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Taipei Representative Office, Bratislava

APRIL 25, 2013 | Ministry of Foreign and European Affairs of SR, Bratislava

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AGENDA

8.30 – 9.00 **Registration**

9.00 – 9.25 **Opening & Welcome**


- **Igor Kottman**, President of the American Chamber of Commerce in the Slovak Republic
- **Miroslav Lajčák**, Deputy Prime Minister and Minister of Foreign and European Affairs of the Slovak Republic

9.25 – 9.35 **Opening Keynote Addresses**


- **Theodore Sedgwick**, United States Ambassador to the Slovak Republic
- **David Nan-Yang Lee**, Taipei Representative Office in Bratislava

9.35 – 11.45 **PANEL 1**
Addressing the Innovation Imperative: How can we support innovative ideas and start ups?

Keynote Speech:
- **Charles Wessner**, National Academy Scholar and Director of the Program on Technology, Innovation, and Entrepreneurship at the Board on Science, Technology, and Economic Policy of National Academies, USA

Panel Speakers:





- **Štefan Chudoba**, State Secretary, Ministry of Education, Science, Research and Sport of the Slovak Republic
- **Robert Šimončič**, Director, SARIO
- **Robert Redhammer**, Rector, Slovak University of Technology in Bratislava
- **Matej Ftáčnik**, Start-up Owner, Quality Unit
- **Peter Kuhn**, Successful US Biomedical Entrepreneur

Moderator:

- **Ivan Štefunko**, CEO, Neulogy

11.45 – 12.45 **Lunch**

12.45 – 14.15 **PANEL 2**
Enhancing International Cooperation: The Biomedical Opportunity

Keynote Speech:

- **Jerry S. H. Lee**, Health Sciences Director, The National Cancer Institute (USA)

Panel Speakers:





- **Jaromír Pastorek**, President, Slovak Academy of Sciences
- **Ján Rosocha**, Advisor of the Minister of Health in the Slovak Republic for Research and Education
- **Jacek Nowak**, Executive Medical Director, Amgen CEE
- **Ján Turňa**, Director, Slovak Center of Scientific and Technical Information
- **Vincent Touquet**, Start-up Owner, A*space

Moderator:

- **Peter Kilian**, Managing Director, BioScience Slovakia

14.00 – 14.15 **Coffee Break**

14.15 – 16.15 **PANEL 3**
Transforming Slovakia into a Knowledge Based Economy

Keynote Speech:

- **Jyuo-Min Shyu**, President, Industrial Technology Research Institute (ITRI), Taiwan

Panel Speakers:

- **Pavol Pavlis**, State Secretary, Ministry of Economy of the Slovak Republic

- **Robert Auxt**, Director of European Affairs, Ministry of Finance in the Slovak Republic

- **Stephen Caulfield**, Country Manager, DELL

- **Jozef Ondáš**, Managing Director, Košice IT Valley

- **Charles Holland**, Technical Lead, US Office of Naval Research Global

Moderator:

- **Ondrej Sočuvka**, Policy Manager, Google

16.15 – 17.00 **Concluding Round Table**

Round Table Speakers:

- **Charles Wessner**, National Academy Scholar and Director of the Program on Technology, Innovation, and Entrepreneurship at the Board on Science, Technology, and Economic Policy of National Academies, USA

- **Peter Staněk**, Advisor of the Prime Minister of the Slovak Republic for Macroeconomics & Strategy

- **Stanislav Sipko**, Slovak Government Plenipotentiary for Knowledge Economy

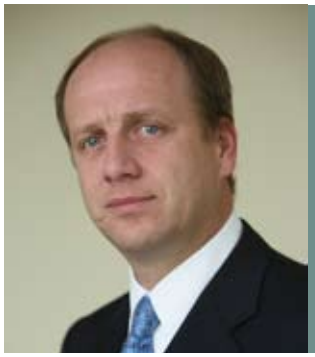
Moderator:

- **Jake Slegers**, Executive Director of American Chamber of Commerce in Slovak Republic

17.00 **Networking with Start up Community**

Networking with Start up Community

INTRODUCTION



Igor Kottman

President of the American Chamber of Commerce in the Slovak Republic

Jake Slegers

Executive Director, American Chamber of Commerce in SR

Dear Conference Participant,

The American Chamber of Commerce in the Slovak Republic (AmCham) and the Ministry of Foreign and European Affairs of the Slovak Republic are pleased to highlight their excellent cooperation through co-hosting an international forum: "The Innovation Imperative: Slovakia's Future". Supported by H.E. David Nan-Yang Lee, Taiwan Representative to the Slovak Republic and Prof. Charles Wessner, National Academy Scholar and Director of the Program on Technology, Innovation, and Entrepreneurship at the Board on Science, Technology, and Economic Policy of National Academies in the USA, we were able to refresh the ideas of the 2010 Conference on Innovation & Technology Transfer, which AmCham co-organized with the Ministry and the Office of the Slovak Government.

This year's conference, however, is different in many respects. Our attempt is to bring together key decision-makers from the Slovak government, science, research & academia, as well as leading corporate representatives in order for them to discuss the potential of Slovakia as an R&D destinantion, innovation hub and knowledge based economy. We are also delighted to welcome international guests from the USA and Taiwan, who will share best practices and offer suggestions for further improvement and international cooperation. However, we also wanted the outcomes of this conference to be more tangible. Therefore, the conference should result in specific action points which should be executed in the upcoming months after the conference.

In light of the economic crisis, active support for innovation, knowledge and technology transfer is more important than ever before. This conference should, therefore, attempt to answer the questions about what this support really means in practice and which steps are taken by various stakeholders in order for Slovakia to become a knowledge based economy.

Leveraging the expertise of AmCham member companies in the area of innovation, research and development, AmCham would like to contribute to these discussions, linking them to the overall need to improve business environment and conditions for start ups in Slovakia. You will find some of our contributions to the debate in this conference brochure as well. It is our hope that this conference will contribute to promoting R&D and technology transfer opportunities, in order to enhance Slovakia's long-term competitiveness and foster the influx of new investments.

INTRODUCTION

David Nan-Yang Lee

Taipei Representative Office
in Bratislava

It is a great honor for me that Taiwan is taking part in the international conference on innovation held here in Slovakia together with scientists, experts, managers of private companies and government officials from Slovakia and United States to share ideas, experiences and discuss possible cooperation projects.

This conference provides a wonderful platform of initiating a serious discussion on Slovakia's enhancement of R&D, its potentials of international collaboration, and even its making headway toward a possible new model of innovation. By introducing the innovation model from Taiwan, we hope to provide Slovakia not only with experience but also with a great deal of inspiration.

Taiwan has extensive experience in building up its own model of industrial development, becoming one of the successful innovators. The Industrial Technology Research Institute (ITRI) has played a significant role not only in transforming technology, but also in providing assistance to potential start-up companies through its incubation center. As I know ITRI has a number of cooperation projects with European countries. I hope this conference could be a good start of numerous solid joint projects between Taiwan and Slovakia.

I would like to extend my deepest appreciation to Mr. Shyu, President of ITRI, who came all the way from Taiwan to attend the conference, and I wish Slovakia a great success in its endeavors to launch new innovation projects.

