



– JUNE 20, 2011 –

THE 2011 CZECH IT SEMINAR

Czech Republic Consulate General & CzechInvest, New York
Bohemian National Hall, 321 East 73rd Street (Between 1st & 2nd Avenue)

Presented in Association with:

BK Advisory Group | Citibank
And Czech IT firms Y Soft and Solid Access



CONSULATE GENERAL
OF THE CZECH REPUBLIC
IN NEW YORK



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Purpose & Theme of the Event:

“Ideal Location For Your Company Headquarters in CEE and suitable site for offshore outsourcing ”

The goal of this event is to provide insights and perspectives on the agile and growing Czech IT sector and its many ties with America and US businesses. The Czech Republic is the ‘second home’ of many American IT firms for a reason – this evening’s discussions will explore why so many US companies operating in Europe share this confidence.

If the presenters and discussions prompt a question, please be sure to join in the Open Forum for Q&A. Bottom line, it’s intended to be both informal and informative. Networking will be an important part of the evening.

Evening’s Agenda:

5:30-6:00 pm Registration & Networking

6:15 pm Welcome & Opening Remarks

6:30-7:30 pm

BK Advisory Group Outsourcing’s Evolution toward Global Sourcing

CzechInvest ICT Business and Investment Climate in the Czech Republic

Citibank Our Experience of the Czech Republic

Moderated discussion with two Czech IT firms:

Solid Access Extreme Innovation: How we do it

Y Soft Our Story: How Our Czech Firm Became Global - and Why

7:30 pm Open Forum for Q&A; Closing Remarks

7:45 pm Networking, Networking, Networking

“Meet Me by the Printer”

Event Co-Chairs:

David T. Kinneer, Partner BK Advisory Group | **Jan Fried**, Director of East Coast Operation, CzechInvest New York

Silvia Struna, Citibank | **Tomas Hart**, Consul for Commercial Affairs of the Czech Republic in New York

Karen Morris, Former CIO Chartis & Innovation Consultant | **Ken Cox**, Y Soft Americas | **Tomas Havrda**, Solid Access

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Participant Biographies

David T. Kinnear



David is a co-founder & partner in GSSOCX, the only industry-wide portal of its kind for professionals in shared services, outsourcing & consulting. He advises clients on sourcing and the adaptation of corporate strategy to create competitive advantage and new sources of growth. In the field of Sustainability, he works with companies seeking tangible cost savings and competitive advantage through the adoption of energy efficiency strategies & techniques. He is a strategic adviser to early stage companies with disruptive technology or service propositions, such as in the outsourcing, social media and carbon accounting sectors. He is a frequent contributor & thought-leader on the role and growth of global

sourcing & outsourcing methods & the emerging field of Commercial Sustainability. In a voluntary capacity, David is a co-Founder and Chair Elect of The Global Sourcing Council. David has a LLB from Manchester University and is a member of the Bar of England and Wales. He lives with his wife and daughter in New York.

Jan Fried



Since January 2011 Jan is a foreign representative of CzechInvest Agency (Ministry of Industry and Trade) in New York, responsible for the services to potential investors from the East Coast of the United States. The primary aim of CzechInvest foreign representation is to attract FDI (with particular focus on high added value projects in hi-tech, ICT, biotechnology, clean tech and new materials) to the Czech Republic. Jan provides all information a potential investor may need to consider the Czech Republic as a suitable investment location and

serves as a link between the USA and the Czech Republic. Jan is currently also looking into ways of how to foster connections between Czech R&D and Czech innovation/technology companies and their counterparts and VCs in the USA. Jan was previously Sector Specialist for the field of Information and Communication Technologies, analyzing and interpreting the current situation and future trends of ICT sector in the CR and in the world and setting up investment promotion strategy within the Czech Republic.

