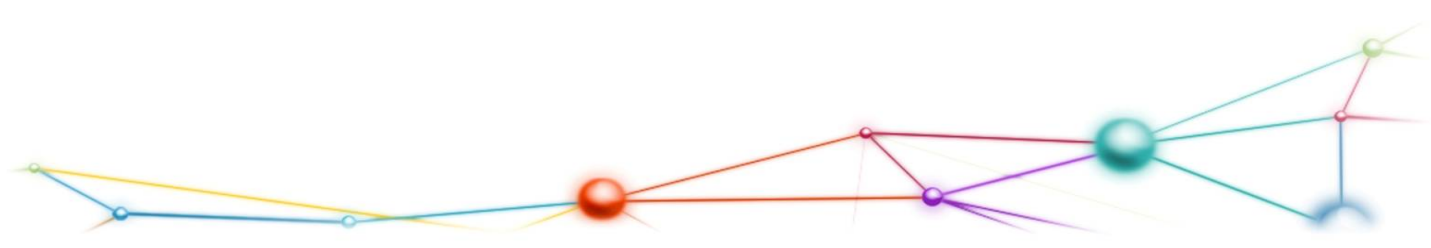


The Power of Networking



Day 1. – Thursday, March 27th 2008

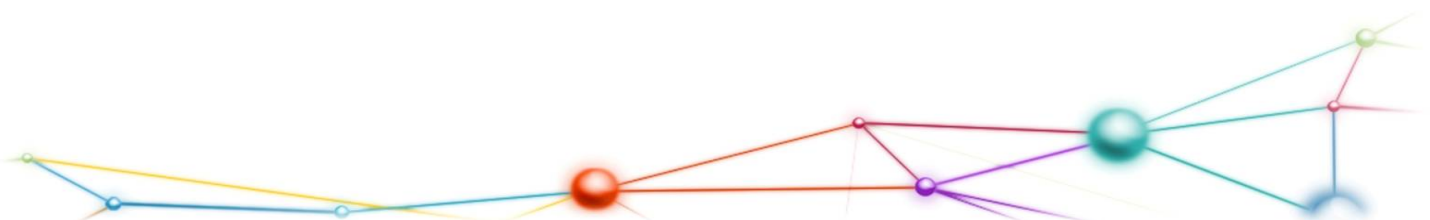
8.30–9.30	Registration
9.30–10.00	<p>"Introduction to the topic of the 28th PODIM Conference" Prof. Miroslav Rebernik, Conference Chair, Faculty of Business and Economics, University of Maribor, Slovenia</p> <p>Welcome addresses by: Prof. Ivan Rozman, Rector of University of Maribor, Franc Kangler, Mayor of City of Maribor, and Peter Ješovnik, Msc., Director of Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments - JAPT I</p>
10.00–11.00	<p>"Building a Network of Influentials" Terri Whitesel, Founder and President, Interpret-Her™, USA</p> <p>Terri Whitesel is the President and Founder of Interpret-Her™ a strategic marketing firm focused on the Social Media, Word of Mouth Marketing and the Women's Market. A pioneer in the early days of the web, she developed the first two centralized interactive media units for a division of J. Walter Thompson Worldwide, where she and her team provided online media and web development strategies for clients as diverse as Dell, American Airlines, Federal Express, Microsoft, Steak N' Shake and Kellogg. Today, Terri works with companies in industries as diverse as healthcare, retail and financial and insurance services, helping clients understand how to leverage web 2.0 strategies to build their brands and increase their bottom line!</p> <p>"Creating Alliances to enlarge business opportunities" Dušan Bušen, director, ACS - Automotive Cluster of Slovenia, Slovenia</p> <p>Dušan Bušen has been the director of Automotive Cluster of Slovenia (ACS) since 2003. As a director has an important role at representing the Cluster in national and international environment. He was a key specialist at developing network of automotive suppliers in South-eastern Europe in 2004. He was awarded to "the best cluster's manager of the year 2006" at the conference Europe INNOVA (Valencia 2006) for the excellence at managing ACS and achieving its sustainable development.</p>
11.00–11.30	Coffee break and Opening of the Arena Exhibition



