



TTIP:  
BENEFITS AND CHALLENGES  
FOR THE CZECH REPUBLIC  
AND THE EU

NOVEMBER 6, 2014

PRAGUE, CZECH REPUBLIC

#TTIP\_Prague

# →SYNOPSIS

In mid-2013 the US and EU launched negotiations to establish the world's largest free trade and investment area, the Transatlantic Trade and Investment Partnership (TTIP). Ties between the two economies are already strong with unrivalled levels of bilateral foreign direct investment and trade flows worth €2bn a day. Through the removal of tariff and non-tariff barriers, TTIP would deepen this relationship further. An agreement has the potential to boost trade, enhance competitiveness, create jobs and help restart economic growth on both sides of the Atlantic.

Although tariffs are already low, the sheer volume of transatlantic trade means that their elimination will have a significant effect. The greatest economic gains, however, will come from the regulatory convergence and the mutual recognition of high standards of protection on both sides of the Atlantic. Beyond its impact on trade and investment, a truly ambitious agreement would send a powerful message from the US and EU to the rest of the world regarding their commitment to the development of new global rules and standards.

The Czech Republic is an open, export-driven economy. The US is our second most important trading partner outside the EU and bilateral trade is dominated by highly sophisticated products. TTIP is expected to result in increased bilateral trade as well as in trade in value-added through other EU member states. More significantly, the removal of non-tariff barriers presents opportunities for several sectors, including automotive, healthcare technology and IT.

Czech business associations as well as individual companies already operating in the transatlantic market are supportive of TTIP. They share one key expectation – that an agreement will make doing business across the Atlantic easier. The general public has shown little interest in TTIP so far, most likely owing to limited awareness of EU trade policy issues, but this may change as the negotiations progress. In other EU Member States, TTIP has already sparked heated public debate as concerns over elements of the deal have emerged.

This conference is an opportunity to engage in an open debate on TTIP, focusing on its potential impact on stakeholders in the EU and the Czech Republic. We very much appreciate your input to the discussion.

**THE CONFERENCE ORGANIZING COMMITTEE**

# →PROGRAMME

8:30 a.m. — 9:00 a.m. **Registration**

9:00 a.m. — 9:30 a.m. **Opening remarks**

**ŠTĚPÁN MÜLLER**, Dean of Faculty of International Relations,  
University of Economics, Prague

**VLADIMÍR BÄRTL**, Deputy Minister of Industry and Trade  
of the Czech Republic

**MARTIN TLAPA**, Deputy Minister of Foreign Affairs of  
the Czech Republic

9:30 a.m. — 10:50 a.m. **The global perspective:  
Trade, competitiveness and geopolitics**

Moderated by — **IVAN HODAČ**, Member of the Board of Aspen Institute  
Prague, Former Secretary-General of European Automobile  
Manufacturer's Association (ACEA)

**ELENA BRYAN**, Senior Trade Representative at the U.S.  
Mission to the European Union

**GABRIEL FELBERMAYR**, Director of Ifo Centre for  
International Economics, Munich

**IGNACIO GARCIA BERCERO**, EU Chief Negotiator of TTIP,  
Director in DG Trade of the European Commission

10:50 a.m. — 11:15 a.m. **Coffee break**

11:15 a.m. — 12:30 p.m. **Separating the facts from the myth:  
What will TTIP bring?**

Moderated by — **PETR KOLÁŘ**, Senior Advisor at Squire Patton Boggs; Former  
Deputy Minister of Foreign Affairs of the Czech Republic

**DANIELE BASSO**, Advisor at European Trade Union  
Confederation (ETUC)

**DITA CHARANZOVÁ**, Member of European Parliament, ALDE

**DAVID HENIG**, Transatlantic and International Unit at  
Department for Business, Innovation and Skills, UK

**ANDERS WAHLBERG**, Deputy Director at International Trade  
Policy Department at Ministry for Foreign Affairs of Sweden

