

**2nd time in Croatia – Zagreb  
1st time in Split**



In Croatia - Initiative by UMIS – SMEA

**EDE ZAGREB & SPLIT 2005**  
**“Social Entrepreneurship in the 21<sup>st</sup> Century ”**

Social Economy as a Tool for Local and Regional Development:  
Strategies, Policies and Practices

- How to create socially responsible entrepreneurship?
  - o your people,
  - o your partners,
  - o your community,
  - o your environment
- Models of Local, National development & Cross – border collaboration to improve competitiveness of SMEs
- *Lessons learned - the way forward to promote social entrepreneurship*

**Zagreb**

October 5 - 6, 2005 - KD “Vatroslav Lisinski” , Trg S. Radića 4

&

**Split**

October 7, 2005 – Faculty of Economics, Split

3rd Draft  
MAY, 2005

<b>STRUCTURE OF ALL SUPPORTERS</b>	
<b>logo</b>	<b>Institution / company</b>
<b>Organizers</b>	
<b>UMIS – SMEA, Small and Medium Entrepreneurs' Association</b> , Zagreb <a href="http://www.umis-smea.hr">www.umis-smea.hr</a>	An independent, non – profit, non – governmental, non – political organization created in 1988 and established in 1999 for the purpose of promoting and linking small and medium sized business enterprises throughout Croatia and abroad. SMEA knows what the entrepreneur demands. ACCOMPLISHMENTS: National counselor in 11 EU Partenariats; Training in Entrepreneurship ; Organizer & participant in more than 100 events and 30 papers presented. COOPERATION WITH: European Commission; NADSME, Slovakia; Mondimpresa, Italy; Chamber of Commerce Pordenone, Vercelli and Ancona; CEI-Central European Initiative, Italy; BIC, Albania; UN ECE, Geneva; OECD-LEED Paris; Konrad Adenauer Foundation; Croatian institutions. MEMBER OF NETWORKS: Network of Partenariat NCs , INTEGRA, INSME, OECD-LDN, CC FACTOR
<b>EPS European Movement</b> Split <a href="http://www.ep-split.hr">www.ep-split.hr</a>	is an association which already 12 years works in the area of Split-Dalmatia County in Croatia and promotes European ideas on cultural, scientific and economic co-operation between European nations and in European process of integration.
<b>Faculty of Economics</b> , Split <a href="http://www.efst.hr">www.efst.hr</a>	The Faculty of Economics, University of Split has been involved in educational programmes and research activities in the field of economics for over 40 years. Nowadays our educational programmes are carried out on the two-year college level and four-year university level, while the current transformation of university programmes to comply with the Bologna Declaration includes the Faculty of Economics into the uniform European system of higher education (3+2+3). The institution has 113 employees, among which 77 are teaching and research staff. More than 6 000 students are enrolled in our undergraduate programmes and over 600 students attend our postgraduate programmes. A great number of our 8 500 graduates are now eminent professionals, 75 obtained a master degree in economics, and 45 obtained their PHD.
<b>Patrons</b>	
<b>City of Zagreb</b>	
<b>HOK, Croatian Chamber of Crafts</b> <a href="http://www.hok.hr">www.hok.hr</a>	
<b>Ministry for Foreign Affairs and EU Integration</b> <a href="http://www.mei.hr">www.mei.hr</a> <a href="http://www.mvp.hr">www.mvp.hr</a>	
<b>Ministry of Economy, Labour and Entrepreneurship of the Republic of Croatia</b> <a href="http://www.mingorp.hr">www.mingorp.hr</a>	has prepared and implements some projects for SME promotion in 2004, mainly concerning manufacturing activity, such as: export promotion projects, cooperative movement development projects, crafts development projects, starting-up assistance projects, projects for tourism and projects of social character, projects for veterans, for young and for women, projects of specialized education and informing, projects for building entrepreneurial infrastructure, support for appearance in fairs and exhibitions.
<b>Ministry of Science, Education and Sports</b> <a href="http://www.mzos.hr">www.mzos.hr</a>	
<b>Split – Dalmatia County</b> <a href="http://www.dalmacija.hr">www.dalmacija.hr</a>	Zakonom o lokalnoj samoupravi i upravi iz 1992. godine vraćene su županije u naš pravni poredak kao jedinice lokalne

