



WORKSHOP

16.9.2009 in Zalec, Slovenia

The development of innovative services and entrepreneurship in agriculture by support of professional virtual communities, and international networking

We are living in the globalized world with rapid technological development, which greatly affects all areas of our lives.

We need to organize a continuous inflow of new knowledge and related innovations in all elements of the value chains, which are associated with the creation of our products and services. This is virtually impossible task for the micro, small or medium-sized enterprises. These problems can be solved by the various forms of collaboration and networking between the experts from different domains.

Cooperation and networking, humanity knew previously. Modern information technology and telecommunications have resulted in real renaissance on this field. Extremely rapid expansions of the Internet since the mid 90ties contribute to the emergence and development of virtual communities. Virtual community is a social network with common interests, ideas, tasks or aims, which interact in a virtual community across time, geographical and organizational boundaries and allows the development of personal ties between the professionals, experts and other people.

In the world you can find quite a few professional virtual communities, which have been successful in supporting the development of regional agriculture.

The purpose of this workshop is to promote and stimulate the functioning of virtual professional communities in the area of agricultural activities in Savinja Region in Slovenia. We selected the following potential areas of networking and the creation of professional virtual communities for our practical experiment:

- Eco Museum hops and brewery,
- The movement for positive change in Slovenian agriculture and
- International networking, aiming to transfer knowledge and experience

The workshop is an integral part of the Slovenian festival knowledge ([www.inovaconsulting.org / sfk](http://www.inovaconsulting.org/sfk)) organized in collaboration with the network of international research institutes, professional associations and companies, coordinated by the Project & Technology Management Institute, embedded in the Faculty of Logistics Celje (University of Maribor).





Slovenski Festival Znanja '09 / Slovenia Festival of Knowledge '09

16.9.2009 - Time Schedule

09.00 – 09.30	Welcome address	Franjo Pustoslemsek, e-TRUST, d.o.o. Danica Jezovsek Korent Dr.Brane Semolic
09.30 – 10.00	Status and Business Opportunities of Agriculture in Savinja Valley Region	Mag.Janko Caks
10.00 - 10.30	Networking and the PVC's Role Project	Dr.Brane Semolic
10.30 – 11.00	Coffee Break	
11.00 - 11.30	Collaboration Experiences from the Denmark Region Fun	Peder Uhd, DK
11.30 - 12.00	»Eco Museum Hops and Brewer“	Danica Jezovsek Korent
12.00 - 13.00	Lunch Break	
13.00 – 18.00	PVCs Development by Support of NING, YUGMA, GOOGLE and Skype – work on chosen case studies (attendees need to have computers)	Dr.Les Squires, USA

Workshop Organizers:

Danica Korent, univ.dipl.oec.

Development Agency Savinja

<http://www.ra-savinja.si/>

Dr.Brane Semolic

Project & Technology Management Institute, Faculty of Logistics Celje

IPMA Research Management Board Chairman

Slovenia Festival of Knowledge

<http://www.inovaconsulting.org/sfk/>