12:30 p.m. — 1:30 p.m. **Lunch break**

- 1:30 p.m. — 1:45 p.m. **Presentation of AMO's research paper**  
**“The TTIP one year on and the Czech position: Measuring the benefits and identifying threat”**
- KRYŠTOF KRULIŠ**, Research Fellow with Association for International Affairs — AMO  
**ALICE REZKOVÁ**, Research Fellow with Association for International Affairs — AMO
- 1:45 p.m. — 3:00 p.m. **TTIP and business competitiveness**
- Moderated by — **MARTIN TLAPA**, Deputy Minister of Foreign Affairs of the Czech Republic
- VLADIMÍR DLOUHÝ**, President of Chamber of Commerce of the Czech Republic  
**HENDRIKE KUEHL**, Director of EU Office of Trans-Atlantic Business Council  
**LUISA SANTOS**, Director of International Relations Department at BusinessEurope  
**JOSEF STŘEDULA**, President of Czech-Moravian Confederation of Trade Unions (ČMKOS)  
**RADEK ŠPICAR**, Vice-President for Economic Policy of Confederation of Industry of the Czech Republic
- 3:00 p.m. — 4:15 p.m. **Business leaders' forum:**  
**The impact of TTIP on key sectors of the Czech economy**
- Moderated by — **VLADIMÍR BÄRTL**, Deputy Minister of Industry and Trade of the Czech Republic
- JIRÍ GRUND**, CEO at Grund a.s.  
**KAREL HAVLÍČEK**, Chairman of the Board of Directors of Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic  
**IVAN HODAČ**, Member of the Board of Aspen Institute Prague, Former Secretary-General of European Automobile Manufacturer's Association (ACEA)  
**MILENA JABŮRKOVÁ**, Government Programs Executive at IBM Czech Republic, Member of EU expert team of Confederation of Industry of the Czech Republic  
**PETER STRAČÁR**, CEO for Central & Eastern Europe at General Electric
- 4:15 p.m. — 4:20 p.m. **Concluding remarks**
- 4:20 p.m. — 5:00 p.m. **Glass of wine**

# →SPEAKERS



**ŠTĚPÁN MÜLLER**

Štěpán Müller has rich experiences from the private sector and from higher education, where he worked on various managerial positions. In the early nineties he was President of the University of Economics, Prague. He significantly contributed to the reforms at the university and also helped out with establishing of two business schools Prague International Management School (PIBS) and the US Business School in Prague. Between 1994–2005 he worked as member and chairman of Austria IB Securities and CAIB Securities. In 2005–2010 he served as President of the Institute of Hospitality Management in Prague. In the 2011 he joined the Department of International Trade at the Faculty of International Relations. Since February 2012 he serves as Dean of the Faculty of International Relations, University of Economics, Prague.



**VLADIMÍR BÄRTL**

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).

## **Opening remarks**

### **Business leaders' forum:** **The impact of TTIP on key sectors** **of the Czech economy**

— Moderator



**MARTIN TLAPA**

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Martin Tlapa is Deputy Minister of Foreign Affairs for Non-European Countries and Economic Diplomacy at Ministry of Foreign Affairs of the Czech Republic. Previously he served as a Deputy State Secretary for European Affairs at the Office of the Government of the Czech Republic with focus on Single Market issues and topics related to competitiveness and growth of the EU. Mr. Tlapa was also Head of Delegations of the Czech Republic at ministerial conferences of the World Trade Organization (WTO) and the Organization for Economic Co-operation and Development (OECD). He also served as Deputy Minister of Industry and Trade and held positions in Management Boards of EGAP, ČEB, ČSA & CzechTrade. Mr. Tlapa graduated at the University of Economics, Prague and he holds MBA from Sheffield Hallam University.