The Power of Networking



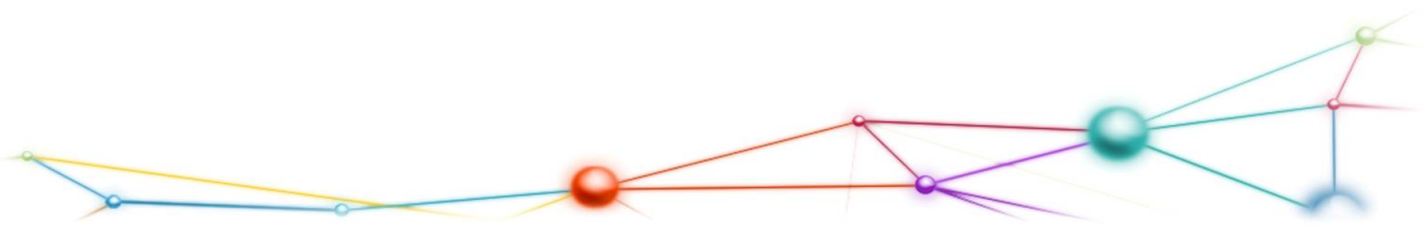
11.30–13.00	<p>"Networking practice of big multinational company" Goran Radman, Chairman, Microsoft South East Europe</p> <p>Goran Radman joined Microsoft Corp. in 1996 as general manager of Microsoft Croatia. In his current role as chairman of Microsoft South-East Europe, he works with institutional and political communities to build strategic relationships and business within EU and enterprise and public-sector organisations in the region. Besides his role at Microsoft, Goran Radman is an active member of the National Competitiveness Council, a business advisory group to the Croatian Government.</p> <p>"Networking in small fast-growing global high-tech company" Rok Uršič, Founder and CEO, Instrumentation Technologies Slovenia</p> <p>Rok Uršič is founder and CEO of Instrumentation Technologies which has developed from a small company into the global leader on the area of beam stabilisation instrumentation for particle accelerators. The newest Synchrotron accelerators in process of construction from France, Great Britain and Australia have decided to buy their solutions. Among their buyers are the most prestigious institutions, such as CERN (Switzerland) and Stanford Linear Accelerator (USA). The success of this fast growing company is based on visionary decisions supported by uncompromised operating stream-line and innovations in all aspects of their operation.</p> <p>"Regional networking for global Success – Cambridge Network" Prof. Alan Barrell, Entrepreneur in Residence, University of Cambridge Entrepreneurship Centre, UK</p> <p>Following a scientific training and six years working in the hospital laboratory service, Alan Barrell has spent almost 30 years in senior executive positions in technology-based industries. He worked around the world with Baxter Healthcare, the world's largest Health technology company, and was Chief Executive of Baxter UK for six years. Subsequently he switched industries and joined a very small 'Cambridge Phenomenon' company in industrial electronics; Domino Printing Sciences, as Managing Director. Alan stayed six years, during which time Domino grew internationally and was listed on the London Stock Exchange. He has also become closely associated with three Business Angel Groups in Cambridge.</p>
13.00–14.30	Lunch



The Power of Networking



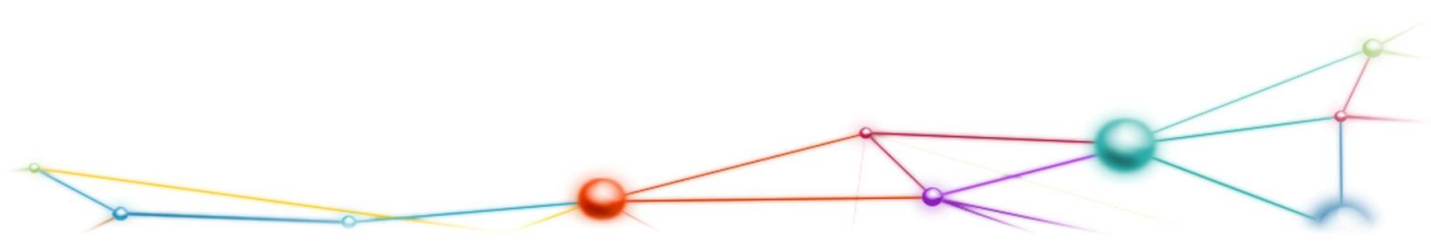
<p>14.30–16.00</p>	<p>"Technology Platforms as Networking Mechanism" Dr. Andraž Legat, director, Slovenian National Building and Civil Engineering Institute, Slovenia</p> <p>Dr. Andraž Legat has been a director of Slovenian National Building and Civil Engineering Institute since 2005. He is also a vice-president of two important international associations, ENBRI (European Network of Building Research Institutes) and FEHRL (Federation of Highway Research Centres). Dr. Legat also works in the research area and takes an active part in technology platforms on national and international levels. As an expert he is involved in experts' bodies of European Commission where he strives for active cooperation among science and industry and for participation of national industry in joint European researches.</p> <p>"Third generation Science parks networking" Prof. John Allen, Pythia Consulting Limited, UK</p> <p>Professor John Allen is a Fellow and past-Chairman of the UK Science Parks Association and has been a strategic consultant to UKSPA. In 1985, he became the first Chief Executive of the Newtech Science Park and Innovation Centre in North Wales. Between 1993 and 2000, he was Chief Executive of Manchester Science Park, with all three universities in Manchester among its shareholders. This profitable venture now has 80 companies and over 1,300 people working in them; some 30% of its tenant companies are university spin-offs. He has undertaken consultancy on incubators, science parks, academic/industry links and knowledge-based SME in 28 countries around the world.</p> <p>"The future of web-based Social networks" Dr. Les Squires, Co-founder and president, Word Jenny Inc., USA</p> <p>Dr. Les Squires' middle name is Collaboration. Serving for 15 years on the 32,000 member Boston Computer Society, and having headed a Boston-based application development company for 25 years, he blends what makes for successful information technology projects and successful organizational development. Clients served include Microsoft, IBM, Massachusetts DOE, Dynamics Research Corporation, New England Telephone, Parker Brothers, SAAB, Disney, LoJack and many more. Squires believes that the dialogue is a company's most valuable asset.</p>
<p>16.00–16.30</p>	<p>Coffee Break</p>
<p>16.30–18.00</p>	<p>"NETWORKING: FASHION TREND OR SERIOUS BUSINESS NEED?"</p> <p>Round table:</p> <ul style="list-style-type: none"> • Dr. Bor Rozman, Executive Director of Marketing, HRM and Legal Matters, Merkur, Slovenia • Prof. Slavica Singer, University of Osijek, Croatia • Miloš Ebner, MBA, Design and R&D Director, Trimo, Slovenia • Dr. Les Squires, Co-founder and president, Word Jenny Inc., USA • Rok Uršič, Founder and CEO, Instrumentation Technologies, Slovenia <p>Chair: Peter Frankl, Director and Chief Editor, Business Daily Finance, Slovenia</p>
<p>18.00–19.00</p>	<p>Start:up Coctail Break</p>



