



TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP (TTIP):

WHAT IS IN IT FOR COMPANIES?

6TH JUNE 2016

PRAGUE, CZECH REPUBLIC

#TTIP_Prague

→SYNOPSIS

In the EU, businesses with less than 250 employees represent 99 % of all companies and create 67 % of all jobs. A lot of SMEs are very competitive in the European context. However, entering a new market such as the American would require additional capacities and costs for them. US companies have similar experience when entering the EU market.

Burdens such as extra costs due to complicated custom procedures, regulatory differences in technical requirements for goods, issues of employee mobility, limitations of foreign ownership, or even difficulty to get hold of appropriate information negatively affect the transatlantic trade and investments and business plans of the SMEs.

Policy makers on both sides of the Atlantic aware of these issues have set up a cooperation mechanism under the Transatlantic Economic Council to assist companies when expanding to the EU or US. The US-EU SMEs dialogue paved the way for the effort of the negotiators to put these issues on the table in a separate SME chapter or other parts of the TTIP agreement.

The transatlantic trade ties are particularly strong between single old EU members and the US. The nature of trade relations of the Visegrad region relies more on trade with Western Europe and on countries such as Germany. Global value chains play an important role, where also the Visegrad countries are strongly present and integrated. Although increasing volume of direct trade have increased and investment between the V4 countries and the US has grown during last years, there is still untapped potential. TTIP should also help Central European businesses.

This conference is therefore an opportunity for SMEs to be involved in the discussions and to discuss barriers, the current tools of support for SMEs and potential which TTIP could bring for both sides of the Atlantic and its companies. Another challenge is to share experience of the Central European companies on the US market and to debate how the transatlantic ties with the CEE region could be further deepened.

→ PROGRAMME

- 09:00 – 09:30 **Registration**
- 09:30 – 10:00 **Conference opening**
VLADIMÍR BÄRTL, Deputy Minister of Industry and Trade
JAKUB DÜRR, Deputy Minister of Foreign Affairs
JAN MICHAL, Head of Representation of the European Commission in the Czech Republic
H.E. ANDREW SCHAPIRO, US Ambassador to the Czech Republic
- 10:00 – 12:15 **TTIP negotiations: what is in for SMEs?**
Discussion on key benefits of TTIP for SMEs: tariffs, regulatory issues, services, government procurement, customs and trade facilitation, IPR, gains through value chains. Q&As.
- Panellists:**
- 10:00 – 10:30 **CHRISTINA SEVILLA** (USTR) and **LUCA DE CARLI** (Directorate- General for Trade, European Commission);
- 10:30 – 11:15 **MILAN HALOUN** (Inekon: experience with US market), Elena Bryan (UPS; gains for SMEs through value chains); Dominic Boucsein (Eurochambres)
- 11:15 – 11:45 Member states officials' comments:
MATYÁŠ PELANT, Ministry of Industry and Trade, Czech Republic;
ADAM ORZECZOWSKI, Ministry of Development, Poland;
ZITA MIRK, Ministry of Foreign Affairs, Hungary;
IVAN LANCARIC, Ministry of Economy, Slovakia;
BEREND DIEKMANN, Ministry of Economy and Energy, Germany;
HENRIK ISAKSON, Swedish Board of Trade, Sweden;
(brief comments on previous panels, ways to approach SMEs on TTIP)
- 11:45 – 12:15 **Discussion, Q&As**
Moderator: **PAVEL FÁRA**, Confederation of Industry and Transport of the Czech Republic
- 12:15 – 13:15 **Buffet Lunch**

