



To potential exhibitors

We invite you and your members and associates to participate on this year's 8th International Fair of Innovations, New Ideas, Products and Technologies – ARCA 2010 where the 1st conference named INNOVATIONS LEADING TO COMPETITIVENESS will be held. The events will take place from 30 September until 2 October 2010 at the National and University Library in Zagreb.

We want the Fair to present practical and useful innovations from Croatia and the world. We expect a significant number of innovations that are the result of Croatian creativity of individuals and teams in companies, the academic community and public institutes. We are particularly fond of innovations that are the result of the knowledge and innovativeness of young people from the educational system that represent the foundation of the future economic development of Croatia.

The stronger connection of economic subjects with the academic community with the help of mutual funds, the use of scientific and research infrastructure and doctoral and specialist studies on the basis of economic suggestions can increase the competitiveness of our economy. The promotion of innovations and innovativeness through international exhibitions and discussions significantly contributes to the development of innovational culture in companies and helps to stimulate the employees for creative thinking and the creation of innovative products and processes.

Due to these reasons, beside the Fair of Innovations ARCA 2010, we have also decided to organize a **conference about innovations and competitiveness** with the following key subjects:

- Creation of stimulating climate for innovativeness,
- Creative relationship between employers and inventors in companies, academic community and other institutions,
- Academic education and training for conducting applied research, innovations and entrepreneurship,
- Economy, entrepreneurship and academic community
- Innovational infrastructure and social valorization of innovativeness and
- Examples of good practice.

For each subject we wish and will invite prominent national and foreign experts to hold lectures and we **invite you to present your experience and suggestions** for the improvement of current conditions.

The international jury for innovations, comprising of distinguished scientists and expert in the field of knowledge and skills application will above all have a responsible task to evaluate and rank the exhibited innovations according to five criteria: creativity, commercial value, technical-technological value and the possible influence on the environment, safety and health of people and personal impressions of the jury.

Your participation in particular parts of the ARCA 2010 program will be a significant support to the promotion of new ideas and will give a good message to the institutions about the reasons and methods for changing the current economic and social conditions.

Croatian Innovators' Association
Chairman
Prof. Dr. sc. Stjepan Car