	<p>samouprave i uprave, a gradovi i općine su postali jedinice lokalne samouprave.</p> <p>Županija je, naime, poznata još od 10. stoljeća kao teritorijalna jedinica Hrvata. Ona ima svoj korijen u riječi "župa" koja je kod doseljenja Hrvata na ove prostore označavala zajednicu više naseobina, na čelu koje je bio "župan", poglavar uprave, vojni vođa i sudac.</p> <p>Prvi saziv Županijske skupštine Splitsko-dalmatinske županije konstituiran je <b>14. travnja 1993.</b>, pa se taj dan obilježava kao Dan Županije.</p>
<p><b>Town Split</b>  <a href="http://www.split.hr/">http://www.split.hr/</a></p>	<p>Without hiding their pride, the people of Split will tell you that their city is "the most beautiful one in the world and beyond". You'd better not discuss this with them for well spirited Split will convince you in this as soon as you discover it! This for ever young city with the population of about 300,000 that give it its warm Mediterranean temper, has lived its urban rhythm for as long as 1700 years, with its heart in the Diocletian's Palace and its soul widespread to embrace you. Ever since the life of the city protected by the UNESCO and entered into the register of the World Cultural Heritage has been writing the history.</p>
<b>Co-organizers</b>	
<p><b>Association of Women in Entrepreneurship</b>, Zagreb</p>	<p>The Association is a non-governmental, non-political, non-profit and interest-based association of women entrepreneurs founded to promote the development and networking among small and medium women entrepreneurs. The goal of the Association is the overall economic prosperity through the full engagement of true potentials of women conducting small and medium enterprises, further, joint public activities and cooperation in the fields of economy, networking and the promotion of the policy of equal opportunities.</p>
<p><b>AUSTRIAN CULTURAL FORUM</b></p>	<p><b>– 50 years in Croatia, Zagreb</b></p>
<p><b>Concert – Congress Hall - KD "Vatroslav Lisinski"</b>, Zagreb  <a href="http://www.lisinski.hr">www.lisinski.hr</a></p>	<p>is the biggest and most important „music palace“ and at the same time the biggest congress hall in Croatia. It's name is by Vatroslav Lisinski (1819 – 1854), the author of the first Croatian opera . In 30 years of it's successful activities „Lisinski“ carried out more than 10.000 performances for 10.000.000 participants. As we like to say in joke, it is easier to count who , of the most famous artists and ansambles had not performances in „Lisinski“, to those who had .</p>
<p><b>Croatian Red Cross</b>, Zagreb  <a href="http://www.hck.hr">www.hck.hr</a></p>	<p>The Croatian Red Cross is the national Red Cross in the Republic of Croatia and has been recognized in this capacity by the Government of the Republic of Croatia and the International Committee of the Red Cross (ICRC). The Croatian Red Cross operates from the National Headquarters in Zagreb and legally autonomous county, city and municipal Red Cross branch organizations. The organizational structure of the Red Cross is thus adapted to administrative structure of the country. The Croatian Red Cross is an independent, non-governmental organization based on democratic principles stipulated in its activities by non-profit perception and the ideal of unselfish charity.</p> <p>Acting independently, the National Society fulfills humanitarian tasks to individual or public benefit with engagement of volunteers and professional staff members.</p> <p>Extent and field of activities is outlined and defined in the seven Principles of the International Red Cross Movement taking into account efficiency and successful combination of principles, programs and related activities.</p>

	<p>Continuos follow-up and coordinated planning assure balance of strategy and activities in the field.</p> <p>The Croatian Red Cross has 131 local branches and 4,500 primary organisations across the country. The Croatian Red Cross has 550 professional employees, of whom 50 work at its headquarters, combined with a strong volunteer-base to carry out programmes and activities. It has 63.673 active, 109.549 youth, 3.090 supporting and 195 honorary members as well as 181.821 blood donors who are also members of the society.</p>
<b>EUROCON</b>	
<b>HRPSOR – HR BCSD</b> , Zagreb <a href="http://www.hrpsor.hr">www.hrpsor.hr</a>	<p><b>Hrvatski poslovni savjet za održivi razvoj - Croatian Business Council for Sustainable Development</b> , Zagreb</p> <p>In the mid 90's, the group of successful entrepreneurs in Croatia got together with the mission to speed up the economic development in the post war country. In the key viewpoints of the sustainable development, they recognized the most appropriate form to achieve this demanding goal. Led by PLIVA, supported by NGO, Society for improvement of quality of life, and encouraged by the cooperation with World Business Council for Sustainable Development (WBCSD), in 1997 they have organized in Croatian Business Council for Sustainable Development. Today, 29 members of the Croatian BCSD is working closely together to promote sustainable development in Croatian business.</p>
<b>Konrad Adenauer Foundation</b> , Zagreb Office <a href="http://www.kas.hr">www.kas.hr</a>	<p>a political foundation of the Federal Republic of Germany that pleads for peace, freedom and justice through political education on a national and international level. World-wide our offices are overseeing more than 200 projects in more than 120 countries. Konrad Adenauer and his principles are our guideline, mandate and obligation. The foundation was named after the first German chancellor in 1964; it emanated from the «Society for Christian-Democratic Educational Work» founded in 1956. Strengthening democracy, promotion of European unification, intensification of trans-atlantic relations and developmental cooperation are our particular concern.</p>
<b>MICRO Grupa</b> , Split <a href="http://www.microgrupa.hr">www.microgrupa.hr</a>	<p>is a system of companies specialized in providing business services. The goal of MICRO grupa is to define clients' needs, suggest, formulate and implement possible solutions to a problem. The company's business principles are founded on its offer of quality services: a variety of financial and marketing services – availability of competences that lead to our clients' trust and satisfaction with our work. Our company's biggest assets are its employees, their competence and a strong IT-system. Our clients are small and medium sized enterprises, foreign investors, private and state institutions. <b>MICRO bilanca Ltd</b>: Accounting, Accounting consulting, Managerial reports; <b>MICRO projekt Ltd</b>: Management services, Project management by order and for account of the investor, Finance, Marketing, Implementation of corporative standards, Development of investment studies on project feasibility; <b>MICRO edukacija Ltd</b>: Academy of Financial Studies, Academy of Project Management, Academy of Management Competences and Skills, « In house » seminars.</p>
<b>MUSEUM OF CITY OF ZAGREB</b> <a href="http://www.mdc.hr/mgz/">http://www.mdc.hr/mgz/</a>	<p>– <b>125 th anniversary</b></p> <p>The Zagreb City Museum was founded by the Braća Hrvatskog zmaja in 1907. In the ninetieth year of its existence, 1997, the Museum opened what was only its sixth permanent exhibition, for the first time in restored and appropriate premises, making use of the state of the art in contemporary museum technology.</p>