- 13:15 – 14:00 **EU – US Cooperation Agreement on SMEs**
The latest state of play on SME cooperation between the European Commission and the US Administration (show casing cooperation between DG GROW and the US Department of Commerce).
- Panellists:
- 13:15 – 13:35 **LORI COOPER** (US Department of Commerce);
MARTIN PILSER (Directorate-General for Trade, European Commission)
- 13:35 – 13:50 **SVEN OEHME** (European American Business Organization);
RADKA HÁVOVÁ (European Enterprise Network coordinator)
- 13:50 – 14:00 Q&As
Moderator: **KAREL HAVLÍČEK**, Chairman of AMSP ČR (Association of SMEs and Crafts of the Czech Republic)
- 14:00 – 16:00 **Best practices on support for SMEs expansion: Incubators and Accelerators and their links to TTIP, regulatory issues**
Support for start-ups and expanding companies, US Business Culture, challenges that companies encounter during their expansion in the US market, marketing and branding in the USA.
- Panelists:
- 14:00 – 15:00 **CARY INGRAM** (U.S. Dept. of Commerce);
LASZLO HORVATH (Active Media);
LUBOŠ MATĚJKA (CzechInvest);
JAROSLAVA NĚMCOVÁ (MeoHub);
CARL PUCCI (AS Datel; Ovela Group)
- 15:00 – 15:30 **ROSALYN STEWARD** (U.S. Small Business Administration);
HENRIK ISAKSON (Swedish Board of Trade); regulatory issues
- 15:30 – 16:00 Q&As
Moderator: **LUKÁŠ HRDLIČKA**, Presentation
- 16:00 – 16:30 **Conclusion and wrap-up of the conference**
VLADIMÍR BÄRTL, Ministry of Industry and Trade, Lori Cooper, US Department of Commerce
CHRISTINA SEVILLA, Deputy Assistant USTR
LUCA DE CARLI, Directorate-General for Trade, European Commission

→ SPEAKERS



VLADIMÍR BÄRTL

Deputy Minister of Industry and Trade of the Czech Republic

Vladimír Bártl has been Deputy Minister of Industry and Trade of the Czech Republic responsible for Foreign Trade Section and the European Union Section since March 2014.

After graduating from Department of Geodesy and Cartography at Czech Technical University in 1988 he worked in geography and metrology companies before joining the Ministry of Foreign Affairs of the Czech Republic in 1999.

He subsequently served at the Embassy of the Czech Republic in Ottawa (2000–2004), at the Ministry of Industry and Trade (2004–2006), at the Embassy of the Czech Republic in Paris (2006–2010) and as a fiduciary to the Minister of Industry and Trade in charge of international trade competitiveness issues (2011).



JAN MICHAL

Head of the European Commission Representation in the Czech Republic

Mr. Jan Michal has been Head of the European Commission Representation in the Czech Republic since September 2010. From 2009 to 2010 he worked at the European Commission's Secretariat-General in Brussels.

Between 1993 and 2009 he worked at the Czech Ministry of Foreign Affairs, inter alia as Director of the UN Department (2007–2009) and as the Czech Republic's Deputy Permanent Representative to NATO (2003–2007). He had previously served as a diplomat in the Netherlands, at the Organisation for the Prohibition of Chemical Weapons in The Hague (1996–2001), and at the UN in New York (1995), where he was a member of the Czech Republic's delegation to the Security Council.

He holds degrees in Economics from the University of Economics in Prague and in International Relations from Charles University's Faculty of Social Sciences.



ANDREW SCHAPIRO

U.S. Ambassador to the Czech Republic

Andrew H. Schapiro was sworn in as U.S. Ambassador to the Czech Republic on August 14, 2014 and presented his credentials to President Milos Zeman on September 30, 2014.

The son of a Czech immigrant to the United States, Ambassador Schapiro was born in Chicago, Illinois. He is a lawyer by training who early in his career served as a Law Clerk to Judge Richard Posner of the United States Court of Appeals for the Seventh Circuit and to Justice Harry Blackmun of the United States Supreme Court. He then worked as a public-interest lawyer in the office of the Federal Public Defender in New York City, defending individuals charged with federal crimes who could not afford to hire their own attorneys.

