

ŽILINA INNOVATION POLICY

The University of Žilina in collaboration with Žilina Self-Governing Region and partner regions started to realise project named Žilina Innovation Policy (ZIP). This name means a long-lasting process, which will bring together R&D, business sector and innovation potential of Žilina region in the direction towards sustainable development.

The main objective of ZIP is to create environment supporting regional innovation potential, supporting collaboration among existing institutions and organizations, and creation of strategic frameworks enabling to activate existing enterprises to innovate on all their levels and to create positive culture for new entrepreneurs. The pre-condition of all the future processes is to create stable networks with key persons of the region, municipalities, companies, R&D and education involved. For the success of ZIP project and success of the whole region, regional consensus is heavily needed. This will lead to the easier and effective fulfillment of all goals set by the ZIP. And this will also create an attractive environment for next generations. Žilina region has excellent conditions for innovative development and the Regional Innovation Strategy (ZIP) will create common strategy of the development based on the support of small and medium enterprises and innovative thinking.

The project will profit from the past experience of partner European regions that already passed the difficult way from „agricultural regions“ towards the best and the most efficient innovative regions within the EU. RIS has the tendency to generate new ideas leading to the growth of competitiveness of our region, to increase creative potential of young people in region, to support of enterprises, to the improvement of the small and medium enterprises and especially to the creation of new jobs.

The project team would like from time to time, bring new information about the state of the project, because as we indicated, it will be crucial for the success of ZIP to have support of all organizations, municipalities, entrepreneurs and ordinary people, who will then help to create conditions the region's improvement. More information about ZIP will be available on the Internet - <http://zip.utc.sk>, through which you can also become part of the processes forming the regional innovation strategy.

Profesia – the member of international networks The Network and ERA

ONREA (On-line Recruitment Alliance) the members of which are the four main providers on the internet job market in Slovakia (profesia.sk), the Czech Republic (jobs.cz), Hungary (profession.hu) and Poland (pracuj.pl), has started to cooperate with international networks The Network and ERA (European Recruitment Alliance).

This alliance shall enable HR managers all around the world to take advantage of simple access to human resources market within Central Europe. The Network covers 22 European countries and offers more than 300 000 jobs. Moreover, it provides services for more than 6 millions of registered applicants. At the beginning of 2005, the organisation European Recruitment Alliance (ERA) was established, connecting other important job portals in France, Germany, Italy, Spain and Great Britain. In cooperation with its partners, the alliance reaches 4 millions of users.

The number one in Slovak online recruitment is the company Profesia, spol. s r.o. - one of the founders of ONREA and the operator of the job site www.profesia.sk that has been offering its services since 1997. As many as 80 % of its registered users speak English and since the beginning of 2005 the users have created nearly 5000 agents interested in working abroad.

Nástroj manažmentu – audit práce a rodiny

Nástroj je určený pre obchodné podniky a organizácie, a má za cieľ optimalizovať rodinne orientovanú politiku zamestnanosti. Ekonomická globalizácia, ako aj zmena rodinnej a demografickej štruktúry si vyžaduje nové reakcie na potreby zamestnávateľov a zamestnancov.

Audit práce a rodiny je účinný proti fluktuácii zamestnancov a úniku know-how, hlavne v prípadoch odchodu zamestnancov po materskej dovolenke. Na európskom audite práce a rodiny sa môžu zúčastňovať obchodné podniky, neziskové organizácie a podniky verejného sektora, ktoré si chcú rozvíjať svoju korporatívnu kultúru smerom k politike zamestnanosti berúcej na zreteľ rodinu a chcú si tento záväzok certifikovať. Spoločnosť zúčastňujúca sa na audite súhlasia s dodržiavaním realizačnej smernice.

V Bratislave sa v máji konala medzinárodná konferencia „Modely zosúladovania rodinného a pracovného života“, na ktorej zástupcovia firiem a auditorov z Rakúska a Maďarska prezentovali svoje skúsenosti z auditu Rodina a práca. Minister práce, sociálnych vecí a rodiny p. Ľudovít Kaník potvrdil aj záujem Slovenska vytvoriť priestor pre realizáciu auditu na Slovensku. Združenie žien v podnikaní od apríla t. r. realizuje projekt Zamestnávateľia ústretoví k rodine, ktorého výstupom bude práve príprava inštitúcie auditu Rodina a práca. Projekt je realizovaný s finančnou pomocou Európskeho sociálneho fondu.

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Bussiness space and increasing growth for office property

Expectations for the office market are much improved compared to this time last year. Market fundamentals point to an upturn in rental growth for 2005, with limited development, increasing occupier demand and improving take-up levels expected. Despite the fact that global prospects for economic growth were more volatile towards the year end – notably as the high oil price reached new highs and the political agendas were marred by the ever prevalent threat of terrorism, overall sentiment is still positive.



Nile House, Prague 8

This confidence will filter through to most occupational markets and expectations for a recovery in tenant demand are on the up, albeit at a steady rather than spectacular rate. The pace and volume of delivery of new supply will slow further and availability is expected to peak in the next 12-24 months. Indeed, even though demand is firming, it is this change in supply which will be the key factor driving a recovery in values in most markets and secondary property which does not match modern occupiers needs looks likely to remain in oversupply for some time.