	<p>The exhibition shows the past of the City of Zagreb, from prehistory, traces of which were recently uncovered under the very building of the museum itself, to the present day. The Zagreb City Museum was nominated for the European Museum of the Year Award, 2000.</p>
<p><b>Private School of Economics Katarina Zrinski, Zagreb</b>  <a href="http://www.pvt.hr">www.pvt.hr</a></p>	
<b>Supporters</b>	
<p>Academy of Verrey, France</p>	
<p>APCO - Italian Institute of Management Consultants</p>	
<p><b>CEI (Project Secretariat) - EBRD, Italy – UK</b>  <a href="http://www.cei.org">www.cei.org</a>  <a href="http://www.ebrd.com">www.ebrd.com</a></p>	<p>The Central European Initiative is a regional cooperation organisation aimed at fostering political and economic development and transition in Central and Eastern Europe. The European Bank for Reconstruction and Development (EBRD) is the largest foreign investor in the private sector of central and Eastern Europe and the CIS, where it has supported transition to market economies since its establishment in 1991. Since then, the CEI and the EBRD have strengthened their operational link: the EBRD finances investment in CEI transition countries, and the CEI Project Secretariat (CEI-PS) assists the EBRD in related technical cooperation activities. For this purpose, the CEI-PS has been provided with a Trust Fund in order to support all TC operations, including feasibility studies, training, project supervision and development programmes.</p>
<p><b>CEIA - European Academy of Sciences and Arts</b></p>	
<p>CMC, Switzerland  <a href="http://www.cmc-nj.ch">www.cmc-nj.ch</a></p>	
<p>CONSENSUS, Zagreb</p>	<p>is a business consulting firm providing a wide range of business services in the arena of international transactions with an emphasis on the multidisciplinary approach in meeting the clients' needs. In close work with clients' management and other consultants, CONSENSUS tends to offer "real life" solutions and not merely theoretical exercises. Dedicated to offer a high quality work within the shortest possible deadlines, CONSENSUS brings talent in providing creative alternatives for solving our clients' business, transactional and legal issues.</p> <p>CONSENSUS je društvo za poslovno savjetovanje koje pruža širok spektar poslovnih usluga u okruženju međunarodnih transakcija s posebnim naglaskom na multidisciplinarni pristup rješavanja klijentovih potreba. Uz usku suradnju s klijentovim managementom i drugim konzultantima, CONSENSUS nastoji</p>

	ponuditi rješenja iz "stvarnog života", a ne samo ona teoretske prirode. CONSENSUS na kreativan način pristupa rješavanju poslovnih, transakcijskih i pravnih pitanja svakog klijenta pojedinačno, s ciljem pružanja visoko kvalitetnih usluga u najkraćem mogućem roku.
<b>EESC - European Economic and Social Council</b> , Belgium	
European Commission, DG ENTERPRISE <a href="http://www.europa.eu.int">www.europa.eu.int</a> & Delegation of the EC in Croatia	refocuses enterprise policy on entrepreneurship, creating an environment that is supportive of innovation. Its ambition is to supply the policy ideas that will foster the competitiveness of enterprises and revitalise Europe's economy, with the goal of creating a knowledge-based economy in Europe
FORMAPER, Agency of Chamber of Commerce Milano	
HGK County Chamber of Economy , Split <a href="http://www.hgk.hr">www.hgk.hr</a>	HGK Županijska komora Split prva je u Hrvatskoj među komorama, kao i među državnim i institucijama lokalne uprave i samouprave, koja posjeduje certifikat ISO 9001:2000. 1840. započele su pripreme oko osnivanja Trgovačko-obrtničke komore u Splitu, koja je i ustanovljena 13. siječnja 1841. godine. Prvi predsjednik ove komore je bio Mihovil Tartaglia.
HOK, County Craft Chamber Split <a href="http://www.hok.hr">www.hok.hr</a>	The Croatian Chamber of Trades and Crafts was founded with this aim in 1852, and even today, after 150 years of turbulent history, it continues to preserve the tradition of protecting and promoting tradesmanship. Today, the Croatian Chamber of Trades and Crafts has 91,000 members, organized into tradesmen associations, county chambers and vocational organizations, through which they conduct their activities, and promote their goals and interests. Activities are defined in annual plans on the basis of the situation in the Croatian economy and trades development policies. In this respect, special attention should be paid to the dual system of the education of pupils and their apprenticeship in licensed workshops. In comparison to the developed European countries, Croatia has a backlog which needs to be addressed, and one of the ways to address it is a dual system of education for young people.
LDA - Local Democracy Agency Sisak <a href="http://www.lda-sisak.hr">www.lda-sisak.hr</a>	
Member Deutscher Bundestag	
<b>Ministry of Economic Affairs and Transport</b> , Hungary	