Subsequently Ambassador Schapiro spent 16 years in private practice as a partner at two international law firms, Mayer Brown LLP and Quinn Emanuel Urquhart & Sullivan LLP. He won landmark litigation victories for clients including Google, YouTube, and Altria Group, and was repeatedly selected for inclusion in publications such as Best Lawyers In America; Legal 500 USA, and The American Lawyer.



JAKUB DÜRR

Deputy Minister for the European Section
Ministry of Foreign Affairs of the Czech Republic

Jakub Dürr is the **Deputy Minister in charge of the European Section** at the Ministry of Foreign Affairs of the Czech Republic. Before his appointment that took effect on June 1, 2016, Mr. Dürr had served as the Deputy Head of the Czech Permanent Representation to the EU between 2011 and 2016.

Prior to that, Jakub Dürr has assumed the post of Vice-Rector for Foreign Affairs (2010-2011), Vice-Rector for External Relations (2006-2008) at the Palacký University in Olomouc and Deputy Minister for European Affairs at the Czech Ministry of Education, Youth and Sports (2008-2009).

Jakub Dürr studied Political Science and Polish Language and Literature at the Faculty of Arts of the Palacký University in Olomouc and Political Science at the Masaryk University in Brno. His university experience further includes Loughborough University (UK), Central European University (HU), Miami University (USA) and Jagiellonian University (PL).

→SPEAKERS



CHRISTINA SEVILLA

Deputy Assistant U.S. Trade Representative for Small Business at the Office of the U.S. Trade Representative (USTR), Executive Office of the President

Christina Sevilla is Deputy Assistant U.S. Trade Representative for Small Business at the Office of the U.S. Trade Representative (USTR), Executive Office of the President. She develops and coordinates trade policy and outreach related to small and medium-sized enterprises for multilateral, regional and bilateral trade agreements and initiatives. She is the U.S. lead negotiator on Small and Medium Enterprises Chapter for the Transatlantic Trade and Investment Partnership (TTIP) with the European Union.

She is also an adjunct professor at George Washington University's Elliott School of International Affairs. She received a Ph.D. in Political Science and International Relations from Harvard University. She received a B.A. summa cum laude in Political Science from Boston College, graduating as Valedictorian of the College of Arts and Sciences.



LUCA DE CARLI

EU Lead negotiator for the TTIP SME chapter, Deputy head of unit for strategy in DG TRADE European Commission

Luca De Carli is the EU lead negotiator for the TTIP SME chapter. He is Deputy Head of Unit for Strategy in DG TRADE in the European Commission, where he worked on the formulation of the new trade policy strategy „Trade for All“ of the Juncker Commission. Before dealing with strategy he worked on legal issues, representing the EU in WTO disputes and several FTA negotiations. He was the lead lawyer for the TTIP and CETA negotiations on the EU side.

Luca De Carli worked at the WTO, the OECD, the ACP Group of States and the private office of EU Trade Commissioner Peter Mandelson.

He holds a degree in Diplomatic Studies and an LLM in European law from College of Europe in Bruges.



ELENA BRYAN

Vice President
Public Affairs
UPS Europe

Elena Bryan is Vice President, Public Affairs, for UPS Europe. She manages all legislative and regulatory issues that impact UPS' operations and growth in the fifty-six countries and territories that comprise UPS' Europe Region.

Prior to joining UPS in November 2015, Elena represented the Office of the United States Trade Representative (USTR), Executive Office of the President, in Brussels as Senior Trade Representative. In that role, she was USTR's one-the-ground interlocutor with the EU institutions and the wider Brussels community on trade issues, including the Transatlantic Trade and Investment Partnership (T-TIP) negotiations.

Ms. Bryan was previously the Deputy Assistant USTR for Trade and Development, where her responsibilities included preference programs, Aid for Trade and development aspects of free trade agreements, including the Trans-Pacific Partnership (TPP) negotiations.