The Power of Networking



19.00 – 20.00	Slovenian start-up competition: Start:up Slovenija 2007/08  <p>In the frame of the Conference the prize winner award ceremony of the Slovenian start-up competition Start:up Slovenija will take place. Venture Factory and project partners created an annual award to recognize the efforts of early-stage companies that need informal and formal investors and business partners to create successful businesses. The selection of the Start-up of the Year is based upon the evaluation of business plans and presentations before the award committee.</p> <p>Concert: Katja Koren & Band</p>
20.00	Gala dinner

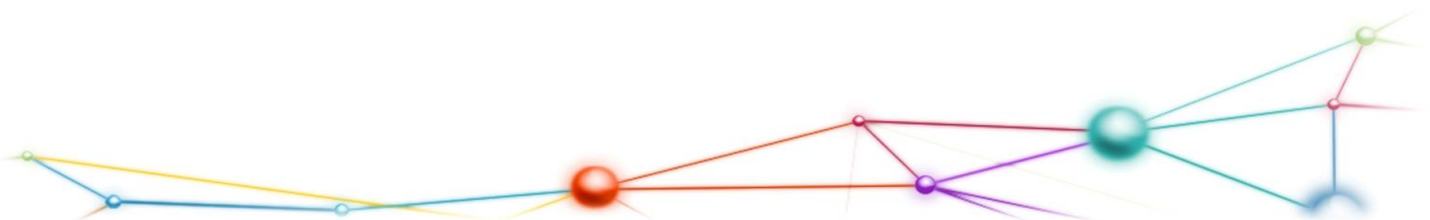


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Day 2 - Friday, 28th March

8.30-9.00	Registration
9.00-10.30	<p>"Know-Who Based Entrepreneurship in Practice - How Porsche, Bang & Olufsen and Volvo Drive Innovation Leadership" Prof. Sigvald J. Harryson, Visiting Associate Professor, Copenhagen Business School, Denmark, and Director of the Growth Through Innovation Program, Baltic Business School, Sweden</p> <p>Prof. Sigvald J. Harryson is combining academic research and close collaboration with a large number of innovation leaders such as ABB, Bang & Olufsen, BMW, Nestlé, Volvo Cars, Porsche, Procter & Gamble, Stora Enso and Tetra Pak. The consulting experience of Prof. Harryson is focused on critical dimensions of "Growth Through Innovation" – based on networked knowledge creation crossing public and corporate boundaries. His academic experience covers the universities of St.Gallen, Lausanne and Lund – prior to his current positions at Copenhagen Business School and the Baltic Business School.</p> <p>"Networking for effective technology transfer" Prof. Antti Paasio, Turku School of Economics, Finland</p> <p>Professor Antti Paasio has extensive experience in the field of entrepreneurship and working with small businesses, both in Finland and internationally. He took part in the establishment of the Business Research & Development Centre (BRDC) at Turku School of Economics & Business Administration in 1986 and has been the director of BRDC from 1989 onwards. In July 2003 he was appointed as the President of European Council for Small Business and Entrepreneurship (ECSB) and he is also the Head Teacher of Entrepreneurship Studies in TSEBA.</p>
10.30-11.00	Coffee break



