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NEXT: THE ADRIATIC PLATFORM FOR RESEARCH & INNOVATION

National Conference: Education, science and business-Joint potentials

2nd, 3rd and 4th of April 2014

University of Donja Gorica/Hotel Maestral

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General information about project

NEXT intends to create a collaborative platform to support innovation and technology transfer in the Countries of the Adriatic area. The project is promoted by 11 partners from six Countries: Italy, Croatia, Albania, Bosnia and Herzegovina, Serbia and Montenegro and the representatives of different interests and positions of the actors of innovation: Universities, Regional Development Agencies, Chamber of Economy and Local Authorities. The project stems from some considerations:

- The borders of these Countries, known for years as places of exacerbation of national differences, represent nowadays concrete grounds for overcoming the restrictions and contrasts, and offer new opportunities in the field of research, innovation and technology transfer. The cross-border areas lie at the forefront of the main challenge that will increasingly be posed to the larger Europe: managing diversity and competitiveness while at the same time maintaining cohesion.
- Innovation and technology transfer, widely re-called in national and EU research programs, are in recent years facing new challenges due to factors such as: the impact of globalization; the emergence of new pervasive products and technologies; the difficulty in finding financial resources for R&I in particular in an atomized and undercapitalized industrial context; the consciousness that innovation takes place in "systems" or open networks, through the interaction of actors which are different in competences, skills, objectives.

These challenges and complexity factors require therefore to act over vast areas that go beyond individual regions or Countries and on the connections among systems significantly different from each other (research, education, industry, finance, public administration). Unlike other similar initiatives, the distinctive and effective innovation that distinguishes NEXT is an original mix of virtual services (online platform for information sharing, access to common services, etc.) and material services/products provided directly to partners, SMEs, research and technology transfer centers, institutions. The services/products offered by the NEXT project - the following are the main ones take into account these considerations. Based on a context analysis and through an effective involvement of the "actors of innovation" in the areas represented, "NEXT open book" will be created, a Repository which can be constantly updated by research and technology transfer centers (both public and private). A summary report ("NEXT trend") will also be produced to give details, for each of the territories involved, of the level of technological intensity, the results of excellence in the field of research and innovation, investment opportunities, public policies support. Both of the tools will be functional to identify and give visibility to excellence competences, thereby facilitating the interaction between the different research actors. The implementation of an online platform will simplify and speed up the opportunities for collaboration, contributing to the establishment/strengthening of supply chains and clusters as well as to the attraction of investments and the resulting capitalization of the leading innovation sectors. In order to consolidate the reaction system, together with a series of platform-based online services ("NEXT Box"), specific initiatives will be implemented for the promotion of investment opportunities (e.g. Promotion of patents and supporting actions for spin-offs and research groups

for submission to potential investors) ("NEXT Investment booster"). Following an analysis of the experimentation conducted and partnerships developed within the project, suggestions will be provided to the Programme Authority, and indications for the development of the policies to support innovation in the reference area ("NEXT Outlook "); a feasibility study ("NEXT Suite ") will also be conducted to verify the future sustainability of the initiative.

Project Description

The NEXT project arises from the considerations on the role of innovation, transnational networks and cooperation as levers of national economic development and, more generally, of the increase in competitive capacity of enterprises through better connections with the innovation circuits. The challenges that the project intends to address are significant and they are based on some issues/perspectives/conditions/opportunities such as:

- Research and technology transfer development at the level of individual regions/ Countries often leads to too high investments that need to be done on a large scale for determining significant results;
- In order to maximize the "value for money" of these activities, synergies and networks can be developed to promote joint researches and the connections with the business community in the cooperation area;
- Sharing the risks with the EU and the capitalization of the benefits at the local level represent a great opportunity to enhance the competitiveness of the area through research and technology transfer;
- The creation/ availability of a sufficient "critical mass" (skills, resources, actors, etc.) in relevant scientific-technological areas is fundamental to address and support the great challenges in the cooperation area, today and in the future;
- Cooperation and networking projects such as NEXT can support the adoption of new cultural and operational approaches in the field of research and innovation and consequently the development of new skills and professional opportunities in the regional contexts of the beneficiary Countries.

Regarding cross-border cooperation and the characteristics of the area:

- In the Balkan Countries and in particular in those of the former Yugoslavia, due to a number of factors (the economic crisis, few investments in the scientific sector in recent years and the absence of a defined and coherent institutional framework) there is a distinct lack of an institutional and well-defined relationship between the scientific and the business world. At the same time there is the difficulty of accessing wider financial resources, especially for those Countries that cannot count on the support provided by the Structural Funds.
- For these Countries to exit the cultural and financial isolation is a priority. As to create precise operational models, to identify scientific and technological partners and to build up a framework for the exchange of R&I information and services, to facilitate the access to

existing resources and skills at the international level, possibly by means of EU funds provided for such synergistic activities as well;

- To promote the excellence in the area and increase the institutional capacity in the sector of research and technology transfer, it's a clear need, aiming at the implementation of local development models more oriented to the "Territorial knowledge management."

Project Objectives (general and specific)

Consistent with the objective of Measure 1.1 Research and Innovation to "encourage innovation and technology transfer through the creation of networks between the business, institutional and academic community", the project aims to create a collaborative platform among Research centers, enterprises and researchers; this platform will work as the "aggregation element" to stimulate and support an innovation path that will enable to increase the competitiveness of the area.

General Objectives: Through the collaborative platform, the NEXT project aims:

- To promote, expand and consolidate, in qualitative and quantitative terms, the cooperation among Research institutes, enterprises and researchers.
- To test mechanisms to support the research and technology transfer system in the area.
- To represent a qualified interlocutor with institutional stakeholders in view of an enlarged R&I governance
- To embody a competitive partner in research and technology transfer at the area level and internationally.

The specific objectives are:

- To define the map of activities and actors of scientific research in each territory involved;
- To implement an interactive online platform to facilitate and multiply the exchanges among the actors of innovation;
- To provide a range of services to support the relationships among the actors involved;
- To promote investment opportunities in favor of research and technology transfer;
- To provide guidelines for the development of coordinated policies to support innovation;
- To give visibility to excellence in the field of research and innovation;
- To capitalize the experience and the results gained to give continuity to the collaborative platform.