DOMINIC BOUCSEIN

Senior Policy Advisor
EUROCHAMBRES

At EUROCHAMBRES, Dominic Boucsein is Senior Policy Advisor, responsible for EU Trade and Customs policy. In his capacity as Senior Policy Advisor Mr. Boucsein oversees and coordinates EUROCHAMBRES Trade and Investment Committee and the EUROCHAMBRES Customs Subcommittee.

Current key activities include, horizontal trade dossiers, bilateral FTA negotiations, with a particular focus on the Americas (TTIP and CETA), as well as bilateral relations with Latin America, Asia, the Global Chamber Platform/B20 and EU Customs policy.

Dominic has a legal background, with degrees from the University of Geneva and Georgetown University

→SPEAKERS



MATYÁŠ PELANT

Head of the Americas Unit, EU and Foreign Trade Section
Ministry of Industry and Trade of the Czech Republic

Matyáš Pelant has been head of the Americas Unit at the EU and Foreign Trade Section of the Ministry of Industry and Trade since August 2013. He joined the Ministry in 2011. Between 2009-2011 he was posted in Brazil at the Delegation of European Union in the framework of programme Young Experts in Delegations (political and economic section).

Before he worked at Ministry of Foreign Affairs or at Foreign Department of Charles University in Prague.

He is graduate from Charles University (B.A. from International Area Studies at Faculty of Social Sciences and M.A. from Luso-Brazilian studies at Faculty of Arts). He is a Ph.D. Candidate at the Centre of Ibero-American Studies at Charles University.



ADAM ORZECZOWSKI

Deputy Director of Department for International Cooperation in the Ministry of Development Poland

Adam Orzechowski was born in Warsaw in 1957. He is currently the Deputy Director of the Department for International Cooperation in the Ministry of Development in Poland.

From 2008 he worked as Deputy Director in Trade Policy Department in the Ministry of Economy responsible for Common Commercial Policy of the EU, WTO, OECD, UNIDO. During the period of Polish Presidency in the EU (second half of 2011) was serving as the Chair of the Trade Policy Committee Deputies in the European Council.

Mr. Orzechowski has Master's Degree in Warsaw University of Technology (1983). Also concluded Post Graduate Studies in Warsaw School of Economics (1985), Advanced Course of Market Economy in Joint Vienna Institute (1994) and Post Graduate studies in Warsaw University – European Integration (1999).



ZITA MIRK

Desk Officer for Trade Policy
Ministry of Foreign Affairs and
Trade, Hungary

Zita Mirk has been the Desk Officer for Trade Policy in the Ministry of Foreign Affairs and Trade of Hungary since December 2015.

She has gained her experience as the Research Assistant in Financial Services in KREAB consultancy and as the Research Assistant in Bertelsmann Foundation. She was the Advisor for International Relations at Corvinus University of Budapest and the Program Coordinator/Congressional Intern in Hungarian American Coalition. She also participated in the Young Citizens Danube Network that was established established to promote civil engagement and intercultural dialogue.

Ms. Mirk received M.A. in International Relations-European Studies at the Andrassy Gyula German Speaking University Budapest, prior to that B.A. in Political Science at Corvinus University of Budapest.



IVAN LANČARIČ

General Director
Directorate of Foreign Trade Policy
and European Affairs
Ministry of Economy of the Slovak
Republic

Ivan Lančarič has been working in the Directorate of Foreign Trade Policy and European Affairs in the Ministry of Economy of the Slovak Republic since June 2015. From 2010 to 2014 he worked as the Ambassador Extraordinary and Plenipotentiary of the Slovak Republic to Kuwait, Bahrain and Qatar based in Kuwait.

Prior to that, he was Advisor to the Minister of Foreign Affairs of the Slovak Republic and Coordinator of the Slovak non-permanent membership to the UN Security Council and Coordinator for the Security Sector Reform. He also gained his experience e.g. at the Ministry of Transport, Posts and Telecommunications of the Slovak Republic, at the Embassy of the Slovak Republic in London and in Zagreb.

