

FACULTY OF ECONOMICS AND BUSINESS RIJEKA  
JUNE 22ND- 28TH 2026

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UNIVERSITY OF RIJEKA  
FACULTY OF ECONOMICS  
AND BUSINESS



Co-funded by the  
Erasmus+ Programme  
of the European Union



CROATIAN  
CHAMBER  
OF ECONOMY



**EFRI  
IBW  
2026**  
10<sup>th</sup> ANNIVERSARY

The Final  
Programme



# EFRI IBW 2026

10<sup>TH</sup> ANNIVERSARY

# Programme

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026

## EFRI IBW BIP 2026 VIRTUAL MEETING

🕒 22/06/2026, 13:00 - 00:00 (CEST)

👉 [Join meeting](#)

📍 [Azura lounge location](#)

📍 [Infobip location](#)

13:00

## VIRTUAL MEETING + INTRODUCTION

Online introduction and Workshop preparation for EFRI International Business Workshops BIP SUMMER EDITION 2026

14:00

## BOŠTJAN ANTONČIČ, UNILJU & JASNA AUER ANTONČIČ, UNIPRI

Entrepreneurial characteristics

17:00

## STUDY VISIT TO INFOBIP RIJEKA\*

21:00

## EFRI IBW 2026 BIP LOUNGE PARTY @ AZZURA BAR RIJEKA

00:00

## THE END OF A DAY 1



# EFRI IBW 2026

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# Programme

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026

## MODULE 1: BUSINESS NEGOTIATION

🕒 23/06/2026, 16:00 - 20:00

📍 Annex building of Faculty of Economics and Business (to the left from the main building)

16:00 **OPENING WORD\***  
Welcome word and official opening of the EFRI International Business Workshops BIP SE 2026

16:45 **MARCIN MAJEWSKI, WUEB**  
Same Deal, Different Culture: A Practical Guide to Global Negotiation

18:00 **DAVORIN BALAŽ, EFRI**  
Distributor's negotiation in international business

19:15 **KIRSI SOULAMO & KERTTULI FISK, XAMK**  
Build your courage and personal brand

20:00 **THE END OF A DAY 2**

\*Dress properly.  
Break: 16:30-16:45  
Break: 17:45-18:00  
Break: 19:00-19:15



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# Programme

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026

## MODULE 2: COMMUNICATION IN BUSINESS NEGOTIATION

🕒 24/06/2026, 13:00- 20:00

📍 Annex building of Faculty of Economics and Business (to the left from the main building)

📍 [Hilton Rijeka Costabella Beach Resort & Spa](#)

13:00 **STUDY VISIT TO HILTON RIJEKA\***

17:30 **SILVIYA TODOROVA, UNWE**  
Intellectual Property as a powerful strategic tool in negotiations

18:45 **VLADISLAVA PACHEVA, UNWE**  
Patent Protection of Inventions and Their Economic Exploitation in the Negotiation Process

20:00 **THE END OF A DAY 3**

Breaks: 18:30-18:45

\* Dress properly.



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# Programme

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026

## MODULE 2: COMMUNICATION IN BUSINESS NEGOTIATION

🕒 25/06/2026, 16:00 - 20:00

📍 Annex building of Faculty of Economics and  
Business (to the left from the main building)

16:00

**BOŠTJAN ANTONČIČ, UNILJU &  
JASNA AUER ANTONČIČ, UNIPRI**

Personal & sociological characteristics of entrepreneurs

17:15

**IVAN VUJIČIĆ, DURAN**

International business negotiation

18:30

**MIHO KATIĆ, ZAGREBAČKA BANKA**

The credit analysis impact on negotiation power  
in banking industry

20:00

**THE END OF A DAY 4**

Break: 17:00-17:15  
18:15-18:30



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FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026

## MODULE 3: INTERNATIONAL NEGOTIATION

🕒 26/06/2026, 16:00 - 20:00

📍 Annex building of Faculty of Economics and Business (to the left from the main building)

16:00 **ALEKSANDAR VIGNJEVIĆ, INFOBIP**  
Tech Sales Negotiation

17:15 **DEAN MATIĆ, BID GROUP LLC**  
Negotiation Power: BDM at BID

18:30 **STUDENTS PRESENTATIONS**  
Topic: Student's Negotiation Workshop

20:00 **THE END OF A DAY 5**

Break: 17:00-17:15



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**12:00** **THE CLOSING CEREMONY OF  
INTERNATIONAL BUSINESS  
WORKSHOPS BIP SE 2026\***

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🕒 27/06/2026, 12:00 - 13:00

📍 Annex building of Faculty of Economics and  
Business (to the left from the main building)

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\*Dress properly.



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# Programme

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13:00 PARTICIPANTS DEPARTURE

🕒 28/06/2025, 13:00-16:00

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# Lecturers

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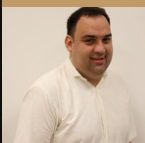
**BOŠTJAN ANTONČIČ, PHD**

Full Professor at School of Economics and Business, University of Ljubljana, Ljubljana, Slovenia



**JASNA AUER ANTONČIČ, PHD**

Full Professor of Entrepreneurship at the Faculty of Management, University of Primorska, Koper, Slovenia



**DAVORIN BALAŽ, PHD**

Postdoctorand, University of Rijeka, Faculty of Economics and Business, Rijeka, Croatia



**KERTTULI FISK**

Senior Lecturer, South-Eastern Finland University of Applied Sciences- XAMK, Kouvola, Finland



**TOMISLAV GALOVIĆ, PHD**

Full Professor, Director of EFRI IBW, University of Rijeka, Faculty of Economics and Business, Croatia



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## Lecturers

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026



**MIHO KATIĆ, MECON**

Director of Credit and Corporate analysis, Department at Zagrebacka banka, Rijeka, Croatia



**KIRSI SOULAMO**

Senior Lecturer, South-Eastern Finland University of Applied Sciences- XAMK, Kouvola, Finland



**MARCIN MAJEWSKI, PHD**

Assistant Professor, International Business Programme Manager, Wroclaw University of Economics and Business, Wroclaw, Poland



**DEAN MATIĆ, MECON**

Key Account Manager, BID Group LLC, Rijeka, Croatia



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# Lecturers

FACULTY OF ECONOMICS AND BUSINESS RIJEKA - JUNE 22ND- 28TH 2026



**VLADISLAVA PACHEVA, PHD**

Chief Assistant Professor at the University of National and World Economy, Sofia, Bulgaria



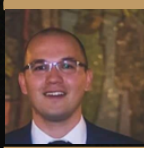
**SILVIYA TODOROVA, PHD**

Chief. Assist. Prof. Dr., IP Attorney Todorov LLP/ University of National and World Economy, Sofia, Bulgaria



**ALEKSANDAR VIGNJEVIĆ, MECON**

Senior EMEA Expert, INFOBIP, Rijeka, Croatia



**IVAN VUJIČIĆ, MECON**

Key Account Manager, Industrial Glass Products DURAN Engineered Glass, Pula, Croatia



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