<p><b>OCED-LEED</b>, France and Trento centre, Italy  <a href="http://www.oecd.org">www.oecd.org</a></p>	<p>Organisation for Economic Cooperation and Development – Local economic and employment Development (created in 1982 of the initiative of France and Italy) to stimulate employment at the local level through the implementation of active employment policies favouring self-employment and enterprise creation. The programme objectives are to foster local governance, entrepreneurship and social cohesion in Central and Eastern Europe through capacity building for local development.</p>
<p><b>ODRAZ</b>, Zagreb  <a href="http://www.odraz.hr">www.odraz.hr</a></p>	<p>je neprofitna organizacija koja okuplja stručnjake različitih disciplina koji promišljaju i primjenjuju koncept održivog razvoja na dobrobit lokalne zajednice. Zaposlenici ODRAZ-a su stručnjaci iz različitih područja (prostorno planiranje, zaštita okoliša, održivi razvoj, ekonomija, civilno društvo i neprofitni sektor, socijalni rad), koji su ostvarili značajne rezultate, bilo kao aktivisti, bilo kroz rad u državnoj upravi, javnim poduzećima ili međunarodnim organizacijama</p>
<p><b>Ost – West Kommunikation</b> , Switzerland  <a href="http://www.ostwest.chwitzerland">http://www.ostwest.chwitzerland</a></p>	
<p><b>STUDIO CENTRO VENETO</b>  <a href="http://www.studiocentroveneto.com">http://www.studiocentroveneto.com</a></p>	
<p>Tourist Bureau Split</p>	
<p><b>TRENING CENTAR</b>, Zagreb  <a href="http://www.treningcentar.com">www.treningcentar.com</a></p>	<p>is a business consulting company that mainly focuses upon organizational development counseling and human resources management issues. We provide training for enhancement of hard skills (accounting, finance, marketing, company law), soft skills (inter- and intrapersonal skills) and leadership. With coaching service we add value. Our clients also trust us in our assessments of new employees therefore by outsourcing some human resources responsibilities. TreningCentar is also one-stop-shop for companies that are aiming to establish local business in Croatia. We furnish customized programmes and solution to our clients in Austria, Slovenia and Croatia.</p> <p>TreningCentar je konzultantska tvrtka s glavnim fokusom na savjetovanje organizacijskog razvoja i upravljanja ljudskim potencijalima. Razvijamo i facilitiramo treninge za usavršavanje tvrdih kompetencija (računovodstvo, financije, marketing, korporativno pravo), mekih vještina (inter- i intrapersonalne vještine) i vodstva. Coachingom dodajemo vrijednost. Naši klijenti imaju povjerenje u naše procjene kod zapošljavanja novih kadrova i sve više preko nas posežu za vanjskim izvorima upravljanja ljudskim resursima. TreningCentar je također one-stop-shop za strane ulagače koji u Hrvatskoj žele započeti lokalno poslovanje. Našim klijentima u Austriji, Sloveniji i Hrvatskoj isporučujemo programe i rješenja krojena po mjeri.</p>
<p><b>UMU – Union of SMEs</b>, Germany</p>	

<p><b>UNECE, Geneva</b>  <a href="http://www.unece.org">www.unece.org</a></p>	<p>The UNECE as a highest-level Pan-European organization strives to foster sustainable economic growth among its 55 member countries. To that end UNECE provides a forum for communication among States; brokers international legal instruments addressing economic and environmental analysis, trade, transport, environment; and supplies statistics.</p>
<p><b>UNIVERSITY OF ESSEX</b>, Southend and its Centre for Entrepreneurship Research, UK  <a href="http://www.essex.ac.uk/southend/schools">http://www.essex.ac.uk/southend/schools</a></p>	<p>The University of Essex is one of the UK's leading academic institutions dedicated to research, teaching and scholarship of the highest international standards. It is now involved in an exciting new venture to establish an additional campus in Southend-on-Sea, offering state of the art facilities in 4 key Schools of study – business and enterprise, performing arts, education and health. Its pioneering School of Entrepreneurship and Business includes the Centre for Entrepreneurship Research, which carries out research on new venture creation, innovation, economic regeneration and social entrepreneurship. The School launches two new postgraduate programmes from October, 2005 – the MSc in Entrepreneurship and Innovation and the Masters in Public Enterprise and Management. The School has also launched a new Enterprise Fellowship Scheme which attracts some of the world's leading academics, policy makers and practitioners to work with the School. The International Entrepreneurship Forum, which is now located at the School, and works in partnership with the OECD's LEED Programme, is now a well established forum of dissemination and discourse. For further details please see the web site.</p>
<p><b>VERN</b>, Zagreb - Entrepreneurship Business College VERN'  <a href="http://www.vern.hr">www.vern.hr</a></p>	<p>presents an exception in being an example of compatibility of its educational process with the criteria and requirements of the education in the EU and the Bologna Declaration.</p>
<p><b>Sponsors</b></p>	
<p>Altocomm, Zagreb  <a href="http://www.altocomm.hr">www.altocomm.hr</a></p>	
<p>Centar za računovodstvo i financije - Centar za management i savjetovanje, Zagreb  <a href="http://www.ripup.hr">www.ripup.hr</a></p>	<p>BRONČANI - BRONZE</p>
<p>HYPO ALPE – ADRIA - BANK  <a href="http://www.hypo-alpe-adria.hr">www.hypo-alpe-adria.hr</a></p>	<p>ZLATNI - GOLD</p>
<p><b>McCann Erickson Croatia</b></p>	
<p>UNIVERSITY of ESSEX ,Southend  <a href="http://www.essex.ac.uk/southend/schools">http://www.essex.ac.uk/southend/schools</a></p>	<p><b>sponsoring 2 prizes for :</b>  a) the best research paper on Social Entrepreneurship, (Zagreb)  b) the best policy paper or case study on Social Entrepreneurship (Split)  The awards will be judged by a panel made up of people from EDE, the Faculty of Economics, University of Split, and the University of Essex, Southend. Abstracts for papers must be submitted to UMIS-SMEA, by 30 May, 2005. Authors of a selection of abstracts will then be asked to submit full papers by the end of August, 2005</p>
<p><b>Zagreb Tourist Board and Convention Bureau</b></p>	<p>SREBRNI - SILVER</p>