Mr. Lančarič studied at the Moscow State Institute of International Relations, at the Faculty of Law of Comenius University in Bratislava and at the University of Leeds.

→ SPEAKERS



BEREND DIEKMANN

Head of Division, USA, Canada,
Mexico
Federal Ministry of Economic
Affairs, Germany

Dr. Berend Diekmann is currently Head of Division, USA, Canada & Mexico, in the Federal Ministry of Economic Affairs and Energy, responsible inter alia for TTIP and CETA.

Between 2003 and 2008, he was Head of Division, International Economic and Monetary Policy, IMF, OECD Affairs.

He holds a Master of Economics from Kiel University, a Ph.D. in Economics from Mainz University and is a qualified bank clerk.

He has published diverse articles on public finance and fiscal federalism, on EU financing, on the policy of international organizations, on the international competitiveness of Germany, on international trade issues, on the role of economists' guidance for practical policy, and on current challenges for the U.S. economy.



HENRIK ISAKSON

Senior Advisor,
Swedish National Board of Trade

Henrik Isakson is a trade economist and senior advisor at the Swedish National Board of Trade.

After graduating in 1999 he worked for three years at the Swedish Federation of Trade, an organisation representing the interests of traders, retailers and wholesalers.

Since coming to the Board of Trade in 2003 he has worked with analysis of such diverse issues as anti-dumping, steel subsidies and textile quotas. Lately, he has focused much of his work on comparative analysis, including attempts to measure the degree of openness of various markets, as well as studies of vertical specialisation. He has also been working, on behalf of the Swedish Foreign Ministry, on ideas on how to fill the renewed EU Lisbon strategy (EU 2020) with a concrete trade policy dimension. He now works mostly with the internal EU market and how it is relating to external EU trade policy.

Mr Isakson holds a Master's degree in Economics from the University of Lund.



LORI COOPER

Senior Advisor and Director
Transatlantic SME Program'
U.S. Department of Commerce

Lori Cooper serves as Senior Advisor and Director of the Transatlantic SME Program at the U.S. Department of Commerce's Office of the European Union. In this capacity, Ms. Cooper develops innovative approaches for government-to-government and government-to-business cooperation in support of small and medium enterprises (SMEs) and Startups operating in the transatlantic market.

Ms. Cooper leads activities under an SME Cooperation Arrangement in force since 2012, between the Department of Commerce (DOC) and the European Union's DG GROW. Under this agreement, DOC and DG GROW units cooperate to leverage existing resources in order to enhance opportunities for U.S. and European SMEs/Startups doing business across the Atlantic.

Ms. Cooper also leads the DOC SME negotiating team within the Transatlantic Trade and Investment Partnership (TTIP) negotiations. Ms. Cooper received her Juris Doctor from Harvard Law School, is a member of the Ohio Bar, and graduated from Stanford University with a B.A. in International Relations and French.



MARTIN PILSER

Market access Unit of DG TRADE,
European Commission

Martin Pilser is responsible in the Market Access Unit of DG TRADE, European Commission, for SMEs, the ceramic sector and business issues in Latin America. Before he was working in the EU Delegation in Benin, in the Permanent Representation of Austria to the EU, as Austrian Economic Counsellor in various non-EU countries, and in the area of international fairs.

He has a degree in Law from the University in Innsbruck, Austria, and pursued post-graduate studies of Law and Business Administration in several countries.

→ SPEAKERS



SVEN OEHME

President and CEO
European-American Business
Organization, Inc.

Sven C. Oehme is the President and CEO of the New York-based European-American Business Organization, Inc., an international business consulting firm with a focus on SMEs engaged in inbound and outbound trade and investment.

He is a member of the Executive Board of the Trans Atlantic Business Dialogue (TABD), the official forum for American and European business leaders and the U.S. administration and the EU Commission. He is also founder and president of the American Business Forum on Europe.