Industrial Technology Research Institute

Innovating a Better Future

Founded in 1973, Industrial Technology Research Institute (ITRI) is Taiwan's largest and one of the world's leading high-tech R&D institutions. Since its inception, ITRI has been dedicated to promoting the advancement of Taiwan's diverse high-tech industries with a mission of:

- Expediting the development of new industrial technologies
- Aiding in the process of upgrading industrial technology techniques
- Shaping the future of industrial technologies for greater efficiency and sustainability

ITRI is well-positioned to continue serving as a pioneer for industry by strengthening its capabilities in multidisciplinary R&D innovation. Through its forward-looking R&D efforts, ITRI is: enhancing software, systems and services; strengthening industrial services; and increasing its focus on research in the green energy and biomedical fields. ITRI encourages collaboration across its diverse areas of technology and advanced technology talent at its state-of-the-art green R&D facilities. This teamwork benefits industrial development and ultimately creates economic value for Taiwan.

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ITRI
Industrial Technology
Research Institute

CONFERENCE SPEAKERS: Biographies

Miroslav Lajčák

Deputy Prime Minister and Minister of Foreign and European Affairs of the Slovak Republic

Mr. Miroslav Lajčák serves as the Deputy Prime Minister and the Minister of Foreign and European Affairs of the Slovak Republic. He obtained his Master's Degree in Law at Comenius University, Bratislava, and later graduated from the Faculty of International Relations at the Moscow State Institute of International Relations. During his professional career - strongly devoted to national as well as European diplomacy - Mr. Lajčák has held several prestigious positions. Most recently, between December 2010 and April 2012, he served as a Managing Director for Europe and Central Asia under the European External Action Service in Brussels. Earlier, between July 2007 and January 2009, he earned his reputation as a High Representative / EU Special Representative for Bosnia and Herzegovina in Sarajevo. Similarly, in 2006, he assumed an important role of a Personal Representative of EU High Representative for Common Foreign and Security Policy to facilitate the referendum on the independence of Montenegro. In his current capacity, minister Lajčák has outlined three major priorities for the Slovak diplomatic service - European Affairs as an integral part of the national politics and policies, well-targeted economic diplomacy and eminent consular services to Slovak citizens.

Theodore Sedgwick

United States Ambassador to the Slovak Republic

Ambassador Sedgwick was confirmed by the United States Senate on June 30 and sworn in on July 4, 2010 as U.S. Ambassador to Slovakia. Ambassador Sedgwick is a business executive with experience in the publishing and timber industries. He founded Pasha Publications; a specialty publisher focused on energy, defense and environment markets, and served as its chief executive for 20 years. More recently, he founded Io Energy, an online energy information company covering the natural gas, coal, and electricity industries. He was president of Red Hills Lumber Co., a producer of pine flooring. Prior to his appointment, Ambassador Sedgwick served on a number of private company boards and cultural institutions. He graduated with honors from Harvard College, cum laude, where he majored in Ottoman History. He is married and with his wife Kate they have two daughters.

David Nan-Yang Lee

Taipei Representative Office in Bratislava

Nan-Yang Lee, born on December 4, 1955 in Taiwan obtained a master degree in International Affairs from Ohio University in 1980. He gained a lot of experience from his foreign missions in U.S. starting as Senior Information Officer in 1990 in New York. In 2006 he was appointed spokesperson in the Office of the President of the Republic of China (Taiwan). Starting in 2008 he officially represented government of the Republic of China in Ireland and two years later in Slovak Republic. Ever since he came to Slovakia, he is trying to push forward greater interaction across the board on trade, tourism, scientific exchange, academic co-operation and cultural synthesis between the two countries. Since Taiwan is one of the major investors in Slovakia, he is focusing on enhancement of trade, investment and technology cooperation; several agreements and MOUs signed being the witness of his endeavors.

KEYNOTE SPEECH

Charles Wessner
National Academy Scholar and Director of the Program on Technology, Innovation, and Entrepreneurship at the Board on Science, Technology, and Economic Policy of National Academies, USA

Dr. Charles Wessner is a distinguished scholar and a powerful advocate of effective innovation policies. Honored as a National Academy Scholar, Dr. Wessner founded and directs the National Academies' Program on Technology, Innovation, and Entrepreneurship. He is recognized nationally and internationally for his expertise on innovation policy, including public-private partnerships, entrepreneurship, early-stage financing for new firms, and the special needs and benefits of high-technology industry. He testifies to the U.S. Congress and major national commissions, advises agencies of the U.S. government and international organizations and lectures at leading universities in the U.S. and abroad. Reflecting the strong global interest in innovation, he is frequently asked to address issues of shared policy interest with foreign governments, universities, and research institutes, often briefing government ministers and senior officials. He has a strong commitment to international cooperation, reflected in the recent honor bestowed on him as an Officer of the Order of Merit by the President of the Republic of France. The overarching goal of Dr. Wessner's work is to develop a better understanding of how we can bring new technologies forward to address global challenges in health, climate, energy, water, infrastructure, and security.

MODERATOR

Ivan Štefunko
CEO, Neulogy

Ivan Štefunko was born in Poprad in 1977. Despite studying politics and diplomacy, he is a serial entrepreneur and angel investor. He has an extensive entrepreneurial background, particularly in the media and Internet. He is a co-founder and currently a chairman at Neulogy, a Bratislava-based consultancy boutique specializing in R&D management and technology commercialization. Ivan has a long-running interest in innovation policy, innovation ecosystems and financing of tech startups. He co-founded several companies with national and global reach, including Euractiv.sk, Pelicantravel.com or Monogram Technologies. Recently, he has been involved in new ventures such as Piano Media, Geothermal Anywhere and Diagnose.me.

Štefan Chudoba
State Secretary, Ministry of Education in the Slovak Republic

Mr. Štefan Chudoba, PhD, was born on January 27, 1951. He graduated in 1975 from the University of Economics in Bratislava. Between 1976 and 1988, he held several managerial positions, including the position of the Director of Trnava Automotive Company. In 1988, he was promoted to the position of the Director General of Bratislava Automotive Company. From 1993 to 2003, Mr. Chudoba was the Director of Skoda Auto Slovakia, and later Skoda Auto VW Group Russia (2003-2005). In 2006, he started to work as a consultant and advisor to Auto-cluster in Trnava. In 2010, Mr. Chudoba completed his PhD studies (Company Management Program) at the Faculty of Material Sciences and Technology of the Slovak University of Technology.

Robert Šimončič
Director, SARIO

Robert Šimončič has over 30 years of professional experience in the U.S. and Slovakia. He headed the Slovak branch of Microsoft, and in April 2004 he was awarded the prestigious award the IT Personality of the Year 2004 in Slovakia. Prior to joining Microsoft Slovakia he worked in the field of management consulting, first with PricewaterhouseCoopers as a Principal Consultant and later with IBM as the Senior Manager of Business Innovation Services Division in the U.S. His primary field in the business consultancy was the development of company strategies and government organizations. He was the President of the Board of Directors of the American Chamber of Commerce (AmCham) in Slovakia and also the Chairman of the Board for the American Chambers of Commerce (European Council of American Chambers of Commerce – ECACC). From December 2010 he is the CEO of Slovak Investment and Trade Development Agency (SARIO). Robert Šimončič is also an active member of the boards of several universities, including Comenius University in Bratislava and Matej Bell University in Banská Bystrica. He is also active in the artistic community, where for many years he has been engaged in the promotion of Slovak art abroad. He is married and with his wife Lucia he is raising their rapidly growing twins, Esther and Goran.

