



*AMERICAN CHAMBER OF COMMERCE  
IN THE SLOVAK REPUBLIC*

**C a n d i d a t e s**  
for the AmCham  
**Board of Directors**  
2 0 1 2 / 2 0 1 3

**PERSONAL STATEMENTS**

# **VOTING PROCEDURES**

## **for the 2012 Elections of the AmCham Board of Directors**

Outlined below are the procedures for the 2012 Elections of AmCham Board of Directors. Please note that procedures differ slightly depending on a particular company's membership level.

### **PATRON Member**

1. AmCham PATRON members are entitled to vote for each vacancy on the Board on each of the FOUR (4) ballots received.
2. Follow the instructions on the ballot and select ten (10) candidates for Board positions on each of the FOUR (4) ballots received

### **CORPORATE Member**

1. AmCham CORPORATE members are entitled to vote for each vacancy on the Board on each of the THREE (3) ballots received.
2. Follow the instructions on the ballot and select ten (10) candidates for Board positions on each of the THREE (3) ballots received

### **GENERAL Member**

1. AmCham GENERAL members are entitled to vote for each vacancy on the Board on each of the TWO (2) ballots received.
2. Follow the instructions on the ballot and select ten (10) candidates for Board positions on each of the TWO (2) ballots received

### **Individual or Non-profit Institution**

1. AmCham INDIVIDUAL or NON-PROFIT INSTITUTION members are entitled to vote for each vacancy on the Board on the ONE (1) ballot received.
2. Follow the instructions on the ballot and select ten (10) candidates for Board positions on the ONE (1) ballot received

All members must then mail their ballots using the addressed envelope sent with the ballot(s) or bring the completed ballots to the General Assembly by 18:45 SHARP.

The secretariat will collect and count all ballots received at the General Assembly on April 25, 2012. The new Board will be announced shortly after.

DO NOT mail ballots after April 23, as they may not arrive in time. Ballots received after April 25 will be invalid.

All votes are confidential!



## The American Chamber of Commerce in the Slovak Republic

The American Chamber of Commerce in the Slovak Republic will hold the **2012 General Assembly** on **Wednesday, April 25, 2012**, at 6.00 p.m. at Café Reduta, Mostová 3, in Bratislava.

At the General Assembly, the American Chamber of Commerce will announce the outcome of this year's elections for the Board of Directors. To ensure that you are able to make an informed decision when casting your ballot, AmCham Slovakia has prepared special brochure with detailed information about each candidate for the Board of Directors.

As part of the candidacy of each nominee, we asked the candidates to provide a personal statement addressing the following questions:

- What is your vision for AmCham Slovakia within the two year term of office?
- What would be your contribution to the Board of Directors?
- Which changes would you like to implement in AmCham Slovakia if you were elected to the Board of Directors?

We do encourage each of our member companies to cast their ballots to ensure that your voice is heard, as it is the membership that makes the very important decisions as to who will serve during the upcoming year.

Official ballots have been sent by registered mail from the AmCham office.

**On the following pages, you will find all candidates for elections of the AmCham Board of Directors 2012 and their personal statements.**



**Todd Bradshaw \***  
**Country Managing Partner**  
**PricewaterhouseCoopers Slovensko**

**VISION**

My vision for AmCham is to leverage its unique position, as the strongest Chamber of Commerce in Slovakia, to influence positive change in the Slovak business environment.

There are several areas of critical need in the Slovak business environment. These include the need for a better functioning and reliable legal system, reforms in the education system and the need to tackle corruption. These areas create risk and uncertainty for businesses operating in Slovakia.

My vision for AmCham is to keep pushing for improvements in these critical areas that most impact both Slovak and foreign businesses. At the same time it is vitally important to ensure Slovakia does not step backwards and give up the many valuable reforms that have taken place over the last decade. AmCham can also contribute to Slovak owned businesses by encouraging and supporting good Corporate Governance.

**CONTRIBUTION**

I would bring to the Board of Directors 12 years of experience working with foreign investors in Slovakia. During this time I have assisted many investors establish their business and worked closely with them to clear the various hurdles necessary to successfully invest in Slovakia. This experience has provided me insight into the needs of the business community in Slovakia.

