

#eastinnovation



WEDNESDAY
November 25, 2020

TIME
12:00 PM - 3:40 PM

VENUE
online



East Innovation Conference

MAGNET CITIES



East Innovation Conference

MAGNET CITIES

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**MAREK
HRUBČO**

Policy Officer (Košice) of
AmCham Slovakia

On behalf of AmCham Slovakia I would like to welcome you to the AmCham East Innovation Conference on Magnet Cities. We have put together a powerful lineup of speakers who will highlight the opportunities for transformation of East Slovakia into a Magnet. East Innovation Conference is AmCham's high-profile event bringing together businesses, public officials, NGOs and academics. Cities – or for that matter regions - are like magnets, they can both attract or repel. The conference aims to jump-start East Slovakia to become a vibrant place to live and do business, attract youth, talent, and ambition through sustainable AmCham initiatives. We are pleased this conference features not only experts from business environment on the topic of creating an ecosystem of the future, but also public officials and cluster leaders from Brno (Czech Republic) to Tartu (Estonia) who will share their ideas on how the region of East Slovakia can improve its offer.

Award-winning speakers, inspirational stories and lighting presentations will shed more light on ways how to build a sustainable ecosystem that will attract talent and innovation to second-tier cities. And what is the key ingredient to achieve that goal? What can regional stakeholders do to make things happen in East Slovakia? And how does the crisis play into this enormous task that is ahead

of us? What is the nature of this crisis? How can we understand the crisis as an opportunity to take a leap toward a more competitive region? As the phrase goes, there is nothing more practical than a good theory. We believe our first panel will provide regional stakeholders with sufficient food for thought about the right ingredient for the Košice ecosystem. The conference aims to be a catalyst for the transformation of East Slovakia and aspires to change the mindset of stakeholders from public sphere, business, academia, and NGO sector. The second panel, featuring a remarkable Czech philosopher of economics Tomáš Sedláček, will set this challenging task into the context of the current crisis.

I would like to thank all our sponsors, specifically the US Embassy, who helped us enormously in making this conference happen in these difficult times. We hope that after this event is over you will continue asking the questions raised and join our new initiative Townhall Meetings, which aspires to turn the ideas discussed on the conference into reality and put them to work. Take a moment of inspiration, join our virtual event of the year in Eastern Slovakia and help us flip the magnetic switch for Košice and Prešov self-governing regions! I wish you all an enjoyable afternoon.

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|-------|---|---|
| 12:00 | OFFICIAL WELCOME | • Gabriel Galgóci, President, AmCham Slovakia |
| 12:05 | OPENING KEYNOTE | • H.E. Bridget A. Brink, US Ambassador to Slovakia |
| 12:15 | OPENING INTERVIEW
HOW TO JUMP-START
OUR REGIONS? | • Marek Antal, State Secretary of the Ministry of Investments,
Regional Development and Informatization
• Gabriel Galgóci, President, AmCham Slovakia |
| 12:30 | KEYNOTE 1
HOW TO FLIP
THE "MAGNETIC SWITCH"? | • Michal Hladký, Creative Industry Košice |
| 12:50 | KOŠICE AS A MAGNET | • Marcel Gibóda, Deputy Mayor of Košice |
| 13:00 | COFFEE BREAK | |
| 13:05 | PANEL 1
MAGNET CITY: REINVENTING
THE KOŠICE INNOVATION
ECOSYSTEM | • Michal Hladký, Creative Industry Košice
• Peter Kolesár, Partner - Strategy, Innovation, Funding, Civitta
Slovakia
• Raimond Tamm, Deputy Mayor, Tartu
• Martin Mudrák, AmCham Slovakia (Moderator) |
| 13:45 | LIGHTNING PRESENTATION
THE FABRIC OF INNOVATION | • Juraj Sabol, General Manager for Strategy, U.S. Steel Košice |
| 14:00 | LIGHTNING PRESENTATION
UPSKILLING AS AN INVESTMENT
INTO THE FUTURE OF THE REGION | • Marcela Havrilová, Education Industry Lead Microsoft Czech
Republic and Slovakia |
| 14:15 | COFFEE BREAK | |
| 14:20 | KEYNOTE TED TALK
PERFECT STORM FOR
INNOVATION? | • Andreas Truls, Managing Director, Deutsche Telekom IT
Solutions Slovakia |
| 14:40 | OPENING REMARKS | • Tomáš Sedláček (CZ), Economist, philosopher and former
economic advisor to Václav Havel |
| 14:50 | PANEL 2
INNOVATION DURING HARD
TIMES | • Juraj Girman, Vice President Telekom IT, Deutsche Telekom IT
Solutions Slovakia
• Petr Chládek, CEO of the South-Moravian Innovation Centre
(JIC) Brno
• Tomáš Sedláček, Economist, philosopher and former
economic advisor to Václav Havel
• Jozef Bujnovský, HDTS (Moderator) |
| 15:30 | LIGHTNING PRESENTATION
CHILDREN INNOVATING THE
FUTURE | • Michael Cresswell (AU), Headmaster of the Košice
International School |
| 15:45 | CLOSING | • Ronald Blaško, Executive Director, AmCham Slovakia |



