

“KNOWLEDGE FACTORY” OPENED AT COMTRADE TECHNOLOGY CENTER

Belgrade, May 11th 2009 – Prime Minister in the Government of Republic of Serbia opened IT event “Knowledge Factory” at ComTrade Technology Center today. The event will take place in Belgrade from 11th to 15th of May.

“Knowledge Factory” is a business and education oriented IT event, and ComTrade Group as the organizer will use this five days to present local Serbian public with full potentials of new technologies and business solutions. “Knowledge Factory” brings together the most talented elementary and secondary school students, university students, business partners, entrepreneurs and business elite, as well as a great number of guests from the world of science. During the event, highly sophisticated software and robotics solutions will be demonstrated.

Not less important is the educational aspect of the event. During the first two days, ComTrade will host hundreds of students from elementary and secondary schools around Serbia, as well as students of technical universities. Special guests will be students from Kosovo and Metohija.

All activities will be organized at the ComTrade Group headquarters, located in New Belgrade (Savski Nasip 7). The premises of ComTrade Technology Center will be transformed into a real demonstration center on two floors for this occasion, with a lot of exhibited computers where visitors can follow presentations of the current projects.

The first two days are reserved for organized visits of young talents from elementary and secondary schools, as well as from Serbian universities. The program for young visitors includes educational IT lectures, visits to automated computer assembly line, robotics exhibition and numerous knowledge competitions. The goal is to help students to experience a realistic working environment and to acquire a clear picture how does it look like to be an IT professional in a large company.

During the days of “Knowledge Factory”, our company will sign contracts about business and technical cooperation with Computer Gymnasium and Mathematic Gymnasium from Belgrade, Faculty of Information Technology Belgrade, Faculty of Computers Belgrade and Faculty of Technical Sciences Novi Sad. ComTrade wants to continue assisting educational institutions in the future and to become an academic and scientific base for schools and universities, with the purpose of training and selection of its future employees. Schools and universities have the possibility to organize professional training in a more efficient manner and to include their students of basic and graduate studies in actual projects, which can greatly improve professional potentials of the students.

On the last day of “Knowledge Factory”, 15th of May, winners of “Right Click 2009” competition for the best network or mobile solution will be announced, with awards for the most perspective ideas provided by contestants younger than 26.

Wednesday is the day when the topics will revolve around successful operation of IT distribution business, while the last two days will be dedicated to public sector projects and integrated business solutions, two areas which currently occupy large portion of material resources and human potentials of ComTrade. You can find detailed agenda at www.comtradegroup.com/fabrikaznanja-agenda/

Although the public is relatively well informed about the development of computers, Serbia still lacks full consciousness about the importance of application software and comprehensive business solutions as a key factor for serious integration into the global economy. By presenting the concept of “Knowledge Factory”, we want to send a message to all relevant groups of interest to unite forces in attempt to create a stimulating environment for growth of IT industry and effective implementation of IT solutions and services.

“Knowledge Factory” is a unique IT event in Serbia with its orientation on positioning of new technologies as key tools for expanding the boundaries of knowledge and competences, as well as for business improvement. Lectures and presentations will be attended by selected guests and representatives of printed and electronic media, while the event is open for visitors who will be able to buy ComTrade computers with 10% discount. Between the scheduled activities, guests will have the opportunity to learn more about their hosts through informal conversations. Our company plans to make this event traditional and thus support many individuals and organizations working to promote information technologies in Serbia.

ComTrade Group is comprised of more than 20 companies and employs 1600 professionals, more than 1200 of whom are software engineers. Group operates in 13 countries in Europe and USA and is a regional leader in ICT industry. Activities of ComTrade Group cover the full range of IT services – from creating and implementing specialized business software solutions, through computer manufacturing to import and distribution of equipment. www.comtradegroup.com