



# Report on Motivational seminar „Join and Benefit“

**Acronym:** WBC-VMnet

**Project title:** WBC Virtual Manufacturing Network – Fostering an Integration of the Knowledge Triangle,

**Project number:** 144684-TEMPUS-2008-RS-JPHES

**Date:** December 2009,

**Location:** Kragujevac, Serbia



The first motivational seminar titled "**Join and Benefit**", was held on December 25<sup>th</sup> 2009, at the Faculty of Mechanical Engineering in Kragujevac.

The aim of the motivational seminar was the presentation of the project and discussion on the possible ways of cooperation between the University and industry, aimed at the modernization of the role of university and the increase of the innovative potential and competitiveness of enterprises in Serbia, which are key to the integration of the knowledge triangle comprising of education, research and innovation. Thirty participants attended the seminar, amongst which professors and researchers from two Universities, managers and employees from 21 enterprises, and the representatives of regional and local institutions.

In the introductory presentation, the seminar participants were addressed by Mr. Vlado Vuckovic, member of the City Council for economy and private entrepreneurship, Professor. Dr. Miroslav Babic, Dean of the Faculty of Mechanical Engineering, Professor. Dr. Zora Arsovski, Vice Rector of the University of Kragujevac, Mr. Dusan Puača, President of the Regional Chamber of Commerce, and Professor. Dr. Vesna Mandic, Project coordinator.

On the seminar, the conditions of cooperation between the University and enterprises with several aspects depending on the joint activities and effects that they have on the performance indicators of that cooperation were discussed. The creation of "**New regional model of cooperation between the University and enterprises in the Western Balkans**", whose draft will be given for public discussion early next year, was announced. It is expected that it will be agreed upon by all key actors in the knowledge triangle, and the authorities.

The results of **TSNA analysis**, which included 50 enterprises and which was carried out in cooperation with the National Employment Agency and Regional Economic Development Agency for Šumadija and Pomoravlje in Serbia, were presented, and on this occasion the participants of the carried out TSNA analysis received acknowledgements.

According to the questionnaires' results, filled out by the participants, the general evaluation mark was **4,79 out of 5** , while **100%** of participants stated they were interested to participate in the seminars, trainings and workshops, which will be organised within the project. **97%** of the participants stated they would participate in the implementation of the new regional model of cooperation between University and enterprises.

Results of quality assessment of the held seminar by the participants (1 - 5):

1. General seminar assessment	<b>4,79</b>
2. Gained knowledge usefulness	<b>4,37</b>
3. Knowledge and competence of the lecturers)	<b>4,79</b>
4. Method of topics' presentation	<b>4,72</b>
5. Premises where the seminar was held	<b>4,51</b>
6. Seminar organization	<b>4,68</b>
7. The significance of the seminar's topics	<b>4,96</b>

Information on the held seminar was released on 3 local televisions, through 3 news broadcasts, in one article in a national journal, as well as one media appearance in a TV program, lasting 20 min. In addition to the project web site ([www.wbc-vmnet.rs](http://www.wbc-vmnet.rs)), under the section the latest NEWS, information on the held seminar was placed on 10 sites.