**GABRIEL
GALGÓCI**
President, AmCham
Slovakia

OFFICIAL WELCOME

As Director of Client Network Operations Management in Global Managed Services Gabriel is responsible for service delivery for AT&T's clients in the Europe, Middle East and Africa (EMEA) region. In the area of Customer Care and Service Delivery, he is managing teams located in several countries supporting service delivery activities for commercial clients. As Slovakia Country General Manager, Gabriel leads a cross-functional management forum to assure consistent implementation of local management practices within Shared Service Centers, focusing on cost optimization initiatives, and interfacing with global "Shared Services" functions across AT&T worldwide. Before joining AT&T in 1999, Gabriel worked at IBM and DHL. Gabriel serves as BSCF Chair.



**H.E. BRIDGET
A. BRINK**
Ambassador of the
United States of
America to Slovakia

OPENING KEYNOTE

A career member of the Senior Foreign Service, Ambassador Brink was sworn in as Ambassador to the Slovak Republic on July 1, 2019. She most recently served as Deputy Assistant Secretary in the Bureau of European and Eurasian Affairs at the Department of State (2015-2018), with responsibility for issues related to Eastern Europe, the Caucasus, and the protracted conflicts in Europe. During her more than twenty years in the Foreign Service, Ambassador Brink has spent most of her career focused on advancing U.S. policy in Europe and Eurasia. She holds Master's degrees in International Relations and Political Theory from the London School of Economics and Political Science as well as a Bachelor's degree in Political Science from Kenyon College. Ambassador Brink speaks Russian and Serbian, as well as basic Georgian and French.



**MAREK
ANTAL**
State Secretary of the Ministry of Investments, Regional Development and Informatization

OPENING INTERVIEW: HOW TO JUMP-START OUR REGIONS?

He is the State Secretary at the Ministry of Investment, Regional Development and Informatization of the Slovak Republic. He focuses on public administration information technologies, the digital agenda and cyber security. He graduated from the Technical University in Košice and CUB Financial Management. In the past, he worked as the director of the development team at VSŽ Informatika, and subsequently also held management positions at USS Košice. He later held senior management positions in the private sector.



**MICHAL
HLADKÝ**
Director, Creative
Industry Košice

KEYNOTE 1: HOW TO FLIP THE "MAGNETIC SWITCH"?

PANEL 1: MAGNET CITY: REINVENTING THE KOŠICE INNOVATION ECOSYSTEM

Michal Hladký is director of Creative Industry Košice (CIKE), which is the legacy organisation after Košice European Capital of Culture 2013. He is an author of the concept of the Košice ECoC bid project and has over 13 years of experiences with its implementation and sustainability strategy. CIKE is focal point responsible for activities related to the project of Košice UNESCO Creative City of Media Arts and UCCN membership. Michal is Co-chair of European Creative Business Network leading on international projects for CCI's development, education, mobilities and business models.



**MARCEL
GIBÓDA**
Deputy Mayor of the
City of Košice

KOŠICE AS A MAGNET

Before becoming the Deputy Mayor of the City of Košice, Marcel Gibóda has been focusing on the streamlining of operations of the local government in Košice with a focus on the quality of services for citizens. Previously, he also held the position of the Deputy Mayor of the Northern district of Košice. He studied political science at the University of Matej Bel in Banská Bystrica and worked in the private sector previously where he was also engaged in quality management within the automotive sector.