<b>Promotors</b>	
<b>INSME, Italy</b> <a href="http://www.insme.org">www.insme.org</a>	the International Network for Small and Medium Sized Enterprises - is a non profit Association open to international membership. Its mission is to stimulate transnational cooperation and public and private partnership in the field of innovation and technology transfer to SMEs.
<b>INTEGRA, Italy</b> <a href="http://www.integra-network.net">www.integra-network.net</a>	Integra is an international network of service centres supporting enterprises; the network is developed by MONIDMPRESA-EuroInfoCentre and supported by the Italian Ministry of Foreign Affairs and the Sicilian Region. The network connects 23 countries in the Mediterranean and the Balkans and promotes cooperation relation between SMEs; it is committed in 23 countries with information, promotion activities and consultancy aiming at favouring international cooperation.

## DRAFT PROGRAMME – UPDATE JUNE 1 , 2005



<b>ZAGREB - October 4, 2005</b>	
<b>During day</b>	Arrival of Guests and foreign participants to Zagreb Zagreb & surroundings tour for foreign guests
<b>Early evening</b>	Welcome cocktail for speakers
	Official opening of exhibition in Museum of City of Zagreb (Croatian clock makers )
	1st Humanitarian Concert* „Croatia without mines“
<b>ZAGREB - October 5, 2005</b>	
<b>DAY 1</b>	
Exhibition of Croatian innovations* - in corridors	
<b>08.00 – 10.00</b>	Registration of participants
<b>10.00 - 10.45</b> OFFICIAL OPENING EDE ZAGREB 2005	<p><b>Keynote addresses by :</b></p> <p><b>Organizers &amp; host:</b></p> <ul style="list-style-type: none"> <li>- UMIS-SMEA</li> <li>- Mr. Ivo Grga , President EU Movement Split</li> <li>- Mr. Lovro Lisičić, Director KD V. Lisinski</li> </ul> <p><b>Supporters:</b> European Commission Dr. Gilbert Fayl*, European Academy of Science and Art</p> <p><b>Patrons:</b> Ministry of Foreign Affairs and EU Integration of the Republic of Croatia Ministry Economy, Labour and Entrepreneurship of the Republic of Croatia Ministry of Science, Education and Sports of the Republic of Croatia Mr. Stjepan Šafran, President Croatian Chamber of Crafts Mayor, City of Zagreb</p>
<b>EUROPE &amp; CROATIA :</b>	
EU & Croatian Strategies and Politics for the Development of Social Entrepreneurship	
<b>11.00 – 13.00</b> <b>WORKSHOP I</b>	<p><b>How to Improve Competitiveness of Entrepreneurship &amp; Crafts?</b> In this workshop experts and participants should discuss European and national competition rules to make sure that small businesses have every chance to enter new markets and compete on fair terms . This workshop should give answer on HOW to:</p> <ul style="list-style-type: none"> <li>- Foster technology co-operation and sharing among different company sizes and particularly with European small enterprises,</li> <li>- Enhance pan-European co-operation between small enterprises using information technologies,</li> <li>- Spread best practice via co-operative agreements,</li> <li>- Support actions at national and regional levels aimed at developing inter-firm clusters and networks,</li> <li>- Support co-operation between small enterprises in order to improve their capabilities to enter pan-European markets and to extend their activities in third country markets</li> </ul>
<b>Hall A</b>	
<b>Moderator:</b>	
<b>11.00 – 12.15</b> <b>Session I</b>	<p><b>Innovative products / services - achievements &amp; obstacles</b> This session should give answer on HOW to:</p> <ul style="list-style-type: none"> <li>- Strengthen programmes aimed at promoting technology dissemination towards small enterprises as well as the capacity of small business to identify, select and adapt technologies,</li> <li>- Develop more effective research programmes focussed on the commercial application of knowledge and technology,</li> </ul>

