

COMPANY PROFILE: Basic Data on Your Company

PART A

Organisation name:

POLICLINIC "TERME" Selce

Main owner(s):

dr. med. Vlasta Brozicevic
prim.mr.sci. Ivan Brozicevic, dr.med.

Organisation description / structure:

"TERME" Selce is the first private policlinic providing high quality medical services – rehabilitation therapies mainly for high level sportsmen.

Also, "TERME" is recognized as the unique health and sport center including various other activities for patients and consumers of the services like training, small schools, promotions and presentation including art gallery where famous artists and poets promote their art pieces.

There are various medical programmes for various target groups like: children, women, elderly people and disabled.

"TERME" is in short "health guardians". Their services are designed to meet the needs of each patient and that makes each of them unique. Dr. Vlasta and dr. Ivan Brozicevic are teaching post-graduates at Faculty of Medicine in Zagreb and Rijeka.

They are innovators and inaugurators of the Pilot project designed by them "Healthy food in the touristic offer of Crikvenica riviera".

They are authors of numerous books and articles.

They are advisors and winners of many awards for their medical contribution to the overall touristic offer in Crikvenica riviera.

They are sponsors and volunteers.

They created and enabled perfect working atmosphere for their employments who constantly improve their skills for the purpose of being experts on each of the highest quality technological equipment.

"TERME" is combination of home atmosphere, high technology and highly skilled and educated 30 employees.

They are famous for the high level of collaboration with other SMEs and various institutions in the region and national level.

They are official doctors of Croatian Ski Federation and FIS, as well as members of many other associations and institutions.

"TERME" Selce is the result of great idea and vision, 30 years of experience and life-long learning.

It started in living room and it became health center on 1000 m2.

Work, work and only work made it happen.

Areas/Sectors of activity (see annex):

Health – sport – tourism – gastronomy – art – beauty and wellbeing

Countries of operation:

Main activity in Croatia.

Collaboration with Clinics:
Bruderholtz, Basel – Switzerland
Vail, USA

Contact person:

Name:

dr. med. Vlasta Brozicevic

Fax:

+385 51 764 076

Address: Croatia 51266 Selce I Prilaz I.L. Ribara 8	E-mail: terme-selce@ri.tel.hr
Tel/Mobile: +385 51 765 055 +385 98 333 066	Web Site: www.terme-selce.com
Date of Form submission:	
BUSINESS OPPORTUNITIES DURING THE SECOND FORUM OF WOMEN ENTREPRENEURS Geneva, 17-18 March 2003	
Areas/Sectors of activity (see annex): Medical services Health Healthy food Tourism	Country (ies) of project location: Croatia Selce
Looking for business opportunities (please specify) Looking for/ requesting Partners: International partners for the implementation of the pilot project "Healthy Food in the Touristic Offer in Crikvenica riviera" Financing: - of the feasibility study - for the book Experts: - for the promotion of the projects in interested countries Other (please specify):	Offering : know-how experience project half prepared partners in Croatia premises for the training technology
<p style="text-align: center;">If you wish to present a specific project, please fill in Part B of this questionnaire.</p>	

AREAS/SECTORS OF ACTIVITY

This field acts as a detailed specification of the "target interests" in box related to "Areas/Sectors of activity". Please specify the area(s) of interest.

- 1 Development / Economics (*in general*)
- 2 Transport and traffic infrastructure
- 3 Energy
- 4 **Tourism**
- 5 Municipal infrastructure
- 6 **Agriculture/ Food/** Forestry/ Fishing/ Livestock
- 7 Professional & Consulting Services
- 8 Industrial/ manufacturing/ mining
- 9 Commerce & Services
- 10 Services and support to SMEs
- 11 **Micro-financing**
- 12 Information Technology
- 13 Advanced Technology
- 14 Real Estate (Development, Exploitation, Building, Architecture)
- 15 **Education**
- 16 **Environmental Technology**
- 17 **Health Services**
- 18 **Medicine** Other (please specify)

*Note: by sending us the following information, you accept that your details, address, phone numbers etc., will become widely available to the public during the Forum, via the Internet, and via other UNECE meetings and publications. This is at no charge to you. If there are any specific details you do not want to appear on the Internet and in UNECE publications, please let us know. **The above forms are partially extracted from the joint UNECE-CEI forms for project presentation***

Please insert your **photo** in the frame below:



BUSINESS OPPORTUNITIES DURING THE SECOND FORUM OF WOMEN ENTREPRENEURS

Geneva, 17-18 March 2003

Project Title

CROATIA

Healthy Food in Tourism of Crikvenica Riviera Croatia

PART B

Progress status:

Sponsor organizations:

PROJECT SUMMARY

Description


IS TO:
PRESERVE, IMPROVE, INCREASE
TOURISTS' HEALT

GOALS & BENEFITS

- Supportive action to improve integration in EU and world wide touristic trends through health care
- Overall promotion of Croatian touristic potentials in preserving and improving tourists' health
- To become the leading region of Croatia in medical tourism 110 years of tradition in tourism and medical tourism (in 1996, the income in this area was 1/3 of total income in touristic sector in Croatia)
- Existing infrastructure / services : Hotels, catering, medical institutions
- Highly skilled and educated Human potential
- Statistics that show seasonal character of tourism in this area
- Special healthy microclimate based on specific geographical position
- Agriculture potentials
- Many years of experience in healthy food promotion and projects
- Longterm collaboration with hotels and touristic institutions in riviera of Crikvenica
- The need to develop medical tourism, sport and recreation, business tourism etc.
- Statistics show that in structure of tourists there are
- Many elder people with higher health