**PETER
KOLESÁR**
Partner at CIVITTA
Slovakia

PANEL 1: MAGNET CITY: REINVENTING THE KOŠICE INNOVATION ECOSYSTEM

Peter Kolesár is a Partner at CIVITTA Slovakia, an innovation advisory and startup hub helping companies in CEE innovate and grow. He previously served as a Trade and Innovation Counselor at Slovak embassies in Tel Aviv and Washington, D.C. His experience includes advising FT Global 500 clients in a boutique public policy and regulatory consulting firm out of the Bratislava office. Peter holds Master degrees from the Central European University in Budapest and Masaryk University in Brno and was a scholar at Bard College, New York. Peter has been a Board member at the American Chamber of Commerce in Slovakia since 2017.



**RAIMOND
TAMM**

Deputy Mayor of
Tartu (EE)

**PANEL 1: MAGNET CITY: REINVENTING
THE KOŠICE INNOVATION ECOSYSTEM**

- Tartu City Government, Deputy Mayor, responsible for architecture, building, urban planning, land survey and use and communal services
- Member of the Management Board of Tartu Science Park Foundation
- Member of the Council of Tartu County Tourism Foundation
- Previously worked as DuPont Products, Business Development Specialist and Director of Production at AS-Estiko Plastar, leading packaging manufacturer in the Baltic region
- Graduated from the Estonian University of Life Sciences, Master's degree in Economics (economy and entrepreneurship)



**MARTIN
MUDRÁK**

Director of Košice
Office, AmCham
Slovakia (Moderator)

**PANEL 1: MAGNET CITY: REINVENTING
THE KOŠICE INNOVATION ECOSYSTEM**

Martin graduated as a master in Translation and Interpretation for European Institutions and Economy at the P. J. Šafárik University in Košice in 2012. During his studies, he completed an Internship at the European parliament and worked as a Freelancer, offering translation, interpretation and teaching services for corporate clients such as U.S. Steel Košice, Getrag Ford and many others. After graduating, he worked as a Project Manager for Web Production Services at IBM in Bratislava. Since 2015, Martin is responsible for leading AmCham's Košice Office and focuses on representing Membership interests, Policy activities and Event Management in the region.



**JURAJ
SABOL**

General Manager
for Strategy,
U. S. Steel Košice

**LIGHTNING PRESENTATION:
THE FABRIC OF INNOVATION**

Juraj Sabol, General Manager for Strategy, U.S. Steel Košice. After graduating from the University of St Andrews with a degree in Mathematics, Juraj joined McKinsey and Company's Prague office where he served clients mostly in industry and the energy sector on various topics such as spanning strategy, operational improvements and sales. Juraj also holds an MBA from Oxford University's Said Business School. Juraj returned to his hometown, Košice, in April 2020 to work on strategic topics at U.S. Steel Košice such as decarbonization and industry 4.0.



**MARCELA
HAVRILOVÁ**

Education Industry
Lead, Microsoft Czech
Republic and Slovakia

**LIGHTNING PRESENTATION: UPSKILLING AS AN
INVESTMENT INTO THE FUTURE OF THE REGION**

Marcela Havrilová currently works as Education Industry Lead at Microsoft Czech Republic and Slovakia. She is responsible for business activities and fulfillment of the company's strategy in the field of education, as well as for the support and implementation of projects aimed at the digital transformation of schools. She is actively involved in several working groups, she is a member of the Presidium of the IT Association of Slovakia, speaks at various conferences, and is engaged in the promotion of IT professions among young people.



**ANDREAS
TRULS**

Managing Director,
Deutsche Telekom IT
Solutions Slovakia

**KEYNOTE TED TALK:
PERFECT STORM FOR INNOVATION?**

Managing Director of Deutsche Telekom IT Solutions Slovakia (Košice, Slovakia). As a Regional IT Executive, Andreas has extensive experience designing and implementing scalable growth strategies that deliver increased shareholder value in the outsourcing industry. Andreas carries 20 years' experience in leadership positions, both locally and regionally, and is directing large technical & service delivery teams of over 2000 seats with a proven record of accomplishment in Complex Infrastructure Services, Cloud Transformations and Data Centre Consolidation. Andreas holds a master in communication sciences with major in IT and a master in business administration.