### **Opening remarks**

#### **TTIP and business competitiveness**

— Moderator

# →SPEAKERS



**IVAN HODAČ**

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Ivan Hodač is the Founder and member of the Board of Directors of the Aspen Institute Prague. He was Secretary-General of the European Automobile Manufacturers' Association (ACEA) since 2001 until October 2013. He is a member of the EU Commission's Special Advisory Group on the TTIP negotiations with the US. Financial Times recently listed him among the most influential personalities in the Brussels politics. Before joining ACEA, Ivan Hodač was Senior Vice-President and Head of the Time Warner Corporate office for Europe. Previously he was Secretary-General of the trade organization IFMA/IMACE, Senior Economist at Didier & Associates, and Assistant Professor at the College of Europe, Bruges. Ivan Hodač was born in Prague, where he studied mechanical engineering. He completed his education in economics and political science at the University of Copenhagen and the College of Europe in Bruges.

**The global perspective:**  
**Trade, competitiveness and geopolitics**

— Moderator

**Business leaders' forum:**  
**The impact of TTIP on key sectors**  
**of the Czech economy**



**ELENA BRYAN**

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Elena Bryan is the Senior Trade Representative, representing the Office of the United States Trade Representative (USTR) in Brussels. Previously, she was 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. Earlier, she was Deputy Assistant USTR for Southeast Asia. Ms. Bryan worked on GATT and WTO issues for many years, including as part of the USTR team at the U.S. Mission to the GATT in Geneva during the Uruguay Round. In Washington, she was responsible for market access, developing country and WTO institutional issues. Thanks to that Ms. Bryan has extensive experience negotiating bilateral, plurilateral and multilateral agreements, including free trade agreements.

**The global perspective:**  
**Trade, competitiveness and geopolitics**



**GABRIEL FELBERMAYR**

Professor Gabriel Felbermayr studied Economics and Trade at the University of Linz. After graduation he went to Florence, Italy, for his doctoral studies and to Tübingen, Germany, for his habilitation. Since 2011, he holds both a position as Director International Economics at the Ifo Institute and as Professor of Economics at the Department of Economics of Ludwig-Maximilians-University in Munich. He is also Associate Editor at European Economic Review and International Review of Economics and Finance. And last but not least he serves as an External Research Fellow at University of Nottingham. For his research, prof. Felbermayr was awarded several prizes and in the Handelsblatt (2013) Ranking of Economists in German speaking Countries, he is listed on rank 14 in the list of the top 100 researchers under 40 years and on rank 36 in the list of top 100 most productive researchers.

**The global perspective:**  
**Trade, competitiveness and geopolitics**

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**IGNACIO GARCIA BERCERO**

Ignacio Garcia Bercero is a Director in DG Trade of the European Commission. Since 2012 he has been responsible for overseeing EC activities in the fields of Neighbouring Countries, US and Canada as well as being the Chief Negotiator for the EU–India FTA. He coordinated the work of the EU-US High Level Working Group on Growth and Jobs and is the Chief Negotiator for the TTIP negotiations. He was also the Chief Negotiator for the EU–Korea and EU–India Free Trade Agreements. Before that, he worked in the areas of WTO Dispute Settlement, and Trade Barriers Regulation. He has written several papers and publications on the subjects of Trade Laws, GATT and WTO System, Safeguard Measures, Trade and Competition, DSU Reform and Dispute Settlement in European FTAs. Mr. Garcia Bercero has a Law Degree from the Law Faculty of Universidad Complutense, Madrid and a Master of Laws Degree (with Distinction) from University College, London.

**The global perspective:**  
**Trade, competitiveness and geopolitics**



# →SPEAKERS



**PETR KOLÁŘ**

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Petr Kolář held a number of positions in the Czech Foreign Service, including head of department, deputy minister of foreign affairs for bilateral relations, advisor to the President Václav Havel for European integration and the Balkans. In 2013 he served as Director of Foreign Affairs for the PPF Group, where he primarily focused on Asia. Currently, he works in international law firm Squire Patton Boggs, where he focuses his practice on commercial diplomacy and global government relations. Petr provides clients with analytic and diplomatic expertise, representing them before the legislative and executive branches of government.



