

# Invitation

International conference and B2B event:

## Wood and Innovation

**When: 4th of June 2019**

**Where: City of Opatija, Croatia**

*(Amadria Park Grand Hotel 4 opatijska cvijeta, Viktora Cara Emina 10)*

### Why to join?

#### If you work in an SME:

- **To learn how to develop and implement innovations in companies**

To check opportunities on how to develop innovations within your company, with an accent on establishing connections with other industries

- **To meet new business partners and investment opportunities**

Establish new connections with possible business partners through B2B matchmaking event

- **To present your work, ideas and future projects**

Opportunity to talk about your business and get feedback from people with different perspective in order to find the best solutions

#### If you work in an institution:

- **To learn about forest-based industries market**

Opportunity to learn on current market trends and real challenges of the companies within forest-based industries

- **To meet company representatives and other market stakeholders**

Nourish your connections with SME representatives and with colleges from other related institutions

- **To present your work and check compatibility with SMEs' needs**

Show the project and initiatives you are working on and compare them with market needs and trends

### Who can join?

- Forest industry, wood processing industry, wood construction, furniture production, doors and windows production, forest and wood biomass and all other sectors of forest-based industries (=FBI)
- Agriculture, construction, tourism, IT, textile, plastic, metal and all other sectors with the potential to develop innovations together with forest and wood processing industry
- Institutions and supporting organizations (R&D, clusters, relevant policy makers, education, regional development agencies, financial institutions etc.)

### Event objectives

- To show that forest-based industries offer plenty of possibilities to create innovative products
- To intensify the connections among companies and related supporting institutions
- To present innovative projects and possible methodology on how to develop innovations in practice
- To boost the collaboration between SMEs from forest-based industries and other industries

## Conference topics

The Conference will shed lights on the experience gained during the two and half year of FORESDA project implementation by opening discussion on the following topics:

- **What are the current obstacles in development of innovative products within SMEs?**
- **How to implement more innovations in the business processes?**
- **Why is collaboration among companies from different sectors important for the sustainable development of forestry and wood-processing industry?**
- **What is the role of the strategies and policies in the building of competitiveness of the forest-based industries?**
- **How can forest-based industries support transformation towards bioeconomy in the Danube region?**

## B2B matchmaking event

**Don't miss the opportunity to identify and launch potentially rewarding B2B cooperation and business partnerships!**

In the framework of the conference, a B2B matchmaking event is envisaged to promote interaction of participating companies and other entities around their activities, products and services. All interested participants have the opportunity to introduce their businesses to both potential partners and new markets (Preregistration is needed - The form can be found in the end of this document).

## Background

Forest-based industries have the potential to become an engine for a sustainable and competitive bioeconomy in the Danube area. However, on a macro-regional level, the competitiveness of the forest-based sector suffers from significant disparities in quadruple helix collaboration, low levels of knowledge-based activities, weak innovation culture especially in the South-Eastern regions, low levels of internationalisation of SMEs, insufficient transnational coordination at cluster and institutional level, and difficulties in commercialising research results. Furthermore, they are affected by climate change, competition for wood resources, changing consumer demands, growing complexity of manufacturing processes and a lack of renewed qualified workforce.

To support the transformation of traditional forest-based industries into sustainable manufacturing areas by an innovative cross-sectoral and transnational approach, FORESDA project established 10 pilot projects and collaboration networks which results contributed to development of the 5-year plan. This durable transnational approach should lead to the emergence of new cross-sectoral value chains primarily in the areas of smart and sustainable construction and furniture, innovative bio-based products and materials and energy efficiency. However, this is not possible without enhanced innovation management capacities in relevant intermediary organisations such as clusters and other business support organisations, which should secure framework for the sustainable development of the forest-based industries.

Therefore, FORESDA puts the focus on two main objectives:

1. To initiate the activities towards intensifying of R&D activities and having more innovations within forest-based industries but based on the collaboration with other sectors
2. To support policy makers in the development of practice-oriented solutions which will contribute to further improvement of the competitiveness of forest-based industry in the Danube region but also beyond.