PANEL 1

Addressing the Innovation Imperative: How can we support innovative ideas and start ups?

Robert Redhammer
Rector, Slovak University of Technology in Bratislava

Robert Redhammer has been the rector of the Slovak University of Technology in Bratislava (STU) since March 2011. His primary aim is to enhance university research and industrial cooperation in an international frame. The university is ECTS labeled by European Commission, and it ranked 101st in the TOP 200 ranking of the Computer Sciences Academic Ranking of World Universities. Under Mr. Redhammer's leadership, the university is currently implementing the project of University science park "Science City STU Bratislava". Before his tenure as the university rector, Mr. Redhammer was university vice-rector for science and technology. In 2003, he was the CEO of the STU Scientific, Ltd. Bratislava, a university owned company operating as a University research valorization business unit. He initiated the establishment of the University technology business incubator, which has already helped over 40 companies to start their businesses. R. Redhammer was born on November 21, 1963 in Bratislava, Slovak Republic. He graduated from STU in electronics (MSc. 1988, PhD. 1993). In 1991-92, he worked as a researcher at the Electronics Department, University of York, United Kingdom.

Matej Ftáčnik
Start-up Owner, Quality Unit

Matej Ftáčnik is currently working as the Sales & Marketing Director of a Slovak company Quality Unit, specializing in the delivery of online affiliate marketing and customer support products. Previously, he won Startup Awards 2011 with the startup Nicereply and spent a few months in Silicon Valley doing business development. Additionally, Matej co-founded the first creative place for startups and IT entrepreneurs in Slovakia, The Spot, and helped organizing the first startup meet-ups: StartupCamp in Bratislava. He also enjoys hosting and facilitating startup competitions and events in Slovakia and the Czech Republic.

Peter Kuhn
Successful US Biomedical Entrepreneur

Dr. Kuhn is a scientist and entrepreneur with a career long commitment in personalized medicine and individualized cancer patient care. He is focused on the redesign of cancer care. Dr. Kuhn is leading the Scripps Physics Oncology Center and is a Founder of Epic Sciences. The Scripps Physics Oncology Center is shedding new light at how cancer spreads through the body. Epic Sciences is developing precision diagnostic products as lifelong companions for cancer patients. Leveraging the laboratory's fluid biopsy technology innovation, Epic Sciences and the Scripps Physics Oncology Center are advancing daily the forefront of both improving healthcare effectiveness for cancer patients by providing drug guidance and increasing our understanding of cancer as a disease in each individual patient. Dr. Kuhn is a physicist who trained initially at the Julius Maximilians Universität Würzburg, Germany, before receiving his Masters in Physics at the University of Albany, Albany, NY in 1993 and his Ph.D. in 1995. He then moved to Stanford University where he later joined the faculties of Medicine and Accelerator Physics. Since 2002 his primary faculty appointment is with Scripps Research in La Jolla, CA. He has published over 160 peer scientific articles and filed 16 patents as a result of his research.

PANEL 2

KEYNOTE SPEECH

Jerry S. H. Lee
Health Sciences Director, The National Cancer Institute, USA

Dr. Lee serves as Health Sciences Director where he has dual roles as Deputy Director for both the Center for Strategic Scientific Initiatives and the Center for Cancer Genomics. He provides leadership and input in planning, developing, and implementing rapid strategic scientific and technology initiatives. He is responsible for scientific, programmatic, and operational oversight of the Centers' broad scientific portfolio (~$190.2 million in FY12) that include IMAT, Alliance for Nanotechnology, The Cancer Genome Atlas (TCGA), Clinical Proteomic Tumor Analysis Consortium (CPTAC), Physical Sciences-Oncology Centers (PS-OC), Provocative Questions, and Cancer Target Discovery and Development (CTD2) programs. Dr. Lee currently serves as adjunct assistant professor at Johns Hopkins University, where he also earned his bachelor's degree in biomedical engineering and Ph.D. degree in chemical and biomolecular engineering.

MODERATOR

Peter Kilian
Managing Director, BioScience Slovakia

Peter Kilian focuses on the management of life-science, taking advantage of his interdisciplinary background reaching from biomedical research to clinical routine testing. He is a member of European Biotechnology Network as well as European Federation of Biotechnology. He worked as Chief Manager for laboratory technology at Medirex, the biggest laboratory diagnostic company in Central and Eastern Europe. Later, he became more oriented towards consulting and served as a Biotechnology consultant at Neulogy, a company providing complex solutions in the area of R&D and innovations. He holds MSc. in Biomedical physics from Comenius University in Bratislava and he earned his PhD from Physiology and Biophysics at University of Sherbooke, in Canada.

Jaromír Pastorek
President, Slovak Academy of Sciences

Prof. Pastorek graduated from Faculty of Natural Sciences, Comenius University in 1985 in the field of biochemistry. Since then he has worked at Institute of Virology SAS where he has had held several positions. He was engaged in studying of phytoviruses, interferon, Marek's Disease Virus and onkomarkers. In 2011 he was honored for his achievements with a national award: the Scientist of the Year in the Slovak Republic. Prior to his current position, he was Director of the Institute of Virology SAS. In 2009 he was appointed President of Slovak Academy of Sciences. His current research activities are focused on cancer diagnostics and therapy research. He discovered the gene coding human tumor associated protein MN/CA IX. He is the inventor of US patent „MN Gene and Protein"and holds more than 50 International and US Patents in the field. He lectures at Comenius University in the field of molecular biology and supervises PhD. studies. Prof. Pastorek is a member of several international scientific committees and organizations.

Ján Rosocha
Advisor of the Minister of Health in the Slovak Republic for Research and Education

Since 1985, Ján Rosocha has been working as a researcher in different fields of biomedical sciences, including microbiology, molecular immunology, stem cells, tissue banking and transplantation. He has significant experience as a creator and administrator of EU structural funds in the topics of research and science and health care. Stem cells research and regeneration medicine are some of the main topics of his present work. He was among the first researchers in Slovakia who introduced regenerative medicine into practice of bone and cartilage regeneration. Since 2012, he is also working as an advisor of the Minister of Health for research and education.

Jacek Nowak
Executive Medical Director, Amgen CEE

Based in Vienna, Jacek Nowak is Amgen's Executive Medical Director for Eastern Europe with responsibility for the company's medical affairs and clinical research and development activities in the region. Prior to joining Amgen in 2003, Jacek served as a Medical Director for Central Europe with American Home Products Corporation, where he co-developed and supervised product strategies and established key account contacts. He has also held the role of Marketing and Sales Manager with Colag T.I.O, the pharmaceutical division of Johnson and Johnson. From 1988 to 1991, Jacek worked as a Medical Doctor at the Cardiological and Intensive Care Unit at the University Hospital of the Silesian School of Medicine in Katowice, Poland. Jacek holds a degree in medicine from the Silesian School of Medicine. He also earned his doctorate there on completion of research work on genetic polymorphisms. Nowak holds a Diploma in Pharmaceutical Medicine from the University of Wales. In addition to his native Polish, Nowak is fluent in English and German.

