

## APPLICATION FORM

First Name

Family Name

Company/Organization

Position

Address

Telephone

Fax

E-mail

Signature

Date

**The British Standards Institution (BSI)** is one of the world's leading providers of training, conferences, information and knowledge on standards, regulatory approval and business improvement for local and global audiences.

BSI runs conferences to support organizations in the understanding and use of standards. These high-level conferences enable organizations to quickly gain knowledge on the most recent standards and best practice and assess the benefits for their organization or sector.

Standards underpin the success of thousands of companies worldwide. As the UK's national standards body, BSI is one of the leading developers of standards, and as a global certification body for management systems standards, BSI provides a comprehensive range of training in the understanding, use, implementation, auditing and certification of standards.

BSI is a Notified Body for CE marking (CE Mark) and its experts can help you set fast access to the European market.

BSI offers a full range of certification services including the Kitemark, CE Marking and independent Direct Product Testing services.

**The Croatian Standards Institute (HZN)** is an autonomous non-profit public institution established as the national standards body of the Republic of Croatia. HZN is a member of:

- International Organisation for Standardization (ISO);
- International Electrotechnical Commission (IEC);
- European Telecommunications Standards Institute (ETSI) (status: NSO member), and
- European Committees for Standardization CEN and CENELEC since the 1 January 2010.

HZN regularly provides workshops, seminars, information and knowledge on standards, for local and regional audiences.



**CROATIAN STANDARDS INSTITUTE (HZN)**  
and  
**BRITISH STANDARDS INSTITUTION (BSI)**

invite you to

**HZN/BSI Joint event**

***How standards contribute to  
sustainable development***

**24 November 2010**

**HRVATSKI ZAVOD ZA NORME**

Zagreb, Ulica grada Vukovara 78  
dvorana *Slavoljuba Penkale*

## Target Audience

Large companies preferably operating in the industrial sector

## Speakers

### Zoran Smiljanić

Assistant Director to the HZN - Croatian Standards Institute

M.Sc. (El.Eng.), University of Zagreb  
Swinburne University of Technology-Faculty of Business

### Velimir Srića

(BBA University of Zagreb; MS in Electrical Engineering; MBA from Graduate School of Business, Columbia University, New York; PhD in management information systems) is a professor of management and IT management at the University of Zagreb and visiting professor at UCLA (University of California at Los Angeles). He is a honorary member of the Croatian Helsinki Committee, and program director of DELFIN (Developing Effective Leadership for INnovation), a private executive development consulting. He is the co-author of International Encyclopedia of Business and Management and works as a management consultant to local and international companies (Iskratel, Gorenje, Uljanik, Unior, Coca Cola, INA, NLB, Krka...).

### Marijan Pavlić

Graduate mechanical engineer  
Has been working for Siemens d.d. Zagreb Croatia as Company Quality Manager since 1996  
EOQ Quality System Manager Certification of Quality Personnel Expiry date: 28/12/2012  
Auditor for ISO 14001 and OHSAS 18001; Expiry date: 08/2013

## Elio Minutella

Graduated in Business Studies, he has been working in the area of management and organizational systems since the beginning of his career. He covered the position of Global Product Portfolio Manager in BVQI based in London and now he is Managing Director for BSI in Italy.

## Agenda

- 09:30** Registration  
**10:00** Welcome to the Seminar  
(Mr. Zoran Smiljanić, Assistant Director to the HZN)
- 10:15** **Innovation through Sustainable development**  
(Mr. Velimir Srića, professor at the Faculty of Economics and Business in Zagreb and a visiting professor at UCLA, Los Angeles)
- 10:45** **Solutions for sustainability: management systems certification**  
(Mr. Elio Minutella, Managing Director BSI Group Italy)
- 11:15** *Coffee break*  
**11:30** **Case study ISO 9001 — Quality Management System**  
(Mr. Marijan Pavlić, Quality Manager Siemens d.d.)
- 12:00** **Case study about one of the first companies in the world certified according to EN 16001 – Energy Management Systems**
- 12:30** **Questions and Answers**  
**13:00** **Conclusion of the Seminar**

## Organizers

- **Antonella Moioli**, Marketing Manager, BSI Italy
- **Tea Havranek**, Head of Development, Education and Certification Department, HZN

## Topic

How can standards help companies towards a sustainable approach to business: innovation, differentiation, value, “for the benefit of business, people and planet”.

## Registration

Fulfilled Application to be sent by **22 November 2010**

fax: **+385 1 610 93 21**

## Fee

The Seminar is free of charge  
The number of participants is limited.

## Contact

### Tea Havranek

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