy of Engineering,<br/>Zagreb</p> <p>INOVATIVNOST, KREATIVNOST I PODUZETNIŠTVO - BOLONJSKI<br/>PROCES 5 GODINA KASNIJE<br/>INNOVATION, CREATIVITY AND ENTREPRENEURSHIP – BOLOGNA<br/>PROCES 5 YEARS LATER</p>                                                                            | 5:20 – 5:35 p.m. |
|  | <p>Akademkinja Vlasta Piližota, Prehrambeno-tehnološki fakultet<br/>Sveučilišta J.J. Strossmayera u Osijeku<br/>Vlasta Piližota, Member of the Croatian Academy of Sciences and<br/>Arts, Faculty of Food Technology, University of J.J. Strossmayer in<br/>Osijek</p> <p>INOVACIJA U SEKTORU HRANE KAO GLAVNO UPORIŠTE IDENTITETA<br/>HRVATSKE<br/>INNOVATION IN THE FOOD SECTOR AS THE MAINSTAY OF CROATIAN<br/>IDENTITY</p> | 5:35 – 5:50 p.m. |
|  | <p>Nedjeljko Perić, Fakultet elektrotehnike i računarstva Sveučilišta u<br/>Zagrebu<br/>Nedjeljko Perić, Faculty of Electrical Engineering and Computing in<br/>Zagreb</p>                                                                                                                                                                                                                                                     | 5:50 – 6:05 p.m. |

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|                                      | ULOGA FAKULTETA ELEKTROTEHNIKE I RAČUNARSTVA SVEUČILIŠTA U ZAGREBU U STVARANJU INOVACIJA<br>THE ROLE OF THE FACULTY OF ELECTRICAL ENGINEERING AND COMPUTING AT ZAGREB UNIVERSITY IN CREATING INNOVATIONS                                                                                                                                                |                    |
|                                      | Vedran Bilas, Fakultet elektrotehnike i računarstva Sveučilišta u Zagrebu<br>Vedran Bilas, Faculty of Electrical Engineering and Computing in Zagreb<br><br>PODUZETNIČKA IZOBRAZBA NA SVEUČILIŠTU U ZAGREBU - FAKULTETA ELEKTROTEHNIKE I RAČUNARSTVA<br>ENTREPRENEURIAL TRAINING AT ZAGREB UNIVERSITY - FACULTY OF ELECTRICAL ENGINEERING AND COMPUTING | 6:05 – 6:20 p.m.   |
|                                      | <b>Rasprava po temi 3.</b><br>Discussion on the Topic 3                                                                                                                                                                                                                                                                                                 | 6:20 – 6:40 p.m.   |
|                                      | Završetak prvog dana konferencije<br>End of the first day of the conference                                                                                                                                                                                                                                                                             | 6:40 p.m.          |
| 1. listopada 2010<br>October 1, 2010 | DRUGI DAN KONFERENCIJE - Uvodna riječ organizatora<br>2 <sup>nd</sup> DAY OF THE CONFERENCE – Introductory remarks by the organizer                                                                                                                                                                                                                     | 09:50 – 10:00 a.m. |
|                                      | <b>4. Tema/Topic 4</b><br><b>Gospodarstvo, poduzetništvo i akademska zajednica</b><br>Economy, entrepreneurship and academic community<br><br><b>Voditelji/Moderators: S.Singer - I. Ružić</b>                                                                                                                                                          |                    |
|                                      | Ante Markotić, predsjednik Hrvatske zajednica tehničke kulture<br>Ante Markotić, President of the Croatian Association of Technological Culture (CROTEC)<br><br>ZNAČAJ TEHNIČKE KULTURE ZA GOSPODARSKI RAZVITAK<br>IMPORTANCE OF TECHNOLOGICAL CULTURE FOR THE ECONOMIC DEVELOPMENT                                                                     | 10:00 -10:15 a.m.  |
|                                      | Ignac Lovrek, Fakultet elektrotehnike i računarstva Sveučilišta u Zagrebu<br>Ignac Lovrek , Faculty of Electrical Engineering and Computing in Zagreb<br><br>DOKTORSKI STUDIJ I GOSPODARSTVO<br>DOCTORAL STUDIES AND ECONOMY                                                                                                                            | 10:15 – 10:30 a.m. |
|                                      | Vlatka Petrović, Ured za transfer tehnologije Sveučilišta u Zagrebu<br>Vlatka Petrović, Technology Transfer Office, University of Zagreb<br><br>INSTRUMENT INSTITUCIONALNE POTPORE SURADNJI AKADEMSKE ZAJEDNICE I INDUSTRIJE<br>INSTRUMENT OF INSTITUTIONAL SUPPORT FOR COOPERATION BETWEEN ACADEMIC COMMUNITY AND INDUSTRY                             | 10:30 – 10:45 a.m. |
