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trafoon

Traditional Food Network to improve the transfer of knowledge for innovation

Preduzetništvo i inovativnost u proizvodnji i preradi šljive – izazov ili nužnost za ostvarenje konkurentske pozicije

Prof Dr Đuro Kutlača

Univerzitet u Beogradu, Institut Mihajlo Pupin, Beograd, djuro.kutlaca@pupin.rs

Inovacija



Inovacija je primena novog ili značajno poboljšanog proizvoda ili procesa ili usluge ili nove marketinške metode ili nove organizacione metode u poslovanju, organizaciji rada ili odnosima preduzeća sa okruženjem [OECD, Oslo manual, III ed., 2005].

Jedna inovacija je **primenjena**, ako je realizovana na tržištu (proizvodna inovacija) ili korišćena u proizvodnom procesu (procesna inovacija) ili organizaciji poslovanja i marketingu preduzeća.

Inovacione aktivnosti

Inovacioni proces čine niz naučnih, tehnoloških, organizacionih, finansijskih i komercijalnih **aktivnosti**:

- 1) **Istraživanje i razvoj (IR);**
- 2) **Opremanje** (mašinama i alatima) i industrijski inženjering;
- 3) **Uspostavljanje proizvodnje** i pred-proizvodni razvoj;
- 4) **Marketing** za nove proizvode;
- 5) **Pribavljanje neugrađene tehnologije;**
- 6) **Pribavljanje ugrađene tehnologije;**
- 7) **Dizajn.**

UPRAVLJANJE INOVACIJAMA:

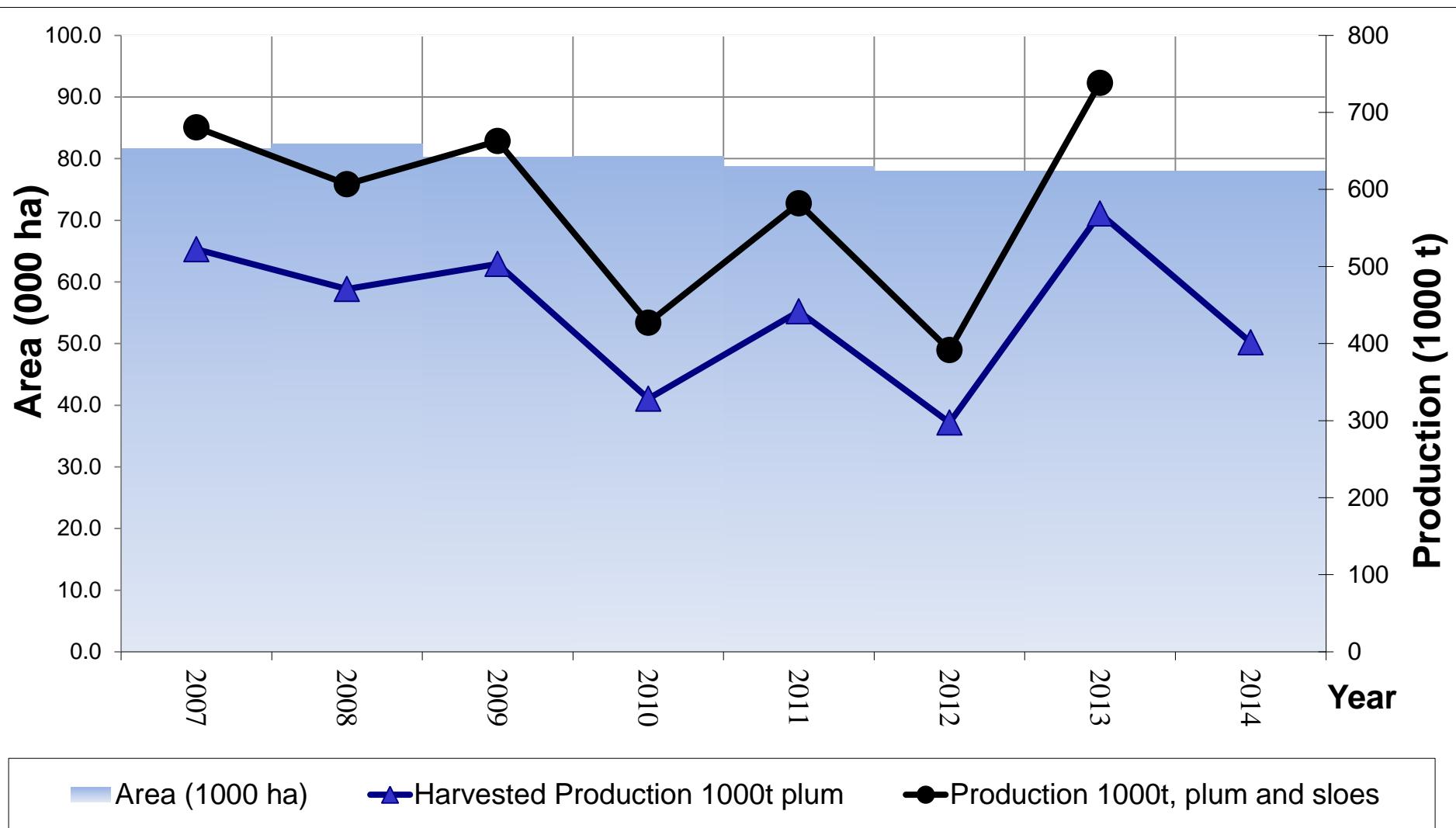
Inovacione aktivnosti i preduzetništvo



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Plum and sloes - FAOSTAT

Date: Wednesday January 27 20:02:29 CEST 2016

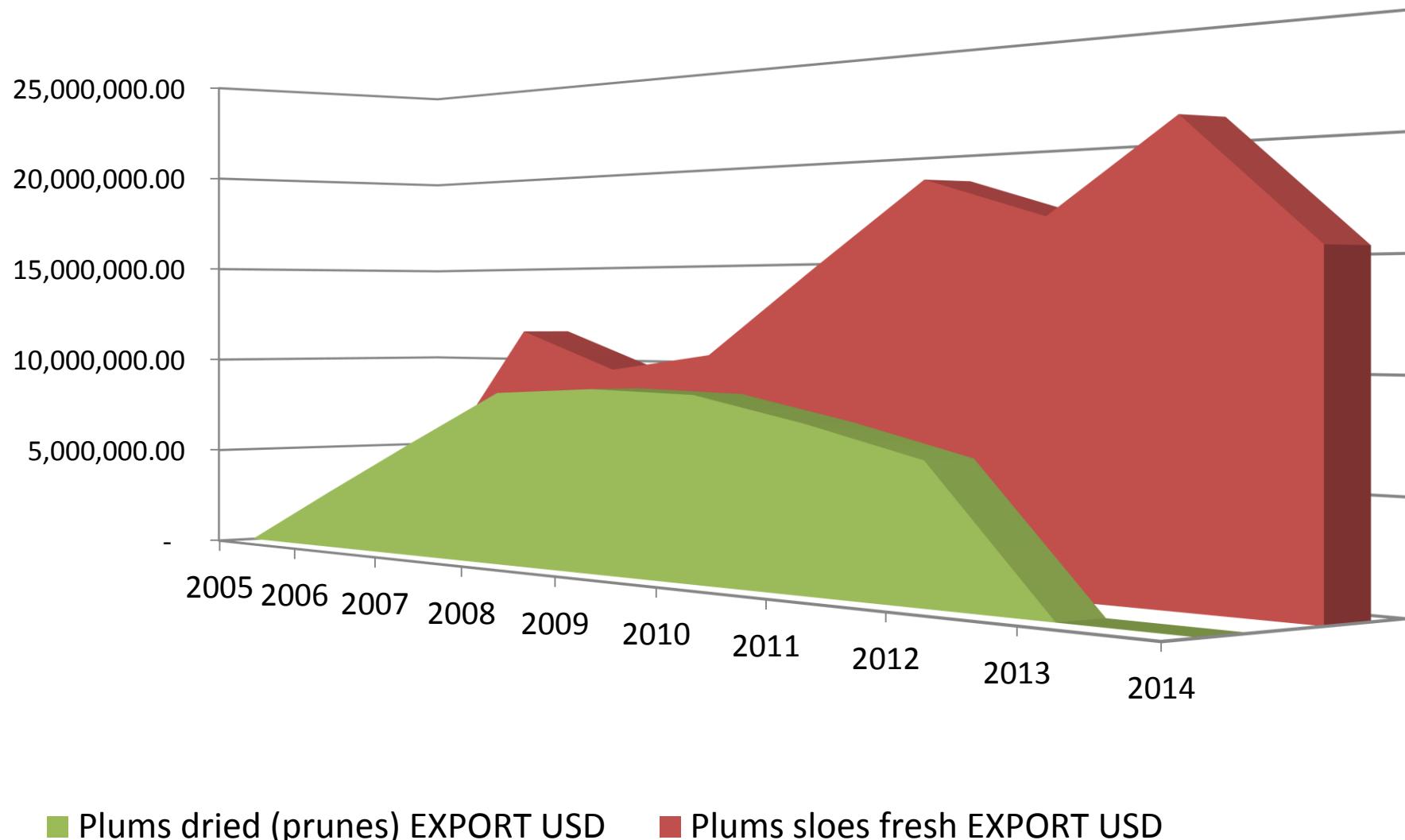




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Preduzetništvo?

