



45TH INTERNATIONAL INVENTION SHOW 17TH INVENTION AND PROTOTYPE SHOW AND STUDENT BUSINESS PLAN COMPETITION

October 13 – 16, 2021., Zagreb, Dubrava National University

REPORT

INOVA-BE A ROLE MODEL 2021

45TH International Invention Show
and 17TH Invention and Prototype Show and Student Business Plan Competition
Zagreb, October 13 – 16, 2021.

ORGANIZER: ZAGREB INVENTORS ASSOCIATION

SUPPORT: CITY OF ZAGREB

PLACE: DUBRAVA NATIONAL UNIVERSITY, Cultural Center, Zagreb

DATES: October 13-16, 2021.

PATRON: MAYOR OF THE CITY OF ZAGREB

CO-PATRON: CROATIAN CHAMBER OF COMMERCE

WORLD PATRON: WORLD INVENTION INTELLECTUAL PROPERTY ASSOCIATIONS / WIIPA /

PARTNERS: CROATIAN INVENTORS NETWORK, TERA - TEHNOPOLIS d.o.o., PRIMORSKO-GORANSKA COUNTY INVENTORS ASSOCIATION, CROATIAN ASSOCIATION OF INVENTORS-ENTREPRENEURS

SPONSOR: INA-OIL INDUSTRY d.d. ZAGREB

INOVA-BE A ROLE MODEL 2021

This year's exhibition was performed in the classic way in the Cultural Center Dubrava and online on the website www.inova-croatia.com. The reasons for the two exhibitions are the limitation of live participation opportunities due to the Covid-19 pandemic, but also the large international promotional effect of last year's online edition of the exhibition.

More than 430 innovations from the Republic of Croatia and over 20 countries from around the world were exhibited.

This year's exhibition was the first live exhibition of international innovation in the world since the end of 2019. The organizers marked the 50th anniversary of this 2nd oldest exhibition of innovations in the world and the 65th anniversary of the successful operation of the Zagreb Inventors Association with a successful INOVA.

OPENING CEREMONY INOVA-BE A ROLE MODEL 2021

At the opening ceremony of the Exhibition, in the presence of numerous Croatian and foreign innovators and media representatives, after the presentations, the delegate of the Mayor of the City of Zagreb, Head of the Department of Technical Culture, Ms. Madeleine Wolf officially opened the exhibition INOVA-BE A ROLE MODEL 2021.

Mrs. Vesna Kartelo sang the national anthem of the Republic of Croatia, Lijepa naša domovino and a song about the City of Zagreb.

PROGRAM INOVA-BE A ROLE MODEL 2021

1. EXHIBITION OF COMMERCIAL INNOVATION:

480 innovators and entrepreneurs with innovations that were not previously exhibited at the INOVA-BUDI UZOR exhibitions participated. The organizers attracted a number of finished products or prototypes, but also accepted other forms of exhibition. Among the many ready-made new products, the "Slavonian corner" was particularly attractive. A number of attractive innovative agricultural and food products of Slavonian family farms were presented.

2. ONLINE PART OF THE EXHIBITION INOVA-BE A ROLE MODEL 2021:

Special attention of the online part of the exhibition is focused on business promotion through the innovation platform, the website www.inova-croatia.com, connected to the social platforms facebook, instagram and youtube. In addition, the presentation of the awarded innovations to the public, entrepreneurs and scientific institutions will be performed globally in a 6-month period (until April 4, 2022).

3. SALES - EXHIBITION OF NEW PRODUCTS:

During the exhibitions so far, numerous innovations have been exhibited, and some of them have in the meantime been successfully commercialized on the Croatian market and abroad. This achieved the main goal of the presentation. The re-presentation shows the real scope and economic importance of Croatian innovation and indicates the likelihood of market innovation. Such an exhibition is the basis of an invitation to visitors and businessmen from the Republic of Croatia and abroad to visit INOVA for commercial reasons (purchase of a Croatian product).

4. EXHIBITION OF FOREIGN INVENTIONS

The exhibition had a prominent international character with the participation of a large number of foreign exhibitors from more than 20 countries. This part of the exhibition can mean a regular increase in the number of INOVA exhibits, as well as the attractiveness of the event for visitors. Due to the importance of international content, the organizers used online participation in all major innovation exhibitions in the world this year to promote the Zagreb exhibition. The world sponsor WIIPA played a significant role in this. Nine foreign delegations participated in the live part of the exhibition, because the others could not come to Zagreb due to pandemic reasons.

