

February 2011.

## EFMD awards University of Zagreb's Faculty of Economics and Business renowned EPAS accreditation for BDiB/EBIP study programme

The Faculty of Economics and Business of the University of Zagreb was rewarded the prestigious EPAS accreditation for the EBIP/BDiB programme by the European Federation for Management Development (EFMD) at the meeting of its Accreditation Board on 9 February 2011. This recognition is the result of a positive report by the EFMD peer review team after their visit to the FEB in December 2010. During this visit the EBIP/BDiB programme was evaluated according to the rigorous criteria of academic excellence, corporate links and international orientation ([www.efmd.org](http://www.efmd.org)). The EFMD experts carried out a number of interviews with students, FEB's management and course coordinators, professors and instructors, administrative staff, as well as with alumni and guest speakers from Croatia, abroad and the corporate world to assess the FEB's Self Assessment Report.

For 11 years already the Faculty of Economics and Business, University of Zagreb, has been offering business and economics classes taught in English. Six years ago a study programme in English, first entitled Economics and Business International Programme (EBIP) and later dubbed as Bachelor's Degree in Business (BDiB), was developed for Croatian and international exchange students.

The EPAS accreditation signifies a confirmation of the FEB's academic excellence, enhancement of its international cooperation and reward to entire staff for their efforts.

The students of the EBIP/BDiB programme will benefit from the EPAS accreditation by gaining additional recognition at the labour market.

The EPAS accreditation demonstrates clearly that the Faculty of Economics and Business continues to fulfil its role as the leading educational institution in the region.

## EVENTS at FEB

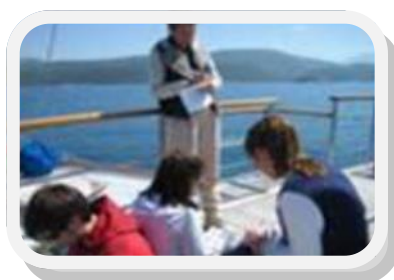
**February 21** - the Dean of the Faculty of Economics and Business, Professor Lazibat, briefly addressed the BDiB/EBIP students and all exchange students to highlight the importance of the recently granted EPAS accreditation to FEB's BDiB/EBIP study programme for the period of 3 years. All BDiB/EBIP students and all exchange students were kindly requested to attend this short ceremony.

May 2011.

## ITHAS 2011

The Faculty of Economics and Business of the University of Zagreb was once again the host and organizer of a special intensive education programme called ITHAS (International Tourism and Hospitality Academy at Sea).

The project involved FEB's Tourism students, Tourism Management students from the University of Jyväskylä (Finland), students of the University of Applied Sciences in Munich and the Faculty of Economics in Ljubljana. The entire ITHAS programme included 110 people (93 students and 17 professors and assistants).



The topic of this year's module was "Physical Planning in Tourism". Lecturers on the ships were eminent professors, members of the World Tourism Academy - William C. Gartner, University of Minnesota, Department of Applied Economics, USA; Julio Aramberri, Hoa Sen University, Faculty of Languages and Cultural Studies, Vietnam; Larry Dwyer, University of New South Wales, Australian School of Business, Australia and Robert Gibson, Siemens AG, Munich. In addition to lectures, students actively participated in workshops and discussions as well as met local tourism experts. The route was well-planned to better suit the requirements of the topic so that the programme took place within a cruise along the south Adriatic Coast. It included visits to three Adriatic countries: Croatia, Montenegro and Albania.

ITHAS participants commended the excellent organization of this unique learning project and the Department of Tourism at the Faculty of Economics and Business in Zagreb proved not only to keep up to date with the current trends in the education of Tourism majors but also to constantly innovate, which makes it desirable as an equal partner to any educational institution in the world.

## EVENTS at FEB

**May 10-11** - Professor Glenn R. Richey from University of Alabama, Culverhouse College of Commerce and Business Administration (AACSB accredited) gave two lectures within International Business (a BDiB course) entitled "Global Strategy and Organisation and Global Market Opportunity Assessment" (May 10) and "Cultural effects in International Business: the BaFa BaFa simulation."

