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## The Czech – American Workshop

### “ Use the best from the U.S.”

The workshop provides an opportunity for Czech business executives to listen to those involved in successful US-Czech business partnerships. It is focused on the exchanging of experiences of those Czech and American organizations that are involved in cooperative ventures. Topics are focused on financing options of the intentions as well. Special attention is paid to companies in the field of innovation and research. The workshop speakers are representatives of Czech and US organizations involved in joint or cooperative business ventures in the US and/or the Czech Republic.

**Date:** Wednesday 6 June 2012

**Time :** 9:00 – 14:00

**Place:** Ministry of Industry and Trade of the Czech Republic  
Politických vězňů 20, Prague 1, Czech Republic

**Moderator:** Martina L. Jakl, Institute for Technology and Innovation Management, Faculty of Business Administration, University of Economics

Workshop will be held in English.

Refreshment for participants will be provided in the form of a cold buffet.

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### AGENDA

#### Welcome speech

9:00 – 9:10

Ing. Petr Očko, Ph.D.

The director of EU funds, **Ministry of Industry and Trade of the Czech Republic**

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#### Panel nr. 1

#### Innovations – Actual cooperation possibilities and capital financing options.

9:15 – 11:15

Stuart Schaag

Senior Commercial Officer, **The American Embassy** in the Czech Republic  
*Topic: Revitalizing Innovation: Our Common Goal*

Ing. Petr Očko, Ph.D.

EU funds director, **Ministry of Industry and Trade of the Czech Republic**

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*Topic: Current possibilities of Czech-American cooperation in the field of Innovation*

Ing. Miroslav Křížek, Ph.D.

Managing director, **Czechinvest**

*Topic: Czechinvest and the support of Innovation.*

Paul Bellaire, Ph.D.

Program Director, **National Science Foundation, Virginia, USA**

*Topic: Innovation in Collaboration with the U.S. National Science Foundation.*

Ing. Karel Havlíček, Ph.D., MBA

Chairman, **AMSP ČR** (Association of Small and Medium - Sized Enterprises and Crafts of the Czech Republic, Czech Republic)

*Topic: Role of innovation in small business.*

Ing. Petr Bulušek

Representative of **BERG & WHITE s.r.o.**, the Czech Republic

*Topic: Technology scouting – International transfer of technologies.*

Prof. Ing. Vladimír Mařík, DrSc.

Head of Department of Cybernetics, **Czech Technical University in Prague**

*Topic: Experience from the Czech-US Scientific Cooperation.*

Prof. MUDr. Josef Syka, DrSc.

Chairman, **American Science Information Center**

*Topic: Czech – U.S. Scientific Cooperation. History of the cooperation, supported activities (program KONTAKT II of the MEYS, U.S. programs and agencies.).*

## **Discussion**

**11:00 – 11:15**

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## **Coffee break**

**11:15 – 11:30**

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## **Panel nr. 2: Czech – American cooperation. Examples of Best Practices.**

**11:30 – 13:00**

### **Research cooperation with the U.S. companies that works!**

Mgr. Jan Buk

Production manager, **Pardam s.r.o.**

*Topic: How to get nanofibers over to the U.S.*

Stanislav Petřík, Ph.D.

Strategy & Business Development Director, **Elmarco s.r.o.**

*Topic: Cooperation with U.S. Universities in recent and upcoming years.*

### **Stories of successful Czech enterprises in the U.S.**

Jan Purkrábek

Technical director, **Linnet spol. s.r.o.**

*Topic: Establishing a branch in the U.S.*

Michal Tomčányi

CTO, **Javlin, a.s.**

*Topic: Foundations of Success in the U.S. Market.*

### **Examples of successful market integration of U.S. enterprises into the Czech economy**

Ing. Jaroslav Doležal, CSc.

National executive, **Honeywell, spol. s.r.o.**

*Topic: 20 years of consistent growth in Czech Republic.*

Todd C. Morgan

Director of Product Development - Europe/Asia, **Visteon**

*Topic: Advantages of Creating a Global Center of Excellence in the Czech Republic*

### **Final Discussion**

**13:00 – 14:00**



**Berg & White**

