

# Report

**March 03-09, 2015**

**Novi Sad, Serbia**

**Faculty of Technical Sciences,**

University of Novi Sad

21000 Novi Sad

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**Winter Academy 2015**  
FOSTERING STUDENTS' ENTREPRENEURSHIP  
AND OPEN INNOVATION IN UNIVERSITY-INDUSTRY  
COLLABORATION

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## Winter Academy 2015 – Doing Business in China

Members of iDEAlab Project team were actively involved in developing, organizing and providing support in order to realize Winter Academy 2015, which took place in Novi Sad, Serbia, during March 03-09, 2015.

This workshop is was held for the second time for students of University in Novi Sad, Serbia, which are enrolled in 3<sup>rd</sup> and 4<sup>th</sup> year of Undergraduate studies as well as Master studies on the Department of Industrial Engineering and Management at the Faculty of Technical Sciences.

Dr. Nikola Zivlak, a former student of Faculty of Technical Sciences, who is currently an Associate Professor at Donghua University in Shanghai, China, as a lecturer of this workshop, started his lecture with a quote: "If you are not in China, you are really not in the game", which indicated how important knowledge of the Chinese economy and all of its aspects is.



Started from the 3<sup>rd</sup> March, students attended interesting lectures, but also interactively participated in the workshop, because after two-day teaching blocks they were solving the case study about major Chinese automotive company and thus implemented the gained knowledge.

On the first day of the workshop, the students had the opportunity to meet with the lecturer, with the history and development of the Chinese economy and to gain insight into the importance of Chinese culture and tradition for successful business. During the breaks they enjoyed the traditional Chinese green tea, and they tried some Chinese snacks such as: dried fruit, spicy peanuts, duck tongues, beef sweets etc.



The next day, 4<sup>th</sup> March, they continued with the detailed introduction of the Chinese business culture, specific business etiquette in China, as well as business trends and forecasts.

On Monday, 09<sup>th</sup> March 2015, student teams presented the results of their work, after which they were awarded with the certificates and, according to the jury, consisting of professors from the Department of

Industrial Engineering and Management as well as lecturer dr. Nikola Zivlak, the three best teams were awarded with a special awards.