 **June 2011**

### EFMD awarded EPAS accreditation for EBIP/BDiB programme

EFMD (European Federation for Management Development) awarded EPAS accreditation for the undergraduate business study programme in English – EBIP/BDiB. Professor Tonći Lazibat, Dean of the Faculty of Economics and Business, University of Zagreb received the EPAS accreditation officially at the EFMD annual general meeting in Brussels on June 6, 2011.

"For the Faculty of Economics & Business and the University of Zagreb this accreditation confirms FEB's academic excellence and enhancement of its international cooperation. It also rewards the entire staff for their efforts and allows EBIP/BDiB students to benefit from the EPAS accreditation by gaining additional recognition on the labor market", said Dean Lazibat.



750 institutions from 82 countries are members of EFMD and the prestigious EPAS accreditation has been awarded to 57 programmes in the world.

## EVENTS at FEB

 **October 2011**

**October 3** - the welcome ceremony for BDiB students was held on that day. The students were addressed by the Dean of the Faculty of Economics and Business, Professor Lazibat, the Vice Dean for International Affairs, Professor Čavlek and the BDiB Director, Professor Spremić.

**October 4** - International Relations Office and eSTUDENT association organized a welcome meeting for exchange students.

 **February 2012**

### Announcement

**March 19-23** - Rotterdam University will host International Business Days where five BDiB students led by the Dean Tonći Lazibat, Vice Dean Nevenka Čavlek and Professor Mario Spremić will also participate.

**May 5-12** - The Faculty of Economics and Business of the University of Zagreb will organize a special intensive education programme called ITHAS 2012 on the route Trogir – Split – Šibenik – Zadar – Nin – Šimuni – Betina – otok Zlarin – Solaris-Trogir. This unique project of student education will be held for the seventh time this year. It has been approved by the University of Zagreb and for the first time it will be financed from the University Development Fund.

## FEB representatives at "International Business Days 2012"

**March 2012**

The opening ceremony of "International Business Days 2012" was held at Rotterdam Business School on March 19. The representatives of the Faculty of Economics and Business of the University of Zagreb, Dean Tonči Lazibat, Vice Dean Nevenka Čavlek and Professor Mario Spremić actively participated in the five-day business event where they held seven lectures.

For the first time around, this event gathered a large number of academic and business experts from partner universities including five BDIB students from Croatia - Ivan Cicvarić, Ivana Maček, Tina Grubišić, Alan Domić and Marko Kaselj. The main objectives of this event were to provide all students and partner universities with the opportunity to attend lectures, conferences, seminars, workshops and an international debate by experts from around the world and at the same time to bring together experts from academic and business organisations. During their stay in Rotterdam students visited Applus, Future Land, Flora Holland and Innovation Dock, attended interesting lectures and together with students from Lithuania, Macedonia, Finland, Netherlands, USA and Bulgaria participated in the project of making export plans for the company Applus RTD. Students Maček and Grubišić won a special award for their export plan and the best presentation.

Guest lecturers from 22 partner universities together with lecturers from the University of Rotterdam held a workshop on a wide range of topics related to business and sustainability.

**Tina Grubišić, BDIB student:**

*Together with my colleagues, I worked on the development of an export plan which was very difficult but we managed to do well. A positive feedback from the teachers and representatives of local business Applus RTD which was above our expectations really surprised us. They were so impressed with our export plan that we received a special award. Therefore, I believe that we presented the Faculty in the best way possible and thus contributed to future cooperation between our Faculty and Rotterdam Business School.*



**Tina Grubišić and Ivana Maček**

**April—May 2012**

## EVENTS at FEB

**April 10-11** - Professor Jonatan Jelen from Parsons The New School for Design, New York, USA gave lectures within the BDIB course Enterprise Information Systems.

**April 19-20** - Professor Chris Cooper, Dean of the Business Faculty at Oxford Brookes University, UK gave lectures within the BDIB course Tourism Principles.