Ján Turňa
Director, Slovak Center of Scientific and Technical Information

Ján Turňa graduated in the field of biochemistry at the Faculty of Natural Sciences of Comenius University in Bratislava. Afterwards, he remained at his mother department, where he acted successively as an assistant, fellow and lecturer in the field of biochemistry. Later, he became the director of the Institute of Biochemistry and Biotechnology at Comenius University. Since 1997 he is the Head of Molecular Biology department of the Faculty of Natural Sciences, Comenius University and since 2007 also the Director of the Slovak Centre of Scientific and Technical Information. In March 2011, he was appointed as the Vice-rector of Comenius University for Information Technologies. The considerable part of his professional activity has also been devoted to science popularization, focusing mainly on biology and biotechnology. Ján Turňa is also the Chair of the Slovak Association for Biochemistry and Molecular Biology, the Chair of the Committee for postgraduate studies in the field of molecular biology, the Chair of the Commission for the biological safety at the Ministry of Environment of the SR, as well as member of Scientific Committees at Comenius University and at Slovak Academy of Sciences. He is the plenipotentiary representative of the Slovak Republic in the Knowledge Based Bio-Economy Network and in the European Research Infrastructure Consortium established by the European Commission.

Vincent Touquet
Start-up Owner, A*space

Vincent is a computer scientist with a master in A.I. He has worked in both small and big companies, going from university spinoffs to big banks and utilities. His latest experience was managing the CEE branch of a telecom consulting company, where he boosted profitability and helped growing the revenue up to 1 M€ in 2012 with a pre-tax profit margin of over 16 percent. He is a co-founder and CEO of A*Space, a highly innovative biotech company, part of the global top 50 early stage companies in 2012 at Pioneers festival and a winner of the Slovak startup awards.

PANEL 3

KEYNOTE SPEECH

Jyuo-Min Shyu
President, Industrial Technology Research Institute (ITRI), Taiwan

Jyuo-Min Shyu is President of Industrial Technology Research Institute (ITRI), the largest applied research institute in Taiwan. He joined ITRI in 1988, and started his research career in the field of semiconductor design technology. He initiated many high-impact R&D programs in ITRI, took the lead in exploring new technologies, and contributed to the development and advancement of semiconductor and flat-panel display industries in Taiwan. He was one of the founding chairs of Chinese Fuzzy Systems Association (1994), Taiwan SoC Consortium (2000), and Taiwan Nanotechnology Industry Development Association (2004), and he was Executive Director of Taiwan's National Nanotechnology Science and Technology Program (2004-2006), chair of Taiwan Nanotechnology and Microsystems Association (2006-2008), and Dean of the College of Electrical Engineering and Computer Science, National Tsing Hua University (2007-2009). Dr. Shyu received his BS and MS degrees both from the Department of Electrical Engineering of National Taiwan University, and his PhD degree from the Department of Electrical Engineering and Computer Science, University of California at Berkeley. He is a fellow of IEEE and CSMOT.

MODERATOR

Ondrej Sočuvka
Policy Manager, Google

Ondrej Sočuvka graduated from his Masters studies at the Faculty of Business Administration with the University of Economics in Bratislava, where he specialized in Corporate Finance. He completed exchange programs with the University of Sacro Cuore in Italy (specializing in International Marketing), Georgetown University in Washington DC (specializing in International Affairs) and Erasmus University in Rotterdam (Certificate in European Law and Economics). Ondrej is currently working as Policy and Government Affairs Manager for Google. Previously, Ondrej worked as an Economic Advisor to the US Ambassador in Slovakia, following his previous appointment as Economic Advisor to the Prime Minister of the Slovak Republic. He worked shortly as State Counselor at the Ministry of Social Affairs of the Slovak republic, International Analyst with the McGuire Woods LLP and Government Relations assistant with US Steel Corporation, both in Washington DC. In his free time, Ondrej is administering a non-profit organization Central European Business and Social Initiative, dedicated to promoting ideas of free market economy, personal freedom and ethical entrepreneurship in the region of CEE. He is a co-founder of analytical and news web-based portal Postoy.sk and is member of Slovak chapter of the Fund for American Studies.

Pavol Pavlis
State Secretary, Ministry of Economy in SR

Pavol Pavlis received his Master of Engineering and Master of Technology degree at the Slovak Technical University in 1984. His career started in the Research Institute of the Computer Technology in Žilina. In 1990 he became Head Specialist in SLUVIS, Foreign Trade Enterprise. For the next 14 years, he worked as a CEO of Port Service Bratislava, Ltd. Pavol Pavlis became Member of the Supervisory Board in National Property Fund of the Slovak Republic, and in 2006 he continued his professional journey as Member of Parliament, active in the Standing Committee for Economic Policies. In 2010 he became Member of the Standing Committee for Agriculture and Environment in the National Council of the Slovak Republic. In 2012, he became the state secretary of the Ministry of Economy in the Slovak Republic. He is proficient in English and Russian language, and intermediate in German.

Robert Auxt
Director of European Affairs, Ministry of Finance in the Slovak Republic

Robert Auxt is the London School of Economics and University College London graduate in Law, Accounting, Economics and European Studies. He began his career in the private sector as a Loan Syndications Analyst, working with major European clients. Later he entered civil service and became Advisor to the State Secretary and Director of the Department of European Affairs of the Slovak republic, representing the Slovak Republic at the level of the European Union.

PANEL 3

Transforming Slovakia
into a Knowledge Based Economy

Stephen Caulfield
Country Manager, DELL

Stephen is responsible for Dell's Field Services business and manages the delivery of warranty break fix services and Installations services for Dell's customers globally. He also provides executive leadership for Dell's Bratislava site where he acts as General Manager for the site. Stephen's professional career in the Information Technology Services industry spans more than 23 years and includes a diverse range of areas such as IT training, Operations, Managed Services & Warranty Services. Stephen joined Dell in 2002 and, prior to his current role, led EMEA Field Services business as well as holding a number of other leadership roles in Dell Services. Prior to joining Dell, Stephen held numerous Program Management positions in the Bank of Ireland, Compaq and Digital. Stephen received his Management Diploma from Limerick University and is a certified Prince II practitioner. Stephen currently lives in South Moravia in the Czech Republic with his wife Petra and 3 daughters.

Charles Holland
Technical Lead,
US Office of Naval Research Global

Dr. Charles J. Holland is the Technical Lead for the Office of Naval Research (ONR) Global in their Prague Office. His mission is to explore innovative science and technology in Central and Eastern Europe. The majority of his career has been directing research programs within the Department of Defense. His prior assignments include Defense Advanced Research Projects Agency (DARPA) and as the Deputy Under Secretary of Defense for Science and Technology in the Office of the Secretary of Defense. He began his scientific career with positions at Purdue University and the Courant Institute of Mathematical Sciences, New York University. He received a Ph.D. in Applied Mathematics from Brown University. He is a Fellow of the IEEE and received the Presidential Rank Award of Meritorious Executive.