## Other important details

### Event Level

National, European, International

### Language

The conference will be held in English and Croatian

### Registration and Contact

The participation is free of charge. Due to organization reasons, it is necessary to pre-register by sending a filled form to the e-mail [projekti@drvniklaster.hr](mailto:projekti@drvniklaster.hr) (the form can be found in the end of this document).

### Organizers

Croatian Wood Cluster with the support of FORESDA partners

### About FORESDA project

FORESDA is an EU project within the [Danube Transnational Programme](#). The main objective is to support the transformation of traditional forest-based industries into sustainable manufacturing areas by an innovative cross-sectoral and transnational approach by:

- Developing and supporting cross-sectoral collaborative networks and innovation projects as idea generation engines,
- Implementing cross-sectoral pilot innovation environments as physical and virtual collaboration spaces,
- Building up necessary supportive capacities in clusters, intermediaries, research organisations and policy makers.

*Project Regions: Germany, Slovenia, Austria, Hungary, Croatia, Romania, Bulgaria, Serbia, Bosnia and Herzegovina*



### Follow us on:

Web: <http://www.interreg-danube.eu/approved-projects/foresda>

Facebook: <https://www.facebook.com/foresda/>

Twitter: [https://twitter.com/foresda\\_eu\\_dtp](https://twitter.com/foresda_eu_dtp)

LinkedIn: <https://www.linkedin.com/in/foresda-project-12299a151/>

International conference and B2B event:  
**Wood and Innovation**  
- Cross-sectoral collaboration of Forest-based Industries -

**When: 4th of June 2019**  
**Where: City of Opatija, Croatia**  
(Amadria Park Grand Hotel 4 opatijska cvijeta, Viktora Cara Emina 10)\*

## Programme

|                    |  |
|--------------------|--|
| <b>08.45-09.15</b> | <b>Registration and Opening</b>  |
| <b>09.15-10.30</b> | <b>Plenary session (Introduction):<br/>INNOVATIONS AND EU PROJECTS: CHALLENGES AND PERSPECTIVES IN<br/>THE FOREST-BASED INDUSTRIES</b>   |
| <b>09.15-09.30</b> | <u>Opening Remarks (15')</u> : <ul style="list-style-type: none"><li>• Croatian Parliament - Committee for Agriculture: <b>Tomislav Panenić</b>, President (Croatia)</li><li>• Zavod za gozdove Slovenije: <b>Damjan Oražem</b>, Director (Slovenia)</li><li>• Croatian Forests Ltd.: <b>Igor Fazekas</b>, Member of the Board (Croatia)</li></ul> |
| <b>9.30-09.40</b>  | <u>Introductory Lecture (10')</u> : <ul style="list-style-type: none"><li>• <b>Transnational Cooperation in the Danube Region: Innovative and Socially Responsible Danube Region (10')</b><br/><i>Ministry of Regional Development (Croatia)</i></li></ul>   |
| <b>09.40-09.50</b> | <u>Short Interview (10')</u> : <ul style="list-style-type: none"><li>• <b>Innovations within Company</b><br/><i>Nigos Ltd. (Serbia)</i></li><li>• <b>Innovations within EU Projects</b><br/><i>Tamara Högler, International Project Expert (Germany)</i></li></ul>   |
| <b>09.50-10.00</b> | <u>Keynote Lecture (10')</u> : <ul style="list-style-type: none"><li>• <b>The Importance of Innovation and Collaboration with Other Sectors</b><br/><i>Bror Salmelin, International Innovation Expert (Finland)</i></li></ul>  |
| <b>10.-10.30</b>   | <u>Panel Discussion (30')</u> : <b>International Experience: Innovations and Added Value within Woodworking Industry and Forestry</b> <ul style="list-style-type: none"><li>• <u>Introductory lecture</u>: FBI and Collaboration with Regional Innovation Systems (Results of the Mapping)<br/><i>Croatian Wood Cluster (Croatia)</i></li></ul>    |
| <b>10.30-11.00</b> | <b>Coffee Break</b>  |
| <b>11.00-11.30</b> | <b>Thematic Session 1:<br/>PILOT INNOVATION ENVIRONMENT</b>  |

Introductory Lecture (15'):

- **Importance of Development of Awareness on Innovative Approach among Students**