**May 3** - Professor Marek Szarucki, PhD. from Cracow University of Economics (Poland) gave a guest lecture: "Searching for Creativity in Procurement Management" in the elective course Procurement Management.

**May 4** - Professor William C. Gartner from University of Minnesota, USA gave a lecture within the BDIB course Tourism Principles.

**May 9** - Mr Robert Kakarigi, Expert Advisor on Sustainable Development gave the lecture to BDIB students entitled Corporate Social Responsibility in a Global Economy.

**May 10-11** - Professor Glenn R. Richey from University of Alabama, Culverhouse College of Commerce and Business Administration (AACSB accredited) gave lectures within the BDIB course International Business on the topics "Global Strategy and Organisation and Global Market Opportunity Assessment" and "Cultural Effects in International Business: the BaFa BaFa simulation".

**May 14-16** - Students and professors from the University of Applied Sciences (Graz) visited FEB within the course Managerial Accounting. As part of their visit students attended lectures and exercises held by Professor Christian Theuermann with FH CAMPUS 02 (University of Applied Sciences), Ivana Dražić Lutilsky and Sanja Broz Tominac (FEB).

**May 23-26** - dr. Lisa Cowey, The Technology Transfer Interface Ltd. gave a lecture within the BDIB course International Economics.

**May 28** - Professor Emina Resić, University of Sarajevo, gave a lecture on BDIB course Statistics.



## ITHAS 2012 surpassed all expectations

From 5 to 12 May the Faculty of Economics and Business Zagreb was once again the host and organizer of the traditional international model of education of Tourism students – ITHAS - International Tourism & Hospitality Academy at Sea 2012.

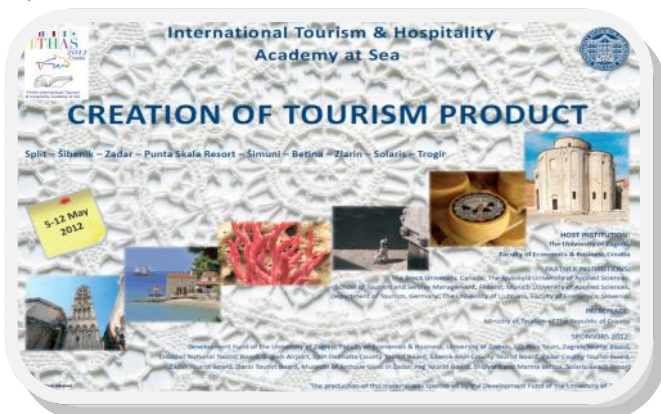
This unique intensive educational programme entitled "Creation of Tourism Product" gathered as many as 106 students and teachers from 28 countries (Australia, Brazil, Denmark, Ethiopia, Philippines, Finland, France, Greece, Georgia, Croatia, India, Indonesia, Iran, Italy, Canada, China, Latvia, Germany, Norway, Poland, Portugal, Romania, Russia, USA, Slovenia, Slovakia, Serbia and Spain).

Enjoying the unique features of of this organized tour which combines lectures by renowned professors and sailing on four motor sailing boats on the route Split-Šibenik-Zadar-Pag-Betina-Solaris-Trogir, students get the opportunity to gain new knowledge and experience.



During the journey students attended the following lectures: Professor Julio Aramberry (a member of the World Tourism Academy, Hoa Sen University, Vietnam) - "How to Create and Promote Second-tier Destinations?"; Arcodia Charles (University of Queensland, Australia) - "Creating Events Products", David Fennell (Brock University, Ontario, Canada) - "Animals as Products for Tourist Consumption: Exploring the Boundaries of a New Morality", William C. Gartner (a member of the World Tourism Academy, Minnesota University, USA) - "The Importance of Attraction Creation in Development of Tourism Product", Robert W. Gibson (Siemens Consulting), Patricia East, Burkhard von Freyberg (Munich University) and Vera Krnjski Hršak (Faculty of Economics - Zagreb) - "Workshop on Cross-Cultural Communication." With active participation in lectures, discussions and presentations of their country and university, students had the opportunity to meet with a number of experts in the field of tourism and learn first hand about the challenges and solutions in creating a tourism product.

