

Welcome to the Innovation EXPO 21-25th April 2010

JA-YE Skills@Work Innovation Camp and Student Company Fair

Belgrade, Serbia



YOU are invited to participate in the most exciting event in the region!

JA Serbia in cooperation with British Council and with the support of JA-YE Europe is proud to host for the first time this kind of event. We expect 100 young people, aged 15 – 19, from all over Europe to join us for the Skills@Work Innovation Camp, and at least 20 Student Companies from the region, who would present their products at the Trade Fair in Belgrade.

Skills@Work Innovation Camp - supported by Microsoft

The Skills@Work Innovation Camp in cooperation with British Council and supported by Microsoft, is an intense, team – building, fun, working experience for the students, as in 24 hours they must propose a solution to a given ‘challenge’. This Camp will gather over 100 young people from over 20 European countries. Students will be divided in multinational teams and along with business mentor’s support, access to tools, information and resources will work towards their topmost, leading solutions.

Learning objectives are to:

- ❖ Stimulate young people’s innate innovative abilities and creative ideas
- ❖ Encourage young people to work well in teams in order to solve a real problem
- ❖ Bring young people into close touch with people from business and public sector in order to learn more about what companies and organizations do and the challenges they face
- ❖ Give students a learning experience that they would not otherwise have at their age;
- ❖ Motivate students to succeed and achieve new things

The Jury for the Skills@Work Innovation Camp will be selecting the best teams based on the following criteria:

- Quality of the Business Plan
- The innovativeness/ creativity of the business idea,
- The quality of the oral presentation
- Delivery technique
- Visual aids
- Team spirit/ Learning Demonstrated as a Team
- Environmental sustainability of the business idea
- Problem-solving skills

Trade Fair

For student companies, displaying their products at the Trade Fair is one of the most exciting and gratifying experiences of the programme. It is also the peak of their selling season. The event is an opportunity for student companies to show off their innovative ideas, to sell their products and services in a public setting and share their entrepreneurial spirit. Belgrade Trade Fair will be organized in one of the biggest and most popular Shopping Malls in the city, which will give student companies a great opportunity to attract greater audiences.

To all participants, stands and all necessary equipment for setting their products will be provided. Details about the stands and materials available will be provided closer to the date.

During the Trade Fair, awards will be handed out by a Jury team who will select best student companies based on the following criteria:

1. The most innovative product, i.e. innovative character, design, finishing touch, efficiency packaging, environmental impact.

2. The best stand, i.e. visual impact, attractive way to display products, written information about sales-prices-products, and creativity of the designed logo.

3. The best marketing approach

Both stand and sales staff presentation (look), impact on clients, promotional campaign/technique, staff efficiency on the product presentation.

4. The best team

Clear presentation (name and information) of both the team and the product, product quality, effective commercial approach, team spirit, well-built business plan, effective cooperation between the people, effective learning of entrepreneurial activities.

What should you know?

The **INNOVATION EXPO** is an English - speaking event. The whole event (Skills@Work Innovation Camp and the Trade Fair) will be organized in the period of **21st April – 25th April 2010** in Belgrade, Serbia. Due to the international travel, the students will need to arrive on April 21st for the Skills@Work Innovation Camp. The event will go through all of Thursday, April 22nd and will end on Friday, April 23rd, midday, when we will celebrate the winners.

Once the Skills@Work Innovation Camp event ends, we'll transition into the opening of the Student Company Fair from Friday 23rd-Sunday 25th.

Schedule

Day 1 – Wednesday 21st April 2010

Arrival of the delegates
Welcome dinner
Icebreaking activities for students

Day 2 – Thursday 22nd April 2010

Official opening
Preparation for the Skills@Work Innovation Camp
Lunch Opening of the Skills@Work Innovation Camp
Skills@Work Innovation Camp competition
Serbian Dinner and Evening

Day 3 – Friday 23rd April 2010

Skills@Work Innovation Camp competition
Lunch Closing of the Skills@Work Innovation Camp and Opening of the Trade Fair
Preparation of the Trade Fair stands
Optional Belgrade tour for JA staff and CEOs
Intercultural Dinner and Evening

Day 4 – Saturday 24th April 2010

JA Trade Fair
Afternoon Cocktail and Award ceremony
Networking activities for students
Celebration party

Day 5 – Sunday 25th April 2010

Optional Belgrade tour for students
Planning the follow up for the JA staff and CEOs
Afternoon departures

Accommodation

A full accommodation and board has been booked for your team - starting with the dinner of Wednesday 21st April until Sunday April 25th, including breakfast. All rooms will be single or twin. Students will be accommodated in twin rooms, unless there are specific requests for single rooms. If you request a single room, we will have to ask you of an additional 60 Euro per night for the room. Rooms are booked at **Continental Hotel** www.continentalhotelbeograd.com. The hotel is situated in Novi Beograd (New Belgrade), business centre of the town. Every additional night at the hotel costs **60 Euro** for a single room and **40 Euro** for a double room, breakfast included. The costs of any incidental items (e.g. phone calls, additional drinks etc.) are your responsibility and must be paid when checking out.

Tourism

JA Serbia will organize city tours for all of the delegates. More information on Belgrade is to be found at www.beograd.rs, or www.serbia-visit.com or www.belgraded.com. Detailed information and registration for the city tours will be provided to all registered participants before the event.

Transport/Transfers

You will be responsible to get to the hotel on your own. Detailed information on how to get to the hotel will be provided to all of the registered participants. JA Serbia will organize transport and transfers in the city for all the participants of the Skills@Work Innovation Camp and the Trade Fair. All participants will receive Info Packs with all necessary information upon their arrival to Belgrade.

Registration and costs

The **total cost** for the participation on the **whole Innovation EXPO** (both the Skills@Work Innovation Camp and the Trade Fair) **at early bird rate** is **250 Euro for students** and **350 Euro for adults**. Having registered, all fees must be paid by bank transfer before **1st March 2010**. The payer carries all bank charges.

What does it include?

Full board and lodging for 4 nights and days (Wednesday – Sunday) + stand + material on Saturday, and local transport. Please note: as the cost covers everything, it is not possible for you to annul one of these expenses. **City tour is an additional of 10 Euro and it is optional.**

Skills@Work Innovation camp ONLY

- British Council countries¹ - 50€ per student (includes both nights, 21-22)
- Adults 100€
- Non British Council countries - 100€ per student (includes both nights, 21-22)
- Adults 150€
- Guests 'on the day' = no charge

The Trade Fair ONLY

- Students = 200€ (extra charge if they arrive on Thursday night or stay over Sunday night)
- Adults = 300€ (extra charge if they want extra nights as above)
- Guests 'on the day' = no charge

Any questions?

For further details and any questions, please contact Ms. Mirela Orabovic: (phone) +381 11 3345 691, (fax) +381 11 3392 774 or by e-mail: mirela@ja-serbia.org and office@ja-serbia.org

¹ British council countries are: Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Israel, Macedonia, Romania and Serbia.