

REPORT

INOVA-BE THE ROLE MODEL 2023

47th International Invention Show - INOVA
and the 19th Invention and Prototype Show and Business Plan Competition - BE THE ROLE MODEL
Zagreb, 26-29 September, 2023.

In its 47th edition, INOVA-BE THE ROLE MODEL 2023 returned to the Zagreb Fair, the place of greatest success. It was another magnificent exhibition with 450 exhibits from 23 countries from Europe, Asia and the USA.

The exhibition had a prominent international feature with the participation of a large number of foreign exhibitors from 23 countries. This part of the exhibition can mean a regular increase in the number of INOVA exhibits, and the attractiveness of the event for visitors. Due to the importance of the international content, the organizers used participation in all of this year's major innovation exhibitions in the world to promote the Zagreb exhibition. The world patron WIIPA played a significant role in this. 11 foreign delegations participated in the live part of the exhibition.

In addition, this year, 135 competitors and a total of 119 business plans participated, of which 8 entered the finals!

"Dare to create, be the role model!" is this year's motto of the exhibition, which we could often hear from September 26 to 29, during this year's international exhibition of innovations of prototypes and business plans INOVA/BE THE ROLE MODEL 2023 in Zagreb, at the Zagreb Fair. The motto of the exhibition was aimed at encouraging innovation and innovative thinking among young people, entrepreneurs and scientists who, through their actions, represent a role model for society.

This year's exhibition was much more. It brought together various educational institutions and domestic, international and scientific institutions from 12 countries. In addition to Croatian exhibitors, the Exhibition included innovators and scientists from Bosnia and Herzegovina, Montenegro, Hong Kong, Indonesia, Iraq, Iran, Cambodia, Hungary, Macao, the People's Republic of China, Poland, Romania, Saudi Arabia, Slovenia, Serbia, Thailand, Taiwan, Turkey, United Kingdom, Ukraine, USA, Vietnam. All innovations are available in the published online catalog.

The exhibition was also a meeting place between science and business. In order to facilitate the exploration of cooperation opportunities with other researchers and the networking of Exhibition participants, we organized B2B business meetings that took place during all three days of the Exhibition.

Particularly rich content at the TERA stand took place on the second day of the Exhibition as part of the Entrepreneurship Academy - EIT Food start-up activity. "Think about sustainability today, secure the future tomorrow!" was the motto of the event, and a number of renowned experts spoke about various current events on the topic of sustainability.

Visitors could also get information at the stands of projects intended to support and inform companies through the following projects:

- Enterprise Europe Network (EEN)
- Erasmus for young entrepreneurs; MobiliseSME
- EIT Food; EU4BCC – Wine2B & BIO-Food;
- SMART AGRI HUBS; dRural;
- TERA - Advisor for entrepreneurs; E-business incubator TERA
- Network of entrepreneurial support institutions - BOND
- RaSTEMo

Numerous young innovators exhibited their achievements (models, prototypes), created within schools, colleges and clubs of young innovators in the past year. The selection of the best was carried out at the INOVA-MLADI 2023 exhibition in Zagreb in May. This is another form of encouraging and valuing the innovative creativity of young people. The organizers also carried out a separate evaluation and award procedure. The exhibition was also attended by young foreign innovators (Ukraine, Romania, Taiwan, Cambodia, Bosnia and Herzegovina). The Zagreb Inventors Association organized the visits of Zagreb's young innovators, their mentors, high school students and students and their stay at the exhibition.

The great novelty of this year's INOVA is the participation of numerous inventively oriented students and professors from 6 Zagreb faculties. They exhibited at a special exhibition area that we called "Scientific Avenue".

The world sponsor of the exhibition, WIIPA /World Invention and Intellectual Property Associations/, chaired by Mrs. MANLI HSIEH, provided an immeasurable contribution to the success of this year's INOVA-BE THE ROLE MODEL. WIIPA General Meeting was held with important decisions regarding further action and preparation of the election Assembly in November in Taipei.

The end of INOVA-BE THE ROLE MODEL was marked by a spectacular Night of Creativity, as the traditional highlight of the Exhibition, with the participation of 250 award-winning innovators. The organizers awarded a series of awards, and the winner of the INOVA-BE THE ROLE MODEL 2023 is the renowned Zagreb inventor, Mr. Vjekoslav Majetić.

A total of 210 gold, 75 silver and 40 bronze medals, 29 special awards and a number of sponsored awards from numerous foreign delegations were awarded.

INOVA-BE THE ROLE MODEL 2023 attracted 10-15,000 visitors (according to Zagreb Fair data) and significant media attention.

CROATIAN INVENTORS NETWORK
PRESIDENT
Ljiljana Pedišić