



Hungary-Croatia
IPA Cross-border Co-operation Programme



The project is co-financed by the European Union through the
Hungary-Croatia IPA Cross-border Co-operation Programme

INNOINVEST

**Establishing business co-operation
among innovative actors
in the border region**

**Information and communications
technologies day – ICT day
Čakovec, 25.04.2012.**

**INNO
INVEST**

THE PURPOSE OF THE PRESENTATION

The purpose of this presentation is to give an overview of the project INNOINVEST, its goals and achievements so far.....

Jako Horvat, Project Manager
REDEA



PROJECT INFO

PROJECT TITLE:

INNOINVEST - Establishing business co-operation among innovative actors in the border region

TOTAL BUDGET:

193.808,91 EUR (85 % EU contribution)

PROJECT DURATION:

12 months

FINANCING:

INNOINVEST is financed in scope of 2nd Call for Proposals of Hungary-Croatia IPA Cross-border Co-operation Programme



LEAD BENEFICIARY:

DDRIÜ - South Transdanubian Regional Innovation Agency
Non-for-profit Ltd.

PROJECT PARTNERS:

1. PTE - University of Pécs
2. Regional Development Agency of Slavonia and Baranja
3. VIDRA- Virovitica-Podravina county regional development agency
4. PORA - Regional development agency of Podravina and Prigorje
5. REDEA - Regional Development Agency Međimurje
6. PANNON NOVUM West Transdanubian Regional Innovation Nonprofit Ltd.
7. Business center Pakrac



AIM OF THE PROJECT

- to establish a synergetic and cooperative border region based on knowledge and the intensive interaction between the actors of innovative economy development.
- to develop innovation and competitiveness of Hungarian and Croatian SMEs by facilitating partner searching and business cooperation.



PROJECT ACTIVITIES

- **Surveying the innovative actors' cooperations, innovative activities and needs**

/Online and direct contacts with more than 200 innovative actors to map their cooperation practices, innovation potential, knowledge and needs./

- **Setting up online cross-border database (platform) of innovative actors**

/ cross-border database, that can be filtered for matchings among the members/

- **Preparing regional analyses on innovative potential and cooperations**

/ to present the institutional background, cooperation practices and problems mentioned by SMEs, and other actors./

- **Compiling a joint action plan for decision makers**

/summarize the results of the regional analyses, adds a SWOT and recommend provisions for the decision makers, how to harmonize their innovation and cooperation policies /



Thank you for your attention!

Jako Horvat
Regional development agency Međimurje
Bana Jelačića 22, Čakovec
jako.horvat@redea.hr
www.redea.hr

www.innoinvest.ddriu.hu