General information about conference

Considering the mentioned objectives of the project, from 2nd to 4th of April 2014 was held National conference “Education, science and business-Joint potentials” at University of Donja Gorica and Hotel Maestral in join organization of Faculty for information system and technologies and Chamber of Economy of Montenegro, two national partners on NEXT project.

National conference “Education, science and business-Joint potentials” was part of work package 2, Communication and Dissemination; measure 2.2; activity: organization and management of local actions in accordance with the Communication plan.

Main aims of these conference are compatible with general and specific objectvies of project customized for Montenegro:

1. Presentation of NEXT project to business and research sector and dissemination of information between these two sectors;
2. Identification of potential stakeholders in business and research sector in Montenegro;
3. Detection of problems in business and research sector related for inovation;
4. Recommendations for improvement sectors of development an research in business and research institutions;
5. Networking between bussines and research institutions;
6. Promotion of investment opportunities;
7. Presentation of future activities on project: work shops and roundtables, participation in the International Stock of Entrepreneurial Ideas and Day of Research¹.

Taking into account Montenegrin developmnet goals, five sectors were selected for presentation and analysis:

- IT sector;
- Technology and safety in food sector;
- Polytechnics and Civil engineering sector;
- Entrepreneurship and Innovation sector and
- Tourism sector.

Moderators and participants on conference were leading researchers in these sectors and directors and engineers from companies that already have or are developing research sector within their companies.

¹ Day of Research is held, traditionally, in 4th April with participation of large number of research institution which presnet their work and research to public; International Stock of Entrepreneurial gathers the biggest companies in Montenegro, at 9th May, and they bid to invest in the best business ideas of university and highschool students from Montenegro and the region. Bouth events are organized by University Donja Gorica.

Having in mind that main problem of all business in field of innovation and research are lack of funds, specific attention is given to presentation of new sources of financing which will be on online platform.

Also, central lecture was given from professor Djuro Kutlaca in areas of open innovation, company's innovation strategy, strategic competence of the enterprise- sources of sustainable advantage over the competing enterprises, organizational culture- definition, elements and influence on organizational innovativeness, idea lifecycle and company lifecycle, concept of knowledge and its role in the innovation process.

Distribution of material and dissemination information were aligned with the Communication plan of project, which was adopted in March 2013. Also, The event attracted the attention of the media (published articles in newspapers, on portals and sites of institutions participants).

Conference were attended by 200 participants form Montenegrin business and research sector.

In these report are given the main conclusions for all panels as well as recommendation from all sectors for development sector of innovation in Montenegro.

Detailed agenda an invitation letter are given in annexes of this report.

Panels in Innovations delivered by Professor Djuro Kutlaca

Report

Professor Djuro Kutlaca, PhD, a Senior Research fellow and head of the Science and Technology Policy Research Centre within Mihailo Pupun Institute from Belgrade, Serbia, delivered two panels on the second day of conference, on April 3rd 2014.

There were around 100 attendees at each panel. The structure of the attendees was diverse, in a sense that it included representatives of business sector, government institutions, NGOs and students, which provided a solid basis for quality discussions from different perspectives.

The panels were excellent opportunity to check to what extent SME representatives are aware of the importance of innovation, of the innovation capacities of their enterprises and their readiness to improve the innovation capacities within the enterprise.

Having that professor Kutlaca's panels were interactive, it was possible to see the number of innovative enterprises that were present, identify whether they have strategic approach to innovation, an interest in increasing the share of innovative enterprises and further cooperation. Following pages summarize what has been said during the panels and outline major conclusions.

Panel I: Development and management innovation capacity in the company

In his opening remarks, professor Kutlaca outlined the basic elements of innovation processes and definitions of innovations, such as OECD's Oslo Manual definition of Product innovation and Process innovation, and stressed the differences between the two.

The topics that were discussed included open innovation, company's innovation strategy, strategic competence of the enterprise- sources of sustainable advantage over the competing enterprises, organizational culture- definition, elements and influence on organizational innovativeness, idea lifecycle and company lifecycle, concept of knowledge and its role in the innovation process.

The main emphasis during this panel was on the company's innovation strategy. During his panel, Professor Kutlaca explained the key elements of company's innovation strategy, phases in its developments and risks to be aware of. As he stated, one of the problems the companies face is the lack of discipline in the implementation of the strategy. Companies tend to develop strategies, but after a while they do not perform well in implementing them.

By the end of the panel, participants were able to understand the importance of innovations for the success of companies, then the importance of having the innovation strategy within the company as well as the steps each company needs to take in order to develop its own innovation strategy.

In his addressing, Professor Kutlaca has also raised discussion on several topics. One of them was related to recognizing the difference between the terms “employees” and “human capital”. As he stated, the term employees implies a cost for a company, whereas the use of term “human capital” implies investment that will yield innovation. Thus, it was concluded that it is better for companies that tend to be innovative to think in terms of human capital instead of just employees.

Another discussion was related to obstacles that each company in Montenegro faces in the process of innovations. At first, professor randomly selected participants from the audience, and asked them to share their experiences regarding the obstacles to innovation in companies they run or work for. After a while many participants joined the discussion spontaneously and shared their views on the innovation climate within their respective companies. As the main obstacles to innovation participants stressed lack of financial resources, which prevented them from purchasing new equipment or investing in development of human resources. Also, numerous participants noted that current legal framework in Montenegro is not giving incentives to companies to be innovative.

Panel II: Concepts and methods to measure the innovation capacity of companies

This panel was divided into two segments. The first segment included theoretical background of the concepts and methods to measure the innovation capacity in the company, while the second one was practical application of measuring innovation capacity concepts and methods professor Kutlaca introduced earlier.

As it regards the concepts and methods, professor Kutlaca introduced two questionnaires.

The first was composed of five components:

- Product development strategy;
- Structured product development;
- Teamwork;
- Tools and Techniques;
- A parallel work.

Product development strategy part is used as a tool to determine how the general business strategy creates the framework in which development of new product takes place. Also, it is used to identify new production ideas that are in line with company’s strategy and their successful commercialization.

Structured product development intends to find out was the process of product development created to provide project implementation to be as fast as possible while maintaining the control at the same time.