Mr. Oehme studied Law and Economics at the University of Hamburg, Germany. He holds a LL.M. degree in International Business and Trade Law with a focus on European law from Fordham University, the Jesuit University of New York, Graduate School of Law.



RADKA HÁVOVÁ

Technology Transfer Manager
Technology Centre ASCR

Radka Hávová has been the Technology Transfer Manager in Technology Centre ASCR since 2006. The main sectors she focuses on are Life Sciences, Environment and partially ICT industries and services.

The Technology Centre ASCR is the contact point for the Enterprise Europe Network. She and her team offer comprehensive consultancy services for technology transfer and negotiate with Czech and foreign clients.

She is a full member of Czech Republic in Sector Group Environment in Enterprise Europe Network project and an observer in Sector Group Biotech Pharma & Cosmetics in Enterprise Europe Network project. She gave lectures for AISEC, PRADEC, and several exhibitions.

Ms. Hávová studied Cell and developmental biology at Faculty of Science, Charles University in Prague. She has also attended courses focused on various topics, such as Profitability – Business Simulation, Linking Research and Development, and Intellectual property rights in relation to new technologies and products.



JAROSLAVA NĚMCOVÁ

Senior project manager

Meopta – Optika, s.r.o., MeoHub
USA

Jaroslava Němcová has been Senior project manager in Meopta – Optika, s.r.o., MeoHub USA since October 2014. She is responsible for managing the project of support for Czech companies to expand on US market, marketing and business support for companies, project promotion and PR, recruiting new companies and preparing business plan.

Prior to that, she worked as the Head of marketing department in a realty company, she was in charge of marketing strategies of development and revitalisation projects, supply chain coordination and communication. She also received her experience as the Project manager and PR manager in an advertising agency.

Ms Němcová studies Marketing, media and social studies at the Tomas Bata University in Zlín.



LUBOŠ MATĚJKA

Director of Startups development
department,
CzechInvest

Lubos Matejka is the Director of Startups development department in **CzechInvest**.

He played the main role in the beginning of government startups support in the Czech Republic in 2011 – Project CzechAccelerator. The project has helped many innovative firms gain experience in doing business and accelerate in advanced foreign markets. He has been also in charge of the CzechEkoSystem project which helps early stage startups develop their business plan, marketing and management skills.

Startups development department launched the first online startup hub in the Czech Republic www.czechstartups.org in 2015. Mr. Matějka as well was one of the founding members of V4 Innovation Task Force responsible for coordination of V4 countries' cooperation in startups support.

Mr. Matějka has Bachelor's degree in Economic Geography and Regional Development from the University of the West Bohemia and Master's degree of Science in Social Geography and Regional Development from Charles University in Prague.

→SPEAKERS



LASZLO HORVATH

Founder & President
ActiveMedia

Laszlo Horvath founded award winning (Best In Integrated Search 2012, 2013, 2014, Best in Mobile 2014) global online search, advertising and media agency ActiveMedia (www.activemedia.com) in 1996. He contributed to the launch of over 50 digital startups.

Mr. Horvath received his MBA from Harvard Business School in 1995. He graduated from the Film Academy of Budapest in 1989 and received his Bachelor of Arts degree in languages literature from the ELTE University of Budapest, Hungary.

Mr. Horvath has been appointed to the District Export Council of the United States Department of Commerce in 2008 and the Industry Trade Advisory Council in 2009 by the US Secretary of Commerce.



CARL PUCCI

Head of American Operations, Datel
Group
COO, Ovela Group

Carl Pucci leads several transatlantic endeavors as COO of Ovela, Head of American Operations for the Datel Group, and the Managing Board of the American Chamber of Commerce in Estonia.

He was one of the first to bring hyper efficient, effective, Estonian e-Government tech to use in all levels of government across the United States. From Washington, D.C. to Reykjavik then Athens and everywhere in between, he has worked beside the U.S. Department of State and Department of Commerce on transatlantic trade simplification for SMEs.