**Partner institutions in this project were: Brock University, Ontario, Canada; Jyväskylä University of Applied Sciences, School of Tourism and Services Management, Finland, Munich University, Department of Tourism, Germany and the University of Ljubljana, Faculty of Economics, Slovenia.**



These activities helped the guiding idea of the project to come to life : creating international contacts of students from different countries and networking for future employees in the tourism industry, making contacts with professors and experts who would not otherwise have the opportunity to meet, meeting different cultures and traditions and actively promoting tourism in Croatia. "This year again, students have been the pride of our institution, the University of Zagreb and all the country. They gained valuable knowledge, experience and contacts that will be of great benefit in future work in tourism", emphasized Professor Nevenka Čavlek, head of the project.

**For the seventh time in a row project ITHAS was successfully organized by the Faculty of Economics and Business, University of Zagreb, under the auspices of the Croatian Ministry of Tourism and under the guidance of Professor Nevenka Čavlek, co-financed by the University Development Fund.**

## BDIB students visited Adris group (Rovinj)

On Thursday, April 26th 2012, Bachelor Degree in Business students visited Adris group facilities, where they had two lectures on the topic of supply management within the factory and in the service sector. The visit was organized within the Procurement Management Course (coordinated by Assistant Professor Blazenka Knezevic, PhD).





September 2012

### **FEB Zagreb as a project partner won EC Leonardo two year- grant for the project "Stimulating Learning for Idea-to-Market", within the EC call Transfer of Innovation**

The Faculty of Economics and Business of the University of Zagreb (Professor Marina Dabić) as a partner of the project Leonardo da Vinci won a two year grant for the project "Stimulating Learning for Idea-to-Market".

The project participants include The Manchester Metropolitan University, as the grant holder and partners, the Faculty of Economics and Business, University of Zagreb, European Foundation of Management Development- EFMD, University of Rijeka, the Warsaw School of Economics jointly with associate partners Arenda, UK Federation of Small Business, Science and Technology Park of the University of Rijeka and BTM Mazowsze Ltd Poland The project coordinator is Professor Marina Dabić, PhD.

MMU Business School has extensive experience in working with business start-ups, and development of diagnostic tools. The Warsaw School of Economics will adapt and transfer their Intellectual Property Management course. The University of Rijeka and The University of Zagreb will work with Croatian companies, to test and disseminate the e-learning course, and EFMD will organize contacts with experts in individual fields through its pan-European network of academics and practitioners. Tangible outcomes will be focused on both the businesses and the VET systems of the partner countries. The e-course will be produced in all partner languages, and will be accompanied by a set of supporting materials for the businesses undertaking the training, and for the VET systems implementing it. Intangibly, we aim for businesses to take their ideas to market much more effectively, and for VET systems to improve their engagement with business. Associated partners in the UK, Poland, and two in Croatia, will add crucial real-world SME experience to our activity, steer the project, and promote and disseminate its uses and benefits.

This project has been developed to bridge this gap in Croatia, and create two way innovation transfer between all partners, which has been designed to meet the emphasis in Lisbon to encourage the central role of education and training as a key way to enhance human capital and to support long term economic well being.

The result of VET and the world of work cooperation will provide a tailored educational tool – an e-course, enabling SMEs to commercialize their ideas while protecting their knowledge.



October 2012

### **The number of foreign students at the Faculty of Economics and Business doubles**

The International Office of the Faculty of Economics and Business in Zagreb recorded a higher number of incoming students in the winter semester of the academic year 2012/2013 in relation to the summer term. Forty-four students registered in the international exchange programme, most of them from France, Poland, Spain and Montenegro.

"Croatia fully participates in the ERASMUS programme. Due to the increased number of ERASMUS agreements FEB has doubled the number of foreign students this semester", said Suzana Karabić, Head of International Office.

FEB student mobility is carried out through ERASMUS, CEEPUS, the bilateral relations of the University, Faculty and MSES programmes or self-selected college student programmes (i.e. freemovers).