Team work part tends to determine how employees work together in teams in order to successfully develop new products, while the following part, Tools and Techniques, is intended to check the availability and application of adequate tools and techniques in all phases of product design with the aim of maximizing development performances.

At last, the process of work on several different aspects of the project at the same time enhances overall development process and prevents surprises in transitional points.

Since this questionnaire is intended for deep interviews, each of these five parts comprises 15 to 20 questions, which serve as a guide for an interviewer and help him get a clear image regarding the innovation capacity of the subject company. Having the number of companies that were present at the panel, it was not possible to perform this kind of analysis.

Thus, professor Kutlaca introduced another tool in a form of questionnaire. It had similar segments as the previous one, with a difference that it had an additional, sixth segment:

1. Product development strategy;
2. Structured product development;
3. Teamwork;
4. Tools and Techniques;
5. A parallel work;
6. Project and program management;

Since this was a much simpler questionnaire than the previous one, participants were able to fill it out the form by themselves after professor Kutlaca explained the procedure.

Namely, for each segment of the questionnaire, participants had to rate it with a number from 0 to 4. Once all segments were rated, these grades were inserted into a grid specially designed in an Excel. The grades from grid generated a graph called Product Development Profile, and based on it each participant was able to assess the innovation potential of its respective company and determine in what area improvements are needed.

Three participants volunteered to discuss the Product Development Profile of their respective companies: Montimprex, SMNL and Uniprom. Due to the sensitivity of information said during their discussions, details will not be presented in this report. It is important to point out that they were able to discuss the Product Development Profile of their company with professor Kultaca, identify areas that need to be improved in order to enhance the innovativeness of the company and obtain a feedback from professor Kutlaca in how to make those improvements.

For the purpose of this report, three Product Development Profiles of companies that participated in the panel are randomly selected and presented below:

