

Bosnia and Herzegovina and Croatia jointly advance preventive health research in the Adria region

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The [AttractAdria project](#), a new initiative funded by the European Union, officially launched its mission to build an unified research ecosystem for personalised preventive healthcare across the Adria region, beginning with its Kick-off Meeting in Sarajevo, Bosnia and Herzegovina, on October 6th and 7th, and culminating in the public Opening Event in Split, Croatia, on October 9th. This strategic scheduling highlights the partnership between the EU member state, Croatia, and the project's coordinating country, Bosnia and Herzegovina (BiH).

Coordinated by the University of Sarajevo and driven by a strong consortium of 14 partners spanning academia and industry from Bosnia and Herzegovina, Croatia, Ireland, and Norway - AttractAdria addresses the critical need for enhanced research capacity and greater international visibility of the Adria region. To achieve this, AttractAdria is designed to significantly advance the scientific and research capacity of universities in BiH, while empowering the next generation of health researchers in the region.

By connecting universities and researchers in both Croatia and BiH with leading international partners, the project's vision is to elevate research profiles and significantly boost the scientific level and competitiveness of local institutions. This is achieved by empowering early-career researchers with essential training, mentoring, and networking opportunities, which in turn fosters closer integration of BiH and Croatian talent into the European research ecosystem.

Emphasising the vital partnership between two neighbouring countries, the AttractAdria project held its Opening Event in Split, Croatia, alongside "The 6th Human Glycome Project Meeting," gathering a diverse and essential group of project partners, leading regional researchers, institutional representatives, other EU-funded initiatives, and young talents.

University of Sarajevo, the project's coordinating institution, formally introduced AttractAdria's vision for future research cooperation. Key discussions focused on building attractive research careers and improving the current regional perception of personalised preventive healthcare. A highlight was an interactive session where young researchers shared their firsthand challenges and insights into pursuing professional careers in this innovative field.

"The close partnership between our institutions in Bosnia and Herzegovina and Croatia is central to AttractAdria's success," said Danijel Pavlica, Project Manager at F6S Innovation and Integrated impact strategy and sustainability Lead for AttractAdria. "This project is a powerful example of how regional collaboration can bridge institutional gaps, advance scientific frontiers, and accelerate the integration of talented researchers into the European research community."

The launch of the AttractAdria project marks the start of a vital journey toward strengthening the scientific future of the Adria region. By fostering deep collaboration between Croatia and Bosnia and Herzegovina, the project is empowering a new generation of talent and positioning the Adria region to become a recognized leader in personalised healthcare innovation.

About AttractAdria project: The AttractAdria (Attractive Research Ecosystem in the Adria Region in the Field of Personalised Preventive Healthcare) project is a multinational and multistakeholder initiative funded by the the European Research Executive Agency (REA), under the European Union's Horizon Europe research and innovation programme. The ultimate goal of the project is to develop a thriving and lasting research ecosystem in the Adria region for personalised preventive healthcare.

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