Jozef Ondáš
Managing Director, Košice IT Valley

Jozef Ondáš graduated from mathematics at the University of P.J.Šafárik in Košice in 1974. After that he worked in the East Slovakian Iron and Steel Works in the area of informatics. After 1989, he worked in companies such as IBM and SAP in positions of sales manager. In the years 1997-1998, he worked at the Slovak Railways as a deputy CEO with responsibility for sales, marketing and operations, and from 1999 to 2002 he worked as a General Manager of the Kuwait Business Machines (IBM Kuwait). In the years 2003 - 2005 he worked as an advisor of the Ministry of Finance for the area of information technologies in the public finance management system. From 2006 to 2011 he was the CEO of T-Systems Slovakia. Under his management, this company became one of the largest employers in the region, with more than two thousand employees. In 2010 he was awarded the title "Manager of the year" (Magazine Trend) and he also became "Person of the Year in HR". Since 1990 he has been very active in the charity area, leading charity NGO organizations DeDo and Dorka, mainly supporting children and families in crisis. He was one of the founders of the Košice IT Valley (in 2007) where he is currently the Managing Director. The association's main mission is to support and prepare convenient conditions for the development of IT industry in the Košice region.

RESEARCH, DEVELOPMENT & INNOVATION FROM THE PERSPECTIVE OF FOREIGN INVESTMENT

Prepared with the help of: KPMG

The recommendations were prepared for the AmCham FDI Committee.

Vladimír Švač
Head of Innovation
Advisory Services of KPMG

STARTUP AND TALENT DEVELOPMENT

- Execute supporting activities (startup competitions, startup academy, startup discussions forums with CEOs, create startup state development programs, university startups programs, and others) in the development phase of innovative entrepreneurship in Slovakia. This development is based on growing potential of new innovative and technology oriented firms mainly with focus on ICT. There is a need to build good connections between businesses and universities/ public institutions which would ensure access to potential young entrepreneurs and grants for startups.
- A special target group is "established global companies," which should be encouraged to support their own employees to build startups initiatives within the company or build ecosystem focused on establishing startup incubators for cooperation and development specifically oriented technology start-ups (global company start-up incubator or there could be idea that global company can play a role as a mentor for start-ups).
- Attract more Venture Capital and develop Venture Capital environment in Slovakia
- Identify Slovak startup success stories – marketing activities
- Start to cooperate with other foreign startup ecosystems for attracting foreign investors
- Attract world recognized experts from abroad to visit Slovakia for teaching about how to build an innovative entrepreneurship and the whole startup ecosystem
- Create study programs at universities and grant schemes with strong focus on the latest global disruptive technologies

DOMESTIC INVESTMENTS
• Start-up sector (ICT, nanotech, electronics, greentech…), • Development of Venture Capital space, • Building high-tech startup incubators and other high-tech creative places and centers • Establishing new innovation training centres or R&D centres/departmens in the companies
• Investment in education and trainings primarily in the field of innovation (support by Learning Tax Credits, grants, etc.) • FP7 research projects – trainings - how to be involved in FP7 scheme and create strong partnership
• Creative industry and Design (knowledge high-tech services – motion picture, video and TV program production, ICT services…)

	DOMESTIC INVESTMENTS
Enhancing the R&D investment climate	• Universities, public research institutions, science and technology parks – building a startup ecosystem • Developing human capital and attracting foreign talents and experts (customized support for talented scientists) • Fiscal and financial incentives for business R&D • Providing incentives to corporate R&D (R&D Tax incentives, other) • Support for high-tech entrepreneurship and primarily high-tech startups • Strong marketing activities in abroad
Targeting R&D in FDI promotion	• Targeting R&D-intensive FDI core sectors • Building the image of the country as an R&D Location (advertisement campaigns with a focus on R&D) • International promotion of national technological capabilities • Providing R&D-specific pre-investment services (short reports or fact-sheet explaining the strengths of the country, preparation visits to local R&D institutions, centers, universities, meetings with government representatives, potential suppliers and partners, etc.) • Providing R&D-specific aftercare services (opportunities to be involved in national R&D projects, assistance in creating technology alliances with universities and local firms, preparing proposals addressed to headquarters, etc.) • Create awareness about startup business in the country and support young entrepreneurs in high-tech sector
Reaping the benefits from FDI in R&D	• Building startup ecosystem and innovation networks • Growing interest in innovation field • Increasing awareness about Slovakia as R&D country and successful emerging startup country • Attracting new venture capital and inflow of FDI to the R&D and high-tech projects

ATTRACTING NEW FDI IN R&D

- Tailored made offers for selected foreign global companies
- Selection of top Slovak research fields and institutions from R&D sector
- Identification of Slovak R&D experts and specialists who will prepare key presentations in the process of attracting new FDI in R&D
- Involvement of high-ranking people from Slovakia (politicians, CEOs, etc.) and recognized Slovak entrepreneurs and CEOs or "Slovak friends" abroad into the process of attracting new FDI in R&D
- Involvement of other local players in creating right conditions for attracting potential investors (university professors and their network of contacts)

	FDI ATTRACTION	SUBSIDIARY DEVELOPMENT
Quantitative application	Growth of FDI inflows, growth jobs, low and medium high-tech manufacturing	Growth of existing subsidiary, new jobs, increase capital inflow, manufacturing sector
Qualitative application	High-tech industries and services: • manufacturing pharmaceutical products and biotechnology, • medicine research • nanotechnology, new material research, • manufacturing computer, electronic and optical products, • telecommunications, computer programming, and software development, • development of green technologies – new forms of renewable energy sources, • BPO (Business Process Outsourcing)	Upward evolution: • higher integration in national innovation system and within global innovation networks, • building R&D and innovation centers • development of more intensive collaboration between universities, academy institutions and industry players on R&D projects (scientific research and development), • involvement in EU research projects (FP7, Eureka, etc.) • R&D business services, • Support of innovative spin-offs.

WHAT COULD THE STATE DO TO ADDRESS CHALLENGES FACING THE SLOVAK STARTUP ECOSYSTEM TODAY?

Prepared by: SARIO Slovak Investment and Trade Development Agency

Roman Sabo
Head of Investment Department, SARIO

On 26th March the Slovak Investment and Trade Development Agency (SARIO) organized a workshop in cooperation with the Ministry of Economy of the Slovak Republic. The goal was simple: To spur discussion between public entities relevant for the evolution of the startup agenda within the state framework. We asked our participants one question: What could the state do to address challenges facing the Slovak startup ecosystem today?

Overall, key suggestions provided by our guests could be divided into three categories: (1) proper role of the state; (2) importance of educating and nurturing tomorrow's entrepreneurs; and (3) significance of effectively and efficiently connecting relevant actors directly or indirectly involved in the Slovak startup ecosystem. The following summary contains some of the key areas covered during the discussion – we hope it will serve as a base for further, more in-depth, debates within the public sphere and, consequently, implementation of tangible policies.

A proper role of the state within the startup ecosystem was one of the aspects intertwined into the whole discussion. And this is a good sign. In order for state actors to understand, which steps could and should be undertaken, public entities must first of all acknowledge the limits placed by the market on state involvement in the entrepreneurship playfield in general and in the startup segment in particular. The state should fill-in the gaps only when non-state entities are not willing or able to support natural and healthy new enterprise growth rather than embracing an unselective approach of "saving everything and everyone" for the sake of building an ecosystem.

First of all, the state should not aim at replacing naturally existing or forming particles of the startup ecosystem, but should rather support their timely development and constructive interaction. If, for example, certain mentoring initiatives already exist, state authorities should consider assisting them with funds, contacts, or other resources instead of constructing completely new programs, tools or mechanisms. The Slovak startup community is relatively young but is vibrant – mapping already existing initiatives and actors, understanding their problems and helping to resolve them constructively will be an important step forward.