**TOMÁŠ
SEDLÁČEK**

Philosopher of
Economics (CZ)

OPENING REMARKS

**PANEL 2:
INNOVATION DURING HARD TIMES**

Philosopher of Economics, Lecturer at the Charles University, Author of the award-winning, bestselling book "Economics of Good and Evil: The Quest for Economic Meaning from Gilgamesh to Wall Street" (Oxford University Press, 2011) Listed among the top 100 most influential global thinkers (Top 100 Thought Leaders, GDI). Former economic advisor of Czech president Václav Havel and former member of the National Economic Council, advisory body to the Czech Prime Minister, Yale Economic Review ranked him among five hot young minds in economics, Member of Program Council for New Economic Thinking of World Economic Forum that meets in Davos.



**JURAJ
GIRMAN**

Vice President
Telekom IT, Deutsche
Telekom IT Solutions

PANEL 2:
INNOVATION DURING HARD TIMES

Vice President Telekom IT at Deutsche Telekom IT Solutions Slovakia in Košice. After completion of studies at the Faculty of Electrical Engineering and Information Technology, Juraj launched his career at Novitech to later join RWE IT. Since 2008, Juraj has held multiple leadership positions within T-Systems and Deutsche Telekom group. As a Chairman of the Board of Directors of Košice IT Valley, he helps to build an environment that allows long-term sustainable growth of the IT industry in the region. He is active in the Carpathian Foundation, where he holds the chairman position.



**PETR
CHLÁDEK**

CEO of South-
Moravia Innovation
Centre Brno (CZ)

PANEL 2:
INNOVATION DURING HARD TIMES

As Director of Client Network Operations Management in Global Managed Services Gabriel is responsible for service delivery for AT&T's clients in the Europe, Middle East and Africa (EMEA) region. In the area of Customer Care and Service Delivery, he is managing teams located in several countries supporting service delivery activities for commercial clients. As Slovakia Country General Manager, Gabriel leads a cross-functional management forum to assure consistent implementation of local management practices within Shared Service Centers, focusing on cost optimization initiatives, and interfacing with global "Shared Services" functions across AT&T worldwide. Before joining AT&T in 1999, Gabriel worked at IBM and DHL. Gabriel serves as BSCF Chair.



**JOZEF
BUJNOVSKÝ**

HDTS (Moderator)

PANEL 2:
INNOVATION DURING HARD TIMES

Jozef Bujnovský works as Business Director at HDTS, a leading company providing hockey training systems worldwide. After majoring in Finance, he spent 3 years studying and developing business in China. Jozef is currently Head of Strategic Global Business and Development in Asia, Europe and North America. His business approach is based on virtuous leadership, agile working methods and disruptive innovations. Jozef is also involved in an international scientific tech team in revolutionizing key components for data infrastructure in the semiconductor industry. He's bringing international experience back to Slovak regions and driving positive change for society are his passions.



**MICHAEL
CRESSWELL**

Head of School,
Košice International
School

LIGHTNING PRESENTATION:
CHILDREN INNOVATING THE FUTURE

Michael Cresswell is the Founding Head of School at the Košice International School, Slovakia. He has an extensive experience in the area of education with a focus on the field of primary education from across the world. His previous experience includes Programme Coordinator (PYP and MYP) – Aalesund, International School, Norway, Programme Coordinator and Pedagogical Leader of three H-Farm international schools in Rosa, Monza and Vicenza, Italy; Research and Project Manager - Children's Hope In Action, Hoi An, Vietnam, Elementary Coordinator - International Schools of Europe, Switzerland and Italy PYP Teacher – Malmö, International School, Sweden, Primary Teacher – Australia Director of Basketball – Australia. In addition, Michael is also an Australian National Basketball Champion, Co-Director of a three-business automotive company in Australia and he has also worked as an Accountant and Property Manager in Australia.