CARY INGRAM (MR.)

Senior International Trade Specialist
International Trade Administration
U.S. Department of Commerce

Cary Ingram is a Senior International Trade Specialist for the Information and Communications Technologies (ICT) Industry Office of the U.S. Department of Commerce International Trade Administration (ITA).

He consults U.S. multinational companies and small-to-medium enterprises (SMEs) on strategies in international business development, and advises senior U.S. government officials on international economic and trade policies that impact the global ICT industry.

Mr. Ingram received a B.S.B.A in International Business and a B.A. in Economics and International Relations from Drake University, and earned a Master’s degree from Columbia University in International Business and Finance.



ROSALYN STEWARD

Assistant Chief Counsel
Office of Advocacy
U.S. Small Business Administration

Rosalyn Steward joined the Office of Advocacy’s Division of Interagency Affairs in September 2014. She monitors regulations issuing from the Department of Energy, the Nuclear Regulatory Commission, and the Consumer Product Safety Commission; and also focuses on international regulatory cooperation and international trade initiatives.

She received her J.D. from American University’s Washington College of Law (WCL), and is barred in both D.C. and Maryland. During Law school, she clerked in the Litigation Division of the SBA’s Office of General Counsel, and she participated in WCL’s Comparative Law Program, where she spent a summer studying International Economics and Human Rights Law in London, Paris, Geneva, and Brussels. Rosalyn received her B.A. in International Relations from the Ohio State University.

→ MODERATORS



PAVEL FÁRA

Deputy Director
International Relations Department
Confederation of Industry

Pavel Fára has been the Deputy Director of the International Relations Department, Confederation of Industry. He is responsible for activities towards set countries. It consists of organization of trade delegations, receiving foreign business missions and delegations in the Czech Republic, day to day communication with foreign partners, supporting activities of member companies abroad, disseminations of relevant information, PR activities.

For several years USA is among key countries in his portfolio, TTIP matters included. In the contemporary position he is widening his activities more in to lobbying, communication with BUSINESSEUROPE, cooperation with other colleagues on preparing their official statements.

He studied at the College of Public and International Relations in Prague, o.p.s. and at the Metropolitan University Prague, specialization – International Relations and European Studies, finished with Master Degree.



KAREL HAVLÍČEK

Chairman of the Board of Directors
Association of Small and Medium-
Sized Enterprises and Crafts of the
Czech Republic

Mr. Havlíček is the Chairman of the Board of Directors of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic. He holds number of positions in various advisory bodies to the Czech government.

He is also a Dean of the Faculty of Economic Studies at The University of Finance and Administration in Prague. As the majority investor, Karel Havlíček controls the industrial and investment holding SINDAT.

Karel Havlíček graduated the Faculty of Civil Engineering in 1992. He received the MBA at PIBS-Manchester Metropolitan University in 1998. In 2004, he obtained Ph.D. degree at the Faculty of Business Administration at the University of Economics in Prague. He was appointed the Associate Professor (doc) at the Faculty of Finance and Accounting at the University of Economics in 2014.



LUKÁŠ HRDLIČKA

Presentation specialist

Presenation

Lukáš Hrdlička is the presentation specialist, international pitch coach and TEDx speaker based in the Czech Republic. In 2012, he founded presentation training and design agency „Presenation“ improving performance of companies and individuals through impactful personal communication. He and his colleagues created tens of presentation experiences for various clients helping them to achieve goals locally and also internationally in Europe, Asia and America. Mr. Hrdlička coached hundreds of people within large corporations and Fortune 500 brands like IBM, PwC, Citibank and also helped small startup companies to find their key message and to acquire crucial clients and investors. He shared his story on TEDxEAL event in Denmark and created online courses on portal Seduo.cz with more than 6000 participants and highly positive feedback.

→ PRACTICAL INFORMATION

Ministry of Industry and Trade
Na Františku 32
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