### **EVENTS at FEB**

**October 15** - Professor Manuel Platero Jaime from Universidad Europea de Madrid, Spain gave a lecture on Innovativeness of the Microenterprises within the course International Entrepreneurship

**October 19-25** - the guest lecturer Philippe Giraudion (HSBC France) held ten lectures and tutorials for BDIB students within BDIB course Corporate Finance in the 2nd year

**November-December 2012**

### **iDerma: health startup of BDIB students**

Ana Burica, Josipa Majić and Petra Milković, BDIB students at the Faculty of Economics & Business of the University of Zagreb launched their own startup called iDerma. It is an innovative software that enables dermatologists to gather information about their patients and monitor their therapy in a unique and highly personalised way. The software aims at replacing the “one-size fits all” medical scheme by offering an individually tailored treatment.

This project may solve the problem of inadequate monitoring system of patients in the field of dermatology and similar niches and for the first time it will allow a systematic analysis of responses to OTC therapy and medicines. It will also create a platform on which doctors will build high-quality, long-term and profitable relationships with their patients. Currently in the private beta phase, iDerma has entered negotiations with venture capital funds for further funding. It is worth mentioning that project development so far was financed from students' own funds.



### **EVENTS at FEB**

**November 13** - Professor Mehmet Huseyin Bilgin from Istanbul Medeniyet University, Turkey gave a lecture within the course Macroeconomics.

**November 15** - H.E. Ambassador Yean Yoke Heng from the Embassy of Malaysia gave a lecture on "The Internal Security Act (ISA): Against Human Rights or for the common good" within the course European Market Law.

**November 19-25** - Professor Jean – Paul Thommen from European Business School, International University, Germany held six hours of lecture to 2nd year students within the BDIB course Organization. Lecture topics were “Corporate culture and values”, “Organizational change and innovation” and “Business process reengineering”.

**November 22** - Professor Jonatan Jelen from Parsons the New School for Design, New York, USA held a lecture "Global Aspects of Entrepreneurship" within the BDIB course.

**November 29-30** - Ms Mariela Baeva, Bulgarian member of the European Parliament, held a lecture at FEB in the organization of the European Parliament Former Members Association (FMA). She gave a lecture called "EU-level Tools to Boost Growth" within European Market Law course and "Key Findings for the SME Policy in Croatia" within BDIB courses European Market Law and European Company Law.

**December 3-8** - Associate Professor of Accounting Yass A Alkafaji from American University of Sharjah, United Arab Emirates held the following lectures within the BDIB course Accounting: “Comparison between US GAAP and IFRS”, “Long-term liabilities and bonds” and “Investment and fair value”.



May 2013

### International conference "Myths of Tourism"

The international scientific conference called "Myths of Tourism" was held at the University of Zadar from 9 to 12 May in joint organization by the University of Zadar, Department of Tourism and Communication Studies and the University of Zagreb, Faculty of Economics & Business, Department of Tourism.

The aim of this conference was to raise issues in the multidisciplinary field of tourism that would provoke curiosity and provide a forum for both academics and practitioners to rethink the various concepts of tourism research and development. Some of the greatest scientists of our time dealing with issues of tourism helped achieve the aim of the conference as they reviewed different myths on tourism in their lectures and presentations.

The conference included a number of plenary sessions and eight parallel sessions where 40 papers were presented. Plenary lectures were held by Professor Julio Aramberri (The Hoa Sen University, Vietnam), Professor William C. Gartner (University of Minnesota, USA), Professor Bob McKercher (The Hong Kong Polytechnic University, China), Professor Graham Dann (The Finnmark University College, Norway), Professor Boris Vukonić (University of Zagreb, Croatia), Professor Chris Cooper (the Oxford Brookes University, UK). Professor Emeritus Erik Cohen (The Hebrew University of Jerusalem, Israel), one of the most cited scientists in the field of sociology of tourism in the world also attended the conference, as well as Professor Larry Dwyer (The University of New South Wales, Australia), President of the World Tourism Academy. The conference created an international buzz and received excellent media coverage in Croatia. The conference was attended by scientists and over a hundred students from all continents who participated in ITHAS 2013 project.



