

# Mediterranean Educational Chamber's Centre of Innovation

Center of competence for the development of products and services in health tourism

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- ▶ Company 100% owned by Croatian Chamber of Economy
- ▶ 20 years ago, due to certain debts towards CCE, the Government of the Republic of Croatia, assigned the company together with former Motel Panorama to the Croatian Chamber of Economy - the only condition was to establish business-education center as the sole and exclusive object of this valuable facility (cultural heritage)
- ▶ over the past twenty years the complex was devastated and out of function
- ▶ since one of the main tasks of CCE is stimulation of research, development and innovations, our goal is to renovate this complex and to establish modern Business education centre with the help of european funds
- ▶ to contribute to the development of a knowledge-based and innovation-based economy which is key to achieving inclusive, sustainable and balanced growth by strengthening territorial cohesion and providing better economic opportunities, better jobs and innovation.

# Croatian Smart Specialisation Strategy (S3) 2016.–2020.

- ▶ The strategy is one of the preconditions for withdrawing resources from EU funds, it contains goals and priority activities linked to research, development, and innovation
- ▶ sets out the priorities in a number of areas for the period 2016–2020

## Priority thematic areas and cross - cutting issues



HEALTH AND  
QUALITY OF  
LIFE

ENERGY AND  
SUSTAINABLE  
ENVIROMENT

TRANSPORT  
AND  
MOBILITY

SECURITY

AGRO-FOOD  
AND BIO  
ECONOMY

Cross-cutting themes: Tourism, Creative and culture industry, KET & ICT

# Project activities aligned with S3 priority areas

## Main objective

- ▶ Strengthening competitiveness and improving the innovation environment of the Croatian economy, increasing RDI activities in the business sector by developing CoC and implementing
- ▶ R & D projects in line with the thematic areas of S3 Strategy

## Specific objectives

- ▶ Establishment of research infrastructure necessary for research, development and innovation and the effective co-operation of CoC;
- ▶ Development of new products and services in Health tourism through RDI
- ▶ Effective cooperation in the S3 priority areas:
  1. Health and quality of life
  2. Energy and sustainable environment
  3. Agro-food and bio-economy

# Centres of Competence - CEKOM

- ▶ The first Centre of competence in Croatia dedicated to the development of products and services in health tourism
- ▶ Lead by the needs of the industry in health tourism
- ▶ This CoC intends to utilize research development projects in the above mentioned sector
- ▶ The main objective of the project is commercialization of products and services in health tourism

# Why health tourism?

- ▶ fairly new type of tourism with strong yearly growth – despite certain initiatives, health tourism in Croatia is still not sufficiently recognized as an investment area
- ▶ natural resources, qualified staff and quality health services, competitive prices and the proximity of big markets – Croatia will surely be one of the leading destinations for medical tourism
- ▶ Main constraints: development of tourism towards the sea and the coastal area, lack of willingness of institutions or their employees to switch to market business, need for big investments and lack of funding sources, insufficient legal regulations
- ▶ This project aims to contribute to quality solutions of the above mentioned problems through RDI activities, as well as effective collaboration between scientific and research organizations and the private (business) sector
- ▶ Infrastructure for the project activities – with the help of EU funds devastated building on very attractive location (Kvarner bay) which is out of function for the past 20 years will be renovated and business-education center will be established in it

# Mission & Vision

- ▶ **Mission** - to research, develop, innovate and commercialize health tourism products and services through effective collaboration between the business sector and the research community
- ▶ **Vision** - to become nationally and internationally recognized as the best innovation center in health tourism in products and services, that will promote through its activities competitiveness and innovation environment of the Croatian economy



# Strategic Project of Croatian Chamber of Economy and Project of National Interest

## GOALS

- ▶ to generate products and services that are commercial, new, trendy and innovative
- ▶ strengthening of the business sector's innovation capacity
- ▶ development and promotion of new ICT solutions
- ▶ linking the scientific-research and business sectors through the existing infrastructure in order to create an innovation value chain

