



F4BG Coach Profile

Name:	Ivona Mrva
Business Name	Croatian Association of Innovative Entrepreneurs
Website:	www.tera.hr/huip
E-mail:	udrug_a_huip@net.hr
Tel. Nos:	00385 31 251 000
Description of your business and expertise (150 – 200 words)	
<p>The association offers an advisory support in activities relating to the protection of intellectual property, registration own company, market research, writing a business plan and the conclusion of the first agreements at the beginning of the business. The work of the Association is primarily concentrated on the development and commercialization of innovations, while appearances at exhibitions and fairs are tool to select the innovation with the greatest market potential and test their market value. The association has great experience in the promotional activities carried out as an service to other companies. Also, the Association has experience in subcontracting for the provision of implementation of EU projects related to the promotion of small and medium-sized enterprises, as well as participation in bilateral business meetings as co-organizer.</p>	