Furthermore, the state should keep track of the legal environment in which new companies are both formed and operated – the more traditional focus on aspects such as "how many days does it take to officially open a company?" should be spread to (arguably less comfortable) areas such as taxation, labor code, immigration, bankruptcy, access to state owned infrastructure, intellectual property rights or public procurement.

Definitions of a proper role of the state within the startup ecosystem could of course be diverse and it remains to be seen which particular characteristics get to shape actual state involvement. In any case, however, public authorities will have to address a chain of questions, answers to which could lead to a more conceptual approach towards the startup agenda: Which market gaps currently exist? Which market gaps could be filled-in by the state and which should be left untouched to be resolved by the market itself? Who is currently located on the "startup map" of Slovakia? Which entities could be supported and formation of which particles should be spurred by the state? In what way? Which aspects of legislation pose particular challenges for startups today? How could these challenges be prioritized and addressed in a way that would eliminate not only current obstacles but also, at least partially, cover potential future problems of a more mature startup ecosystem?
Each single discussion group also mentioned the importance of educating and nurturing a new generation of entrepreneurs who are in school today but could start a business tomorrow. Should we aim at raising a generation of high-caliber managers or target the availability of a sufficient spectrum of more technical skills among future entrepreneurs? The answer is that we must focus on both sides of the spectrum – one without the other is likely to result in wasting already limited state resources. Our goal should be twofold: to motivate students to go "their own way" and start a business and, at the same time, assist them in acquiring a set of skills essential for starting and running a company. Of course, the often-mentioned need for incorporating entrepreneurship and promoting already existing success-stories comes to mind. However, in addition to that we also need to embrace multidisciplinarity and lock-in systemic reality-checks into our education process.

First, we need to identify and reinforce communication and collaboration paths between individual universities and academic disciplines in order to connect student communities, which, at least at this stage, are not systematically mixed. Making sure that our students and teachers

interact with a wider spectrum of individuals and institutions would contribute to an accelerated exchange of ideas and skills within our academic sphere. In the long-run, this step would allow us to: (1) create a base for the formation of more multidisciplinary startup teams prepared to address a wider spectrum of day-to-day challenges facing new businesses; and (2) attract disciplines outside the currently more predominant IT sector onto the startup scene.

Such multidiscpilinarity could be rooted into the system via several tools. For example, state authorities could develop a dialogue platform for individual schools' and faculties' leadership – this step could assist in driving change from above and consequently making high-level coordination easier. Furthermore, creating multidisciplinary programs at both undergraduate and graduate levels or launching guided student rotation programs between individual schools and disciplines could serve the purpose. As an alternative with a shorter time-horizon, we could start with a rather simple step – shift from the currently predominant system of school/faculty specific student accommodation to a system with blurred school/faculty borders and thus allow for the formation of a more diverse student community outside the classroom.

A reality-check for both schools and students is another important aspect. Motivating education institutions to cooperate with the private sector would enable them to be more in sync with market trends and demands and transfer this systematically updated vision directly into the education process. Schools and private entities could cooperate, for example, via research projects, research placement programs, event co-organization, publishing, etc. On the other hand, students could be linked to private entities via internship schemes, scholarships, dissertation co-supervision, grants provided for specific research topics connecting public and private research targets, etc. – such mechanisms could give young scholars an opportunity to reinforce their theoretical knowledge with practical experience and test their skills in real market conditions. Moreover, bringing more diverse challenges to students would allow them to make more mistakes, learn from them and learn to recover. Isn't entrepreneurship precisely about doing, failing, learning and doing it again but a bit differently? In order to constructively focus on educating and nurturing a new generation of entrepreneurs, we, as state representatives, will have to unwrap more in-depth questions such as: When is it essential to start cultivating entrepreneurship in schools? Is it enough to focus on university level students? Or should future entrepreneurial talents be "guided" starting from younger age? How could tertiary education be incorporated into the puzzle? Is there a "must have" set of skills our education system must teach? How could we ensure that individual students' goals and natural predispositions (or talents) are nurtured in school and then constructively incorporated into the entrepreneurship framework? How to make sure that we prepare students who are not only ready for today's challenges and have a set of skills matching today's market needs, but who can also handle future demands, which could not always be completely foreseen?

Raising a new generation of entrepreneurs and reinforcing the ecosystem more broadly will not be easy without a properly a functioning network between relevant entities such as the private sector, universities' leadership, students, state institutions, or the already existing startup community. It will be essential to build intra- and inter- group communication and cooperation bridges; moreover, we need to connect our ecosystem to relevant actors abroad for the sake of fostering paths for the exchange of mentorship capacities, knowledge, experience, contacts, etc. Where state entities in particular could play a significant role is in building connections within and among individual universities and state agencies – this step would enable easier identification of synergies and their potential future expansion. At this level, it will be essential to make sure that we are all well informed about each other's projects and their planned and actual outcomes.

Public authorities should aim at maximum possible internal coordination. It is vital to not only agree that supporting startups is important for creating new jobs and supporting innovation; it is crucial to have one goal, clear desired outcomes and measurable results which would provide feedback critical for constantly adopting state support programs and mechanisms to real-life conditions, needs, problems and goals. We, as a state, have a clear goal ahead – coordinate and connect initiatives at home and make sure we extract maximum benefit from being connected both locally and globally.

Online Streaming from the Conference

http://multimedia.cnl.sk/vddev/innovation

Provided by: Computer CNL Networks Laboratory

R&D SOLUTIONS

AMCHAM´S "2012: YEAR OF EDUCATION"

During the "2012: Year of Education" initiative, the American Chamber of Commerce in the Slovak Republic presented specific solutions in R&D and suggested various ways to implement them. On behalf of AmCham's member companies as well as members of "2012: Year of Education" initiative, we would hereby like to present some of these solutions to conference participants.

1. Business-Academic Cooperation: Untapped Potential

Slovakia is missing a concept-oriented framework for cooperation between businesses and academic institutions, which would drive the establishment of joint projects.

1. Support the establishment of science and research parks.
2. Create space for business sponsorship, material and technology support of specific academic staff (Examples: An IBM professor, or a corporate Cisco-Microsoft-IBM professor, who would be sponsored by these companies, would have access to the state-of-the-art technology and information and he/she would be teaching/lecturing and/or would be engaged in science and research with a corresponding remuneration. Another alternative would be to create possibilities to apply matching funds. This would enabled university and a company/foundation to combine funds to pay the best experts in the given field).
3. Enable the publication of students´study results to meet the employers´needs (based on student's approval, e.g. the best 100 students of the given university).
4. Enable preferential tax treatment of businesses that invest in university education, science and research.
5. Create space for the implementation of the matching funds concept as a means of support of university education, science and research by combining public and private funds. (Our proposed measure: the amount the university obtains from private funds will be matched by a public-fund subsidy as long as these funds are directed into specific projects/activities).
6. Support a platform for exchange of replicable best practices of well-functioning cooperation between business and academia.
7. Establish and develop alumni clubs at universities with their own business activities and activities aimed at developing the university.

2. Research with Limited View

The diverse motivations of businesses, universities and SAV (Slovak Academy of Science) when carrying out research should be streamlined.