The Power of Networking

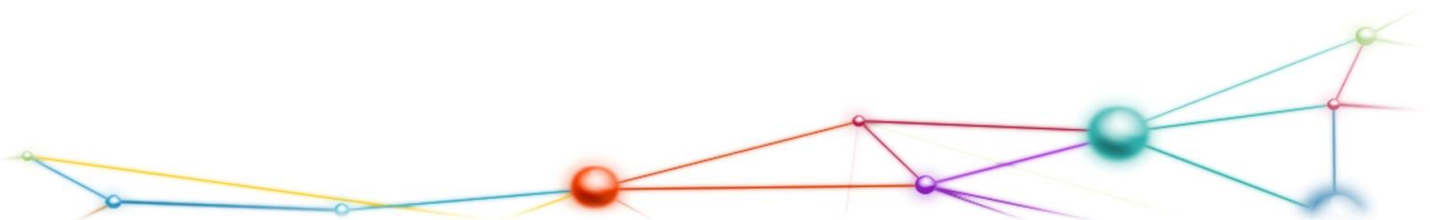


TRACK 1: Business Networking Training

11.00-15.00	<p>Networking is more than a stack of business cards. It's about relationship building and making yourself and your company attractive to people in a way they hadn't realised before. It's about developing your business, not cramming it down someone's throat. However, not everyone thinks they have good networking skills. They look at other people who appear to be at ease in the networking arena, and think, "Born socialiser. I could never do that".</p> <p>Miloš Čirič will show you, that good business networking skills can be learned and are far easier than you might think. The main objectives of the business networking training are:</p> <ul style="list-style-type: none"> • To provide participants with the insight and skills to be more effective Networkers; • To help people become more confident and assured; • To give people improved influencing skills especially with people who are experts and in positions of authority; • To enable people to sell themselves and promote their company. <p>Miloš Čirič is Counsellor to the Chairman of the Board at Maribor Insurance Company Ltd. and is an expert in the field of lobbying, change implementation and company leadership. He was a personal adviser to the Slovenian Economy Minister, Dr. Tea Petrin, as well as a personal adviser to the former Serbian Vice-President, Dr. Miroslav Labus. He continues to be the adviser to several ministers in the governments of the former Yugoslavia.</p>
15.00-17.00	Lunch

TRACK 2 and 3: Research papers and best practice cases

11.00-12.30	<p>Research papers and Best practice cases chosen among papers received upon the Call for papers</p> <p>We have received 40 abstracts for the PODIM Conference in Maribor so far. The papers that arrived upon Call for papers are still in the reviewing procedure. By the beginning of March the best papers will be selected and the final program of tracks 2 and 3 will be scheduled and published.</p>
12.30-13.00	Coffee break
13.00-15.00	<p>Research papers and Best practice cases chosen among papers received upon the Call for papers</p>
15.00-17.00	Lunch



The Power of Networking



TRACK 4: Microsoft Entrepreneurship Forum

11.00-11.20	Invited opening Addresses Representatives of the University of Maribor and Government of Slovenia.
11.20-12.00	Matej Potokar , General manager, Microsoft d.o.o. , Slovenia BEST PRACTICE: "High-tech entrepreneurs from former Imagine Cup teams" Slovenian team, Croatian team and Serbian team.
12.00-12.30	Hans Jørgen Skovgaard , Microsoft Development Center Copenhagen , Denmark Hans Skovgaard drives the Microsoft Dynamics AX Supply Chain Management (SCM) development organization at the Microsoft Development Center in Copenhagen. As part of the Navision acquisition by Microsoft he facilitated and managed the introduction of engineering excellence initiatives, aligned developer competence, built new teams and organized training for new developers. Prior to his engagement with Microsoft he was at Mondosoft, a search engine company. Former intern at MDCC, Slovenia
12.30-13.00	Coffee break
13.00-14.30	"CREATING OWN FUTURE AS YOUNG ENTREPRENEUR: DREAM OR REALITY?" Round table: <ul style="list-style-type: none"> • Matej Potokar, General manager, Microsoft d.o.o., Slovenia • dr. Matjaž Jurič, Program director, Microsoft innovation center Slovenia and Associate Professor at the University of Maribor, Slovenia • representative of the University of Maribor, Slovenia • Representative of the University of Ljubljana, Slovenia • Representative of the University of Primorska, Slovenia • Representative of the entrepreneurship training organization, Slovenia
14.30-15.00	Discussion
15.00-17.00	Lunch