*Jelena Matić, D.sc., Full Professor, Faculty of Forestry, University of Belgrade (Serbia)*

Pilot Projects FORESDA (15'):

- **Introductory Lecture about FORESDA Approach**

*Goran Milić, D.sc., Faculty of Forestry, University of Belgrade (Serbia)*

Selection of the Pilot Projects FORESDA:

- **Co-working Space to Boost Cross-sectoral Collaboration**  
*Goran Rodić, PREDa Development Agency (BiH)*
- **Performance of Wood and Wood-based Composites in Outdoor applications**
- *Boštjan Lesar, D.sc., Slovenian Forestry Institute / University of Ljubljana (Slovenia)*
- **Re-manufacturing of previously used timber**  
*Genoveva Christova-Murray, Bulgarian Furniture Cluster (Bulgaria)*

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11.30-12.00

**Thematic Session 2:**

**TRANSNATIONAL COLLABORATION NETWORKING**

Introductory Lectures (15'):

- **Innovation Ecosystems: How to Develop the Innovation within SMEs**  
*Sven Dierig, Innovation Expert (Germany)*
- **Development of the Transnational Innovations**  
*Kerstin Goos, CyberForum (Germany)*

Experience of Developing of the Collaboration Networks (10')

- **Building with Wood**  
*Prof. Dr. Thomas Schnabel, Fachhochschule Salzburg GmbH  
Salzburg University of Applied Sciences*
- **Creative Hubs**  
*Goran Rodić, PREDa Development Agency (BiH)*
- **Socially Responsible Use of Forests**  
*Ana Dijan, Croatian Wood Cluster (Croatia),*

5 Case Studies: Innovation Projects and Networks (10')

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|---|--|---|--|
| <b>12.00-13.00</b>  | <b>Parallel Thematic Sessions (3A, 3B):</b>  |   |  |
|   | <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Thematic Session 3A:<br/>POLICIES AND INSTITUTIONAL<br/>FRAMEWORK FOR COMPETITIVENESS</b></p> <p><u>Introductory Lecture (15'):</u></p> <ul style="list-style-type: none"> <li>• <b>Best Practice: Current Policies and Institutional Framework for Increasing of Innovations and Competitiveness in Italy</b><br/><i>Carlo Piemonte, Furniture/Home System Cluster of Friuli Venezia Giulia Region (Italy)</i></li> </ul> <p><u>Panel Discussion (40'):</u></p> <ul style="list-style-type: none"> <li>• <b>Transnational Strategy on Cross-sectoral Collaboration: Is there One-size-fits-all?</b></li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Thematic Session 3B:<br/>B2B MATCHMAKING EVENT</b></p> <p><u>Introductory Workshop (15'):</u></p> <ul style="list-style-type: none"> <li>• <b>How to Sell Innovations</b><br/><i>Andro Goblon, Business Model Design Specialist, Construction Cluster of Slovenia (Slovenia)</i></li> </ul> <p><u>Discussion &amp; Networking (40'):</u><br/>Forestry, woodprocessing industry, furniture industry, energy efficiency, IT, textile, plastics, design, tourism...</p> </td> </tr> </table> | <p><b>Thematic Session 3A:<br/>POLICIES AND INSTITUTIONAL<br/>FRAMEWORK FOR COMPETITIVENESS</b></p> <p><u>Introductory Lecture (15'):</u></p> <ul style="list-style-type: none"> <li>• <b>Best Practice: Current Policies and Institutional Framework for Increasing of Innovations and Competitiveness in Italy</b><br/><i>Carlo Piemonte, Furniture/Home System Cluster of Friuli Venezia Giulia Region (Italy)</i></li> </ul> <p><u>Panel Discussion (40'):</u></p> <ul style="list-style-type: none"> <li>• <b>Transnational Strategy on Cross-sectoral Collaboration: Is there One-size-fits-all?</b></li> </ul> | <p><b>Thematic Session 3B:<br/>B2B MATCHMAKING EVENT</b></p> <p><u>Introductory Workshop (15'):</u></p> <ul style="list-style-type: none"> <li>• <b>How to Sell Innovations</b><br/><i>Andro Goblon, Business Model Design Specialist, Construction Cluster of Slovenia (Slovenia)</i></li> </ul> <p><u>Discussion &amp; Networking (40'):</u><br/>Forestry, woodprocessing industry, furniture industry, energy efficiency, IT, textile, plastics, design, tourism...</p> |
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| <b>13.00-14.00</b>  | <b>Closing Remarks:<br/>FOREST-BASED INDUSTRIES: SUSTAINABLE INNOVATIONS AND BIO-BASED PRODUCTS</b>  |   |  |
| <b>13.00-13.15</b>  | <p><u>Reports of the Working Sessions:</u></p> <ul style="list-style-type: none"> <li>• Joint meeting of the Slovenian and Croatian parliamentary Committees: Committee for Agriculture, Forestry and Food Industry (Slovenia) 3' Committee for Agriculture (Croatia) 3'</li> <li>• CROBIOM Association 3'</li> <li>• Commercial Aspects and Market Opportunities in Forestry 3'</li> <li>• FORESDA Project 3'</li> </ul>  |   |  |
| <b>13.15-13.50</b>  | <p><u>Closing Panel Discussion:</u><br/><b>How to be Ahead of the Game: Sustainable Collaboration between Forest-based and Other Industries</b></p> <p><u>Short Interviews as Introductory Comments:</u></p> <ul style="list-style-type: none"> <li>• <i>Bror Salmelin, International Innovation Expert (Finland)</i></li> <li>• <i>Vladimir Gumilar, Construction Cluster of Slovenia (Slovenia)</i></li> </ul>   |   |  |
| <b>13.50-14.00</b>  | <b>Conclusions: Government of Republic of Croatia</b>  |   |  |
| <b>14.00-15.00</b>  | <b>Lunch and Networking</b>  |   |  |
| <b>15.00</b>  | <b>Official End of the Event</b>   |   |  |