**DANIELE BASSO**

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Daniele Basso has been European Trade Union Confederation (ETUC) Trade advisor since January 2014. He is a coordinator of the activities of the ETUC Working Group on Trade and Globalisation and monitors the external trade policy of the EU. He is also a substitute member of the TTIP Advisory Group and member of the EU–Central America and EU–Colombia&Peru Advisory Group. From 2012–2013 he was Assistant on international affairs and trade at the Party of European Socialists. Previously he served as an intern of an Italian MEP member of the International trade committee. Graduated with a double degree in International affairs between Turin University and SciencesPo Bordeaux and a Master’s Degree in European Governance and Public Policy from Cardiff University, UK.

**Separating the facts from the myth:  
What will TTIP bring?**

— Moderator

**Separating the facts from the myth:  
What will TTIP bring?**



**DITA CHARANZOVÁ**

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Dita Charanzová is a Member of the European Parliament. She graduated from the University of Economics, Prague and later from the Diplomatic Academy in Madrid. She completed her doctorate degree at the Jan Masaryk Centre of International Studies, University of Economics, Prague. During the Czech EU Presidency, she chaired the Trade Policy Committee at the Council of Ministers and was a diplomat at the Permanent Representation of the Czech Republic to the EU focusing on trade and development policy. Dita Charanzová is the ALDE Coordinator for the Internal Market and Consumer Protection committee and a substitute Member of the Committee on International Trade.

**Separating the facts from the myth:  
What will TTIP bring?**



**DAVID HENIG**

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David Henig has been Assistant Director, TTIP, at the UK Department for Business Innovation and Skills since the launch of TTIP talks. He has led the UK's engagement with the Commission and other Member States, established connections with US negotiators, organised an expert conference on regulatory coherence, and tweets regularly on the subject (@DavidHenigBIS). Prior to the launch of TTIP talks he focused on international business policy with particular regard to OECD, China, and the G20, and before that worked on better regulation both domestically and within the EU. David has a degree in Politics and Economics from Oxford University, and started his career working for 15 years as an IT and Management Consultant.

**Separating the facts from the myth:  
What will TTIP bring?**

# →SPEAKERS



**ANDERS WAHLBERG**

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Anders Wahlberg is presently Deputy Director at the International Trade Policy Department at the Swedish Ministry for Foreign Affairs, coordinating the negotiations on the Transatlantic Trade and Investment Partnership. Most recently, he served as the Economic Counselor at the Embassy of Sweden in Washington DC. Before that he was Deputy Director at the Swedish Ministry for Foreign Affairs, leading work on multilateral development banks. Between 2007 and 2010, he worked with international trade policy issues at the Ministry for Foreign Affairs. Prior to joining the Ministry for Foreign Affairs, Anders Wahlberg held various positions in the Swedish Ministry of Finance, dealing with international economic and financial policy and European economic affairs. He also served briefly at the UK Treasury. Anders Wahlberg holds a Master's Degree in Economics and Political Science.



**KRYŠTOF KRULIŠ**

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Kryštof Kruliš is a Research Fellow at AMO Research Center in the area of the Internal Market of the EU. He pursues his Ph.D. in International Relations and European Studies at the Institute of International Relations and the Metropolitan University Prague. He also reads for Ph.D. at the department of the European Law of the Law School of the Charles University in Prague, where he graduated summa cum laude his master degree in Law and legal science in 2005. From 2005 to 2009 Kryštof worked as an associate in an international law firm where he provided legal advisory within the areas of the Czech law and law of the EU to leading Czech and foreign clients from both private and public sectors. In his legal practice since 2009 he has focused on the EU law and international public law issues.