### Students' great interest in ITHAS 2013

For the eighth time in a row, the Faculty of Economics and Business of the University of Zagreb was the host and organizer of the international study tour for Tourism students called ITHAS - International Tourism & Hospitality Academy at Sea 2013. Under the guidance of Professor Nevenka Čavlek this unique project of student education took place from 4 to 11 May on the route: Makarska - Ploče - Neretva - Međugorje - Mostar - Brač - Vodice - Zadar - Trogir. This year's topic was "Special Interest Tourism" and the route thematically accompanied the content of lectures and workshops.



A total of 108 students and teachers from 26 countries (Australia, Finland, Croatia, Canada, Germany, USA, Vietnam, Israel, Slovenia, Sweden, Japan, Bulgaria, Slovakia, Netherlands, France, UK, Ukraine, Tanzania, Jamaica, Ireland, Czech Republic, Russia, Belarus, Indonesia, Portugal and Spain) participated in the project.

**ITHAS records increasing interest of students from year to year**



During this special journey which allowed participants to visit different destinations, meet a number of tourism experts as well as attend lectures by renowned professors from around the world, the students had the opportunity to make new contacts, gain knowledge and experience that will be of great use in the future work in tourism.

ITHAS lecturers included: Julio Aramberri, Hoa Sen University, Vietnam, Charles Arcodia, Griffith Business School, Griffith University, Australia, Erik Cohen, The Hebrew University of Jerusalem, Israel, Larry Dwyer, Australian School of Business, University of New South Wales, Australia, Patricia East and Burkhard von Freyberg, University of Applied Sciences, Munich, Germany, William C. Gartner, Minnesota University, USA; Rick Perdue, Pamplin College of Business, Virginia Tech, USA.

The entire journey was designed to allow students to significantly improve their knowledge, to learn from practise and case studies in the process of tourism activities; to combine intensive training in the form of seminars held by renowned professors-tourism theoreticians and combine it with international cultural exchange; to expose students to international academic atmosphere and allow them to compare their knowledge with the knowledge of students from other universities; to encourage them to compete in the presentation of their country and their tourism potential; to participate in team building in the international environment and global promotion of Croatian tourism and Croatian tourism products.

**Partner institutions in the project were: JAMK University of Applied Sciences, Finland; Munich University of Applied Sciences, Department of Tourism, Germany and the University of Ljubljana, Faculty of Economics, Slovenia.**

### Study trip to London, Budapest, Bratislava and Vienna

Under the initiative of BDIB and MMI Programme Director Professor Mario Spremić, students of international graduate studies accompanied by Professor Velimir Srića and Assistant Professor Božidar Jaković visited London Tech City and Reading University in May to strengthen international relations and allow students to experience first hand the very centre of Europe's entrepreneurial activity regarding IT and Innovation. On this occasion, the students met with a number of entrepreneurs, students and professionals in the field of IT and became familiar with the latest IT technology. During their stay in London, the students visited the London campus and the Enterprise Centre located at the University of Reading. The host also presented plans for a science park to be established within the University, as well as graduate and doctoral degrees which they offered to foreign students.



At the end of April the next group of students from BDIB, MMI and the Croatian Master in Managerial Informatics programmes, accompanied by Blaženka Knezevic, PhD and Bozidar Jaković, PhD went on a study trip to Vienna. The purpose of this study visit was to present to students an educational perspective of supply management, distribution management and different educational opportunities at other European universities.

Before Vienna they visited Podravka, one of Croatia's biggest food processing and pharmaceutical companies. The latest technologies applied in the supply chain were presented there and students learnt about the importance of the process approach and the need for excellent organization of the information flow in the channel of food distribution.

After the tour of Podravka they visited the University of Vienna and their campus. There, students got acquainted with their study programmes and different educational possibilities that they offer. The latest station of the trip was Parndorf Outlet Centre. At the Outlet Centre, one of the marketing managers gave a presentation on the distribution of fashion products in the outlet centre.