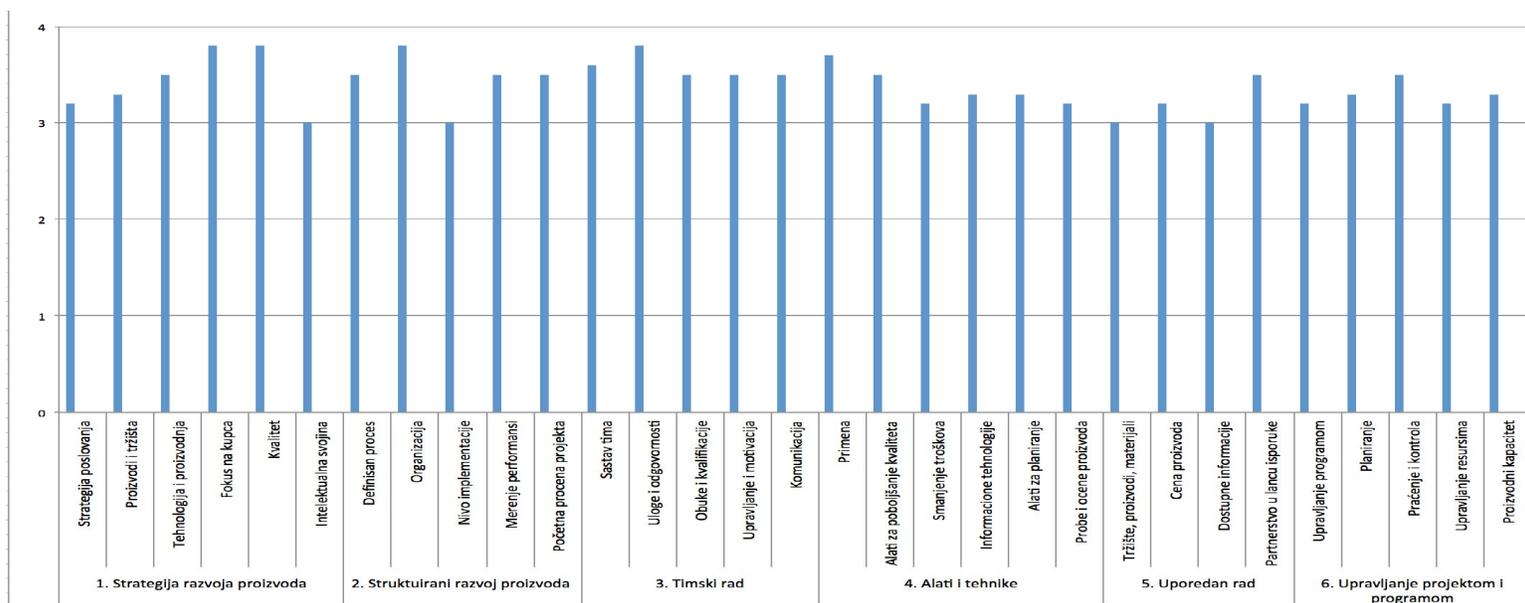


Figure 1: Product Development Profile of Company A

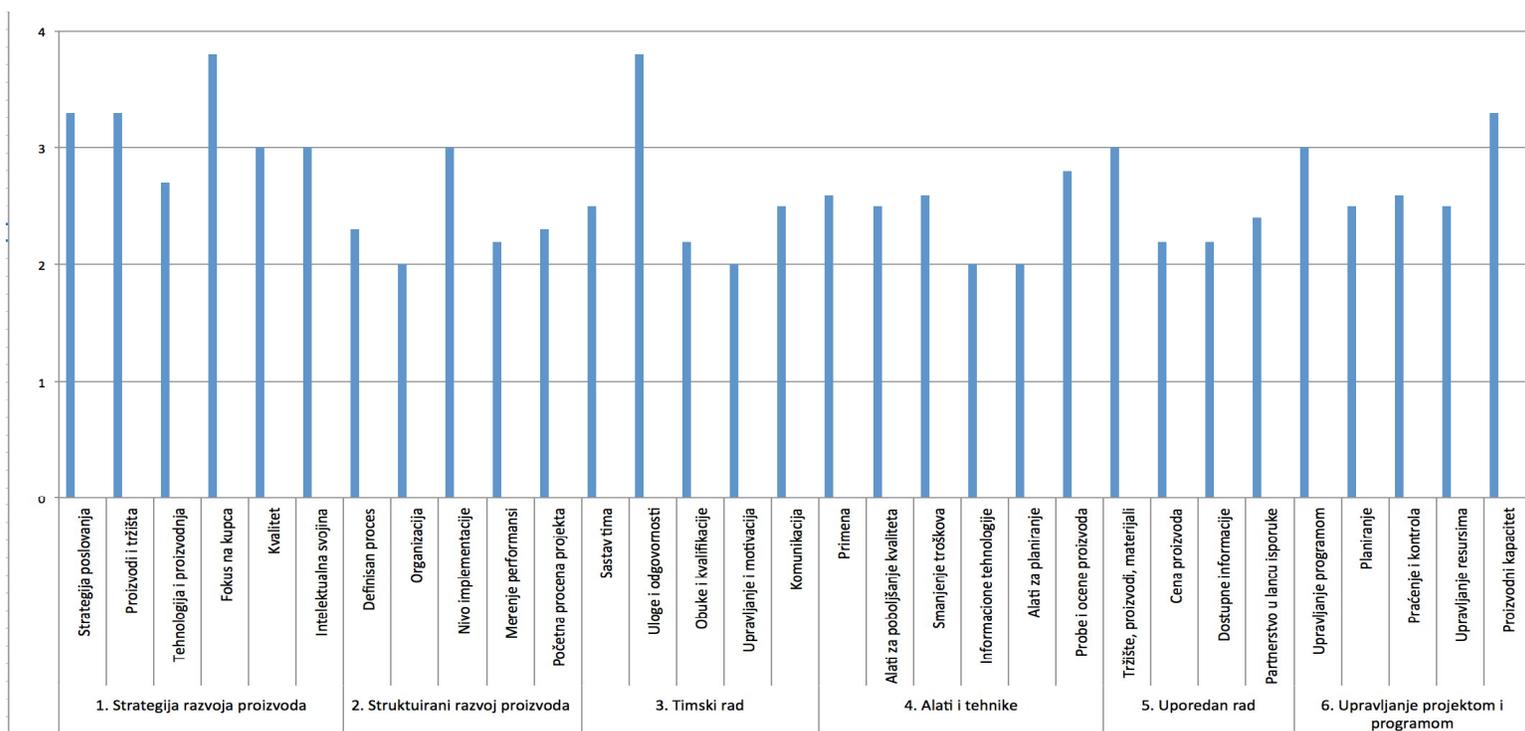


Figure 2: Product Development Profile of Company B

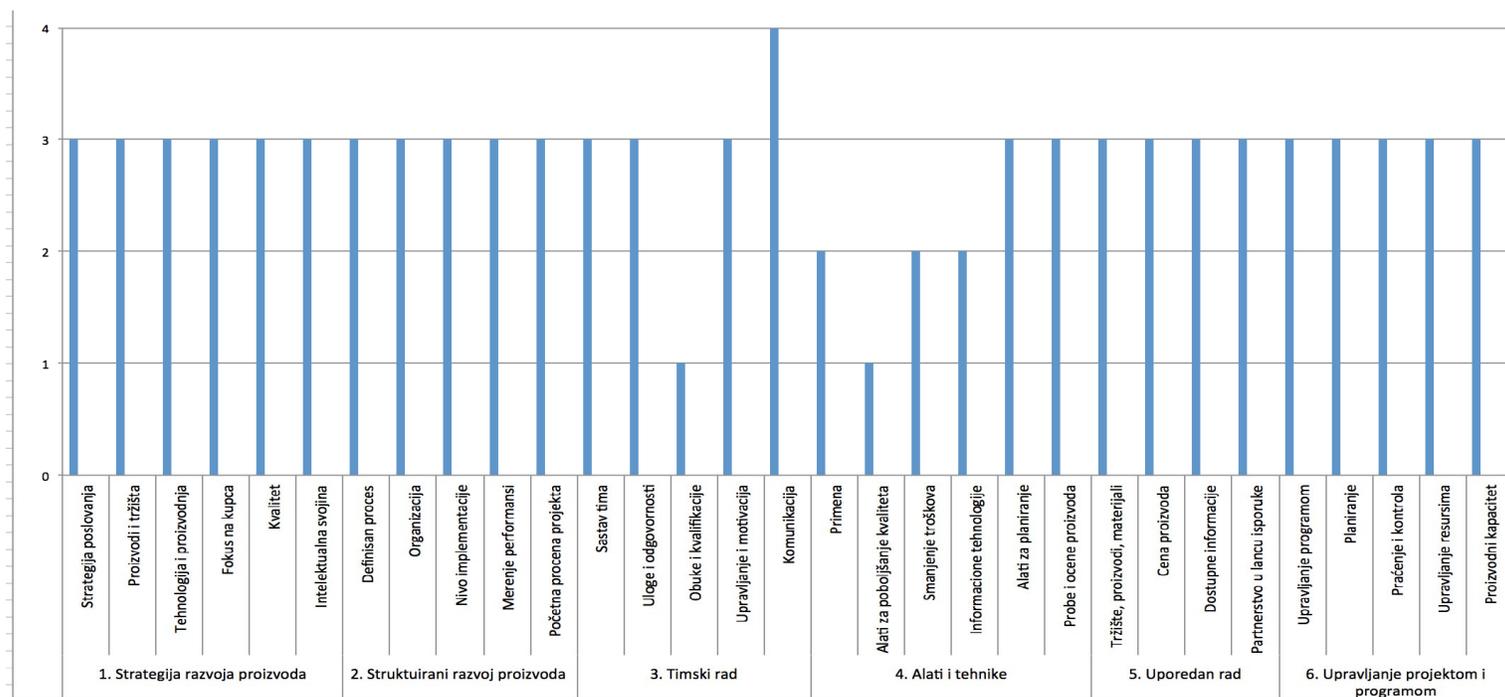


Figure 3: Product Development Profile of Company C

Thanks to this activity, companies were able to identify the key steps they need to take in order to enhance the innovativeness. Many of the participating enterprises expressed their willingness and readiness to participate in all further activities and improve its innovation capacities and contribute to increasing the share of innovative enterprises in Montenegro.

