



High Patronage of the President of the Republic of Croatia

# The 1<sup>st</sup> European Entrepreneurs' Creativity Festival Your Ideas are Needed in 2009

Join selected European and Croatian entrepreneurs for the European Day of the Entrepreneur. Talk to them, ask them what you would like to know and discover the secrets to their success.

Find out more at [www.umis-smea.com](http://www.umis-smea.com)

Arena Zagreb, October 1, 2009



[www.umis-smea.com](http://www.umis-smea.com)



Partneri:

LUMINUS



Medijski pokrovitelji:

poslovni savjetnik  
NAJČITANIJI POSLOVNI MJESEČNIK

BIZdirekt

Službeni avio prijevoznik:

CROATIA AIRLINES  
A REGIONAL STAR ALLIANCE MEMBER





LAUNCH OF THE 2nd GLOBAL  
ENTREPRENEURSHIP WEEK – GEW

The biggest global event to  
celebrate entrepreneurship in  
collaboration with 80 countries

## PROGRAMME - PROGRAMME - PROGRAMME - PROGRAMME - PROGRAMME

<b>08.00 – 10.00</b>	<b>Tickets for citizens and registrations of participants</b>	
<b>10.00 - 19.00</b> ground floor	<b>PRESENTATIONS</b>	
	<b>SMEs</b> : Secrets of selected European and Croatian entrepreneurs' success	
	<b>Institutions / big companies / sponsors</b> : New opportunities for entrepreneurs with the help of European and Croatian institutions/ big companies	
10.30 – 10.45	Mr. Igor Mijoljević	Luminus, Croatia
10.50 – 11.20	Name to be confirmed	European Commission
11.20 – 11.50	Ms. Heather Gorrige	Wiggly Wiggles, UK
11.50 – 12.00	Mr. Dinko Pirak, gradonačelnik	Town Čazma, Croatia
12.00 – 12.10	Mr. Branko Hrg, gradonačelnik	Town Križevci, Croatia
12.10 – 12.40	Mr. Magnus Scheving*	LazyTown Entertainment, Iceland
12.40 – 12.50	Ms. Tania Lugomer Pomper	Entrepreneurial centre Krizevci , Croatia
12.50 – 13.20	Mr. Egidijus Biknevičius	Lithuania
13.20 – 13.50	Mr. Manolis Koutilis	Talent Information Systems S.A, Greece
14.00 – 16.45	To be updated	To be updated
16.45 – 17.00	Ms. Tina Sommer	ESBA
17.00 – 17.30	Name to be confirmed	Eurocities
17.30 – 17.45	Ms. Claire Munck	EBAN
17.45 – 18.00	Ms. Madi Sharma	EESC
18.00 – 18.15	Mr. Vjeko Martinko	Lovranske vile, Croatia
18.15 – 18.30	Vlasta Brožičević, dr. med.	Terme Selce, Croatia
18.30 – 18.45	Ms. Sanja Opačak	Paprenjak, Croatia
18.45 – 19.00	Mr. Dragan Čuča	Kapital network, Croatia
<b>10.00 - 22.00</b> ground floor 1st – 3rd floor	<b>Entrepreneurs' and sponsors' exhibition - sales activities • Business meetings - Counselling • Various attractive presentations of young artists Entrepreneurs' • Student's poster exhibitions</b>	
	<b>Croatian Red Cross campaign "Let's Give Blood"</b>	
	<b>Special programme for all Round table participants : Revolutionary E Rejuvenation – New life technology for healthier and successful life of every person &amp; entrepreneurs - New business opportunity</b>	
<b>11.00 - 11.30</b> 2nd floor	<b>Press conference</b>	
	Official handover ESBA - UMIS Report "Small Entrepreneurship in Croatia 2009: Entrepreneurial Environment - Entrepreneurs' Views" to the President of the Republic of Croatia and the Prime minister of the Republic of Croatia	
<b>11.30 - 12.30</b> 2nd floor	<b>Promotion of publication</b>	
	"Examples of Good Practice in Promotion of Gender Equality", Croatian Government Office for Gender Equality	
	Head of the Office and guests	
<b>13.00 – 13.30</b> 2nd floor	<b>Special Guest Mr. Francesco D'Aprile, P&amp;D Consulting Italy</b>	
	"Switching to Creativity and Innovation to compete on an intercultural scenario, learning from the genius of Leonardo da Vinci"	
	<b>Target Participants</b> : Entrepreneurs and Managers; Professionals, Researchers, Decision Makers, Member of Boards of Companies, Municipalities, Local Authorities, Associations, people who have got to be critical thinkers and creative thinkers.	