## OBJECTIVES

- ▶ to develop solutions in the field of health tourism with special emphasis on the transfer of knowledge and technology to CCE members
- ▶ to enforce R&D projects (especially those focused on development and applied research and commercialization of results) in line with the thematic areas identified in Croatian S3 Strategy
- ▶ Create a global centre linked to the transfer of Mediterranean culture and knowledge

**proclaimed as the Project of National Interest (PNI) by the two Croatian Competitiveness Clusters:**

1. *Croatian Competitiveness Cluster for food processing sector*
2. *Croatian Competitiveness Cluster for ICT industry.*



# Project consortium

## LEAD PARTNER

- ▶ Mediterranean Educational Chamber's Centre of Innovation

## COMPANIES

- ▶ Jadran-Galenski laboratorij d.d.
- ▶ Adrialab d.o.o.
- ▶ King lct d.o.o.
- ▶ Mi-plast d.o.o.
- ▶ Sargus –associated partner

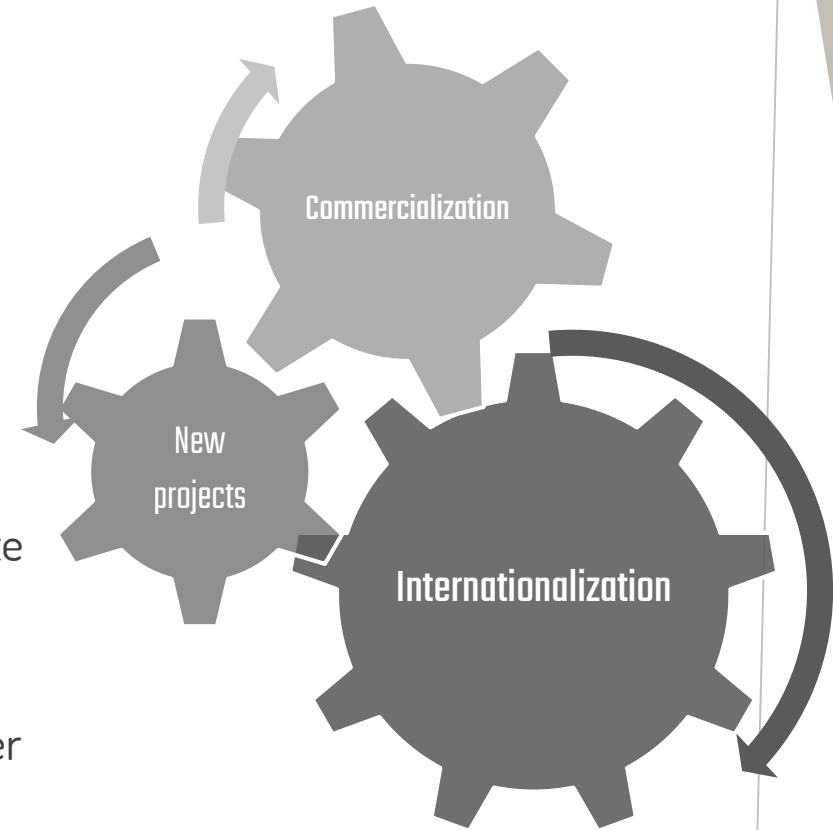
## ORGANIZATION FOR RESEARCH AND DISSEMINATION OF KNOWLEDGE

- ▶ Ruđer Bošković Institute
- ▶ University of Rijeka – Department of biotechnology
- ▶ Institute of Public health dr. Andrija Štampar

# Further development

Ensure self-sustainability of the project through following activities

- ▶ Commercialization of products and services in health tourism
- ▶ CCE as 100% owner of the Applicant has respectable reputation, role, as well as domestic and international network which will facilitate to fulfill mission and vision of CoC
- ▶ Equipment purchased in the project will be used after the end of the project for further development of new products and services in order to establish continuous RDI
- ▶ Intensive development of international cooperation
- ▶ In the forthcoming period, besides the implementation of the CEKOM project, our intention is to connect MEKCI with other partners and to develop new projects that will ultimately aim to boost the competitiveness of the Croatian economy



# Thank you for your attention!

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