**Separating the facts from the myth:  
What will TTIP bring?**

**Presentation of AMO's research paper  
"The TTIP one year on and the Czech  
position: Measuring the benefits and  
identifying threat"**



**ALICE REZKOVÁ**

Alice Rezková graduated in International European Studies and Diplomacy at the University of Economics in Prague majoring in European Economic Integration. Then she successfully concluded Honors Academia studies, extra-semesteral master program in economy and trade for excellent students and professionals. She accomplished a stipend study program at the Hong Kong University of Science and Technology focusing on international trade and political economic strategies of Southeast Asian countries. In 2007-2010 she worked as the director of the Association for International Affairs – AMO. She was also researcher and coordinator within various research projects primarily on economic and political relations between Asian countries and the EU. She coordinated a range of free trade agreements impact studies.



**VLADIMÍR DLOUHÝ**

Vladimír Dlouhý was elected President of the Czech Chamber of Commerce in May 2014 and holds this position since. He studied mathematical economics and econometrics at School of Economics and at Charles University in Prague, later MBA at Catholic University in Leuven (Belgium). In 1989, he was invited to join the first post-communist government and till 1992, served as Minister of Economy of Czechoslovakia. After the split of the country, till June 1997, he served Minister of Industry and Trade. Since 1997 till today, he has been member of International Advisory Board of Goldman Sachs, covering Central and Eastern Europe; between 1997 and 2010, in the similar capacity, he advised to ABB. He is vice-chairman of European Group of Trilateral Commission and in 2009-2012 was member of European Advisory Group to Managing Director of IMF.

**Presentation of AMO's research paper  
“The TTIP one year on and the Czech  
position: Measuring the benefits and  
identifying threat”**

**TTIP and business competitiveness**

## →SPEAKERS



**HENDRIKE KUEHL**

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Hendrike Kuehl is the Head of Trans-Atlantic Business Council's Brussels Office. She previously served as Policy Director and coordinated initiatives in a variety of trade policy areas with the members of the Council. Hendrike joined the TABC from the TransAtlantic Business Dialogue (TABD). In her role as EU Director she was responsible for the coordination of TABD's working groups and the organization of policy committee and board meetings on the EU side. Prior to joining TABD she worked as a supervisor at Psephos Institut, Hamburg, where she analyzed and evaluated political research surveys. Before acquiring her degree, Hendrike worked for Tate & Lyle Germany as a project manager in the purchase division with focus on the identification of Chinese raw materials suppliers. Hendrike holds a BA degree in European Studies with Spanish from Royal Holloway, University of London.



**LUISA SANTOS**

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Luisa Santos is Director for International Relations at BusinessEurope and member of the TTIP Advisory Group. Her principal experience is in the textiles sector, having acted first as the chief representative for the Portuguese textile industry in Brussels, later as Trade and Industry Manager for Euratex- European Apparel and Textile Confederation. She was also the manager responsible for international partnerships – including a joint venture in India – for a leading Portuguese textiles company. Her academic background is in law and management.



**JOSEF STŘEDULA**

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Josef Středula is President of Czech-Moravian Confederation of Trade Unions since April 2014. He played an important role in creation of new unions after the Velvet revolution and he worked in several unions since then. He serves in various expert groups affiliated to tripartite negotiations between representation of businesses, unions and government. He is also a member of Steering Committee of European Trade Union Confederation (ETUC). He likes to use social networks in his work, you can find his Twitter at @JStredula.



**RADEK ŠPICAR**

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Radek Špicar is a Vice-President for Economic Policy at the Confederation of Industry of the Czech Republic and a Director of the Aspen Institute Prague. He is former Deputy Prime Minister for Economy and member of the Škoda Auto management. Mr Špicar is a lecturer at the Institute of Economic Studies, Charles University and at the Diplomatic Academy of the Ministry of Foreign Affairs. He is also Chairman of the Management Board of Academy of Arts, Architecture & Design and a member of Corporate Council of Forum 2000 Foundation. Topics of his expertise include economic diplomacy, corporate social responsibility, culture industry and the benefits of think-tanks and NGOs. He graduated from Charles University and University of Cambridge.