**CHANGES**

AmCham has set a high standard of excellence for many years, which has shaped it into the strongest and most recognized advocate for business in Slovakia. I would not seek to change what is clearly working well, so any change would be more fine-tuning and adapting to the changing environment.

\* - Nominee standing for reelection to the Board



## **Stephen Caulfield \***

**General Manager**

**Dell s.r.o.**

AmCham is the most influential business and service oriented organisation in Slovakia and represents many of the largest and most important companies in the region. In my opinion the vision of AmCham should continue to incorporate the following:

Building strong relationships within the business community, through effective use of Advocacy foster a positive business climate in Slovakia and through ongoing support from its members be the leading voice of business on Slovakia.

AmCham should continue to leverage its three pillars of Contacts, Information and Advocacy in order to achieve this.

From a personal perspective over the last 20 years I have seen Ireland go from a slow/stagnant economy to hyper growth to recession and now attempting to rebuild itself. I have spent the majority of that period working in large US MNC's in Ireland. The successes that Ireland has had coupled with the mistakes it has made and the challenges that it is now looking to overcome all provide valuable lessons that can be leveraged to help Slovakia move towards a higher value knowledge economy.

Having already served one term on the board and together with my experience of working in Ireland in times of varied economic conditions I believe that I am well placed to help AmCham deliver on its vision as described above. Dell has been a very active participant within AmCham, most Supportive member in 2010, and leads or plays an active role in key committees such as Employment & Social Affairs, Business – Academic Cooperation & State Aid task force. We will continue to play a lead role in supporting AmCham objectives by partnering in key events \ forums and providing valuable resources in areas such as Education, CSR & Innovation.

Two key areas that I feel that AmCham should further immerse itself in are:

- Education – Partner more with Educational institutions to help develop the next generation of innovators that will provide the impetus and entrepreneurship required to elevate Slovakia to a higher value knowledge economy.
- Corporate Social Responsibility – Transparency and aspiring to the highest possible ethical standards are essential in attracting FDI and are a continued concern amongst our members. We must continue to work with our members, the government and the wider business community to address this concern.

\* - Nominee standing for reelection to the Board



## **Mark Eberst \***

**Partner**

**KPMG Slovakia**

### **VISION**

AmCham has for many years represented the interests not just of American or foreign entities but also the wider business community in Slovakia. It performs a valuable role which is probably more vital now than ever. Following the recent election and amid current economic conditions,

AmCham will play a critical role as a platform to communicate members' views on business issues to the new government, so seek to influence the direction of future government policy.

With its large and diverse membership generating around one fifth of Slovakia's GDP, AmCham provides a key voice for the international business community, as shown by its regular meetings with Ministers and its advocacy work in general. AmCham's role in positively influencing the business environment during the current times will be a vital part of its activities and an area AmCham can make an important difference in the coming two years.

As well as its policy work, AmCham organizes activities to inform members on key issues and provides opportunities for social and business networking. In these ways AmCham Slovakia has proved its value over the years and is recognized as a major contributor to business life in Slovakia.

### **CONTRIBUTION**

I am currently Vice President, Finance on the Board and a member of the Executive Committee. I am responsible for AmCham's finances and work closely with Jake in managing these and ensuring members' contributions are effectively used. Having worked in Slovakia for almost 12 years I have substantial experience of the business environment here. Many of my and KPMG's clients are also members of AmCham, and the business issues they tell me about are often similar to the ones AmCham members face. I will continue to bring this experience to the Board.

### **CHANGES**

As mentioned, I am keen to see the dialogue with policy makers continued and enhanced. As the strength of the economy and Slovakia's competitiveness will partly depend on the new government's policies, this is a key area for AmCham so as to achieve our goals. KPMG is a keen supporter of AmCham in this area.

Beyond this, the Board must always be ready to critically appraise our existing activities and be receptive to new ideas to continuously improve the profile and effectiveness of AmCham Slovakia.