	- Develop and adapt quality and certification systems to small enterprises	
<b>Organizer</b>	<b>HOK , Croatian Chamber of Craft</b>	
<b>Chair</b>	<b>HOK &amp; Dr. Gilbert Fayl*</b> , European Academy of Science and Art	
11.00 – 11.10	Croatian expert - Zagreb <b>Prof. Valnea Bressan</b> OCTOPUS	European linguistic maps
11.10 – 11.30	EU expert - UK <b>Mrs. Madi Sharma</b> European Economic and Social Committee	How to start the business small, to allow family to adjust, build networks, attract financing, create new ways of working and innovative ideas in niche markets. How to achieve self belief, confidence and build networks
11.30 – 11.45  <b>Special Guest</b>	<b>Dipl. Kfm. Dieter Ibielski</b> , Germany Counsellor of the Board Union of German SMEs	Prerequisites for Inter-firm Small Biz Co-operation
11.45 – 12.15	Discussion & conclusions	
<b>12.15 – 13.00</b>  <b>Session II</b>	<b>Models of financing</b> This session should give answer on HOW to: - Improve the relationship between the banking system and small enterprises by creating appropriate access conditions to credit, venture capital and business angels networks, - Improve access to the EU Structural Funds	
<b>Organizer</b>	<b>HYPO ALPE – ADRIA – BANK</b>	
<b>Chairs</b>	<b>Mr. Roberto Češljaš, HYPO &amp; Mrs. Marta Simonetti CEI - EBRD</b>	
12.15 – 12.30	Croatian expert <b>Doc. Ines Kersan Škabić</b> , Pula Faculty of economics and tourism,	How to enter the schemes of financing within EU Structural funds
12.30 – 12.45	EU expert <b>Ms. Marta Simonetti</b> Political analyst CEI – EBRD	<b>CEI and EBRD</b> activities to foster SMEs and entrepreneurship
12.45 – 13.00	Discussion & conclusions	
13.15 – 14.15	Break & business meetings	
<b>11.00 – 13.00</b> <b>WORKSHOP II</b>  <b>Hall B</b>  <b>Moderator:</b>	<b>How to Create Socially Responsible Entrepreneurship? - Part 1</b> In this workshop experts and participants should discuss issues on SME company's : people, partners, community and environment. They should tackle the issues of how to: - Screen new regulations to assess their impact on small enterprises and entrepreneurs. - Simplify rules, wherever possible, - Adopt user-friendly administrative documents, - Consider the exemption of small enterprises from certain regulatory obligations	
<b>11.00 – 12.00</b> <b>Session III</b>	<b>The role of education</b> This session should give answer on HOW to: - Nurture entrepreneurial spirit and new skills from an earlier age and throughout the education system, - Ensure that training institutions, complemented by in-house training schemes, deliver an adequate supply of skills adapted to the needs of small business, - Provide lifetime training and consultancy	

<b>Organizer</b>	<b>PARTNER, ASSOCIATION of Business People</b>	
<b>Chairs</b>	<b>Dr. Dražen Kalogjera , VERN Zagreb Mr. Dražen Glavaš, President PARTNER Association</b>	
11.00 – 11.15	Croatian expert - Zagreb <b>Dr. Dražen Kalogjera</b>	<b>Entrepreneurship for he EU</b> The role of entrepreneurship in the process of EU integrations
11.15 – 11.30	EU expert - Italy <b>Mr. Toni Brunello</b> KIT BRUNELLO	The role of education, in order to discover, raise, excite the entrepreneurial spirit
11.30 – 11.45	<b>Dr. Nenad Javornik</b> Head Croatian Red Cross	Social responsibility of each individual and society
11.45 – 12.00	Discussion & conclusions	
<b>12.00 – 13.00</b> <b>Session IV</b>	<b>The role of consulting</b> - Corporate Activities - The role of International institutions	
<b>Organizer</b>	CONSENSUS, Zagreb	
<b>Chair</b>	<b>Mrs. Sanja Jurić, CONSENSUS</b>	
12.00 – 12.15	Croatian expert - Zagreb <b>Mrs. Sanja Jurić</b> CONSENSUS	<b>Corporate Activities</b> Corporate activities – what are these, do you need them and if you do, how can you develop them?
12.15 – 12.30	EU expert - Italy Mrs. Silvia Valentini Head of Small Business Area FORMAPER – agency of the Milan Chamber of Commerce, Industry, Craft and Agriculture	Corporate Social Responsibility Inforamtion Desk
12.30 – 13.00	Discussion & conclusions	
13.15 – 14.15	Break & business meetings	
14.30 – 16.30	EU structural and Pre-accession funds <b>Mr. Charles White, European Commission – DG REGIO, Bruxelles</b>	
ROUND TABLE <b>HALL - A</b> <b>Moderator:</b>	Participants in discussion / benchmarks: Croatian Development Agencies SMEs Big companies Banks Government ( national, local) officials	
<b>Organizer</b>		
<b>Chair</b>		
<b>14.30 – 16.30</b> <b>WORKSHOP III</b>  <b>HALL B</b>  <b>MODERATOR:</b>	<b>How to Create Socially Responsible Entrepreneurship ? - Part 2</b> In this workshop experts and participants should discuss issues on how to encourage public authorities to increase their electronic communication with the small business sector, permitting companies to receive advice, make applications or obtain simple information on-line. This workshop should give answer on HOW to: Apply European and national competition rules to make sure that small businesses have every chance to enter new markets and compete on fair terms	

