

Summer school in Bor

From 02/10/2016 until 07/10/2016 I have participated in a summer school in Serbia. Its title was Ecological Entrepreneurship: Innovation Management for Technical Products and Intellectual Property, organized by RESITA network. The lectures were given in Hotel ALBO, on the edge of the city. On the first day, we had a welcome dinner, where we could also present our country. Groups came from Macedonia, Montenegro, Serbia, Bulgaria and Hungary. Having known a little bit of their culture and working in an international collaboration was more interesting than expected.

On Monday, we started with the official opening of the 6th International Symposium on Environmental and Material Flow Management- EMFM 2016. We participated in the opening session and the plenary lectures as well. In the afternoon we had a presentation of ecology entrepreneurship and business challenges from Adrian Tantau (Romania). Makedonka Dimitrova (Macedonia) taught us about the emerging Megatrends. Ivan Mihajlovic (Serbia) gave a lecture of the environmental issues in the Balkan countries. Miljana Cosic (Germany) represented the environmental friendly campus in Germany.

On Tuesday we spent the day with classes on the topic of Creativity techniques and customer-focused business ideas. In the afternoon we have visited the factory called Limes, which is a successful family business, dealing with cosmetics mainly. After having seen the company, we gathered the ideas, how we could have managed the company better. We analysed the strategy and the marketing of the company.

On Wednesday, we have seen some case studies in the morning. After them, two experts came from the research centre of Belgrade and talked about the importance of Intellectual Property and how to protect it. We got to know different business models and concepts for start-ups. All the ideas became real that we have implemented in mixed groups.



During the coffee breaks we got to know each other better and we were playing table tennis in the basement. Although the mine was close we did not have the possibility to visit it. On

Thursday, we had a farewell breakfast and with some members of our international group, we went to see Bor and stopped for a coffee. We left the hotel on Friday with great memories.