\* - Nominee standing for reelection to the Board



## **Martin Kardos**

**Managing Director, Central and Eastern Europe  
CSI Leasing, Inc.**

### **VISION**

AmCham, in my eyes, is the premier chamber in Slovakia. It not only represents the interests of US businesses, but has taken on a larger role to represent all entrepreneurs who have a vision and drive to achieve their goals. I would

like to solidify this position, where AmCham represents the values of corporate social responsibility, leadership, and entrepreneurship that so many American businesses stand for.

### **CONTRIBUTION**

I am already an active member of AmCham and contribute with various activities. I serve on the very successful Business-Academic Cooperation Committee and have contributed many ideas that AmCham has implemented and turned into positive publicity. I am the founder of the well-known and successful Mentor Network Program which takes place every year as a networking event among students and CEOs at the residence of the US Ambassador. With this program, we strive to send a clear message to the universities that they are one of the region's most valuable assets for economic development. I am also the founder of the TRAIN the TRAINER series of workshops for University professors, where AmCham representatives train teachers how to better prepare graduating students for the real world. Our first lecture series had a focus on accounting, tax and audit topics. Last but not least, I have contributed to the Resume Workshop program for graduating students and have been involved in the Ethical Business Lectures at local universities.

### **CHANGES**

I don't think there is much AmCham needs to change. It is already one of the most active and successful chambers in Slovakia. However, I would like to make an even bigger push to connect our members with Academia. There is still a lot of work at our elementary and high schools as well as universities and the American Chamber of Commerce must be the beacon of light to show others how our member companies are cooperating with the educational system.



## **Pavol Kopečný** \*\*

**General Manager**

**ECENTER**

### **VISION**

1. Expand AmCham's already solid membership base
2. Strengthen networking opportunities for companies' representatives
3. Help AmCham push for making Slovakia a more attractive business environment
4. Strengthen AmCham's presence in the media
5. Assist AmCham to get more involved with regional and innovation related activities

AmCham has done a great job in its efforts to boost the local economic performance and advocate for improvements in the political and business circles. There is no doubt that this great achievement is a significant capstone for helping the country to progress even further. The more companies AmCham represents, the louder its voice for significant improvements in the local political and economic environment [1. membership enlargement]. The better opportunities organizations find for meeting each other and doing business together, the more its members will be inclined to use this platform for their growth [2. networking].

We have experienced the positive impact of how an attractive business environment and relevant positive international image can boost the standard of living within a country after implementing a 19% flat tax system in 2004. More of such opportunities exist; all organizations and people would benefit from making Slovakia more attractive to investors [3. Slovakia – a more attractive business environment]. AmCham's members have excellent experts in various fields. I am convinced that these experts will continue in providing useful ideas for making Slovakia a better place. Communicating these ideas externally will strengthen AmCham's presence in the media [4] and its image in the local business community. A wave of investments has been attracted by regions outside of Bratislava and in fields of innovation and latest technology; it represents a great opportunity for the largest and best known Chamber of Commerce in Slovakia to follow the trend as the leader and support spurring business activities in innovation and in other Slovak regions [5. go regional and follow innovation business segment].

### **CONTRIBUTION**

My contribution to the Board of Directors is in offering my (1) entrepreneurial drive as a person who founded, managed and grew a company in Slovakia, (2) expertise and experience as a person who helped boost business performance of the local and international firms, and (3) enthusiasm as a proud member of AmCham since 2002.

My first business meeting as a representative of the newly-founded ECENTER was with AmCham. The organization proved to be a vast resource for contacts and ideas; it also provided a great encouragement for going forward with my plans. It would be my pleasure and honor to continue contributing to AmCham's success in Slovakia and make its other members be proud members of the organization.

\* - Nominee standing for reelection to the Board

# - Nominee standing for the SME sector



## Igor Kottman \*

**Country Officer**

**Citi**

### **VISION**

- Create a strong business communication and networking platform for members.
  - Provide an effective information channel between business and authorities, become an even more respected voice representing member's interests at various decision making levels.
  - Promote and advocate fair business practices, strong corporate governance and social responsibility.
- Be the most respected chamber of commerce platform in the country.
  - Provide the best support to foreign investors entering Slovakia and manage effective communication between its members and incoming investors.
  - Provide high quality education activities as per the interest and requirement of the members.