Overall, the panels proved to be beneficial for both, organizers and participants.

Participants gained a professional insight into their innovation capacities and obtained inputs on how to enhance them. On the other side, organizers enhanced the communication with SME representatives, created new connections and a solid foundation for all further activities.

Round table IT Sector

Report

Round table *Information technology* in the organization of IPA NEXT project was held in the presence of 17 participants from leading IT companies in Montenegro, small and medium enterprises engaged in information technology, representatives of private universities, as well as representatives of the Chamber of Economy of Montenegro.

It took place on the second day of the conference, April 3rd 2014 and lasted for 2 hours. Discussions that were raised considered the objectives of the NEXT project:

1. To exchange information on practical research and innovations in the field of computer science with experience in Montenegro and abroad.
2. To establish contacts between companies (or individuals) that implement some innovative steps and research, with companies that have intention to develop in this direction, to encourage the exchange of ideas, to achieve dialogue and cooperation in order to promote the development in the field of information technology, research, innovation and technology transfer.

Taking into account the current situation in terms of development of information technology in our country, one of the main topics of round table discussion was “The chances for development of high-quality information society in Montenegro”. There was also a debate about the currently very poor condition in terms of IT education in primary and secondary schools, as the biggest reason for the extremely high level of computer illiteracy that is currently present in Montenegro. There were also discussions about enhancing cooperation between universities and companies as a necessary condition for the successful implementation of the process of training young people in Montenegro in the information field.

Specifically, the following conclusions were adopted at the round table:

1. Milica Vukotic (Dean of the Faculty of Information Systems and Technology, University of Donja Gorica) pointed out the necessity of commitment of all stakeholders individually to achieve the ultimate goal, which is the successful education of young people and training them to work in the real business environment aiming to contribute to the development of the IT sector.
2. Professor Djuro Kutlaca stated that our environment is constantly late in the field of development of information technology in comparing to the west, as well as the fact that the biggest problem of our society is that it does not consider the concept of innovation in the right way, it does not realize that innovation is the introduction of changes and solving things in a creative way, not copying an existing one. He just stated copying as a core issue of our information society, and he advised that we should get rid of these wrong habits as soon as possible. He also took the opportunity and gave very interesting information on the financing of new ideas, and thereby he gave impetus to all information workers that there was a hope that substantial changes would occur soon in our environment.

3. Representatives of the major companies in the IT sector in Montenegro (Telekom, Cikom, Digit M) pointed out that their companies are ready to accept young people and employ them, but also that students need to be better prepared in terms of knowledge acquired at the university. However, it was concluded that certain gaps in knowledge exist due to the lack of the knowledge with which students enter faculty.
4. Representatives of Com-trade pointed out that UDG and their organization in Serbia were constantly working to develop entrepreneurial thinking among young people. They stated that innovative ideas always break to the top, and that there is money for their implementation, it is only necessary to develop efficient and associative connecting between young people, because it is obvious that there is a huge untapped potential, especially in the field of information technology. They also warn that it is vain that the university shifts the blame to the companies and vice versa, as well as that all of us finally have to make a joint effort towards achieving our goals.
5. AMM representative Slavoljub Popadic and representatives of the Chamber of Commerce of Montenegro agreed that young people should be directed to abroad, but also that we must carry out certain reforms in our education, aiming that students in Montenegro during studies gain more practical and useful knowledge, which will later be applied by performing tasks in various positions.
6. Most of the participants of the round table agreed with the fact that it is necessary that informatics from the most successful companies should regularly visit faculties and, with their lectures, help students in their choices, as well as to familiarize them with their own work and to identify key knowledge needed to be successful in the field of information technology.

At the end of very inspiring discussion, Milica Vukotic, who was the coordinator of the round table, proposed to the representatives of the companies to commit that each of them would receive a certain number of students for an internship (voluntary), and also that they should take certain actions, in accordance with the conclusions adopted at the round table at Conference of IPA NEXT project in Milocer, until next session.

The list of participants is provided in the table below:

Table 1: Panelist for roundtable IT sector (companies, research institution and names of participants)

Information Technology Roundtable		
No	Institution	Name of the representative
1	Čikom	Vladan Tabas
2	Saga Montenegro Podgorica	Ivan Bojanović
3	Jugodata Podgorica	AleksandarPrelević
4	Čikom	NenadVraneš
5	AdidzezMonetengro	SlavoljubPopadić
6	Bild studio	Stefan Planić
7	Digit montenegro	DuškoPetrović
8	Com trade	Lana Mažić
9	Com trade	TatjanaGlišić
10	Crnogorskitelemekom	JasnaMirković
11	Faculty of Information System and Technologies	Milica Vukotić
12	Faculty of Information System and Technologies	Andrija Bošković
13	Faculty of Information System and Technologies	Nikola Micunović
14	Faculty of Information System and Technologies	PetarPopović
15	S&T Crna Gora d.o.o.	Milan Marić
16	University of DonjaGorica	DjuroKutlača
17	UNEP	DjordjeVulikić
18	University of DonjaGorica	TatjanaBosković
19	University of DonjaGorica	Mladena Ivanović

Round Table Entrepreneurship and Tourism

Report

Roundtable on *Entrepreneurship and Tourism* took place on the second day of the Conference. It gathered 26 participants and lasted for 2 hours. Thanks to the diversity of the opinions, a quality discussion was raised and numerous conclusions were drawn.

To realize the connection, interdependence of education, science and business, it seems, is more important than ever. The entire western world of European continent struggles to solve the problem of unemployment. The entire scientific community struggles to solve the problem of uncertainty, unpredictability. But business and entrepreneurship always find ways to overcome all problems and to push science and education forward, with creation and innovation, to new and higher levels of knowledge. Science has always caught the imagination. Imagination is creation, innovation, it is always something new and different. It is entrepreneurship. Science is technology, how to achieve new and different.

Business is one that should encourage science and education to find ways, technology, to ensure that the ideas in business come true. But this is a two-way process, because science, for its part, through innovation and education should provide the necessary knowledge for business. The whole Europe is facing the same problem, to connect and use the interdependence of science, education and business. Everybody observes this interdependence and tries to find a way to use, in the best possible way, the benefits that can arise from it.