The pattern of growth will be disparate, with Europe and Asia expected to outperform the global average and the Americas recovering at a slower rate. The majority of the Asian and European locations will build upon 2004 performance. Strong demand and limited prospects for new supply are forecast and rents are expected to rise further. Some of the less mature markets will see supply levels rise further due to ongoing development and rents may come under pressure. South America should see a recovery in rents, with new supply levels set to fall sharply particularly in the main markets of Brazil and Argentina.

Overall the US will see a further improvement but performance will be mixed. Dallas, Los Angeles, Miami and New York Midtown will be the main focus of rental growth. In general, speculative development activity has almost ground to a halt and this will impact positively on vacancy rates, while take-up levels are expected to gather momentum. The markets of the Africa and the Middle East have bottomed out and on the whole are expected to see more of the same in 2005. Pockets of growth will be evident, for example in Kuwait a demand and supply imbalance will see rents rise further in the near term.

Austria

The Austrian market has remained steady over the year with rents holding firm. Take up has seen some growth year on year, matching the previous year's total by the third quarter 2004. Despite this, development completions have kept supply on a level and availability is expected to remain constant because of the healthy volume of development due to complete over the coming year.

Croatia

The market returned a solid performance with static rents in 2004. However, rental values are at a relatively high level due to the dearth of modern supply. Demand stems primarily from foreign companies

moving into Croatia, although domestic firms are also expanding. Looking forward, rents are expected to drop to more sustainable levels over the coming year as new developments come onstream.

Czech

The Czech office market has performed moderately over 2004. Take up has been sluggish compared to the previous year, but still in line with the ten year average. Demand is still focused on the out of town markets. Availability has also grown annually despite the decrease in the amount of space under construction.

Hungary

The Hungarian market has strengthened considerably over 2004. Improving levels of occupier demand resulted in take up matching 2003 levels by the third quarter. Although availability remains high, development completions slowed over the course of the year and the vacancy rate moved down to below 20% for the first time since 2000.

Poland

The Polish market has performed slightly better than in 2003. Demand has eased up overall, although activity remains focused on a number of decentralised markets and annual take up has increased as a result. Availability in Warsaw has been static at around 280,000 sq.m, but vacancy has moved down. Rents have firmed in successful out of town locations, although rents in Central Warsaw saw a fall. Interest in the market is expected to remain steady over the next year.

Romania

The lack of modern space continues to hamper activity. Development activity is low and most projects are pre-let. As a result, the margin between grade A and B rents has narrowed as occupiers are forced into non-prime space. Take up has been low and remains driven by smaller transactions. Prime rents fell by 7% year on year to historically low levels.



Budejovicka Alej, Prague 4

Russia

The market continued to expand in 2004, and prime rents in Moscow moved up by 7%. Availability has compressed quite substantially, with average vacancy now below 5% for the first time since the mid 1990's. Demand is still focused on the CBD and ZAM areas, but there is some evidence that the lack of product in these submarkets is resulting in demand spilling over further afield. This has impacted on market activity, and take up has declined slightly year on year, although there were some larger deals in the last two quarters.

Turkey

The Turkish office market has stabilised over 2004, but continues to perform relatively weakly. However, the economy is in recovery and coupled with the more complete opening of the property investment market to foreign investors, the occupational market is expected to develop and mature over the next year or two.

Source: C&W/H&B

Euglob.com: Efektívna cesta ako nájsť dodávateľov alebo odberateľov pre vaše podnikanie

Bratislava, 20. júna 2005 – celoeurópsky viacjazyčný portál euglob.com, ktorý ponúka svoje služby aj slovenským firmám, rozširuje služby pre podporu podnikania v Európe.

Základom business to business obchodnej komunikácie prostredníctvom internetu je personalizovaná stránka firmy, ktorá umožňuje pohodlné vytvorenie viacjazyčnej internetovej prezentácie, web stránky, a zaradenie do celoeurópskeho vyhľadávacieho. Euglob tým poskytuje výraznú marketingovú podporu slovenským firmám v zahraničí, ako aj zahraničným firmám na Slovensku.



Euglob v súčasnosti prevádzkuje portál Business to Business (B2B) ktorý sa stal často využívaným zdrojom obchodných informácií, pre svoju rýchlu, kvalitnú a jednoduchú prístupnosť. Firmy oceňujú hlavne výborný prístup a kvalitu informácií, ktoré sú zamerané na obchodovanie v Európe. Služby, ktoré portál poskytuje, sú zamerané na marketing a vyhľadávanie potenciálnych dodávateľov alebo odberateľov bez závislosti na krajine alebo jazyku.

Rozšírením svojich služieb o vyhľadávanie dodávateľov produktov alebo služieb pre firmy formou dopytu, Euglob plánuje posilniť svoje postavenie na trhu kvalitných obchodných informácií a nástrojov na zefektívnenie podnikania.

Pokiaľ firma hľadá akéhokoľvek dodávateľa, výrobcu, alebo prepravcu, bude stačiť využiť službu „dopyt / ponuka“, vyplniť dopyt formulár na základe ktorého budú firme doručené ponuky od iných spoločností, a zadávateľ dopytu si už len jednoducho vyberie tú najkvalitnejšiu a najvhodnejšiu. Táto služba pomôže firmám ušetriť náklady na nájdenie dodávateľa alebo obchodného partnera v závislosti od požadovanej kvality, ceny a ďalších kritérií.

V súčasnosti sú podobné služby pomerne nedostupné alebo nedostatočne poskytované. Euglob preto plánuje rozširovať služby pre podporu podnikania a tak priniesť malým a stredným podnikom kvalitný nástroj obchodovania.

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