<b>14.30 – 15.30</b> <b>Session V</b>	<b>The role of diplomacy</b> This session should give answer on HOW to: - Encourage small enterprises to apply best practice and adopt successful business models that enable them to flourish in the new economy	
<b>Organizer</b>	<b>Ministry for Foreign Affairs and European Integration of Croatia</b>	
<b>Chair</b>	<b>Ms. Ana Puljić Žunjić*</b> , CEI National Coordinator	
14.30 – 14.45	<b>Croatian expert</b> Ministry of Foreign Affairs and EU Integrations of the Republic of Croatia	
14.45 – 15.00	<b>EU expert - Italy</b> <b>Mr. Toni Brunello</b> KIT BRUNELLO	Networking attitude could be started, fed, and developed by nurturing it, time by time, like a living process
15.00 -15.15 <b>Special Guest</b>	<b>EU – DELEGATION OF THE EUROPEAN COMMISSION TO THE REPUBLIC OF CROATIA*</b>	
15.15 – 15.30	Discussion & conclusions	
<b>15.30 – 16.30</b> <b>Session VI</b>	<b>The role of media</b> This session should give answer on HOW to: - Review how the interests of small businesses are represented at national level, including through the social dialogue,	
<b>Organizer</b>		
<b>Chair</b>	<b>Mr. Ante Gavranović, Privredni vjesnik</b>	
15.30 – 15.45	<b>Croatian expert</b>	
15.45 – 16.00	<b>EU expert / EC</b>	
16.00 – 16.30	Discussion & conclusions / recommendations	
<b>16.30</b>	<b>End of Day 1</b>	
<b>19.30 – 22.00</b>	2nd Humanitarian concert in KD "V. Lisinski" "Croatia without mines"  Voditelj: Tarik Filipović	<b>EDE ZAGREB 2005 AWARD</b> To: SMEs – exporters, innovators & institutions best supporters to SMEs  <b>Financial award</b> - sponsored by University of Essex, UK For: the best research paper
<b>ZAGREB - October 6, 2005</b> <b>DAY 2</b>		
Exhibition of Croatian innovations* - in corridors		
<b>EUROPE OF THE REGIONS:</b> REGIONAL AND LOCAL STRATEGIES AND POLICIES FOR THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP		
<b>10.00 – 12.00</b> <b>WORKSHOP IV</b> Hall A Moderator:	<b>Models of Local, National Entrepreneurship Sustainable Development &amp; Cross – Border Collaboration</b>	
<b>Organizer</b>	<b>HRPSOR, Zagreb</b>	
<b>Chairs</b>	<b>HRPSOR &amp; OECD*</b>	
<b>10.00 – 10.30</b> <b>Session VII</b>	<b>Local models for SMEs' sustainable development</b> This session should give answer on HOW to: - Promote the entrepreneurial efforts of young to-be entrepreneurs,	

	<ul style="list-style-type: none"> <li>- Simplify rules, wherever possible,</li> <li>- Increase on-line access for registration</li> <li>- Develop appropriate training schemes for managers in small enterprises</li> <li>- Develop appropriate training schemes for managers in small enterprises</li> <li>- Screen new regulations to assess their impact on small enterprises and entrepreneurs</li> </ul>	
10.00 – 10.15	Croatian expert - Zagreb <b>Mr. Hrvoje Carić</b> ODRAZ	Sustainable development and entrepreneurialship
10.15 - 10.30 <b>Special guest</b>	European Commission - Head of the unit in charge of social entrepreneurship*	
<b>10.30 – 11.00</b> <b>Session VIII</b>	<b>National models for SMEs' sustainable development</b> This session should give answer on HOW to: <ul style="list-style-type: none"> <li>- Adapt tax systems to reward success,</li> <li>- Encourage start-ups,</li> <li>- Favour small business expansion and job creation,</li> <li>- Facilitate the creation of and succession in small enterprises,</li> <li>- Apply best practice to taxation and to personal performance incentives</li> </ul>	
10.30 – 10.45	Croatian expert Mrs. Mirjana Matešić, HRPSOR	
10.45 – 11.00  <b>Keynote presentation</b>	EU expert - UK <b>Prof. Jay Mitra</b> Founding Professor of Business Enterprise and Innovation; Director of the Centre for Entrepreneurship Research, Head of the School of entrepreneurship and Business, at the University of Essex, Southend, UK; Director of the Scientific Committee on Entrepreneurship for the OECD	Social Entrepreneurship: developments in and lessons from the UK
<b>11.00 – 11.30</b> <b>Session IX</b>	<b>Models of Cross-border collaboration for SMEs' sustainable development</b> This session should give answer on HOW to: Pursue reforms aiming at the completion in the EU of a true internal market, user-friendly for small business, in critical areas for development of small businesses, including electronic commerce, telecommunications, utilities, public procurement and cross-border payment systems	
11.00 – 11.15	Croatian expert <b>Mr.sc. Nada Čakar</b> TreningCentar, Craft for Business Councelling	„Know-how born by practice“
11.15 – 11.30	<b>Mrs. Regula Spalinger</b> , Switzerland General manager Kommunikation Ost – West  &  Mrs. Nadine Jagarich, General manager CMC, Switzerland	Development through bridge building between entrepreneurial and national culture  How to mobilize best potential in economic co-operation between Croatian and Swiss entrepreneurs
<b>11.30 – 12.00</b>	<b>Discussion &amp; recommendations</b>	
12.15 – 13.15	Break & business meetings	