1. Create a strategic platform for cooperation between the academia and practice, e.g. on the basis of the existing EUA Responsible Partnering Initiative and University-Business collaborative research (the state, companies, universities and SAV).
   - The platform could copy the topics set by the defined national priorities in research and science and connect all the relevant stakeholders in the respective sub-segment of science and research.
   - The platform would be working based on clearly defined rules that would not only set the criteria for assessment of the research/cooperation, but they would simultaneously define the remuneration system/benefits to all stakeholders. This would clearly define the motivation of all participating parties.
2. Support initiatives financially:
   - Percentage exemption of qualified income from license for business subjects investing into science and research in cooperation with an academic body (following the examples of Belgium, the Netherlands, Ireland, UK, Spain, and Hungary – e.g. 50-% exemption of qualified income from licenses).
   - Create a financial framework of science and research support: e.g. APVV + SARIO (following the example of Tekes – The Academy of Finland).
3. Adjust the existing legislation:
   - Define effective legislation and processes in the areas of commoditization of intellectual property and participation of private capital in research carried out on academic campuses.
   - Create an effective system of intellectual property management and support for spin-offs established on academic campuses.
   - Streamline the system of public procurement for non-public resources (research for businesses).
   - Support the building and strengthening of transfer of technology offices at Slovak universities and SAV.
   - Be more active in the involvement and implementation of EUA initiative or implement another platform supporting mutual cooperation, e.g. following the model of Jiho-moravské inovačni centrum (South –Moravian Innovation Centre; the innovation voucher scheme)
   - Apply the best-practice examples from abroad in order to assist in the implementation of well-functioning systems of cooperation between the academic sphere and industry.

3. University Assessment and Remuneration System: Emphasizing Research

The assessment and remuneration of universities is not set-up to measure the quality of practical research output (e.g. the number of patents, application of the research output in business, etc.). Therefore, universities which depend on the state budget are not motivated to carry out research/applied research at all.

1. Adjust the existing quality assessment system of universities and SAV which is predominantly based on the number of students and publications, while taking into account carried out research and its real application in practice. In assessing and remunerating universities, the state should take into account the profile of identified buyers/users of research of the respective universities and SAV.

4. Non-existent Research Priorities

In 2007, the Government of the Slovak Republic approved 12 priority subject for research and development within the framework of the document entitled "Long-term Framework for Science and Technology Policy until the Year 2015". In addition to supporting R&D from national funds, the priorities included in the framework were also supposed to serve as guidelines for using EU structural funds (specifically the OP Research and Development).

These 12 priority subjects in R&D were, however, very widely defined. As a result, various areas of science and technology were supported without deeper analysis of their importance for future direction of the country. Consequently, more than 70 various centers of excellence were created across the country. These centers not only miss a single vision but they also lack any linkage to the EU strategy (smart specialization).

1. Prepare an analysis of Slovakia´s R&D potential, based on realized projects in R&D supported from domestic resources and EU framework programs and prospective buyers/users of R&D outputs from private institutions.
2. Define priority areas for industrial development and economic growth of the Slovak Republic. An analysis of R&D potential of the country will enable definition of 3-4 strategic nationwide R&D priorities.

5. Visions, Priorities & Outputs: Struggling with PR

Only a few Slovak universities publish information about their research priorities or research projects in which they are involved. Therefore, companies are often not even able to identify which academic institutions could help them to solve their specific problems. At the same time, only a few universities have established a communication point for contacts with private sector or media, which would enable them to present their research activities. Establishing mutual cooperation is often based on personal contacts of the respective individuals rather than on the institutions they represent.

1. Prepare a comprehensive analysis of research potential of the respective universities and SAV institutes – based on realized projects, technical equipment and available human capital.
2. Publish and regularly update the research intentions and capacities of the respective organizations.
3. Create know-how and intellectual property databases. These would serve as platforms based on which academic institutions could cooperate with private sector.
4. Create liaison points on academic campuses for cooperation with industry.

6. Research Outcomes: Content, Quality & Application

Slovak universities across the board dedicate little time and resources to applied research. Research teams mostly deal with base research, the results of which are then applied in education process. However, these results aren't as attractive for practical use as are the results of research realized in-house or perhaps research carried out by foreign research institutions.

1. Introduce a system (an option) of sponsoring professors (academic staff) for research conducted in cooperation with the company that is supporting this research.
2. Create a list (ranking) of students needed for research. This list would be prepared by teachers, and it would take into account not only the study results but also lecturers' opinions. Based on the list, it would be clearly visible which students are better and more useful for research. At the same time, this list would be publicly available which would support healthy competitiveness and rivalry among students. By the same token, it would enable companies to identify new human resources for research.

PRESENTING THE START-UP COMMUNITY

Geneton

Innovative method for using use saliva of pregnant women for noninvasive prenatal diagnostic.

Every pregnant woman tries to avoid invasive diagnostic method as it might harm her baby. We are developing the platform (set of protocols and procedures) that will enable to use the saliva as replacement for current amniocentesis or blood draw usage. We are in the stage of finishing the last phase of experiments and drafting international patent application.

What would help me to make my start up successful?
"We are looking for "Smart Money", an investor that is from the biotech industry. We need investment to finish our research and guidance in order to commercialize our technology effectively."

Vladimír Virčík

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vircik@geneton.sk
www.geneton.sk

Callinspector

Partnering invented, designed and implemented the Callinspector - a telco cost management solution primarily used for consolidation of a multitude of electronic statements from telco operators, their analysis, reporting and the process of cost re-assignment to corporate groups and individuals. What makes Callinspector unique is its state of the art self-learning mechanism that automatically identifies private usage of company assets and helps recovering the consequent costs.

What would help me to make my start up successful?
"Well, we need more brave people in companies who are ready to test new innovative approaches in order to reduce costs hand-in-hand with high level of service in brand new way, so to make long story short: open-minded decision-markeres in multinational corporates ready to risk and win :)"

Peter Fusek

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Networker

Networker is like real-time mobile LinkedIn for business events that improves ice-breaking, recommends relevant people, stimulates meetings, and helps with follow-up. All of this provided in one universal mobile application. Besides that it serves as analytical platform for organizers that reveals influencers, helps track their preferences and shows various analytical insights about his attendees to improve experience of your future events.

What would help me to make my start up successful?
"Access to one of available startup acceleration programs & seed investment to support further development of the product."

Tomáš Baník
(far right) and Networker team

+421 948 642 042
info@getnetworker.com
http://getnetworker.com/

PRESENTING THE START-UP COMMUNITY

KOOL4 Solutions s.r.o.

Device Selector is a new tablet app that searches through thousands of devices to find the perfect one for you. It asks you a few simple questions and matches you with products that best fit your needs. This brand new Device Selector App helps retailers to gain more satisfied clients, save time and money for staff training, and also sales-associates can use this cutting-edge technology as a working tool.

DeviceSelector is an innovative software with a strong background in research. It connects simplicity, creativity and clever algorithms in one application available for a reasonable price all over the world. DeviceSelector can be installed on any tablet and requires just an internet connection to work properly and fast. Our vision is to help people choose the right device and be satisfied with their choice. To reach this goal we provide a super easy way thanks to Device Selector tablet application.

What would help me to make my start up successful?
"We hope to find a partner who will share our vision and help us expand to the US market. Our aim is to get a contract with a multinational retail corporation like WALMART and have the Device Selector tablet app in every store."

