

Report

March 25-26, 2015

Novi Sad, Serbia

Faculty of Technical Sciences,

University of Novi Sad

21000 Novi Sad

www.ftn.uns.ac.rs

KONTEH15
FOSTERING STUDENTS' ENTREPRENEURSHIP
AND OPEN INNOVATION IN UNIVERSITY-INDUSTRY
COLLABORATION

544373-TEMPUS-1-2013-1-RS-TEMPUS-JPHES
www.idealab.uns.ac.rs



Tempus



iDEAlab

KONTEH15 – Fair of business opportunities and professional practice

Members of iDEAlab Project team were actively involved in developing, organizing and providing support in order to realize KONTEH 15 – Fair of business opportunities and professional practice, which took place in Novi Sad, Serbia, during March 25-26, 2015. It was organized by EESTEC (Electrical Engineering Students' European Association) Local Committee Novi Sad who is partners on the iDEAlab project and many professional IT companies, associations, Faculty of Technical Sciences Novi Sad and University of Novi Sad. KONTEH15 was organized in order to help students gain more insight about their business opportunities in Novi Sad after they finish their studies, to introduce them with people who work in their field of practice and for the first time teach them about entrepreneurial thinking.

Main focus of the workshop was on:

- Introducing students to various companies that are established in Novi Sad
- Organizing one to one conversations between students and company representatives
- Teach students how to write good CV and offer them the opportunity to give those CVs to companies so that they can hire them in the future
- Offering students trainings about soft and hard skills
- Offering students various workshops on entrepreneurial thinking

KONTEH15 brought together:

- 24 companies including Microsoft Development Center Serbia, Levi9, VegaIT, Execom, Devtech and many more, who are one of the strongest IT companies in Serbia
- Various TV and News channels
- Faculty of Technical Sciences Novi Sad
- University of Novi Sad
- Business Incubator of Novi Sad
- DaFED Association
- National Office of Employment
- EESTEC LC Novi Sad and people from iDEAlab

For the first time after 9 years of KONTEH15 goals shifted from only hiring students and allowing them to find professional practices to teach them about entrepreneurial skills, how they can start their own business, how to find people who can guide them and pushing them to think and generate ideas.

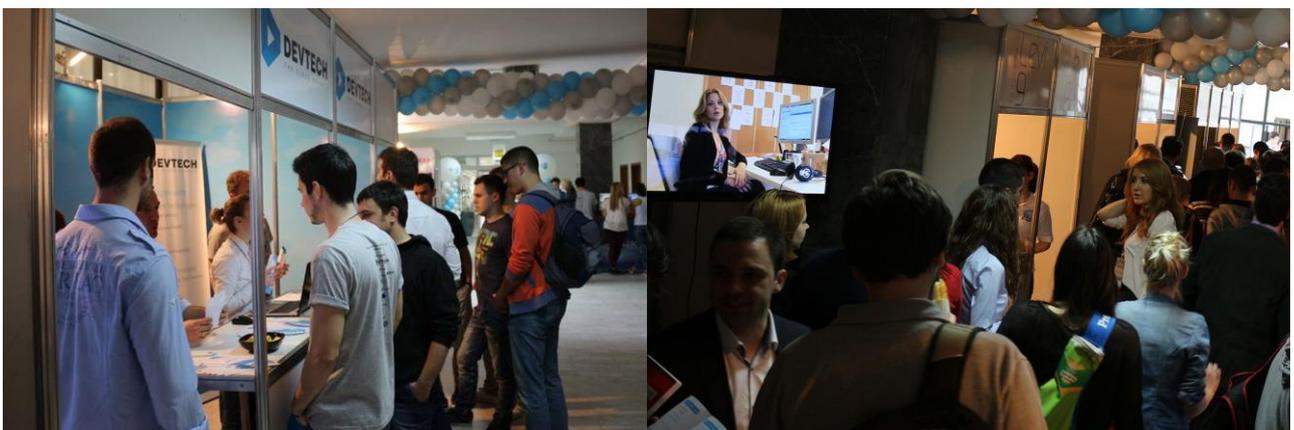


KONTEH15 lasted for two days and these are one of the most important insights what were going on:

Open Space workshop where main goal was to inspire people to think out of the box. During the workshop a facilitator from the company Devtech was present as well as a soft skills trainer who helped with the organization of the workshop. New ideas and inputs were acquired from students who participated. This was achieved by giving students a unique problem to “solve” with discussions and exercises. They were presented with the specific problem on how to improve satisfaction of the employed people within the specific company. The results were excellent, where some of the ideas are on consideration on being implemented in the Devtech Company. This workshop brought together 15 different students from the University of Novi Sad.



Workshop: Thinking about career in XXI century was created to help the student-participants gain new insight about how the business world functions in the 21st century. The lectures were delivered by the National Office of Employment. Students got an opportunity to see how an interview with potential employers look like and what’s expected from them when they become employed. They also learned what is expected from them as colleagues, team members, leaders and as business partners on various projects. Students were very satisfied with the workshop as they learned what awaits them after they finish their studies as one of the first steps they will take in the business world. There were 30 participants present on this workshop who were willing to contribute to the positive working atmosphere of the job fair.



Workshop: From idea to startup was organized by Đorđe Ćelić from Business Incubator of Novi Sad who is also involved in the iDEALab project. He explained students the importance of thinking out of the box and how to implement their ideas in their future business aspect of life. Also, he explained to the participants that the idea is not the only important thing one most consider when embarking into entrepreneurship and

that without a clear mission, vision and business plan, hardly anything is possible. He tried to portray to the participants how an actual company functions and what is expected from them as potential employers and entrepreneurs. Also, he gave them great references to literature with which they can further broaden their understanding of this complex field.

Workshop: Difference from non-verbal and verbal communication was also held by the National office of Employment and there were 25 participants present. They had the opportunity to discuss about non-verbal and verbal communication and what does this mean for them. They had the privilege to learn about differences between these types of communication. Today the business world is very strict and everybody needs to know how to portray themselves and their ideas both through verbal and non-verbal communication. National Office of Employment has achieved a great success in this project as they showed the participants valuable insight how to communicate with their future employers, business partners, colleagues and team-members.



Workshop: From expectations to reality, Student, Employee, Entrepreneur was organized by Danilo Novaković, one of the main organizers of the DaFED conferences in Novi Sad. Via this workshop he tried to use his own experience to bring people closer to the actual differences between student, employer and entrepreneur. His experience invoked higher expectations from the participants about their future involvement in the business world. He also invited the participants to his now successful firm Purezeen to see how the actual atmosphere in the business incubator looks and feels like.

Presentations of the different companies were held by successful companies from the region, such as Devtech, Microsoft Development Center Serbia, Levi9 Global Sourcing, Vegalt Sourcing, Hinttech, RT-RK and many more. Through these presentations, they tried to bring closer what these companies strive to achieve, technologies that they use, and how one regular day within this company actually looks like. Also, they have tried to present what they can offer to students, such as possibilities for employment, professional practices, personal improvement, both soft and hard skills trainings. Students were very pleased by these very insightful presentations as they helped them create a clearer picture of what awaits them after they successfully finish their academic obligations.

Along with all of the above mentioned, students also gained the opportunity to engage in healthy, productive and inspiring conversations with company representatives during the 2 days of this job fair.