

**Plenary Session  
Innovation Potential of the Czech Republic**

**Venue:**

Conference room No. 418 (4<sup>th</sup> floor)  
CASTS building, Novotného lávka 5, Prague 1

**Tuesday December 1, 2015**

*Moderator: Petr Křenek, Institute of Plasma Physics ASCR, v.v.i.*

09.30 – 10.00

*Registration and Coffee*

10.00 – 10.20

**Opening of the INNOVATION 2015 – The twenty-second edition  
System of Innovative Entrepreneurship in the Czech Republic**  
Pavel Švejda, Chairman of the Programme and Organising Committee  
INNOVATION 2015

10.20 – 10.40

**Support of Innovations by Operational Programmes**  
Lenka Růžičková, Ministry of Regional Development of the Czech Republic

10.40 – 11.00

**Support of Czech Export**  
Miloslav Stašek, Ministry of Foreign Affairs of the Czech Republic

11.00 – 11.40

**Support of Industrial Research and Development**  
Martin Štícha, Ministry of Industry and Trade of the Czech Republic

11.40 – 12.00

**Technology Transfer in Terms of Universities in the Czech Republic**  
Miroslav Mašláň, Palacký University Olomouc

12.00 – 13.00

*Lunch break*

13.00 – 13.20

**EUREKA 1985–2015: Challenges and Answers**  
Karel Šperlík and Svatopluk Halada, Association of Innovative  
Entrepreneurship CR, r.a.

13.20 – 13.40

**Services of the Enterprise Europe Network with an Emphasis on the Development of Design in Companies**

Petr Hladík, Technology Centre ASCR

13.40 – 14.00

**Projects of CzechInno z.s.p.o.**

David Kratochvíl, CzechInno, z.s.p.o.

14.00 – 14.20

**Current Tasks of Clusters in the Czech Republic**

Pavla Břusková, National Cluster Association

14.20 – 14.40

**SPINNET project (SPolupráce, INovace, NETworking)**

Pavel Švejda, Science and Technology Parks Association, r.a.



evropský  
sociální  
fond v ČR



EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání  
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

14.40 – 15.00

**Salute of selected foreign participants**

15.00 – 15.30

**Discussion**

Moderated by Petr Křenek

15.30

**Conclusions of the Plenary Session**

Pavel Švejda



16.00

**Official opening of Exhibition section INNOVATION 2015**

CASTS building, 4<sup>th</sup> floor, Novotného lávka 5, Prague 1

18.00

**Performance of Chamber choir Vocalica**

18.30

**Meeting with participants and exhibitors of the INNOVATION 2015**

CASTS building, Klub techniků, 1<sup>st</sup> floor, Novotného lávka 5, Prague 1  
*participation by (invitation only)*

**Seminar  
Design of Products and Services for the Competitiveness  
of Czech Companies**

**Venue:**

Technology Centre ASCR, Ve Struhách 27, Praha 6

**Wednesday, December 2, 2015**

**Time schedule:** 09.30 – 16.30

The seminar will focus on the development and applications of design in modern corporate practice. Presentations will be given by following speakers (tbc):

- Petr Hladík, Technology Centre ASCR  
**Introduction to the Seminar**
- Anna Beránková, Happy Materials  
**Library of materials – a place where ideas are born**
- Zuzana Sedmerová, Czech Trade  
**Support options for industrial design**
- Lenka Novotná, Plastia s.r.o.  
**Design management as a strategic tool of corporate development**
- Petr Pouchlý, Court of Moravia  
**Why is design of services by economy in the 21st century**
- Vojtěch Chloupek, Law Firm Bird & Bird  
**Protection of industrial design**
- Ladislava Zbiejczuk Suchá, Section of Information and Library Studies at the Masaryk University in Brno  
**Surveys for design services focused on man**

Updated information on the Seminar will be posted on [www.een.cz](http://www.een.cz)



**Individual visit to the Exhibition section INNOVATION 2015**

CASTS building, ground floor, 1<sup>st</sup> – 4<sup>th</sup> floors, Novotného lávka 5, Prague 1

**International Cooperation in Research and Innovation  
EUREKA Initiative and Eurostars Programme**

**Venue:**

Conference room No. 418 (4<sup>th</sup> floor)  
CASTS building, Novotného lávka 5, Prague 1

**Thursday December 3, 2015**

*Moderator: Svatopluk Halada, Association of Innovative Entrepreneurship CR, r.a.*

9.30 – 10.00

*Registration and Coffee*

10.00 – 10.10

**EUREKA at Glance**

Svatopluk Halada, Association of Innovative Entrepreneurship CR, r.a.

10.10 – 11.00

**Panel discussion**

**The Czech Republic in EUREKA 1995–2015**

Karel Šperlink, Association of Innovative Entrepreneurship, r.a.  
Josef Martinec, Ministry of Education, Youth and Sports  
Vladimír Jirků, University of Chemistry and Technology Prague  
Zdeněk M. Záliš, Software602, a.s.

11.00 – 11.40

**Presentations of successful EUREKA and Eurostars projects**

Czech project participants

11.40 – 12.00

**European Enterprise Network – support of innovations and synergy  
with EUREKA**

Petr Hladík, Technological Centre ASCR

12.00 – 12.20

**Support services for small and medium-sized enterprises and  
industrial rights**

Eva Křováková, Industrial Property Office

12.20 – 12.45

**Discussion and conclusions**

Svatopluk Halada



13.00 – 15.00

**Presentations of foreign participants**



**Individual visit to the Exhibition section INNOVATION 2015**

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Selected success stories of EUREKA and Eurostars projects and their results will be presented in the Exhibition section INNOVATION 2015.



19.00

**Official announcement of results of Visionaries 2015**

*(participation by invitation only)*

**Ceremony announcement of the Innovation Award  
of the Year 2015**

Plenary Session Hall of the Senate of the Parliament CR, Wallenstein Palace,  
Prague 1

**Friday, December 4, 2015**

10.00 – 12.00

**Presentations of innovative products submitted for  
the XX Annual Competition of the Innovation Award of the Year 2015**

**Award ceremony**

*Participation by invitation of the Senate of the Parliament CR and  
Association of Innovative Entrepreneurship CR r.a.*

12.00 – 13.00

**Press conference  
Reception**

13.00 – 15.00

**Session of the AIE CR r.a. bodies**  
*(participation of members of AIE CR r.a.)*