### **CONTRIBUTION**

- Citi continues to be one of the world's leading global financial institution with the largest geographical presence. In Slovakia, Citi has a 15 years history of successful operations and has been well recognized as a provider of top quality financial services to its core group of customers. We co-operate with many AmCham members and are significant supporter of their growth in Slovakia.
- Being a responsible citizen, guarantee strong corporate governance and work ethic have always been basic principles driving our activities. Citi was one of the eleven founding companies which established the BLF in 2004, together with Pontis Foundation. Business Leaders Forum is an association that actively foster the idea and values of CSR. Citi committed voluntarily to integrate a set of principles affecting the social, ethical, and environmental aspects of entrepreneurship in our strategies.
- Volunteering is also a key part of engaging business with individuals. The bank supports various forms of collective and individual donations. Each year Citi actively participates at Nasa Bratislava Event. Employees of Citi have an opportunity to spend one business day a year working for non-governmental organisations (NGOs) which represent the third sector. (Global Community Day).
- Philanthropy is a natural part of all Citi community projects. Special effort is made to enlighten philanthropic thinking in business sector.
- Citi will continue to promote Slovakia as a country with attractive investment opportunities and hold discussions with potential investors to assist in their investment decision making process.

### **CHANGES**

- AmCham should spend even more energy on being visible, respected and influential institution, recognised and respected by authorities.
- AmCham should become a well recognised leader of further coordination and co-operation with relevant Foreign Chambers and become a strong 'voice' of the business community.
- Board needs to maintain a frequent dialogue with AmCham members in order to ensure that their needs and suggestions are the main driving force of actions.

\* - Nominee standing for reelection to the Board



**Martin Kubala \***  
**Managing Director and Statutory Executive**  
**Hewlett-Packard Slovakia, s.r.o.**

From 2009 I have been acting as the Managing director and General Manager of Hewlett-Packard Slovakia, s.r.o (HP). HP is one of the largest employers among the US head-quartered companies, being the largest IT company on market and as such a significant contributor toward the development of Slovak Republic. During the last two years HP has succeeded to almost triple the number of employees here in

Slovakia, focusing on high value add professions in area of information technologies. There are no doubts that during the 19 years history the Slovak AmCham has been evolved into a very solid organization, well representing US business interests and supporting the international business development in Slovakia. AmCham is also respected by Slovak government and Slovak political elites. For me the key focused areas for next period are:

- Continuity and Growth - personally leverage what has been done, supporting and/or leading key activities in line with position of HP on the market. Current status is a very solid basis for further expansion of AmCham in Slovakia. Further development of AmCham in Slovakia should be governed by strategy prepared by Board with clearly articulated priorities and measures.
- Being attractive for members and other stakeholders and Improvement of the business environment. Proposing and leading activities to increase the attractiveness of AmCham for existing and new members. With this to develop AmCham further into position of most respected representative of business in Slovakia. As such initiating dialog with government and other key stakeholders toward the goal of continuous improvement of the business environment in Slovakia. For that to take a role of initiator and a competent voice of business toward the Slovakian government and Parliament.
- Business ethics and Corporate responsibility - to drive activities to improve the Slovak business environment and with that to contribute to attract new investors and accelerate the economical growth. Be an active facilitator of mutual US/Slovak trade and US investments in Slovakia.
- Active communication internally among the members and externally towards Slovak business circles, toward other Chambers of commerce to leverage power of joint interests.
- Financial stability - to continue activities to strengthen the financial stability of AmCham operations, growing the member's base, as well organizing well-accepted events with high value added.

In addition, my personal contribution I see in my involvement in board activities toward the fulfillment of the key objectives, in leveraging on my experience from Slovakia and as well from abroad, contacts and activities in Slovak business environment. I am willing to spend extra time and efforts to continue to drive the definition and active run of some focused Committees. During last year's HP has been active supporter mainly of Education, FDI and Healthcare initiatives.

