Acronym: **CrosboR&D**

**Business potential of academic R&D activities in the university centres and their transfer to SMEs in the Cross-Border Region**

**Project coordinator**

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**Partners**

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<th>Organisation name</th>
<th>Country</th>
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<td>University of Maribor</td>
<td>Slovenia</td>
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<td>Pomurski Incubator</td>
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<td>J.J.Strossmayer University OF Osijek, Faculty of Economics, Graduate Program in Entrepreneurship</td>
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**Short description of project**

The **main objective** of the project is to improve the transfer of technology, innovations and research results from the academic environment to the SMEs and to enhance the innovative level of the SMEs, which will strengthen the competitiveness of the cross-border region as a whole. For this purpose a cross-border network of three university centres in Maribor, Osijek and Pecs with SME supporting institutions will be established, which will be responsible for research and knowledge transfer to the SMEs.

**Description:**

The **target group** are potential spin-off companies and SMEs interested in acquiring and adopting new technologies and innovations. The **expected results** of the project are improved competitiveness of SMEs, the
establishment of a more innovation-friendly environment, and a strong cooperation and networking between the academic research-developement institutions and business enterprises.

**Short description of the task performed by Croatian partner**

The **specific objectives** of the project are in particular:

- Identification of diversity of academic R&D units and their results, technologies, innovations at the participating university centres (Osijek) and evaluation of the openness to innovations and R&D transfer among the SMEs in the cross-border region
- Establishment of a web-application with an extensive cross-border catalogue with exact data, content and area of expertise for particular R&D unit in particular industry sector and a tool which offers SMEs presentation of their interests and needs
- Promotion and encouragement of cooperation between SMEs and academic R&D units with special events, trainings and services
- Establishing concrete links between offer and demand on the market with R&D results, technology, innovations and involvement of consultants for implementation of active R&D transfer to SMEs

Project task:

- Establishment of a cross-border network of three university centres in Maribor, Osijek and Pecs with SME supporting institutions, which will be responsible for research and knowledge transfer to the SMEs, dissemination of results in the entire cross-border region