14.00 - 16.30  
Parquet

## ROUND TABLE

### “The New Beginning- Unleashing Potentials of Youth for Entrepreneurship”

The 1st Round Table Zagreb in cooperation UMIS-SMEA and the European Academy of Sciences and Arts within the Academy initiative “Global Round Tables”



#### Mentors and Chairs :

**Mr. Vitomir Tafra**, Academy Petar Zrinski, Croatia  
**Prof. Dr. sc. Branko Vukonić\***, UTILUS, Croatia  
**Dr. Gilbert Fayl**, General Secretary International Affairs European Academy of Sciences and Arts  
**Mr. Dieter Ibielski**, Presidential Counsellor Union of Small and Medium Companies - UMU, Germany

300 accredited participants (final list by Sept. 15th)

**Representative of the Croatian Academy of Sciences and Arts** ( waiting for confirmation)

**Representative of the Government of the Republic of Croatia** ( waiting for confirmation)

#### Inspiring messages from European institutions:

Ms. Tina **Sommer**, President European Small Business Alliance  
Dr. Gilbert **Fayl**, General Secretary International Affairs European Academy of Sciences and Arts  
Mr. Uric **Fayl von Hentaller**, Adviser to the President European Academy of Sciences and Arts

**European Commission** ( name later)

**Eurocities** ( name later)

Mr. Dieter **Ibileski**, Presidential Counsellor UMU

Ms. Claire **Munck**, European Business Angels Network

Prof. Jay **Mitra**, Director Business School for Entrepreneurship, Business and Innovation University Essex Southend

Ms. Madi **Sharma**, European Economic and Social Committee , the “Best Boss” entrepreneur of the UK and Top Entrepreneur of Asia

#### Croatian SMEs:

Mr. Željko Mavrović, Eko – centar Mavrović

Mr. Igor Mijoljević, LUMINUS Ltd.

**Foreign SMEs:** ( names later)

Xx

Xx

**President of the Republic of Croatia , High patron** ( waiting for confirmation)

**Mayor of the City of Zagreb** ( waiting for confirmation)

#### Achievements and proposals of the round table participants:

Selected Croatian and international entrepreneurs & institutions, organizations, associations, cooperatives, chambers, media

16.45 – 18.30  
Parquet

## FILM PROJECTION “Croatian Wine Story”

Introduction by Mr. Miroslav Mirković , Mandrak production Ltd., Croatia

19.30 - 22.00  
Parquet

## EVENING PROGRAMME

#### Concert

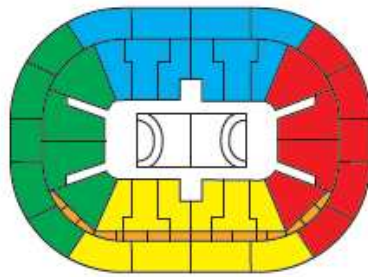
Famous Croatian musicians: Prljavo kazalište, Cadillac & Walter Neugebauer i drugi...

#### EDE Awards:

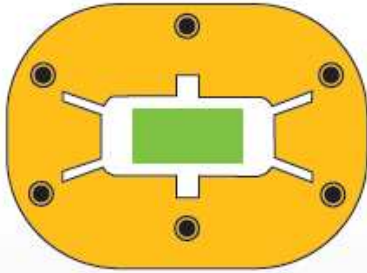
- To EDE 2008 organizers
- To EDE 2009 partners
- To students/creators of the slogan and conceptual poster design for the European Year of Entrepreneurship 2010 poster (UMIS initiative presented to the European Commission 2009)
- Special award to the musicians

#### Sponsors' awards for the audience

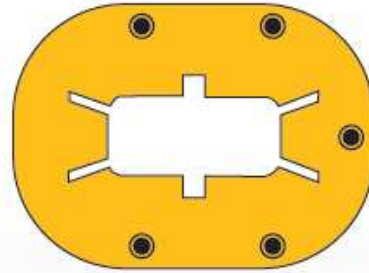
Sponsors:



