



Dear Sirs,

We invite you to the final conference of the project "Cross-border cooperation in innovation process for the development and harmonization of clusters to increase competitiveness of their SMEs"- Cross Cluster, which will be held on Friday, August the 29th, 2014 in the premises of the Information Center for business standardization and certification - BSC Center, Bulevar 81 / X in Novi Sad, 12.00 h.

The project is being implemented in the framework of cross-border cooperation between Hungary - Serbia, which is being financed by the European Union with co-financing from the budget of AP Vojvodina.

The general objective of the Project:

Implementation of cross-border pilot project directed at the development of clusters based on innovative processes within the cluster.

Specific objectives:

- a) analysis of the processes that create value (production chain) for each company in the selected clusters in both regions;
- b) using the results of the analysis, determining the most appropriate (specific to the company and cluster-generic) methods and management tools, to integrate themselves into the process of innovation in manufacturing processes;
- c) to develop policies governing the management of innovation and intellectual property at the company level (cluster members) and at the level of the cluster;
- d) cross-border exchange of knowledge and management skills acquired in the aforementioned processes.

rogram:

12:00 to 12:10 Registration

12:10 to 12:20 Marija Vujaković (project manager & director of BSC)

12:20 to 12:30 Péter Maroti (director, RIA-SGP APU)

12:30 to 12:40 Tamás Gyulai (cluster member, Cluster KincsesBácska)

12:40 to 12:50 Branko Milešević (Cluster Manager, Cluster "Sombor Salas")

12:50 to 13:20 Break with catering

13:20 to 13:35 Mirjana Kranjac, PhD (expert)

13:35 to 13:50 Kata Czakó, (project assistant)

13:50 to 14:05 Dušan Obradović (expert)

14:05 to 14:30 Discussion

With respect,



The project is co-financed by the  
European Union

[www.hu-srb-ipa.hu](http://www.hu-srb-ipa.hu)