I believe that if we are successful in implementing these objectives, our AmCham may develop toward one of the best in Europe, adding clear value add for the members and as well for the Slovak business society.

\* - Nominee standing for reelection to the Board



## **Zuzana Mikulášová #**

**Executive Director**

**WELBA, s.r.o.**

My decision to be a candidate for a position on the AmCham Board of Directors stems from my interest to closely cooperate with the American Chamber of Commerce and to particularly represent interests of the SME members of the Chamber. Being one of the most powerful Chambers of Commerce in Slovakia, AmCham is in a position to take influence on important decision makers by interpreting the voice of its members and by bringing solution proposals to emerging issues. The main topics which influence not only SMEs are the labor code, taxation and security system, quality and availability of work force and the overall quality of the business environment in Slovakia. My vision is to focus on relevant issues of the SME members by restarting the work of the SME committee and by defining the SME policy for AmCham. Being a member of the Board for a two year period, the SME committee will actively meet and discuss current topics to provoke a constructive dialog with all relevant partners. Another possibility to attract new SME members are valuable events – workshops and seminars - especially targeted to topics that help SMEs for further development and innovative activities. With my experience with living and working abroad I am particularly interested in searching for new solutions together with SME members and to critically review whether they are applicable in Slovakia as well. Bringing valuable experiences from working at the Ministry of Economy both in Slovakia and Germany and SARIO and other institutions and by having the knowledge of internal procedures and methods I believe that I can fully use this set of skills for such an important position. Being elected I would set up plan of activities for this year based on needs of SME members and goals which are to achieve at the end of the two years period of time. Being a member of the Board I wish to spread the positive image of the AmCham and to win new members for the Chamber. And do not forget - with my candidacy I wish to raise the female ratio on the Board of Directors and be ahead of the EU legislation!

# - Nominee standing for the SME sector



## **Marcel Rebroš \***

**General Manager**

**Cisco Systems Slovakia, spol. s r.o.**

### **VISION**

My vision is to influence acceleration of economic development in Slovakia. I believe that there is a strong correlation between the investment into education, innovation and technology and the country competitiveness. In line with AMCHAM strategy, I will continue to lead a dialogue with the new government and business leaders in order to enable Slovakia to become more competitive and innovative country. AmCham Slovakia declared

the year 2012 as the Year of Education and our goal is to advocate for transformation of education, technology transfer, best practice sharing and the promotion of digital society.

### **CONTRIBUTION**

Currently I am serving as the third Vice President of the Board and Board Sponsor of Business - Academic Committee. Since the establishment in 2007, Business – Academic Committee took active role in contributing to stronger cooperation between schools and businesses, in leading the dialogue with government leaders, and promoting ICT in education. Our focus is on six key strategic areas:

- effective implementation of Education Reform in Slovakia
- regular dialogue with key decision makers
- promotion of better conditions for R&D, innovation and technology transfer
- best practices sharing among AmCham members
- support of entrepreneurship for enhancing Slovakia's competitiveness
- better vocational education and thus contribute to preparation of a qualified labour force

The Committee piloted specific initiatives aligned with the strategic priorities, such as Mentor Networking Program, Train the Trainee Program, AmCham Job Fairs, AmCham courses, HR courses, etc.. In the past we commented on legislation related to education and enabled best practice sharing between Slovak and American education and research institutions.

To position AmCham as a respected advisor in the area of modern and innovative education we participate in strategic events and number of initiatives, such as:

- eSkills week aimed at promotion of the use of ICT to general public. AmCham is one of the partners in locally driven eSkills initiative - IT Fitness Test - organized by IT Association, Ministry of Education and Cisco.
- ICETA – International Conference on eLearning Technology and Applications with AmCham as the key partner.

### **CHANGES**

Our focus will be on the initiatives driven within 2012 – the Year of Education. The first action is to engage with the new Minister of Education and present 10 priorities that AmCham see as strategically important for the transformation of education. This should be the foundation of the dialogue with government officials. Our goal is to engage all relevant stakeholders - government, business leaders, education institutions management and academic professionals, and students. Our experience sharing with the strategy and work of AmCham Business - Academic Committee to countries like Czech Republic, Hungary or Poland, proved to be successful and we will continue to offer our expertise in strategic transformation of education in other countries. In addition, my aim is to promote AmCham's services to other business to increase the community of AmCham Slovakia members.