List of participating countries: Taiwan, China, Macao, Cambodia, Vietnam, Indonesia, Korea, Saudi Arabia, Iran, North Macedonia, Slovenia, Thailand, Poland, Romania, Russia, Malaysia, BiH, Serbia, Ukraine, Australia, etc.

5. YOUNG INVENTORS EXHIBITION

Numerous young innovators exhibited their achievements created within schools, colleges and clubs of young innovators last year. The selection of the best was conducted at the INOVA-YOUTH 2021 exhibition in May in Zagreb and the 13th National Exhibition of Youth Innovation in Matulji, and finished works (models, prototypes) are on display. This is another form of encouraging and valuing the innovative creativity of young people. The organizers also performed a separate evaluation and award procedure. Young foreign innovators also took part in the exhibition.

6. EXHIBITION OF STUDENT BUSINESS PLANS

Since 2010 this is the valuable program content of the Exhibition. 78 student business plans participated. Among them, a special jury chose the best with incentive prizes. This part of the program was prepared by TERA-TEHNOPOLIS and HUIP. An online competition in writing Budi Uzor business plans was organized. As part of the virtual platform, the finalists presented their business plans to the jury, which made the decision on the winner on the same day. Preparatory trainings and workshops with the finalists were held before and during the exhibition.

7. HOW TO FACILITATE INNOVATIVE START-UPS IN AGRI-BUSINESS

The European Institute of Innovation and Technology (EIT) in cooperation with TERA Tehnopolis organized an online workshop on this topic. The main goal of this event is to raise the awareness of relevant national stakeholders about the activities of the EIT community and the related opportunities for cooperation. The speakers from around the world were experts from a number of fields, and various topics were discussed during the event. Some of them are the role of intellectual property protection in the development of innovation and business, digitalization of agriculture and food industry, how the system of vocational education and training (VET) contributes to the development of entrepreneurship, diversity in the food industry, the role and activities of digital innovation center TERA, local entrepreneurship support organizations in creating an environment for entrepreneurship development, etc.

8. ORGANIZED VISIT OF ZAGREB PRIMARY AND SECONDARY SCHOOL STUDENTS

This year, the organizers have prepared a special exhibition tour program for students of Zagreb's primary and secondary schools. Everyone is provided with bus transport from schools to the exhibition and back, as well as professional guidance.

The exhibition was visited by groups of students from Antun Mihanovic Elementary School, Brestje Elementary School and Electrical Engineering School, a total of 100. Visits to the exhibition were held on 14 and 15 October 2021. A small number of students visited INOVA because 3 schools dropped out due to the Covid-19 pandemic.

During the tour, the students were introduced to examples of creative and innovative new ideas and products, entrepreneurship and sustainable development. In contact with the exhibitors, they developed their own communication skills, gained experience meeting with inventors from all over the world, and were encouraged to reflect on their own creativity and the opportunities it brings to creating new innovative and entrepreneurial solutions. Primary students had the opportunity to learn about the

activities and inventions of high school students, and in addition to inventions, they had the opportunity to learn more about vocational education.

At the end of the tour, the students expressed their satisfaction and were encouraged to reflect on the importance of developing their own ideas and responsibilities in the community, as well as thinking about the environment in an ethical way.

9. AWARD PROGRAM

The INTERNATIONAL JURY, led by Ljiljana Pedisic, President of Croatian Inventors Network, awarded 370 gold, silver and bronze medals. In addition to a number of prominent Croatian experts, representatives of all foreign delegations participated in the work of the jury.

SPECIAL AWARDS

25 special awards, as proposed by the International Jury, were awarded by the organizers, based on a decision of the Croatian Inventors Network Assembly.

Special awards were given to prominent exhibitors of each program part of the Exhibition.

AWARDS OF FOREIGN DELICATIIONS

To all foreign delegations, the organizers were offered the opportunity to award sponsored prizes of their choice.

MAIN AWARDS

INOVA GRAND PRIX, Nikola Tesla Award for Best Croatian Innovation DAVOR SUTALO, VELEBIT RUKAVINA, DINKO MIHOVILOVIC, Otok i val d.o.o., SmartScope PAMETNI TELESKOP

INOVA GRAND PRIX, FIRST RUNNER, second prize, for the best foreign innovation CHEN, YING-HSIN; TAI, MING-CHENG; HSU, HSIU-CHU; CHENG, HSUEH-JU, Hualien Armed Forces General Hospital Taiwan, INNOVATIVE SERVICE APPLICATION OF REMOTE MEDICAL DRONE

INOVA GRAND PRIX, SECOND RUNNER, Third Prize, VJEKOSLAV MAJETIC, DOK-ING d.o.o., ROBOTSKI SUSTAV PROTIV TERORIZMA TAKTICKA PREDNOST KROZ ZASTITU I MOBILNOST

INOVA and WIIPA jointly awarded the HSIEH HSIN-MING AWARD, which bears the name of the founder and first president of the world organization WIIPA to the Ukrainian delegation.

