



**Belgrade,
22th of January, 2013.**

Strawberry energy won the INSIDE INNOVATION award at the Conventa 2013 in Ljubljana

Strawberry energy Company, in cooperation with [Serbia Convention Bureau](#) and [Tourism Organization of Serbia](#), has presented innovations at the “CONVENTA 2013” in Ljubljana in the period of 16th to 17th of January, 2013, where they won the INSIDE INNOVATION award. This manifestation represents the leading event in the [meeting industry](#) for South East Europe, with over 120 exhibitors and event participants.

After successful presentation in Barcelona at [EIBTM](#) fair of meeting industry, the concept of “Strawberry event” in MICE Industry won the INSIDE award, for which numerous innovative companies, institutions and individuals from the region of South East Europe were nominated with their technological or business innovations. The purpose of the award is to identify good practice in the region of SE Europe and to highlight innovative projects that are also attractive to other regions and increase the competitiveness of the meeting industry, as it is explained by [INSIDE conference](#).

Strawberry Mini device was recognized as innovative "eco" solution which helps participants of the conferences and conventions in the situations when their mobile device battery remains out of power. Conference organizers have a possibility to offer their participants added value and to simultaneously emphasize environmental responsibility with the aim of making the event "greener".

As the award winners, Strawberry energy was given free promotional stall at the EIBTM Trade Show in Barcelona within the framework of the "Technology Village" exhibition, chance of presentation of solutions in the context of lectures at EIBTM and free promotional stall at this year Conventa Trade Show in Ljubljana within the “Meeting Service Spot”. Apart from it, Strawberry energy enjoyed special media exposure and presented its technological innovations in the [Kongres Magazine](#).

According to INSIDE conference, key evaluation criteria were originality (to what extent the innovation goes beyond existing solutions in the world), protection of the novelty through patents or other forms of protection and results achieved because of the innovation by the company, with the condition that the innovation was already presented and shown useful in the market.

Conventa is the fair which gathers convention destinations and companies that offer professional services in the organization of diverse conventions and conferences, and this year participants



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were from Slovenia, Croatia, Serbia, Montenegro, Bosnia and Herzegovina, Bulgaria, Turkey and Austria.

Strawberry energy is young Serbian Company guided by a simple vision: making renewable energy sources more accessible to all the people. For its innovation, Strawberry energy won the first award at the "EU Sustainable energy week 2011" in Brussels. So far, nine Strawberry Trees have been installed in Serbia, and five of them were installed in the cooperation with Telekom Serbia Company.

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