13.30 – 15.45 ROUND TABLES Lessons Learned Hall A & B	HALL - A  The Way Forward to Promote Social Entrepreneurship  Moderator: dr. Christian Schmitz Director office Zagreb Konrad Adenauer Foundation	HALL – B  Social Dimension of Women Entrepreneurship  Moderator:
<b>Organizers</b>	<b>Mr. Vitomir Tafra, Zagreb</b> Principal Private school of economics “Katarina Zrinski”,	<b>Mrs. Danica Babić, Zagreb</b> President Association of Women in Entrepreneurship
<b>Chairs</b>	<b>Mr. Klaus Peter Willsch, Germany</b> Member of German Parliament	<b>Ms. Marta Turk, Slovenia</b> President Women SME Association
<b>Keynote speakers</b> 13.30 – 13.45	<b>Mr. Klaus Peter Willsch, Germany</b> Member of German Parliament	<b>Ms. Etta Carignani*</b> , Italy
13.45 – 14.00	<b>Dr. Hugo van Veghel</b> Business associations, NGOs „Social Entrepreneurship as for – and not – for –profit business: two examples“	<b>Special Guest - Austria*</b>
14.00 – 14.15 <b>Special Guest</b>	<b>Representative of CEI, Italy</b> „NGO academy and civil society as 4th CEI dimension“	<b>Special Guests - Croatia</b> Associations KRUG* , B.a.B.e.* , BPW*
14.15 – 14.30	<b>Mr. Ivan Bračić*</b> , Assistant Minister Ministry of economy, labor and entrepreneurship of Croatia „Croatian Experience“	<b>Special Guest – France</b> Princess Ingrid Frankopan, prof. dr. dr. Academy Verrey
14.30 – 14.45 <b>Special Guest</b>	<b>Dr. Antal Szabo, Switzerland</b> UN Regional Adviser „Central-Eastern Europe Experience“	<b>Special Guest - Germany*</b>
14.45 – 15.00 <b>Special Guest</b>	<b>Dr. Kenéz Győző*</b> , Hungary Ministry of Economy and Transport „Hungarian Experience“	<b>Special Guest - Hungary*</b>
15.00 - 15.15	<b>Mr. Francesco D'Aprile, Italy</b> President, APCO Italian Institute of Management Consultants (member of ICMCI - world associated consultants) * “Italian Experience”	<b>Special Guest – UNECE * and / or EC*</b>
15.15 - 15.45	<b>Discussion and Recommendations</b>	<b>Discussion and Recommendations</b>
16.00 – 16.30 <b>CLOSING SESSION</b>	Sum up by the organizers and senior Croatian personality	
16.30	<b>END OF EDE ZAGREB 2005</b>	
<b>SPLIT, Faculty of Economics – October 7, 2005 DAY 3</b>		
08.30 – 09.00	Registration of participants	
<b>EUROPE OF THE REGIONS: REGIONAL AND LOCAL STRATEGIES AND POLICIES FOR THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP</b>		

<b>09.00 – 09.30</b> OPENING EDE SPLIT 2005	Representatives of organizers, co-organizers patrons	
<b>09.30 – 11.30</b> ROUND TABLE  Video conference* EU CORDIS , Luxembourg	<b>prof.dr. Petar Filipić</b> <b>University Split</b> <b>Faculty of economics</b>	<b>Regional and local strategies and politics of entrepreneurship development : Knowledge- based Adriatic region and Dalmatia</b>
<b>Organizer</b>		
<b>Chair</b>		
11.30 – 12.30	Discussion & recommendations	
13.00 – 14.00	Coffee break & business meetings	
<b>14.00 – 15.30</b> WORKSHOP	<b>prof.dr Ljiljana Vidučić</b> <b>University Split</b> <b>Faculty of economics</b>	<b>Support, legislative, networks, education, innovativeness – basics and conditions for the development of social entrepreneurship</b>
	<b>Mr. Mladen Šimunac</b> <b>Micro grupa Split</b>	<b>Case study – small shipbuilding</b>
	<b>Micro grupa Split</b>	Adriatic Sea resources, ecology, technologies, sustainable development
<b>Organizer</b>		
<b>Chair</b>		
15.30 – 16.30	Conclusions & recommendations of EDE ZAGREB & SPLIT 2005	
16.30 – 16.45	Closing remarks	
17.00 – 19.00	Touristic tour – town Split and Dioklecijan palace	
21.00 – 23.00	Humanitarian concert In Split National Theatre	<b>Financial award - sponsored by University of Essex, UK: For: the best case study</b>
	END OF EDE SPLIT 2005	
<b>SPLIT - October 8, 2005 DAY 4</b>		
<b>OPTIONAL</b>	<b>Visit to islands Hvar / Brac:</b> - cultural heritage protection and entrepreneurship in tourism, - hotels and pure energy, - Adriatic Sea resources	

**NOTES:**

1. marked with \* – means in process
2. final programme expected by June 15
  - a. abstracts (1 page in English & Croatian ) – by June 15
  - b. presentations and papers – by September 15
3. round tables are planned prior to the event
  - a. Innovation – coordinator: dr. M. Stanković
  - b. Women in politics\* - coordinator: Mrs. Elena Altenburger (KAS)
  - c. Education and entrepreneurship – coordinator.: Mr. V. Tafra (School "K. Zrinski)



- d. Town as a trade mark – coordinator: Mr. Z. Kramarić (UMIS , Varazdin)
4. congratulations for EDE 2005 topic by Harvard University

#### **EDE 2005 ZAGREB & SPLIT OFFICES**

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