

- tehnologija kot moda
  - kratkoročna vizija
    - tehnološki trendi
  - dolgoročna vizija
    - uporabniško usmerjen vidik
- kreativnost, inovativnost, donosnost, rentabilnost
  - ni vse v ideji
  - konvergenca inovacij in poslovnega sveta
  - ni tehnološki problem
- odgovornost
  - razpisnih postopkov
  - investicijskih razmerij
  - kvalitete dela javnega sektorja
  - gospodarstva
- popularizacija
  - v medijih
  - vzpodbujanje kreativnega razmišljanja med mladimi
  - razvoj individualnega potenciala
- povezovanje in prenos znanja nista enosmerni dejavnosti
  - Odbor za znanost in tehnologijo pri OZS
    - 69 dogodkov, skupno 5000 udeležencev
- univerzitetno okolje
  - delež javnega financiranja
  - upravljanje in habilitacijski pogoji
  - bazična znanja
  - spremljanje zaposljivosti in zaposlenosti

## In pursuit of innovation

### INFORMATION TECHNOLOGY

These businesses are increasingly export-orientated, writes Kester Eddy

It is well past six o'clock in Maribor, Slovenia's second city, and most of the working population is already home for supper. Not so Darko Pihler and Iztok Kramberger, who are locked in conversation in a city-centre office around what appears to be a micro-helicopter, replete with four rotors.

"It flies! It's a UAV, an unmanned aerial vehicle. These have been around for years, but we have given ours autonomy –

cent. The figures also belie the value of the sector to the Slovenian economy, since IT companies are increasingly serving foreign markets, says Mirko Music, a Ljubljana-based consultant.

Zootfly, a computer games company based in Ljubljana, is an extreme example of this tendency, though its sales are mainly to the west.

"We are working on a \$5m project for 20th Century Fox [the US entertainment company]. It's our third game, and 85 per cent of our production is for export," says Bostjan Troha, Zootfly co-founder and chief executive.

But the government fails to recognise fully the importance of small IT companies, he argues, particularly of the more esoteric kind.