CREATIVITY NIGHT

This was the highlight of this year's successful Invention Exhibition, with a rich reception and a suitable music program, the organizers congratulated numerous exhibitors on the extremely valuable achievements that made this exhibition great and successful.

10. MEDIA PROMOTION

INOVA – BE A ROLE MODEL 2021 IN THE MEDIA

- HRT (Zagrebačka panorama)
- OTV
- Novi list
- Večernji list
- HRT Radio Sljeme informativni program

The posts on the Facebook page, Instagram and Youtube channel also had an enviable number of views and clicks as well as sharing.

Below are links from the written media about announcements about this year's Inova:

<https://redakcija.hr/zagreb-postaje-centar-inovacija-ovo-morate-posjetiti-bit-ce-zanimljivo/>

<https://mojzagreb.info/zagreb/45-hrvatski-salon-inovacija-inova-s-me%C4%91unarnim-sudjelovanjem-zagreb-13-16-listopada-2021>

<https://www.zazubice.com/inova-2021-okuplja-inovatore-iz-cijeloga-svijeta-5d8oUmbv6FoR9uX0#>

<https://medijmurjepress.net/gospodarstvo/inova-2021-salon-inovacija/>

<https://slatina.net/inova-45-hrvatski-salon-inovacija/>

<http://metro-portal.hr/inova-2021-salon-inovacija/134617>

http://slavonskiportal.com/1794_45_hrvatski_salon_inovacija_inova_s_medjunarodnim_sudjelovanjem

<https://www.vecernji.hr/zagreb/na-salonu-inova-se-predstavlja-420-inovacija-1530562>

<https://www.vecernji.hr/zagreb/vukovarske-gimnazijalke-odusevile-auticima-na-glasovno-i-daljinsko-upravljanje-1530613>

<https://www.teklic.hr/trend/feljton-dizajn/3design-sanell-ponovo-pomeli-konkurenciju-na-medunarodnom-sajmu-inovacija-inova-2021-osvojili-dvije-medalje/207700/>

<https://www.struka-zove.hr/u-zagrebu-inovacije-iz-cijeloga-svijeta-OVQ897hSmxROEEKT>

https://www.wiipa.org.tw/edcontent_d.php?lang=en&tb=3&id=504

<https://torpedo.media/3design-sanell-i-dalje-nize-uspjehe-zlatna-i-srebrna-medalja-na-medunarodnom-sajmu-inovacija-inova-2021/>

<https://zg-magazin.com.hr/na-45-inovu-u-zagreb-dolaze-inovatori-iz-20-zemalja/>

ACHIEVED EFFECTS OF THE EXHIBITION

1. The tradition of successfully organizing the central Croatian review of innovators in the 45th edition has continued, which is a world-famous tradition;
2. This year's exhibition was the first live exhibition of innovations at the international level in the world since the end of 2019.

The organizers marked the 50th anniversary of the existence of this 2nd oldest innovation exhibition in the world and the 65th anniversary of the successful operation of the Zagreb Inventors Association with a successful INOVA;

3. INOVA-BE A ROLE MODEL proved its great international reputation this year as well with 480 participants from more than 20 countries from all over the world. This year's exhibition was performed as a classic exhibition and online event on the website;

4. With significant media promotion, the Exhibition was officially opened by the delegate of the Mayor of the City of Zagreb, Head of the Department of Technical Culture, Ms. Madeleine Wolf;

5. A total of 370 medals were awarded to the best;

6. A series of valuable additional contents, Selection of the best student business plans, Fair of business opportunities of the European Entrepreneurship Network, EITFood HUB Croatia-presentation of the program with the Slavonian corner;

7. Organized visit of students from Zagreb primary and secondary schools, as another form of encouraging innovation among young people;

8. Business advertising on the website for a period of six months;

9. Further development of international business relations of Croatian Inventors Network and the Zagreb Inventors Association with related foreign organizations and WIIPA. Establishing new relations with the Ukrainian Academy of Young Scientists;

10. Annual Meeting of the WIIPA Board;

11. Tourist promotion of the City of Zagreb.

THANKS TO ALL INOVA TEAM MEMBERS who prepared and performed this year's Exhibition in the best possible way.

Zagreb Inventors Association
Secretary General
Neven Markovic, B.Sc.