# →SPEAKERS



**JIŘÍ GRUND**

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Jiří Grund is a Director at family firm Grund focusing on manufacturing bathroom mats and accessories. The business of Grund company was established soon after the Velvet revolution and went a long way from a tufting machine in a family house to a company with 220 employees exporting into 30 countries worldwide. Jiří Grund became the president of the company in January 2010 after his father Jiří Grund Sr. He has worked on several positions in the family firm for 18 years before he became president of it. He graduated at The Open University Prague with degree in Management. Jiří Grund is also Member of the Administrative Committee at Association of Textile-Clothing-Leather Industry. Besides Czech he is fluent in English and German.



**KAREL HAVLÍČEK**

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Karel Havlíček is the founder and Chairman of the Board of Directors of Czech Association of Small and Medium-Sized Enterprises and Crafts (SME). As an investor he controls the ownerships in Sindat Group, a holding of European SME's in the chemicals, biomedicines and textiles manufacturing sectors. Karel is also the Dean of the Faculty of Economic Studies at the University of Finance and Administration and Member of the R&D Council of the Czech Republic. Having graduated at Czech Technical University with an Ing. (MSc) in Engineering, Karel Havlíček has gone on to gain an MBA from the Manchester Metropolitan University, a Ph.D. from the University of Economics in Prague and Doc. (Associated Professor) from the same University. He speaks Czech, English, German, Russian, Spanish, French and some Chinese and has published several professional texts and books on SME's management.

**Business leaders' forum:**  
**The impact of TTIP on key sectors**  
**of the Czech economy**

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**of the Czech economy**



**MILENA JABŮRKOVÁ**

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Milena Jabůrková, Government Programs Executive, leads IBM's public policy and government relations in the Czech Republic and Slovakia. She specializes on public policies at the national and EU level related to workforce, investment strategies, trade, technology and economic development. Milena started her career as a social worker. Then she joined the Czech Government, where in the Ministry of Social Affairs she was responsible for reform of social services. Prior to joining IBM she worked for the Union of Local Governments where she represented the interests of Czech Local Governments vis à vis the Czech Government and EU Institutions. Milena graduated from Charles University (Master of Social Policy) and undertook her post-graduate studies at Victoria University of Manchester (Master of Economy and Social Studies).

**Business leaders' forum:**  
**The impact of TTIP on key sectors**  
**of the Czech economy**



**PETER STRAČÁR**

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Peter Stračár has been the CEO for GE in Central and Eastern Europe based in Prague since 1st January, 2013. Peter Stracar is to drive growth building on GE's key partnerships in the region which today represents a \$4.0 billion market for the company . Prior to joining GE, Peter was President of Asia Pacific, Hilti Corporation based in Hong Kong as his last assignment of an 18-year-career there. Born in Slovakia in 1965, Peter holds a Master's Degree in Electronic Engineering & Computer Science from the Technical University of Kosice, Slovakia, and started his career at IBM Eastern Europe.

**Business leaders' forum:**  
**The impact of TTIP on key sectors**  
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# → PRACTICAL INFORMATION

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University of Economics, Prague  
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**TRAM** Husinecká ← 5, 9, 20, 26

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## **HEADSETS**

We offer the use of headsets during the conference. The program is simultaneously translated into Czech, respectively English. Feel free to ask the staff to borrow the headset and please do not forget to return it when leaving the conference. Thank you in advance.

## **SOCIAL MEDIA**

You can follow this conference and organizers also on social media. For the latest news from Twitter or Facebook use hashtag #TTIP\_Prague. Using this hashtag on Twitter you can even ask the panelists your questions.

## **ONLINE STREAMING**

The whole conference is live streamed via Czech Television website at [www.ceskatelevize.cz](http://www.ceskatelevize.cz).

A recording of the conference will be available there in the archive section.

## **GLASS OF WINE**

The program will be concluded by an informal glass of wine, feel free to stay and discuss the points raised during the conference with other guests and speakers.



# →PARTNERS

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## ORGANIZERS

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**WE WOULD LIKE TO  
THANK ALL THOSE WHOSE  
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T +420 224 813 460

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