



Established in 2011 as part of the Knowledge Centre of Međimurje, Technology Innovation Centre Međimurje (TICM) is a dynamic system connected to the regional economy and higher education institutions and is integrated in the international environment. TICM is also a technology incubator which supports technology based businesses and enterprising individuals in the development and implementation of technologically advanced business ideas and provides customer support through facilitation of workspace and technology equipment.

TICM, being the lead of Communication within DIGITRANS, has long standing experience in reaching its target group through digital media. It constantly uses various methods of communication to reach its target groups and to relay important information such as latest technological trends, available funding sources, etc. TICM uses FB & Twitter to inform its target groups on its activities with more than 2000 followers on FB. It runs campaigns to reach an ever-higher number of followers. If needed it uses a mass-mailing system with nearly 3.000 e-mail addresses. Additionally, TICM has a vast network of media contacts who regularly report on its activities & initiatives.

**In its capacity as one of DIGITRANS regional incubators TICM is highly involved in implementing DIGITRANS innovation method through workshops which enables SMEs to innovate their traditional business models.**

TICM itself employs professionals active in providing mentoring services to incubated companies and students working on real-life projects, organizing basic and specific trainings and seminars for incubated companies and other stakeholders. TICM offers:

- 1200 m2 of newly refurbished office space
- large multimedia hall for 100 participants, fully equipped
- meeting room for up to 20 people and modular computer classroom with 20 personal computers
- IT lab equipped with technology for web and mobile application development, 3D scanning and modelling, professional video production and advanced multimedia presentation development

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