Ground floor



1<sup>st</sup> floor



Round table

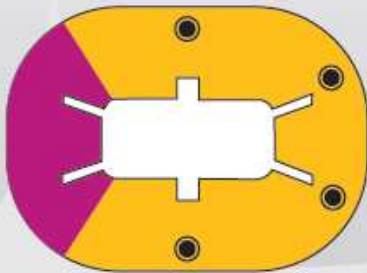
Exhibitors/sponsors

Meetings points with lecturers / entrepreneurs

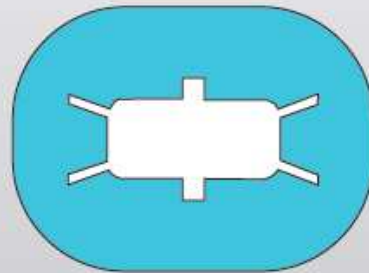
Media zone

Exhibitions

2<sup>nd</sup> floor



3<sup>rd</sup> floor



# Participation Requirements by Category

Arena Zagreb, October 1, 2009

CATEGORY	REGISTRATION FEE/TICKET INCLUDES	REGISTRATION FEE AMOUNT (HRK)	TICKET PRICE (HRK)
High school and university students, teachers (organized arrival via registrations at schools and faculties)	<ul style="list-style-type: none"> <li>High school and university students participating in the working activities (5 small tasks) will be provided with certificates of participation</li> <li>Concert tickets included</li> </ul>		20,00 HRK Advance sale in UMIS until September 15, 2009
Round table participants - VIP (one representative from each company, institution, organization)  Registration and payment deadline: 15 September 2009	<ul style="list-style-type: none"> <li>Certificate of participation in the round table</li> <li>4 m<sup>2</sup> promotion space (exhibition stand to be provided by the participant)</li> <li>Parking space</li> <li>1 place in the VIP box</li> <li>Reception</li> <li>Concert ticket inclusive</li> </ul>	2.500,00 HRK + VAT Price until the end of August As of September 1, 2009, the price will be 50% higher	
Exhibitors (with the option of participating in the round table)	<ul style="list-style-type: none"> <li>4 m<sup>2</sup> promotion space (exhibition stand to be provided by the participant)</li> <li>Exclusive of the concert</li> </ul>	2.500,00 HRK + VAT	
Public Ticket advance sale and sale in Arena Zagreb	<ul style="list-style-type: none"> <li>Daylong participation in the programmes/ except Round Table</li> <li>Concert tickets not included</li> </ul>		40,00 HRK  Advance sale until September 15, 2009  60,00 HRK Sale in Arena Zagreb on October 1, 2009

## SPONSOR PARTICIPATION REQUIREMENTS

Sponsor Package  On request	Categories: <ul style="list-style-type: none"> <li>Sponsor</li> <li>Bronze Sponsor</li> <li>Silver Sponsor</li> <li>Gold Sponsor</li> </ul>		
	Special category: <ul style="list-style-type: none"> <li>General Concert Sponsor</li> </ul>		

 CROATIA AIRLINES

A REGIONAL STAR ALLIANCE MEMBER 

## Official carrier

The official carrier Croatia Airlines has arranged special airfares with the EDE 2009, which will be held in Zagreb on 1 October 2009.

Croatia Airlines will grant special discounts on international flights on certain airfares for the participants and 1 accompanying person according to the following details:

C = 20% discount  
D = 10% discount  
Y, B = 15% discount  
M, H, Q = 10% discount

This discount is applicable for Croatia Airlines international flights only, on tickets purchased at Croatia Airlines offices. It is not possible to obtain the discount for buying online.

To obtain this discount, Croatia Airlines discount voucher and a confirmed registration form or other written proof of participation must be presented at the time of purchase.

If you would like to take advantage of this special offer, please contact the nearest Croatia Airlines office. The list of Croatia Airlines offices, as well as the discount voucher and all information concerning granted discount can be found at [www.croatiaairlines.com](http://www.croatiaairlines.com) – at your service – fly to congresses.

## CONTACT

### UMIS – SMEA

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## FEE PAYMENT

Upon request for participation participant receives Pro-forma invoice  
**Deadline:** September 15, 2009