|                                      | Miroslav Poljak, član Uprave KONČAR-Institut za elektrotehniku d.d., Zagreb                                                                                                                                                                                                                                                                             | 10:45 – 11:00 a.m. |
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| October 1, 2010                      | Miroslav Poljak, Member of the Managing Board at KONČAR – Electrical Engineering Institute, Inc. Zagreb                                                                                                                                                                     |                    |
|                                      | PRIMIJEJENJA ISTRAŽIVANJA I RAZVOJ ZA GOSPODARSTVO<br>APPLIED RESEARCH AND DEVELOPMENT FOR THE ECONOMY                                                                                                                                                                      |                    |
|                                      | Davor Pavuna, Ecole polytechnique federale de Lausanne, Switzerland                                                                                                                                                                                                         |                    |
|                                      | KREATIVNOŠĆU I INOVACIJOM DO BOLJE CIVILIZACIJE I BOLJE HRVATSKE<br>CREATIVITY AND INNOVATION FOR BETTER CIVILIZATION AND BETTER CROATIA                                                                                                                                    | 11:00 – 11:15 a.m. |
|                                      | Petar Čovo, pomoćnik rektora za kapitalne investicije Sveučilište u Zadru<br>Petar Čovo, Assistant to the Rector for Capital Investments, University of Zadar<br>Sandra Benčić M.A.LAW - Zagreb<br>Marijan Gržan, Sveučilište u Zadru<br>Marijan Gržan, University of Zadar | 11:15 – 11:30 a.m. |
|                                      | CENTAR ZA RAZVOJ PROIZVODA I KOMERCIJALIZACIJU INOVACIJA U PRIMJENJENIM ISTRAŽIVANJIMA I TEHNIČKIM ZNANOSTIMA<br>CENTER FOR PRODUCT DEVELOPMENT AND INNOVATION COMMERCIALIZATION IN APPLIED RESEARCH AND TECHNICAL SCIENCE                                                  |                    |
|                                      | <b>Rasprava po temi 4.</b><br>Discussion on the Topic 4                                                                                                                                                                                                                     | 11:30 – 11:50 a.m. |
| 1. listopada 2010<br>October 1, 2010 | Pauza<br>Break                                                                                                                                                                                                                                                              | 11:50 – 12:00 a.m. |
|                                      | <b>5. Tema/Topic 5</b><br><b>Inovacijska infrastruktura i društvena valorizacija inovatorstva</b><br>Innovational infrastructure and social valorization of innovativeness<br><br><b>Voditelji/Moderators: H. Meštrić - D. Huljenić</b>                                     |                    |
|                                      | Snježana Bahtijari, direktorica Kompanijske komunikacije i društvena odgovornost Ericsson Nikola Tesla d.d., Zagreb<br>Snježana Bahtijari, Corporate Communications and Social Responsibility Director in Ericsson Nikola Tesla d.d., Zagreb                                | 12:00 – 12:15 p.m. |
|                                      | INOVATIVNI PRISTUP DRUŠTVENO ODGOVORNIH KOMANIJA<br>INNOVATIVE APPROACH OF SOCIALLY RESPONSIBLE COMPANIES                                                                                                                                                                   |                    |
|                                      | Marijan Ožanić, direktor Razvojne Agencija Zagreb - TPZ d.o.o.<br>Marijan Ožanić, Director of the Development Agency Zagreb - TPZ d.o.o.                                                                                                                                    | 12:15 – 12:30 p.m. |
|                                      | INOVACIJE, KONKURENTNOST I GOSPODARSKA KRIZA<br>INNOVATION, COMPETITIVENESS AND ECONOMIC CRISIS                                                                                                                                                                             |                    |
|                                      | Ante Nikolaš, predsjednik Zajednice tehničke kulture Brodsko-posavske županije, Slavonski Brod<br>Ante Nikolaš, President of the Board of Technical Culture of Brodsko-                                                                                                     | 12:30 – 12:45 p.m. |