Support & outside services:

- Town Crikvenica, Tourist Board of Crikvenica, hotels

<p>risks</p> <ul style="list-style-type: none"> ● Others with risks: children, people with chronic diseases, convalescents ● Those who choose a touristic destination to lead normal everyday life – healthy life ● Those who want to improve their life style ● Competitors turn to collaborators ● Strengths of the pilot project ● The concept of the programme allows the project to extend as a long-term scientific project with the implementation in Crikvenica riviera ● Possibility to bring back dignity and attractiveness of Crikvenica riviera in the country and world ● Project is designed to be implemented in phases <p>PHASES: COLLECTION OF RECIPES PUBLISHING OF BOOK ACTIVATING PILOT PROJECT TRADITIONAL MANIFESTATIONS TRADITIONAL EDUCATIONAL MANIFESTATIONS Production / presentation of VIDEO CASSETTE Production / presentation of 3 minute VIDEO SPOTS ACTION OF IMPROVING ALREADY EXISTING PRODUCTION OF HEALTHY FOOD IN THE LOCAL AREA</p>	
<p>Capital cost: Capital resources available from sponsors: Required financial assistance:</p>	
<p>Market demand and revenues</p>	
<p>Company Profile Name: "TERME" Selce Contact person: dr. med. Vlasta Brozicevic</p> <p>Type of services: medical tourism</p>	<p>Please insert photo of your company/project/ POLIKLINIKA SELCE CROATIA TERME SELCE HEALTH & WELLNESS CENTER</p> 

Year of establishment: 1992

Company capital :

Annual turnover:

Main shareholders: (

**Organization structure: medical institution – diagnostic, rehabilitation, education
medical doctors, trainers, physiotherapists, masseurs**

Number of employees: 30

Activities (past/ future):

- **Presentation during the manifestation ‘Product of Croatia, Days of Croatian Product’, Crikvenica 5-7 June, 1997**
 - **Letters of support by**
 - **Tourist Board of Town Crikvenica (established in 1888)**
 - **Town Crikvenica**
 - **Nutritionist dr. I.Kulier (member of the Bord for food at Croatian Academy of Medicine science)**
 - **journalist of Vecernji list, Ms.Božica Brkan Meeting of experts , May 20, 1998**
 - **Initiator dr.med.Vlasta Brozicevic**
 - **Faculty of economy, catering and Institute for tourism**
 - **Nutrititian**
 - **Catering School**
 - **Producers of healthy food**
 - **County Chamber**
 - **County Touristic Board**

RELATED DOCUMENTS

- **FOOD NORMATIVES - 1968**
 - **Hotels ‘Jadran’ Crikvenica**
- **PRODUCTION, VALORIZATION AND OPTIMIZATION OF FOOD NORMATIVES AND MENUES, based on informatic system ‘Gastro’ and normatives by ‘Jadran’ - 1989**
 - **Informatics engineering Rijeka, prof.dr. Vlasta Jakovljic**

--	--

"Golden Spoon" Ice Cream – IGS Project

PART B Example

Hungary

Progress status: Main financing identified; partner required	Sponsor organizations: IGS Company; Csoki Bank, Budapest
<p>PROJECT SUMMARY</p> <p>Description</p> <p>The IGS Project is a Hungarian initiative to produce a high-quality ice-cream for the domestic market. The Budapest-based IGS Company is already covering 7 per cent of the market. A foreign investor is required to increase the production and achieve in 5 years a 40 per cent share of Hungary’s ice-cream production (Business Plan available on request).</p> <p>A new production system will be built during the next six months and the first phase of construction will begin in April 2003. The new Company will create about 5 new jobs. The project will be managed by the “New IGS Company” which has already 60 per cent of the necessary investment. Technical Cooperation is needed for the definition of the distribution/ transport phases.</p>	
<p>Capital cost: EUR 120,000 (of which EUR 70,000 for new equipment)</p> <p>Capital resources available from sponsors: EUR 75,000</p> <p>Required financial assistance: EUR 45,000</p>	
<p>Market demand and revenues</p> <p>The market study shows a potential 100,000 customers (i.e. sales of individual ice cream pieces, 5 % of the total Budapest market). Estimated production is 8 tons per year after 5 years. Pricing strategies have been made in a preliminary form (see Business Plan).</p>	<p>The revenue forecast shows total sales from EUR 55,000 Euro during the first year to EUR 100,000 in the fifth year of production. The expected net income value ranges from EUR 25,000 in the first year to EUR 60,000 in the fifth year of operation.</p>
<p>Company Profile</p> <p>Name: IGS company, Bajza u. 27, H-1062 Budapest</p> <p>Contact person: Ms. Maria Szabó, Tel. +361 46172; Fax: +361 46175; Email: szabo@igs.hu</p> <p>Type of services: high quality ice-cream</p> <p>Year of establishment: 1994</p> <p>Company capital : EUR 20,000 (IGS)</p> <p>Annual turnover: EUR 40,000 (1998)</p> <p>Main shareholders: (or partners, owners, members, etc.): IGS, Ms. Maria Szabó 50%, Mr. Antal Gerbaud 50%;</p> <p>Organization structure: production, administration and sales in the city;</p> <p>Number of employees: 5 (2002)</p> <p>Activities (past/ future): sales only in Pest; the New IGS will sell its products also in restaurants and hotels in Budapest.</p> <p>(Note*: in this example, all data are imaginary)</p>	<p align="center">Please insert photo of your company/ project/ logo</p>