### EVENTS at FEB

**May 2** - Professor Marek Szarucki, PhD in the Department of Strategic Analysis at Cracow University of Economics and Senior Lecturer at the School of Economics and Computer Science in Krakow (Poland) gave a guest lecture: "Searching for creativity in procurement management".

**May 3** - Christoph Van Der Elst, Professor of Business Law from Tilburg University, Netherlands will give a lecture within the course Commercial Law and European Company Law.

**May 13** - Emina Resić, Professor in the Department of Quantitative Economics at School of Economics and Business University of Sarajevo, Bosnia and Herzegovina will give a lecture to BDIB students within the course Statistics.

**May 14-15** - Professor Larry Dwyer, President of the International Academy for the Study of Tourism, President of the International Association for Tourism Economics and Professor of Travel and Tourism Economics from the University of New South Wales, Australia - School of Marketing, Australian School of Business, held six hours of lectures within the course Tourism Principles.



June 2013

### FEB students selected as Croatian ambassadors in EU

The European Commission selected young and successful people from Croatia to present Croatia as the 28th member of the European Union. Among them are three young Croatian entrepreneurs, students of the Faculty of Economics and Business, University of Zagreb - Ana Burica, Josipa Majić and Petra Milković.

Also known as iDerma team, these students of Bachelor Degree in Business (BDiB) and Master in Managerial Informatics study programme launched a healthcare startup called iDerma. It is an innovative software that enables dermatologists to gather information about their patients and monitor their therapy in a unique and highly personalised way. The software aims at replacing the "one size fits all" medical scheme by proposing individually tailored treatment.

"It is a great honor to represent students and the entire academic community on the occasion of Croatian accession to the EU. Considering the fact that our clients are foreign clinics and that we have been trained in the European Union, we already feel to be part of it. At the same time we hope that our students and young entrepreneurs will realize the potential and take advantage of opportunities that are open on this occasion", emphasized the young entrepreneurs.

More on <http://www.croatia-in-the-eu.eu/en/discover-campaign-voices>



September 2013

### Great international success of FEB students

Ana Burica and Josipa Majić, young and successful students of the Bachelor Degree in Business and Master in Managerial Informatics programme at the FEB of the University of Zagreb achieved great success on the international market with their Teddy The Guardian project.

This is a project where the two students merge Croatian tradition in the textile industry with new technological opportunities provided by certified medical sensors operated by open code systems. Namely, Teddy The Guardian is a teddy bear made of organic material with built-in medical sensors which measure children's heart rate, blood pressure, oxygenation, and body temperature. The measurement results are sent to parent's mobile application by wireless technology.

The great potential of this project is also illustrated by the fact that it made it to the International Seedcamp Week in London. The two students immediately received numerous offers for further financing of their business venture. This complex product has been developed with the help of mentors from USA, Japan and Austria whom they met studying abroad and participating in numerous international IT competitions where they received several awards. They also signed a partnership contract with Deutsche Telecom thus securing additional six months of finance. In order to successfully develop the project even further, Ana Burica and Josipa Majić are currently in London where they set up a company in Tech City, a technological park in east London that they first visited in May with their FEB Professor Mario Spremić, PhD.

The success of young Croatian entrepreneurs and their new project called Teddy The Guardian received extensive international media coverage (American and Japanese TechCrunch, Le Monde, ELLE, NY Daily News, ORF).

It is worth repeating that Ana Burica and Josipa Majić were selected by the European Commission as an example of young and successful people from Croatia. Their success story presented Croatia as the 28th member of the European Union. These two students had previously authored an innovative software solution called iDerma, which enables dermatologists and other healthcare organizations to collect patient data and monitor therapy in a unique way tailored to individual users. Both start-ups (iDerma and Teddy The Guardian) were created within BDiB and MMI study programmes at FEB- Zagreb where innovative solutions and modern IT come together in the teaching process.



**Seedcamp is a company with one of the most successful acceleration programmes in Europe because it has managed to raise finance for 83% of its start-up clients.**

