

Fostering the Young Women Entrepreneurship in the Danube Region

The forth dissemination Event was held in Varaždin, Croatia, on 1st of October 2019, hosted by Technology Park Varaždin (TPV). The Event brought together interested groups, academic institutions, business support organizations, key decision makers, stakeholders and SMEs in order to highlight the results of the project and introduce some topics and issues regarding fostering women entrepreneurship.

The event started with a welcome on of Mr Karlo Kukec General Manager of TPV, who explained the meaning of the project in everyday activities of Technology Park Varaždin. Ph.D. Nina Begičević – Redep Dean of Faculty of Organisation and Informatics, emphasised the importance of fostering young women in every part of their life, entrepreneurial and educational. Vesna Torbarina from Croatian Chamber of Economy and M.SC. Ivana Radić from International Women's Business Network presented the activities of their institutions in fostering entrepreneurship in general, and some points about specific demands of young women.

Emilija Stručić – a Local Project Coordinator of WOMEN IN BUSINESS project presented the project as the framework of activities conducted in order to foster the Young Women Entrepreneurs in the Danube Region on general.



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The event continued with the presentation of Croatian good practices. M.Sc. Ivana Radic introduced „A Little Business School for Women“, organised in cooperation with Croatian Chambers of Economy and Enterprise Europe Network. Ph. D. Gordana Nikolic introduced PAR University College and „Women Without PARdon“ project and Vesna Torbarina introduced „EntrepreneurSHEp project – Network of Female Entrepreneurship Ambassadors“ a project finished five years ago and financed by EASME.

The day continued with on-site business trip to OPG Petrović – BIO House (Production and processing of pumpkin oil and pumpkin and spelled products) as one of the Croatian success stories. Mr Andrija Petrović presented the story of OPG Petrović – how his wife decided to quit previous job and start to do something totally different. It was a great example of women who believe in her vision and develop a very successful business.



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Second day (2nd of October) started with presentation of Croatian success stories – Duart European Actors Platform by Sanja Drakulić. Sanja presented us her vision of connecting actors and producers across all Europe. Varaždin Crafts Portal and Marketing Agency, by Ivana Ipša presented the success story which is direct result of Croatian GP „EntrepreneurSHEp project – Network of Female Entrepreneurship Ambassadors“ - and Konekta – business coaching and mentoring by Marina Amarena Kolar.

The members of the Advisory Board validated the Analysis of the Policies and Legal Framework in the Danube Region and the 10 best practices identified by the project partners which will be included in the Good Practices Handbook.