One of the biggest problems faced by entrepreneurs: an adequate labor force needed to the economy in Montenegro. It could be heard that entrepreneurs are not satisfied with the graduates, and with the knowledge and skills that graduates have acquired through formal education at faculties. This is a big problem. Personnel policy is a key policy of each company. Every business consists primarily of people. Questions that were asked are: How to overcome this?, How to educate the people who will have the knowledge and skills to offer and that will meet the demand of employers in the market? How to achieve all this in a global environment that is unpredictable, and therefore unmanageable?

The orientation of higher and secondary education institutions in market research is required, as well as testing of which knowledge and skills are needed by employers. The knowledge and skills are constantly changing. An everyday innovation of universities in creating education programs that will meet the needs for education of staff with the required knowledge and skills is needed. An initiative of employers to express their needs for labor and help to train it is also necessary. It's just being done by one of the organizers of our conference: the University of Donja Gorica. They are constantly trying to meet the demands of employers through new study programs. If the food industry is one of the most important industries in Montenegro, Faculty of Food Technology, Food Safety and Ecology responds to that industry's requirements for staff. If one of the main factors of the economy in Montenegro is a family business, then study program for entrepreneurship, management and business responds to requirements for staff in this area.

Another issue that was also discussed in relation to unemployment is why we have so much of the workforce coming from abroad, and non-residents, while unemployment in Montenegro is at a great level. This is especially significant in businesses that are unqualified or qualified such as crafts. Although the procedure for employment of non-residents is much more complicated and

expensive than the procedure for employment of residents, according to official statistics in the first three months of this year more than 5,500 work permits were issued.

It was noted that here, as in higher education, there is a problem with the mismatch of labor supply with adequate knowledge and skills and employers' demand, but it seems that it is here strongly dominated another factor: Montenegrin mentality. It looks as entrepreneurial culture and entrepreneurial spirit are under-developed in Montenegro. As the essential item related to education and culture, it was concluded that we should encourage entrepreneurial culture. People in Montenegro should be brought up and educated in the spirit of entrepreneurship. This means that it is necessary to encourage the creativity of each individual. With upbringing and education. We need upbringing that values success, but doesn't scorn failure, yet accepts it as something from which you can learn. Who does not try, can not succeed. We need to understand the business as a sport, and the ups and downs are part of the game. Through education, the entrepreneurial culture, we need to develop an encouraging creativity, encouraging imagination, research and innovation, which will, through the entrepreneurial spirit, create more enterprising people - entrepreneurs.

As a very important issue, it is observed that each present businessman has in his business a certain innovations that he implements. In this way they achieve competitiveness and are still participants in the market.

The round table was very constructive. A conversation among businessmen is initiated and experiences are exchanged.

In summary, the conclusions of the discussion are as follows:

1. Education, science and business are, or should be, closely linked.
2. An innovative approach to education, both secondary and higher, is required - through the cooperation between businesses and educational institutions.
3. It is necessary to ensure greater awareness of small and medium enterprises about money market funds that can be used to facilitate their business through innovation.
4. Innovations in any business segment are necessary in order to ensure competitiveness, and for innovation in business both science and education are needed.
5. Entrepreneurs can not rely on the state and its institutions to solve their problems in the part of awareness nor in the part of necessary manpower. It takes initiative, which will be run by businesses.

At the end of roundtable, all participants agreed that they had fruitful and productive discussions and said that they will do their best to contribute to creating stronger relations between business and academia in Montenegro and enhance competitiveness of Montenegrin economy through enhancing innovation capacities.

To participants list is in the table below:

Table 2: Panelist for roundtable Entrepreneurship and Toursim sector (companies, research institution and names of participants)

Entrepreneurship and Toursim Roundtable		
No	Institution	Name of the representative
1	AD UTIP - Crna Gora - City hotel	BoženaKusovac
2	YU BRIV Kotor	Sanja Nikolić
3	E3 Consulting Ltd.	Milica Daković
4	Hotel Princes	Svetlana Đakonović
5	SMNL doo Pdgorica	Sanja Međedović
6	Institut "SimoMilošević" AD	Tamara Tomić
7	Simtex	StojanKralj
8	Monte Solar doo	VeselinVučurović
9	EkoVladosKolasin	MilosavBulatović
10	Montimprex Podgorica	SašaRadunović
11	Ribnica commerce	Dragan Mališić
12	Ribnica commerce	SrđanČuković
13	Bild studio	Jelena Lukić
14	Natronka	DomazetovićDušan
15	Montenegro Realtors	IlijanaKaturić
16	DOO EL-prommRozaje	EldinMujević
17	Vip bas	MitrićVeselin
18	MikrogrupaBijeloPolje	MirelaIdrizović
19	University of DonjaGorica	Sandra Tinaj
20	Chamber of Economy	Vladimir Blečić
21	Chamber of Economy	Sanja Marković
22	Chamber of Economy	Dragan Đukić
23	Hotel Polar Star	Begović Igor
24	UDG/Montenegro business alliance	Vesna Daković
25	PMB UDG	Marko Nišavić
26	SBC UDG	Enes Banda
27	University of DonjaGorica	Martina Grgurović
28	University of DonjaGorica	Ana Bašić
29	University of DonjaGorica	Bojana Mališić
30	University of DonjaGorica	Tanja Keković
31	UNIDO	Ilija Mugoša
32	Securities and Exchange Commission	Nikola Pejović

Round table Technology and safety in food sector

Report

Technology and food safety roundtable took place on April 3rd 2014, and it gathered 30 participants. Thanks to the presence of representatives of business sector, government institutions and academic sector, participants were able to discuss various issues related to the sector of food technology and food safety over the course of 2 hours.