\* - Nominee standing for reelection to the Board



## **David Rintoul \***

**President**

**U. S. Steel Košice**

It would be an honor for me as well as for U.S. Steel Košice to be elected to the AmCham SR Board of Directors and hence continue the tradition of my predecessors. I have been an executive of U. S. Steel Corporation for more than five years and have held a variety of challenging management positions in the steel industry since 1979

which also included community relations activities as well as cooperation with government at all levels. I believe my business experience, combined with my strong personal engagement would be an asset to the AmCham BOD in providing more value to the membership. AmCham has grown to one of the most respected business organizations in the country and I would like to be able to help strengthen that position.

### **VISION**

As a current AmCham BOD member I think we need to continue to implement our Strategic Plan which has proven to have the potential to move AmCham to a higher level. If well executed, we can continue to enhance the services to all AmCham members and assure that the voice of the membership is heard and considered on important issues with the Government and in the community. This will be especially important with respect to the recently appointed government and the critical decisions Slovakia will face in the upcoming years.

### **CONTRIBUTION**

As a representative of the largest private employer in Slovakia and the biggest U.S. investment I can offer not only my personal experience but also the expertise of my colleagues who have always been very active within AmCham's committees and task forces. I feel that as a large manufacturer and exporter from the region of Eastern Slovakia we have been a valuable source of information and knowledge and an important voice within the BOD.

### **CHANGES**

As mentioned above, AmCham's Strategic Plan is a solid platform for improvement. We simply need to focus on our strengths and continue in our efforts to advance. AmCham needs to continue to position itself as the leader among foreign chambers of commerce and the voice of investors and their partners in Slovakia. I will continue to encourage AmCham to grow also outside of Bratislava, and to expand its membership by more manufacturing companies.

I am looking forward to continue my personal mission in the AmCham Board of Directors and am I committed to provide an active participation by my company – U. S. Steel Košice.

\* - Nominee standing for reelection to the Board



**Branislav Šebo \***  
**Country General Manager**  
**IBM Slovensko**

We need to strengthen the perception of AmCham as a respected partner and trusted advisor for government and municipalities striving to improve the environment for business and investment in Slovakia. AMCHAM shall act as a profound consultant deeply involved in expert discussions contributing to accountability, sustainability and improved competitiveness in Slovakia, representing

the interest of its members as one impactful voice.

We need to further reinforce the role of AmCham as an active and valued ambassador of its members advocating for clear and transparent business climate in Slovakia respecting the highest ethical principles. In this respect we have to ensure we achieve more consistent and positive visibility of our role, goals and vision; and thus get the buy-in from influencers, think-tanks and to increase positive perception also among general public. Closely related to this is active and positive communication of our achievements, leveraging also emerging digital media to engage with key stakeholders as well as general public.

AmCham shall emphasize the necessity of joined actions with other Chambers in Slovakia. Through mutual cooperation, we are able to increase the negotiation power during crucial decisions influencing the business environment and investment conditions.

Despite significant progress, I still see great potential in emphasizing our position as a valuable point of contact for potential investors from US helping them with first mapping of the market and providing them with core information about legal and business conditions.

I would like to leverage the international background, experience, relations and know-how of IBM to support our common goals. My experience with running own business in Slovakia along with profound knowledge of issues international corporations face in Slovakia can be a valuable asset for AmCham.

\* - Nominee standing for reelection to the Board

## REMINDER:

The 18<sup>th</sup> annual General Assembly will be held at Café Reduta, Mostová 3, Bratislava, on Wednesday, April 25, 2012, beginning at 18:00. Please register with the AmCham office at tel.: 02/ 5464 0534 or by e-mail at: [assembly@amcham.sk](mailto:assembly@amcham.sk). If you have any comments or question, please call the AmCham office.



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