Silvia Struna



Silvia Struna Foster joined Citibank in Romania in 1996 where she worked in the Corporate Bank department covering subsidiaries of multinational corporations. After completing her MBA at the University of Toronto, Canada, she rejoined Citibank in New York in 2003 as a Management Associate in the Global Transaction Services, working in the Cash Management and Trade Finance departments. In 2005, Silvia was promoted to Relationship Manager in the Global Subsidiaries Group covering a large number of Fortune 500 multinational-

als in specific industries. In 2009, she joined the International Sector in the Commercial Banking Group as Relationship Manager covering Central and Easter Europe.

Solid Access



Privately held Solid Access Technologies (Solid Access) was founded by Czech IT entrepreneurs with a mission to lead the emerging ultra-fast Solid State Disk (SSD) category by adhering to a philosophy of adoption of industry standards in a market previously served only by proprietary technology. Their patented, technology-based flagship product, Universal Solid State Disk (USSD) is the fastest product on the market based on customer

benchmarks. Solid Access products, sold to customers in the private and public sectors worldwide (including Financial Markets, Oil and Gas, ERP, SaaS, Education and U.S. and E.U. Governments), are available directly or via an International Partner network.

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Participant Biographies

Tomas Havrda

Since 1990, has led entrepreneurial enterprises establishing advanced computer technologies in emerging Central European markets. For more than a decade was CEO of Amecon Inc., Stratus Technologies' fault-tolerant server distributor and Customer Assistance Center (CAC) operator in Central Europe. Co-founded and managed Solid Access through all phases of evolution; led the patent application process and secured U.S. patent protection for the venture's key intellectual property. Successfully launched and supported multiple products nationally and internationally.

Y Soft



Y Soft is a global company that provides intelligent print management solutions that reduce costs, improve printing security and protect our environment – Go Green. The company's core product YSoft SafeQ® is used by more than 3,000 organizations in 65 countries. It tracks every print and copy—so you know who is printing, what is printed, and which printers are used. You can use the knowledge you gain from SafeQ reports to analyze print operations across your organization, enabling you to optimize print resources, control costs and maximize convenience for users.

Ken Cox

Ken is the CEO of the Y Soft Americas Ltd. which is the affiliate company of Y Soft Corporation based in Brno, Czech Republic. Ken was founder and owner of Xpert Image company that Y Soft Corporation purchased 2 years ago. Ken is the senior executive with the 30+ years experience within the printing solutions.

Tomas Hart



CONSULATE GENERAL
OF THE CZECH REPUBLIC
IN NEW YORK

Tomas has been Consul for Commercial Affairs of the Czech Republic in New York since 2007, his previous working engagements sent him to Sankt-Petersburg, Russia (5 years) and Belgrade, Republic of Serbia (5 years). Before coming to New York he was Advisor to the Deputy Secretary of Trade Ministry and also worked in European Union desk at State Department in Prague. Prior to his government work he was Sales and Marketing Manager for Central and Eastern Europe at Swedish manufacturer's GCE operations in the Czech Republic. Tomas always strives to bring added value into every activity he is involved in. Having been in the U.S. for almost four years Tomas realizes strong ties and relations which Czech Republic has with the United States (political, trade and commerce, cultural and personal). He proposed organizing this event and persuaded all other participants to join him.

Karen Morris

Karen has spent over 25 years in international commercial roles. An English barrister, she began her legal career in private practice as a multi-jurisdictional tax specialist. She later joined a leading global fast-moving consumer goods organization as Divisional General Counsel for Europe with specific responsibilities, inter alia, for new product development, I.P., brand, marketing and distribution issues. Karen then moved into the international insurance industry where she has held both legal and commercial roles for over 13 years, including international general counsel and executive management of multi-national underwriting operations. This experience led to an increasing focus on new product, service and business model development. In recent years, she has specialized in innovation strategy and execution. She has devised and implemented unique methodologies to sustain and grow AIG's innovation agenda. Karen holds graduate and post-graduate qualifications obtained in France, Scotland, England and the U.S. in English, French and Law. She joined AIG in New York in 2004.