„Zašto da se bavim agro biznisom“

Praktikum za izradu biznis plana individualnog poljoprivrednog domaćinstva

[Finansirano iz donacije USDAJ]

Odgovori na pitanja:

1. Kakvim poslom se bavim?
2. Šta prodajem?
3. Gde je moje tržište?
4. Ko mi je kupac?
5. Ko su moji konkurenti?
6. Kakva je moja prodajna strategija?
7. Koliko novca je potrebno za rad mog IPD?
8. Kako ću organizovati posao?
9. Kako ću kontrolisati posao?
10. Kako konkretno da realizujem svoj agro biznis plan?
11. Kome da se obratim za pomoć?



Inovativnost?

Plum products:

1. Pitted Dried Plums
2. Whole Dried Plums
3. Prune Juice
4. Fresh Plum Juice
5. Prunes, pitted, in pear juice
6. Prunes, pitted, in water
7. prunes, pitted in prune juice
8. prunes, canned whole in water
9. gourmet pitted prunes
10. juice, prune
11. juice, prune
12. ...

Proizvodi od šljive:

1. Sveža šljiva
2. Osušena šljiva
3. Džem od šljiva
4. Sok od šljiva
5. Rakija od šljiva
6. ???
7. **Organic Plums-Fruit of Serbia ???**

Sa 500 hiljada tona šljive godišnje, Srbija spada u najveće proizvođače rakije u svetu. Iako je naš svojevrsni znak prepoznavanja, šljivovica nije i zvanično naš brend. Nema je na listi 52 zaštićena proizvoda Zavoda za intelektualnu svojinu.



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Inovativnost+Preduzetništvo?



Ko pomaže?

1. Ministarstvo poljoprivrede – delatnost!?
2. Ministarstvo ekonomije – preduzetništvo!
3. Ministarstvo obrazovanja, nauke i tehnološkog razvoja – inovativnost!
4. Inovacioni fond – inovativnost!
5. Enterprise Europe Network (EEN) – transfer i difuziju tehnologija!
6. ...

Evropska komisija je 2008. godine donela odluku da formira Evropsku mrežu za preduzetništvo - Enterprise Europe Network (EEN).

EEN je mreža koju čini skoro 600 lokalnih/regionalnih partnerskih organizacija u više od 40 zemalja, i zapošljavaju oko 3000 visoko stručnog osoblja. One rade kao kontakti, pružajući informacije i savetujući - naročito MSP u EU, a i izvan nje, promovišući konkurentnost i inovativnost.

EEN predstavlja nadgradnju mreže Innovation Relay Centres (IRC), osnovane 1995. i Euro Info Centre (EIC), osnovane 1987.

EU countries

Non-EU countries

 Austria	 Latvia	 Armenia	 Serbia
 Belgium	 Lithuania	 Bosnia and Herzegovina	 South Korea
 Bulgaria	 Luxembourg	 Chile	 Switzerland
 Cyprus	 Malta	 China	 Syria
 Czech Republic	 Netherlands	 Croatia	 Turkey
 Denmark	 Poland	 Egypt	 USA
 Estonia	 Portugal	 fYRoM	
 Finland	 Romania	 Iceland	
 France	 Slovakia	 Israel	
 Germany	 Slovenia	 Mexico	
 Greece	 Spain	 Montenegro	
 Hungary	 Sweden	 Norway	
 Ireland	 United Kingdom	 Russia	
 Italy			

Please, for each category select the **three more relevant topics** to be included in future research agendas at National and European level. Within your three selected topics, to prioritize them, give a **punctuation from 1** (the most relevant) to **3** (the less relevant) in the column of the right side.