\*Accommodation is possible in the same hotel or several other in the surrounding (3-5 minutes on foot). Please use the following link to make the reservation: [www.amadriapark.com](http://www.amadriapark.com) (the booking code is DTK19)

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**Registration Form**

Please use this form or register [ONLINE](#)

| PARTICIPANT'S DETAILS   |  |         |
|---|--|---------|
| TITLE   | NAME   | SURNAME |
| POSITION AT COMPANY/INSTITUTION   | E-MAIL   | TEL/GSM |
| COMPANY/INSTITUTION   |  |         |
| NAME  | COUNTRY  | WEB     |
| I WOULD LIKE TO PARTICIPATE IN THE MATCHMAKING EVENT (MARK WITH AN X):  |  |         |
| IF YOUR ANSWER IS YES, MARK WITH AN X:                                  |  | Y N     |
| MY COMPANY OFFERS PRODUCTS/SERVICES FROM THE SECTOR:                    | I AM LOOKING TO ESTABLISH THE CONTACTS WITH COMPANIES FROM THE SECTOR: |         |
| WOOD PROCESSING INDUSTRY  | WOOD PROCESSING INDUSTRY   |         |
| FORESTRY  | FORESTRY   |         |
| AGRICULTURE   | AGRICULTURE  |         |
| CONSTRUCTION  | CONSTRUCTION   |         |
| TOURISM   | TOURISM  |         |
| ENERGY EFFICIENCY   | ENERGY EFFICIENCY  |         |
| DESIGN  | DESIGN   |         |
| IT SOLUTIONS  | IT SOLUTIONS   |         |
| PLASTICS  | PLASTICS   |         |
| TEXTILE   | TEXTILE  |         |
| R&D   | R&D  |         |
| OTHER (WHICH):  | OTHER (WHICH):   |         |
| OTHER REMARKS THAT YOU THINK THAT COULD BE IMPORTANT FOR THE ORGANIZER: |  |         |
|   |  |         |

Thank you for the interest for taking part on the conference. Please send the filled form to [projekti@drvniklaster.hr](mailto:projekti@drvniklaster.hr)

For any further questions do not hesitate to contact us via phone (+385 91 539 76 83) or email ([projekti@drvniklaster.hr](mailto:projekti@drvniklaster.hr))

*Come to Opatija and have fun, but you'll see, the work is also done!*

