



## Asia Business Conference (ASBUCO) 2017:

On Foreign Trade, Investments & Research

Program Draft

### Organizer

Governance Institute

### Patronage

The event is organized under the patronage of Mr. Jaroslav Kláška, a Member of Parliament of the Czech Republic, and CzechInvest.

### Date

25<sup>th</sup> May 2017

### Venue

Chamber of Deputies of the Parliament of the Czech Republic, Malostranské náměstí 7/19, Praha 1, Room no. 48 („Konírna“)

### Website

[www.asbuco.cz](http://www.asbuco.cz)

### Attendees

anticipated number of attendees is 100 persons (cumulatively) including:

- attendees of state institutions involved in business cooperation with Asian countries,
- bank institutions with long experience in bank environment in target territories,
- press representatives,
- companies from target countries settled in Czech Republic,
- Czech companies already involved in or considering doing business with target territories.

### Conference Aims

Asia Business Conference (ASBUCO) 2017 is an annual conference on entrepreneurship and business cooperation with Asian territories. It is a meeting of the community of investors, businesspersons and political subjects involved in cooperation with the target countries. The aim of the conference is to support business cooperation between Czech institutions and their foreign counterparts from the target region. This objective will be achieved by creating a platform for discussions and meetings of experts



from both state and private sphere. The topic of the conference is 'Asia in Czech Business: Where Are We Heading?'.

The conference will consist of three main parts – the first one focusing on foreign trade, the second one on investments and the third one on research and development. The key speakers from state institutions as well as private sphere will hold speeches on the current situation of export, investments, research, environmental protection, and political cooperation between the Asian region and the Czech Republic and outline its future perspectives. Each session shall include the coverage of the current challenges and vision of further steps that shall be taken to move the business cooperation to the next level.

## Suggested Conference Schedule

<i>Time</i>	<i>Conference Part</i>
08:15-9:00	REGISTRATION
9:00-9:30	<b>OPENING SPEECH</b> <i>Jiří Havlíček</i> <i>Ministry of Trade and Industry</i> <i>On the importance of economic cooperation with Asian countries</i>  <i>Martin Klepetko</i> <i>Ministry of Foreign Affairs</i> <i>On the importance of political cooperation with Asian countries</i>  <i>Jaroslav Kláška</i> <i>Parliament of the Czech Republic</i> <i>Possibilities of cooperation with Asian countries</i>
09:30-10:30	<b>FOREIGN TRADE</b> According to the Export Strategy of the Czech Republic 2012-2020, 12 countries were defined as the priority countries including China, India and Vietnam, and Japan belongs to another defined group of countries of interest. The Asian region seems to be a region with a large potential for the development of the economic opportunities. However, the trends of imports and exports are rather stagnating. Are these opportunities used sufficiently? Is the Czech Republic supporting the export and import intentions in full measure?  <b>Speakers and topics</b> <i>Aleš Červinka</i>

*CzechTrade*

*Current state and future possibilities in bilateral trade with China*

*Alice Rezková*

*Association for International Affairs*

*Business cooperation with Asian region: Implications for the future*

*Jana Hajzlerová*

*The Chamber of Commerce of the Czech - Korean Society*

*Entering the Korean market: Possibilities and challenges for Czech SMEs*

10:30-11:00

### INVESTMENTS

The first wave of investments from Asian countries came at the turn of the century from Japan and continues to the present. The investments from Japan and Korea belong to the five largest foreign investments mediated by CzechInvest in 1993-2015 totaling of almost 218 billion CZK and creating about 64,000 new jobs. Nowadays, more Asian investments around the world are focusing on the M&A. Is the Czech Republic attractive for the Asian investors in the field of M&A? What future development shall we expect?

#### Speakers and topics

*Martin Krejčí*

*CzechInvest*

*The current state of Asian investments in the Czech Republic*

*Qidong Heng*

*CzechInvest*

*Cooperation with Chinese investors: implications for the future*

11:00-12:00

### RESEARCH & DEVELOPMENT

Investment to research and development in Asian countries are steadily growing, especially in South Korea and China. Czech state institutions are opening programs focusing on joint research between the Czech and Asian partners. What are the results of the joint research activities? What are the perspective fields for the future research?

#### Speakers and topics

*Technology Agency CR*

*Joint research between the Czech Republic and Asia: possibilities and outcomes*

*Miroslav Václavík*



*VÚTS Liberec*

*Advantages and disadvantages of joint research between CR and Asia: case study of a real project*

*Petr Hladík*

*Technology Center CAS*

*Entrepreneurship support in doing business with Asian partners*

12:30-12:45

Evaluation & Recommendations

12:45-14:00

**LUNCH BREAK & NETWORKING SESSION**

## Contact Persons

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