1. Primary production	Punctuation
1.1 breeding issue trade-off between productivity and quality <i>Example: developing new varieties that offer a reasonable productivity, keeping a good quality (external and internal)</i>	
1.2 development of multi resistant varieties for organic production <i>Example: creating new varieties tolerant or resistant to several important diseases for successful cultivation of fruit species in organic production</i>	
1.3 cost-efficient implementation of water management system <i>Example: reducing the water waste with efficient technical system</i>	
1.4 implementation of technical solutions for controlling pest and diseases management in organic and conventional production <i>Example: measures for practical implementation, registration of biopesticides and biofungicides</i>	
1.5 establishment and development of certified planting material <i>Example: procedures and schemes of control and certification for propagating material in order to improve the quality of propagations materials for conventional and organic production</i>	
1.6 faster and better implementation of food safety management systems <i>Example: better implementation of good practice-based (GHP, GAP), hazard-based (HACCP) and risk-based (QMRA) systems</i>	

3. Product (labeling, health/food safety, etc.)	Punctuation
3.1 Reducing the diversity in forms, materials and numbers of packaging by raising consumers awareness (communicate on local environment, tradition and regional trademark) <i>Example: facilitating the packaging step by reducing the number of different packaging and so the technical adaptation, the aim is to approach this problem through the education of consumers which therefore will develop the pressure on retailers</i>	
3.2 faster and better implementation of food safety management systems <i>Example: better implementation of all existing EU hygiene standards as good practice-based (GHP, GAP), hazard-based (HACCP) and risk-based (QMRA) systems</i>	
3.3 producer targeted dissemination of knowledge on health, nutritional properties of their products <i>Example: measures aiming at spreading the knowledge on nutritional properties of traditional product, their beneficial effect on consumer health</i>	

4. Business (marketing, organization, consumers, regulations, etc.)	Punctuation
4.1 increase the awareness on traditional food through continuous education and communication <i>Example: consumers' expectations are evolving, but there is a need to communicate the current innovation or way of consumption (for instance: waiting a few days before eating to fruit to get the best maturity possible)</i>	
4.2 constant improvement of policy conditions for labor management and organization of support <i>Example: improvement of labour advisory services, continual labour education, incentives by local authorities and government, improvement of marketing, negotiation and manager skills</i>	
4.3 implementation, harmonization and creation of laws and regulation policy <i>Example: heterogeneity in laws between European countries, that can hinder innovation adoption in specific settings (for instance phytosanitary treatment prohibition)</i>	
4.4 new business model (supply chain actor's balance) <i>Example: spreading the power between actors in the supply chain by implementing new organization or giving voice to the weakest actors</i>	
4.5 building associations, clusters and food technology platform <i>Example: strengthening the number, capacity and role of the associations/clusters of producers in organized production, introduction of new technologies and expansion of existing investments and new products</i>	
4.6 branding of traditional products <i>Example: development of greater role of the state institutions, public and private research sectors, as well as private investment sector in the field of branding of traditional products</i>	
4.7 simplification of the procedure leading to obtain certification <i>Example: support for system of certification obtaining</i>	

Inovativnost → Upitnik → Nagrada!



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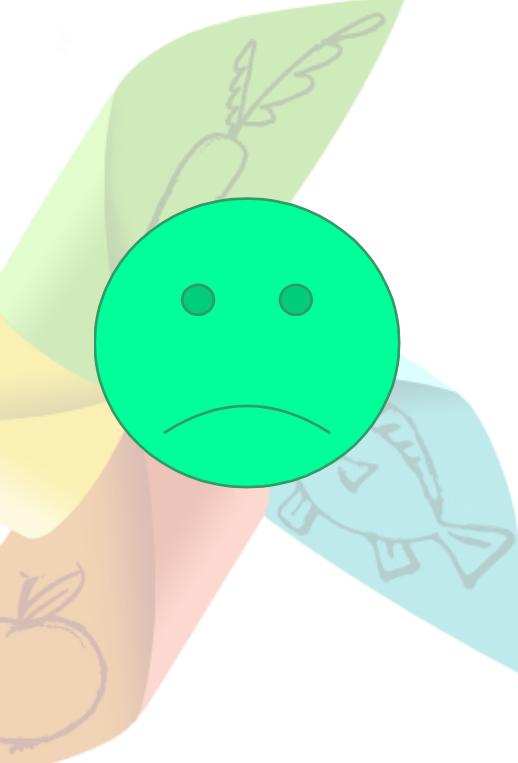
Upitnik→ Nagrada!

Hvala na pažnji



Nacionalna Inovaciona Strategija

Proizvodnja i prerada
hrane
Srbija 2020



Pitanja

&



Odgovori