

WBCInno WORKSHOP IN ZENICA

Author:	Lamija Subašić
Event Title:	Development of the universities in regard to development of areas of excellence and collaboration with the business entities and scientific-technology parks
Event Date:	4 th and 5 th November 2014
Event Venue:	Reading Room of the Metallurgy Institute of the University of Zenica Str. Travnička 7, 72 000 Zenica
Type of event:	National and international
Short description:	
<p>On Tuesday and Wednesday, 4th and 5th November 2014, within the WBCInno project, a workshop, titled "Development of the universities in regard to development of areas of excellence and collaboration with the business entities and scientific-technology parks", was organized by the Entrepreneurship and Innovation Centre (EIC) of the University of Zenica (UNZE). This workshop gathered 170 visitors in total.</p> <p>Workshop's program and topics were meant for the employees of the scientific-technology parks, business incubators, and as well, for representatives of organizations and individuals interested in the field of supporting innovation and knowledge transfer.</p> <p>At the beginning, a short presentation of project and its achieved results was given, and after that, participants had a chance to learn about innovation management methodology, knowledge transfer mechanisms, technology transfer, cooperation between universities and enterprises, the newly established Business Support Office of EIC of UNZE and a new Research centre of the Faculty of Health of UNZE, scientific-technology parks, energy efficiency and mini hydropower plant of the Public company for water supply in Zenica (VIK Zenica).</p> <p>Guest lecturers from Hamburg (Germany), Brighton (UK), Alicante (Spain), Vienna and Graz (Austria) presented the experiences and praxis of knowledge and technology transfer (KTU), implemented at their home institutions.</p>	
Organiser(s):	University of Zenica
Agenda:	Link to the agenda
Total number of participants:	170
Links to further information:	http://www.unze.ba/aktuelnosti/index.php
Other personal remarks:	
<p>All WBCInno promotional materials, developed up to now within this project, were presented and visible. Project logo was easily noticeable, i.e. put on many places within the building where this event was held. Leaflets and booklets were given to the visitors and brochures were, also, displayed at the WBCInno Stand and in the Reading Room.</p> <p>A few participants expressed their interest, and asked, if possible, to be delivered the electronic version of these brochures (Methodology on Innovation Management, catalogues of all partner universities, etc.). (As agreed, after the workshop, materials were sent to them by email).</p>	