Major conclusions are outlined below:

1. Participants of the round table agreed that it is necessary to improve and intensify the cooperation between the research community and industry, primarily through participation in joint initiatives and projects considering that the criterion of multidisciplinary and innovation in the international calls for projects is increasingly presented;
2. Representatives from the food production sector highlight the importance of organic food production's potential in Montenegro, in conjunction with which the concrete initiatives were presented at the round table.
3. It was highlighted the need for training of staff that is involved in the food chain, by the principle "from farm to fork", viz. at all levels, starting from primary production, through processing to distribution. In this regard, it is necessary to include the university units that deal with that area - what is the University of DonjaGorica, Faculty for food technology, food safety and ecology.
4. The NEXT project's carriers in Montenegro, Chamber of Commerce and University of DonjaGorica, will respond adequately to the initiative of business entities with the aim of better networking of industry, academic and research sectors and state institutions;
5. Furthermore, there is a need for more intensive education of consumers in terms of choosing domestic product;
6. It was noted that special attention should be paid to the growing trend of extinction of traditional crafts associated with food production.

At the end, participants agreed that the roundtable was beneficial to them since they had chance to hear different opinions and perspectives that will allow them to think of new approaches to solving problems they face in this industry.

The list of participants is provided below

Table 3: Panelist for roundtable Technology and Food Safety sector (companies, research institution and names of participants)

Technology and Food Safety		
No	Institution	Name of representative
1	Bordid doo Podgorica	Dušan Boričić
2	MljekaraNika	Tomislav Žižić
3	National Association of Winegrowers	Andrea Vuković
4	Niksen Trade	Nikica Čavor
5	Plantaze	Jovana Raičević
6	Plantaze	Vesna Kolundžić
7	Plantaže	Ivana Burzanović
8	MojaHrana	Tarik Zaimović
9	Inpek	Milko Beljkaš
10	Chemical and Technological High school	Ljeposava Vuksanović
11	CETI	Danijela Šuković
12	Nani-prom, Cetinje	Ivan Martinović
13	Association of olive growers CG	Vesna Đukić
14	Ralex doo	Radoman Burić
15	Chamber of economy	Lidija Rmuš
16	Chamber of economy	Veljko Čolić
17	Interprodukt	Nenad Čelebić
18	Phytosanitary department	Andrijana Rakočević
19	Veterinary department	Jelena Lakčević
20	Ministry of Agriculture and Rural Development	Nemanja Katnić
21	Faculty of Biotechnology	Mirjana RašovićBojović
22	Faculty for Food Technology, Food Safety and Ecology	Aleksandra Martinović
23	Faculty for Food Technology, Food Safety and Ecology	Marija Vugdelić
24	Faculty for Food Technology, Food Safety and Ecology	Vladan Bozović
25	Faculty for Food Technology, Food Safety and Ecology	Jovana Drobnjak
26	SkoljkeBokaKotor	Nevres Đerić
27	OsvitCetnje	RadimirVulaš
28	Mediterranean Shipyard Bijela	Vladimir Zloković
29	Booster	Aco Lakić
30	University of DonjaGorica	Lazar Bukilić

Round table Polytechnics and Civil engineering sector

Report

Round table *Importance of research and innovation in construction industry*, organized by IPA Adriatico's NEXT project, took place on the second day of conference, April 03rd 2014, and gathered 16 participants from leading construction companies in Montenegro, small and medium enterprises engaged in construction, representatives of private and state universities, Secretariat for urban planning of Podgorica, Association of Consulting Engineers of Montenegro – ACEM, Water supply management company.

The discussion was led taking into account the objectives of the NEXT project:

1. To exchange information on practical research and innovation in the field of civil engineering with experience in Montenegro and abroad.
2. To establish contacts among companies (or individuals) that implement some innovative steps and research, with the companies that intend to develop in this direction, to encourage the exchange of ideas, to achieve dialogue and cooperation, to promote the development in the field of civil engineering research, innovation and technology transfer.
3. Bearing in mind the present companies and recent developments in the fields of legislation, one of the topics of discussion was Energy efficiency (EE) construction with a focus on environmental protection. It was also discussed about the importance of application of FIDIC procedures in contracting of construction jobs. FIDIC procedures speed up the procurement process and the selection of the highest quality offer (not the cheapest one), define the difference between the price of the product and the cost. These procedures are used in Europe, with the remark that "lowest price often leads to the most expensive product."

The discussion lasted 2 hours and following are conclusions:

1. EE law will be introduced, the application of that law must be considered more intensive and rigorous from the standpoint of education, research and application of new technologies.
2. The need for cooperation between universities and research centers with companies certainly exists – it can be conducted for the mutual benefit, emphasizing that in many cases related to EE, experience of companies is dominant and universities and research centers can profit from the experience of small and medium enterprises in this field (EE).
3. Experiences and training related to EE abroad are very relevant, having in mind that this training is often done by leading companies in EE in order to increase the market. It's about a high quality training.

4. In such competition within EU, it is not easy to form (or not easy to establish) a competitive company in Montenegro, which would deal with the production of EE materials and facilities .
5. Experiences with the application of new technologies in the field of architecture and construction in Italy are similar to the Montenegrin (Italy is still 5-10 years ahead of the Montenegrin experience).
6. The application of FIDIC procedures would significantly increase the efficiency of public procurement and raise the quality of contracted projects in the field of energy efficiency as well as in other areas of construction.
7. Training of our people in the design and execution of tasks in the field of Energy Efficiency should be done as soon as possible aiming that foreign specialists and experts would not take away jobs from our people and take the high fees for that. Opening of some new faculties in the field of EE at academic institutions is inevitable, but, in the current situation, such faculties would educate staff which would not currently have the opportunity for employment in Montenegro. This is a consequence of the fact that all EE projects in Montenegro are still financed by the EU or the World Bank, and the investor then insists on hiring (their) foreign experts.
8. The importance of the state in defining and implementing of legislation on Energy efficiency was underlined, while for raising of the level of individual's awareness (without ego it is not even possible to talk about EE) is responsible a larger number of state structures and above all the educational institutions. It was emphasized the importance of a social factor that is often limited for the effective implementation of the law on Energy efficiency.
9. Representative of the company Monte Solar offered to help by sharing their rich and successful experience in the field of EE with all participants in the round table, in both the field of production and the field of education.

In all, participants agreed that the roundtable was a good opportunity for exchange of ideas and enhancement of links among the participants, which will, they believe, lead to a numerous joint projects in forthcoming period.

