

# SWISS MANAGEMENT FORUM 2015

## Drivers of Technological Progress: Interaction between Education and Business

**Date:** Thursday March 26th 2015, 09:30–14:30

**Place:** Angelo Hotel Prague, Radlická 1g, 150 00 Prague 5

Ideas drive innovation, innovation drives technology, technology drives business success. But not every academician has a business talent, and not every manager breaks new academic ground. For an idea to become a successful business outcome, both sectors have to work together.

At this year's Swiss Management Forum, the signature event of the Swiss-Czech Chamber of Commerce (HST), we will investigate how this can happen. A panel of experts from academia and business will shed light on the topic from both sides. And technology itself will be present, as for the first time in its history the Forum will head into cyberspace to reach an even wider audience.

### Programme:

**09.30**..... Registration of participants

**10.00**..... Opening of the conference

**10.15**..... Key Note Speech: Michal Štefl, Czech Chamber of Commerce

**10.45**..... Key Note Speech: Ileana Nicolae and Petr Dvorský, Sika

**11.15**..... Coffee break

**11.20–12.20**... Video Presentation of key note speeches at universities

**12.20**..... Panel discussion:

Petr Štěpánek, Brno University of Technology

Vojtěch Petráček, Czech Technical University in Prague

Jana Vašíčková, ABB

Martin Neumeister, Baumer

Heidrun Irschik, Novartis

Eduard Palíšek, Siemens

**13.30**..... Buffet lunch

**14.30**..... Closing of the conference

Speeches and discussion will be held in English.

**Price:** HST members: 1 350 CZK (incl. VAT)

Non-members: 2 350 CZK (incl. VAT)

Students: free entrance (conference + coffee break, no buffet lunch)

### Registration:

Please register at [tcizkova@hst.cz](mailto:tcizkova@hst.cz) on March 13th 2015 at the latest.

Contact person: Terézia Čížková, Tel: +420 222 516 614

Please make an advance payment to the account 474 290 193/0300, CSOB. Please enter your surname and name of your company as a message for recipient and IČ as a variable symbol.

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**Michal Štefl, Czech Chamber of Commerce**

Chairman of the Board of Directors, Chief Executive Officer, OHL ŽS, a.s. Graduated from University of Economics in Bratislava. Since 1979 his career has been associated with OHL ŽS (formerly Železniční stavitelství Brno, state enterprise and ŽS Brno, Joint Stock Company). Michal Štefl has worked in management positions in planning and financial management. In 1992, he became Chief Financial Officer, in 1994 CEO and in 2001 Chairman of the Board of Directors. He is a vice-president of Czech Chamber of Commerce and a chairman of the Regional Chamber of Commerce of Southern Moravia. He is also a chairman of the Board of Trustees of the Brno University of Technology.

**Ileana Nicolae, Sika AG**

Born and raised in the heart of Transylvania, with an education with strong German influences, she took over her father's company in 1995 – Corona Ltd., advising foreign companies (in particular companies from German-speaking countries) who intended to start business in Romania. After gathering some experience, she held several management positions in multinational companies including the Heidelberger Cement Group. In 2002 Ileana Nicolae started the business for Sika in Romania. After 12 years, Sika Romania has a turnover of approx. € 20 million, with 65 employees, administrative, logistic, production units and R & D center in Brasov, sales office and warehouse in Bucharest, second production facility and warehouse in Cluj and home offices in all major cities of the country. In April 2014 she was promoted to Area Manager Eastern Europe.

**Petr Dvorský, Sika CZ**

Petr Dvorský graduated at the Faculty of building material engineering of the Technical University in Brno. He participated in international study programs during his studies and in the free time he was on an internship in the company Cemex s.r.o. and afterwards in the company Sika CZ s.r.o. He joined the company Sika DE GmbH as a product engineer soon after graduation. Petr Dvorský is currently working as a product engineer in the research and development department of the company Sika CZ s.r.o.

**Petr Štěpánek, Brno University of Technology**

Petr Štěpánek is a Head of the Department of Concrete Structures at BUT Brno and rector of Brno University of Technology (BUT). He has coordinated 18 research projects and published more than 250 publications and more than 150 projects (design of mostly concrete realized structures).

He specializes for example in structural engineering, non-linear behaviour of structures, composite structures, optimization of structures design or development of new materials and systems for building industry. Petr Štěpánek is a member of Grant Agency of Czech Academy of Sciences, Czech Engineering Academy and many other institutions.

**Vojtěch Petráček, Czech Technical University in Prague**

His main background is in particle and nuclear physics and in surface physics. After PhD at Charles University in Prague Vojtěch Petráček spent five years at the Nuclear physics institute of Academy of Sciences of the Czech Republic, following that he spent five years at Heidelberg University and since 2004 he

has been working at Faculty of Nuclear Sciences and Physical Engineering of the CTU. He is a leader of several experimental teams and he is responsible for study program in experimental particle and nuclear physics. Besides that Vojtěch Petráček is active as a vice-rector for science, research and innovations at Czech Technical University in Prague.

**Jana Vašíčková, ABB**

Jana Vašíčková is HR Manager for ABB Czech Republic and Slovakia. She joined ABB in September 1993, where she held various managerial positions in Finance, Communication and HR. After five years of experience in the United Arab Emirates, Jana Vašíčková returned to Prague in January 2014 bringing in her experience and views from multicultural environment.

**Martin Neumeister, Baumer Czech Republic**

Martin Neumeister is Head of R&D Baumer Czech Republic in Brno. Baumer CZ activities are focused on SW development on Cortex base and testing of new prototypes. Main products are high level sensors – optical, ultrasound, inductive and capacitive, applied in industry area.

Before joining Baumer group, Martin Neumeister used to work for HP, Siemens, Valeo, having twenty years' experience with the work in international environment. His main activities are related to R&D, engineering and operation management. During his career he set up and built two R&D offices in the Czech Republic and one engineering department in Slovakia for different foreign companies, entering and expanding their activities into these countries. He finished electrotechnic faculty in Kosice and philosophic faculty in Brno.

**Heidrun Irschik, Novartis**

Heidrun Irschik has been working with Novartis since 2000. She started as a Sales Manager in CIBA and later acquired different types of roles including general management or marketing within the Ophthalmics, Transplant and Neuroscience divisions of Novartis Pharma in Austria. Since the end of 2012 she has been Country president of Novartis s.r.o. in the Czech Republic. She was elected member of the board of AIFP, the innovative pharma industry association. She is especially interested in promoting high ethical standards in the industry. In her leadership style, she looks for collaboration and team respect based on finding win-win situations.

**Eduard Palíšek, Siemens**

Eduard Palíšek (Ing., Ph.D., MBA) was appointed as CEO of Siemens Czech Republic in January 2010. Prior to this position, he headed Brno-based Siemens Industrial Turbomachinery since 1996. He was also responsible for worldwide strategic planning, acquisitions and development of business activities in the field of steam turbines within Siemens AG. He graduated from the Faculty of Mechanical Engineering and later from the Faculty of Business and Management of the Brno University of Technology and Nottingham Trent University.