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|  | Posavska County, Slavonski Brod                                                                                                                             |                   |
|  | POSLEDICE NEVALORIZACIJE VRIJEDNOSTI U DRUŠTVU NA INOVATORSTVO<br>EFFECT OF NON-VALORIZATION OF VALUES IN THE SOCIETY ON INNOVATIVENESS                     |                   |
|  | Saša Grozdanić, Razvojna Agencija Zagreb - TPZ d.o.o.<br>Saša Grozdanić, Development Agency Zagreb - TPZ d.o.o.                                             |                   |
|  | PROGRAMI GRADA ZAGREBA ZA POTICANJE I KOMERCIJALIZACIJU INOVACIJA<br>PROGRAMS OF THE CITY OF ZAGREB FOR INNOVATION PROMOTION AND COMMERCIALIZATION          | 12:45 – 1:00 p.m. |
|  | Igor Bošnjaković, Marija Petrović, Državni zavod za intelektualno vlasništvo RH<br>Igor Bošnjaković, Marija Petrović, State intellectual property office    |                   |
|  | REGISTRIRANO INTELEKTUALNO VLASNIŠTVO I NJEGOVA ULOGA U RAZVOJU INOVATORSTVA<br>REGISTERED INTELLECTUAL PROPERTY AND ITS ROLE IN INVENTORSHIP DEVELOPMENT   | 1:00 – 1:15 p.m.  |
|  | Rasprava po temi 5.<br>Discussion on the Topic 5                                                                                                            | 1:15 – 1:30 p.m.  |
|  | Pauza za ručak<br>Lunch break                                                                                                                               | 1:30 – 2:15 p.m.  |
|  | <b>6. Tema/Topic 6</b><br><b>Primjeri dobre prakse</b><br>Examples of good practice<br><br><b>Voditelji/Moderators: S. Novak - V. Siladi</b>                |                   |
|  | Uroš Stanić, Biomedical Research and Innovative Society, National biomedical technology platform I-TECHMED<br>Jana Stanić, Kosezi d.o.o., Ljubljana         |                   |
|  | REGIONALNA INOVACIJSKA STRATEGIJA SLOVENIJE<br>REGIONAL INNOVATION STRATEGY OF SLOVENIA                                                                     | 2:15 -2:30 p.m.   |
|  | Darko Ujević, Tekstilno-tehnološki fakultet Sveučilišta u Zagrebu<br>Darko Ujević, Faculty of Textile Technology, University of Zagreb                      |                   |
|  | STRATEGIJA I INOVATIVNI DOPRINOSI HRVATSKOG ANTROPOMETRIJSKOG SUSTAVA<br>STRATEGY AND INNOVATIVE CONTRIBUTIONS OF CROATIAN ANTHROPOMETRIC SYSTEM            | 2:30 – 2:45 p.m.  |
|  | Saša Dešić, šef odjela istraživanja Ericsson Nikola Tesla d.d., Zagreb<br>Saša Dešić, Head of the Research Department at Ericsson Nikola Tesla d.d., Zagreb |                   |
|  | INOVACIJSKI PROGRAM ZA USPJEŠNU KOMPANIJU<br>INNOVATION PROGRAM FOR A SUCCESSFUL COMPANY                                                                    | 2:45 – 3:00 p.m.  |
|  | Davor Janjatović, voditelj odjela Razvoj tehnologije PODRAVKA d.d., Koprivnica<br>Davor Janjatović, Head of Technology Development department at            | 3:00 – 3:15 p.m.  |

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|  | PODRAVKA d.d., Koprivnica                                                                                                                                                                                   |                  |
|  | RAZVOJ TEHNOLOGIJE I INVESTICIJSKI PROJEKTI<br>TECHNOLOGY DEVELOPMENT AND INVESTMENT PROJECTS                                                                                                               |                  |
|  | Marko Vuković, direktor HS PRODUKT, Karlovac<br>Marko Vuković, Director of HS PRODUKT, Karlovac                                                                                                             | 3:15 – 3:30 p.m. |
|  | INOVACIJSKIM PUTEM OD BEZNAČAJNOG DO NAJUSPJEŠNIJEG<br>FROM INSIGNIFICANT TO MOST SUCCESSFUL THROUGH INNOVATION                                                                                             |                  |
|  | Horvat Đuro, direktor Tehnix d.o.o., Donji Kraljevec<br>Horvat Đuro, Director of Tehnix d.o.o., Donji Kraljevec                                                                                             | 3:30 – 3:45 p.m. |
|  | INDUSTRIJSKE INOVACIJE I KONKURENTNOST<br>INDUSTRIAL INNOVATION AND COMPETITIVENESS                                                                                                                         |                  |
|  | Ivo Belamarić, RV d.o.o., Zagreb                                                                                                                                                                            | 3:45 – 4:00 p.m. |
|  | KRIJESNICA ŠTEDI ENERGIJU<br>KRIJESNICA (FIREFLY) SAVES ENERGY                                                                                                                                              |                  |