The complete list of roundtable participants is provided on following page:

Table 4: Panelist for roundtable Polytechics and Civil Engineering sector (companies, research institution and names of participants)

Polytechics and Civil Engineering sector		
	Institution	Name of the representative
1	YU BRIV Kotor	Irena Račeta
2	Water Supply Managemet	BiljanaNikosavić
3	ETG Group Podgorica	MladenBajković
4	ETG Group Podgorica	Sandra Džarić
5	MIKROMONT BijeloPolje	HarunLjuca
6	Lovceninvesta AD Podgorica,	Marija Raspopović
7	Tedeko Solar Energy	Lazar Kordić
8	Ramel	Maja Šaranović
9	Normal Company	NelaČvorović
10	Celebic	Jelena Drobnjak
11	Shipyards Bijela	Ratko Tomanović
12	Port of Bar	Dejan Novović
13	Faculty of Polytechnics	Sanja Ivanović
14	Faculty of Polytechnics	TonjaRatić
15	Faculty of Polytechnics	Marko Katnić
16	Chamber of Economy	BorislavRakčević
17	ACEM	Davor Corić
18	Uniprom	MirjanaKavaja
19	Faculty of Civil Engineering	Marija Jevtić
20	Chamber of Economy	MargaKoković
21	University of DonjaGorica	Aleksandra Radosavović
22	Universiry of DonjaGorica	Bojana Sterniša

ANNEX 1

Invitation to Conference: Education, science and business - Joint potentials

Dear Sir or Madam,

Faculty for Information Systems and Technologies of University of Donja Gorica and Chamber of Economy of Montenegro organize the first conference within the "NEXT- A collaborative platform to support research and technology transfer" project, funded by the IPA Adriatico program of the European Union.

The Conference is dedicated to improving of creative resources and capacities of national companies and research institutions for utilization of resources from EU funds for innovation support.

The Conference will take place from the 2nd to the 4th of April 2014 under the working title "Education, science and business – Joint potentials". The first day of the Conference will be held at University of Donja Gorica, while the second and the third day of the conference will continue at the hotel "Maestral". Transport and the accommodation cost in the hotel "Maestral", will be covered by organizers for all registered participants. Conference agenda is provided as an attachment.

NEXT Project Funds are aimed at providing expert support to Montenegrin research institutions and companies and at using available EU funds dedicated to the innovation and technology transfer, through the definition and application of economically profitable innovative models of business as well as applied research. Since the countries in which the project is implemented are regionally connected and, at the same time, are at very different levels of success regarding the use of EU funds, a series of educational meetings will be organized where different experiences will be shared and specific solutions for companies, in terms of introducing innovations that have a real chance to get financial support, will be proposed.

Creation of a special on-line platform for productive linking of science and business is focused on establishing a creative base for the commercialization of scientific research results. The initial ideas will be formulated and transformed through the intense cooperation, into specific proposals for introduction of optimal innovation from the perspective of reducing the cost of doing business in companies and the speed of the return of investment that will improve their market position.

Please confirm your participation by Wednesday, 26th of March 2014 at either of the following contacts: 020 210 130, 020 410 777, or by e mail: mkokovic@pkcg.org and next@udg.edu.me.

University of Donja Gorica
Faculty for Information Systems and Technologies
Milica Vukotić
Dean

Chamber of Economy of Montenegro
Ivan Saveljić
Vice President



ANNEX 2

AGENDA

02.04.2014. University of Donja Gorica

Opening & Welcome

10:00 – 10:15 professor *Veselin Vukotic*, Rector of University of Donja Gorica

10:15 – 10:30 *Ivan Saveljic*, Vice president of Chamber of Economy of Montenegro

10:30 – 11:00 Innovation and research in European context in the next period: *Delegation of the European Union in Montenegro/ Ministry of Science, Government of Montenegro*

11:00 – 11:20 Presentation of NEXT project: *M.Sc. Sandra Tinaj*, General Manager of University of Donja Gorica

11:20- 11:45 Presentation of future activities: *Dragana Šofranac*, Advisor in the Project Unit, Chamber of Economy of Montenegro

11:45 – 12:00 Discussion

12:00 – 14:00 Buffet

14:00 – 15:00 Departure to Hotel Maestral

15:00 – 17:00 Check-in at the Hotel Maestral

03.04.2014.

Hotel Maestral

09:00 – 09:30 Registration of participants

09:30 – 09:45 Presentation of the working day: *Jovana Drobnjak, University of DonjaGorica*

09:45 – 10:45 Development and management innovation capacity in the company: *professor ĐuroKutlača*

Distribution of the questionnaire for the assessment of a company's innovation capacity

10:45 – 11:00 Coffee break

11:00 – 13:00 Working sessions:

- IT sector: moderator *Milica Vukotić, PhD, Dean of Faculty for information system and technologies, University DonjaGorica*
- Technology and safety in food sector: moderator *Aleksandra Martinović, PhD, professor on Faculty for food technology, food safety and ecology, University DonjaGorica*
- Polytechnics and Civil engineering sector: moderator *Sanja Ivanović, PhD, Dean of Faculty for Polytechnics, University DonjaGorica*
- Entrepreneurship, Innovation and Tourism sector: moderator *Vesna Daković, M.Sc, associate at University DonjaGorica*

13:00 – 14:00 Lunch

14:00- 14:45 Concepts and methods to measure the innovation capacity of companies: *professor ĐuroKutlača, Enes Banda and Tanja Bošković, part 1*

14:45 – 15:30 Presentation of the work sessions

15:30 – 16:15 Discussion

16:15- 16:45 Concepts and methods to measure the innovation capacity of companies: *professor ĐuroKutlača, Enes Banda and Tanja Bošković, part 2*

16:45 – 17:00 Closing of working day: *Jovana Drobnjak, University of DonjaGorica*

04.04.2014.

Hotel Maestral

09:15–09:45 Overview of the current situation: *M.Sc. Sandra Tinaj, General Manager of University of Donja Gorica*

10:30 – 11:30 *Registration for Adriatic Fair Budva 2014 and check out from hotel*

Examples of best practice:

11:30 – 15:00 *Visit to Adriatic Fair Budva 2014:*

- *Tourism Fair*
- *Food Fair*
- *Ecology fair*

The visit will be organized for participants of the conference, university and high school students.

15:00 Departure

Conference will be attended by 200 participants from the academic and business sector in Montenegro.