**RONALD
BLAŠKO**

Executive Director of
AmCham Slovakia

CLOSING

Ronald Blaško served as GLOBSEC Vice President for corporate and strategic relations until 31 May 2018. He spent 10 years in various capacities at Slovenské elektrárne, including executive director of an engineering subsidiary corporation. Ronald served as external affairs representative at Foratom in Brussels for two years. He holds a master's degree in aviation and transportation from the University of Žilina and has a postgraduate degree in international economics from the Kiel Institute for the World Economy. Ronald Blaško has over 13 years of experience in public finances, management consultancy, insurance, European nuclear safety and energy sector risk management.



**EVA
PEKNUŠIAKOVÁ**

Moderator

Eva studied Mass Media Studies at the Faculty of Arts of the University of Prešov, where she remained working as an assistant professor after completing her doctoral studies. In her pedagogical and scientific research activities, she focuses mainly on practical disciplines such as radio broadcast production, moderation, speech practice, but also non-verbal communication. Among other things, she lectures on the history and theory of advertising and media psychology. In her scientific research activities, she currently focuses on new media and related new trends in the production of media content.

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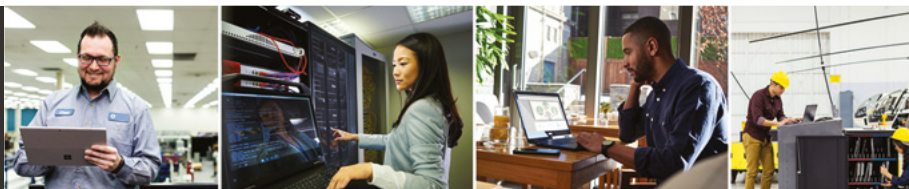
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Global Skills Initiative

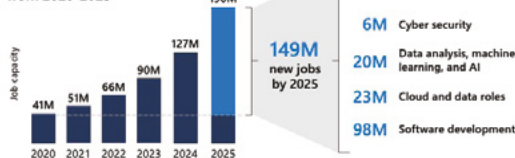


Microsoft to Help 25 Million People Worldwide Acquire New Digital Skills Needed for the COVID-19 Economy

In 2020, the world has endured multiple challenges, including the COVID-19 pandemic that has set off job losses that exceed the scale of the Great Recession. In today's digital economy, people will need to develop new digital skills to get back to work and secure a new job—or to maintain the job they already have. Key to an inclusive recovery will be to provide digital skills to people hardest hit by job losses, including those with lower incomes, women, and underrepresented minorities.

The Great Lockdown will accelerate digitization

Digital job capacity from 2020-2025



Source: Microsoft. Data based on LinkedIn data, Microsoft, and other sources. All figures are in millions. Microsoft, LinkedIn, and other sources are not responsible for the data used. Microsoft, LinkedIn, and other sources are not responsible for the data used.

Microsoft's Approach

To help address this need, Microsoft is launching a global initiative aimed at bringing digital skills to 25 million people by the end of 2020. This comprehensive approach will combine existing and new resources from Microsoft, inclusive of LinkedIn and GitHub, and will be grounded in three areas of activity:

- 1 Use data to identify in-demand skills and jobs
- 2 Offer free access to learning paths and skilling resources needed for the in-demand jobs
- 3 Connect these skills to low-cost certifications and free job-seeking tools to help people pursue these jobs

Comprehensive resources available at opportunity.linkedin.com



Microsoft's Commitment

All these tools, training, and certifications will be available online in four languages: English, French, German, and Spanish.

- Support the effort with \$20 million in cash grants to help nonprofit organizations assist the people who need it most. One-quarter of this total, or \$5 million, will be provided to community-based nonprofit organizations that are led by and serve communities of color in the United States.
- Make data and analytics available to governments around the world so they can better assess local economic needs.
- Use our voice to advocate for public policy that will advance skilling opportunities needed in the changed economy.
- For employers, Microsoft will preview later this year a new app built on Microsoft Teams to help them upskill employees as the economy adds jobs.

Microsoft Global Skills Initiative



WE *Help* OUR MEMBERS
AND THE SLOVAK ECONOMY TO
Fulfill THEIR *Potential*.

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