|  | Mladen Jovanović, DOK-ING d.o.o., Zagreb                                                                                                                                                                    | 4:00 – 4:15 p.m. |
|  | ASPEKTI INOVATIVNOG RAZVOJA NOVIH PROIZVODA U TVRTKI DOK-ING<br>INNOVATIVE DEVELOPMENT ASPECTS ON NEW PRODUCTS IN DOK-ING COMPANY                                                                           |                  |
|  | Pauza<br>Break                                                                                                                                                                                              | 4:15 – 4:30 p.m. |
|  | Boris Golob, Dragon d.o.o., Rijeka                                                                                                                                                                          | 4:30 – 4:45 p.m. |
|  | INOVACIJA OD IDEJE DO TRŽIŠTA – POSTUPCI INOVIRANJA<br>INNOVATION FROM IDEA TO MARKET – INNOVATION PROCEDURE                                                                                                |                  |
|  | Lazo Starčević, NIVELA d.o.o., Zagreb                                                                                                                                                                       | 4:45 – 5:00 p.m. |
|  | INVALIDSKA KOLICA ZA STUBE I PREPREKE: PRIMJER IZOSTANKA DIFUZIJE INOVACIJE<br>WHEELCHAIR FOR STAIRS AND OBSTRUCTIONS: EXAMPLE OF ABSENCE OF INNOVATION DIFFUSION                                           |                  |
|  | Alen Novosad, EUROVISION d.o.o., Zagreb                                                                                                                                                                     | 5:00 – 5:15 p.m. |
|  | SUFINANCIRANJE INOVACIJA IZ STRUKTURNIH FONDOVA – PRAKTIČNA ISKUSTVA I PRIMJERI U ČEŠKOJ<br>INNOVATION CO-FINANCING FROM STRUCTURAL FONDS – PRACTICAL EXPERIENCE AND EXAMPLES IN THE CZECH REPUBLIC         |                  |
|  | Davoud Beheshtizadeh, Teheran – Iran<br>Mohammad Reza Keyhan<br>Behzad Beheshtizadeh<br>Ahmad Keyhan                                                                                                        | 5:15 – 5:30 p.m. |
|  | PROJEKTIRANJE I PROIZVODNJA STANDARDNE BETONSKE MJEŠALICE I MJEŠALICE S VISOKO UNAPREĐENIM KARAKTERISTIKAMA<br>DESIGN AND PRODUCTION OF STANDARD CONCRETE MIXER AND MIXER WITH HIGHLY IMPROVED PERFORMANCES |                  |
|  | Alessia Pozzi, Ministarstvo znanosti, obrazovanja i športa, voditeljica                                                                                                                                     |                  |

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|                                                     | <p>Fonda „Jedinstvo uz pomoć znanja“.<br/>Alessia Pozzi Ministry of Science, Education and Sports,<br/>manager the Unity through Knowledge Fund program (UKF),</p> <p>FOND “JEDINSTVO UZ POMOĆ ZNANJA”<br/>UNITY THROUGH KNOWLEDGE FUND PROGRAM (UKF),</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |
|                                                     | <p><b>Rasprava po temi 6.</b><br/>Discussion on the Topic 6</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 5:30 – 6:00 p.m. |
|                                                     | <p><b>RIJEČI VODITELJA TEMA I ZAKLJUČCI</b><br/>MODERATORS’ FINAL REMARKS AND CONCLUSIONS</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 6:00 – 6:30 p.m. |
| <p><b>2. listopada 2010</b><br/>October 2, 2010</p> | <p><b>Proglašenje rezultata i svečano uručivanja nagrada i priznanja 8.</b><br/><b>Međunarodnog sajma inovacija, novih proizvoda i tehnologija</b><br/><b>ARCA 2010</b></p> <p>Announcement of results and the ceremony of presenting awards of<br/>the 8<sup>th</sup> International fair of innovations, new products and<br/>technologies ARCA 2010</p> <p><b>Službene nagrade i priznanja ARCA 2010 uručuju</b><br/>Official awards and recognitions 2010 ARCA are presented by:</p> <ul style="list-style-type: none"> <li>- prof. dr.sc. Stjepan Car, predsjednik Udruge inovat ora Hrvatske</li> <li>- prof.dr.sc. Petar Biljanović, predsjednik Ocjenjivačkog suda ARCA 2010</li> <li>- Predstavnik Ministarstva gospodarstva, rada i poduzetništva</li> <li>- Predstavnik Ministarstva znanosti, obrazovanja i športa</li> <li>- Državni dužnosnici</li> <li>- Prof. Stjepan Car, Ph.D., President of the Croatian Association of Inventors</li> <li>- Prof. Petar Biljanović, Ph.D, President of the Jury ARCA 2010</li> <li>- Representative of the Ministry of Economy, Labour and Entrepreneurship</li> <li>- Representative of the Ministry of Science, Education and Sports</li> <li>- State officials</li> </ul> | 4:00 – 5:30 p.m. |