Michal Šefara

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Forsys a.s.

Forsys focuses on data extraction from documents. Our product "by square" enables efficient and reliable encoding of financial data into QR codes. Invoices appended with a by square QR code can be quickly and accurately processed with the help of our application, regardless of whether the invoice is issued on paper or as a PDF.

The Slovak banking association adopted PAY by square as a standard for the encoding of payments in Slovakia in Feb 2013. Our new product DataMolino will be a cloud based invoice data exchange center, secure archive and data extraction service for the SME sector (expected launch: fall 2013).

What would help me to make my start up successful?
"Good advice from an experienced business person, network of contacts, acquisition of new clients."

Andrej Glezl, Jan Korecky

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andrej.glezl@bysquare.com
www.bysquare.com

Synapso s.r.o.

Synapso is the revolution of web administration that allows to manage web by end users not by developers (as it is in these days). It fills the market gap by enabling majority of web sites start using Synapso for the administration. By focusing on simplicity, usability and ultimate control users can easily create websites on desktop or tablet and target it for mobile devices or tablets. Thinking globally through large hosting companies cooperation we can reach the masses a sustain at the market as unique solution for web democracy.

What would help me to make my start up successful?
"Success often depends on the people that surround you. The basis for a successful startup is therefore to be surrounded by people, who are not only experts in the field, they are also enthusiastic about the project. We believe that higher goals you set, the more successful you will be. That´s why our internal motto is "Think big". Thus, one of our priorities is a gradual expansion into foreign markets and establish the Synapso among the most widely used content management systems worldwide. We already have 1500 trial users for the purpose of monitoring and product improvement in the period of 4 months, and more than 30 paying customers. New market is the new start, this is the reason we need good reliable partners out there."

Peter Šimún, Ladislav Gazo

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PRESENTING THE START-UP COMMUNITY

Challengest, s.r.o.

Companies are constantly looking for smart students. Students seek opportunity to show their skills. We connect them through our social network challengest. Via company profile can companies: (i) Communicate company matters (ii) Attract follower's, engage students (iii) Browse profiles and CVs of your followers (iv) post career offer in a way to support attractiveness to high potentials

Creating opportunity for students: Students lack opportunities. We give students chance to earn experience, contacts and job references.

How it works
1. Company posts the challenge
2. Students accept that challenge
3. Students submit solutions
4. Company or Challengest reviews solution and pick winners

What would help me to make my start up successful?
- Media support and awareness of the Start upists
- Less bureaucracy in the process of setting up a company
- Support through grants or tax "holidays"

Andrej Winter

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Sit2stand

Producer of electric height adjustable sit/stand tables (www.sit2stand.eu). Suitable for:
- offices, standup meetings
- assembly workplace
- people with disabilities
- kitchen islands
- schools, growing children, diaper changing tables
- professional gaming

Recommended:
- for people who experience back ache
- for people who work long hours to change positions and to improve concentration
- for people of different heights and body types as well as those with disabilities

What would help me to make my start up successful?
"I think the start up community would appreciate better and more diverse sources of funding for their businesses. This would encourage them to start, and maintain their business operations. If I got additional funding for my start up, I would use it to lower manufacturing prize of the tables, and to buy reserve materials. This would help me to lower purchasing prize. Moreover, I could have few extra Sit2stand tables in stock which would enable me to offer them for free trial use to potential buyers. In order to raise awareness of my product and gain more business contacts, I would appreciate the opportunity to promote Sit2stand tables at professional events/ conferences."

Martin Kříž

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www.sit2stand.eu

A*Space

A*space develops smartphone devices and disposable kits for (human) pathogen diagnostics, allowing (among others) bacteria to be detected rapidly, accurately and remotely, benefiting patients, physicians and health organizations. The same device and disposable kit can be also used in detection and quantification of toxins (e.g. aflatoxins) and biomarkers.

What would help me to make my start up successful?
"We want to get to know better our clients and to develop partnerships with businesses and organizations who are interested in rapid and accurate detection and quantification of pathogens (bacteria), toxins (e.g. aflatoxins) and biomarkers."

Andrej Mošať, Vincent Touquet

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PRESENTING THE START-UP COMMUNITY

TrashOut, s.r.o.

Trashout helps to fight against illegal dumps all over the world by reporting and localizing them.

What would help me to make my start up successful?

- Contacts on people in Waste Management Companies Headquarters
- Media coverage help in countries: France, Germany, United Kingdom, USA, China
- Big corporates would use TrashOut as part of CSR

Jozef Vodicka

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The Spot

Our aim is to create a space where all the creative, innovative and enterprising fellows can meet and cooperate together, help and inspire each other. We want to help them to run their own businesses and to educate themselves continuously. We offer a space for all the active people. You can work and also meet the community of people with the similar lifestyle as you have in The Spot. Our members are provided by the top quality mentors and they come into contact with experts from many different spheres! Since 2013 we have started the new online space which is this website. It is the place where the startup community is enabled to know more, learn more and it is inspired by the Slovak business sphere more. Taking this initiative we want to lead and support clever people in Slovakia to become successful businessmen.

Eva Havašová

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Instando

Sli.do is a web-based tool helping conferences become more interactive by connecting speakers with their audience. Thanks to Sli.do, the audience can ask speakers questions in real-time, share insightful comments among themselves or engage in interesting polls from speakers or organizers. Our vision is to give the attendees a chance to actively shape their experience and get the most out of the conference.

What would help me to make my start up successful?

"Business partners that would help us distribute and promote Instando in key markets."

Peter Komornik

komo@instando.com

PRESENTING THE START-UP COMMUNITY

Excalibur

Passwords can't protect us anymore. Existing solutions either don't provide strong multi-factor authentication or if they do are NOT user friendly. We turn user's mobile phone into a secure ID. Even more importantly we solve the fundamental cloud trust problem, you don't have to trust Excalibur nor your phone as your credentials are stored using our unique distributed cloud crypto-scheme. Excalibur already won the ITU Young Innovator Award at ITU Telecom World 2012, StartupAwards.SK 2012 DIGITAL category and is going to compete among the finalist at the Rice University Business Plan Competition 2013.

What would help me to make my start up successful?

"There is a lot of ideas, some better, some worse but there is nobody to talk to - that could say yes this is worthwhile resp. explain why it is not such a good idea. On the road from academics to business the next step is to educate people not to be afraid to think loud and be comfortable expressing their ideas even if they are not totally sure about them. This is where I see the biggest social good possibly created by academic incubators such as TECHNICOM at TUKE, their purpose should be to be the "people to talk to", to create an institution that can as objectively as possible determine what ideas are worth pursuing as a startup and what is the best way to proceed. As one famous quote summarizes: The best way to have a good idea is to have lots of ideas."

Ivan Klimek

Sadova 365, Ganovce, 058 01
xclbr.com

ASANA CHAIR

We have developed world's first office chair with unique seat that copies the anatomy of your calves. Ásana sets your tailbone free thanks to the middle tunnel in the seat. Ásana chair serves as both prevention and cure for back aches and even haemorrhoids. The shape of Ásana seat is inspired by the basic yoga sitting position on one's own calves named Virasana. The quality of Ásana chair was confirmed by Charles University and National Rehabilitating Center. Ásana is protected by a patent.

What would help me to make my start up successful?

"Potential business partners in US."

Tomas Rosputinsky

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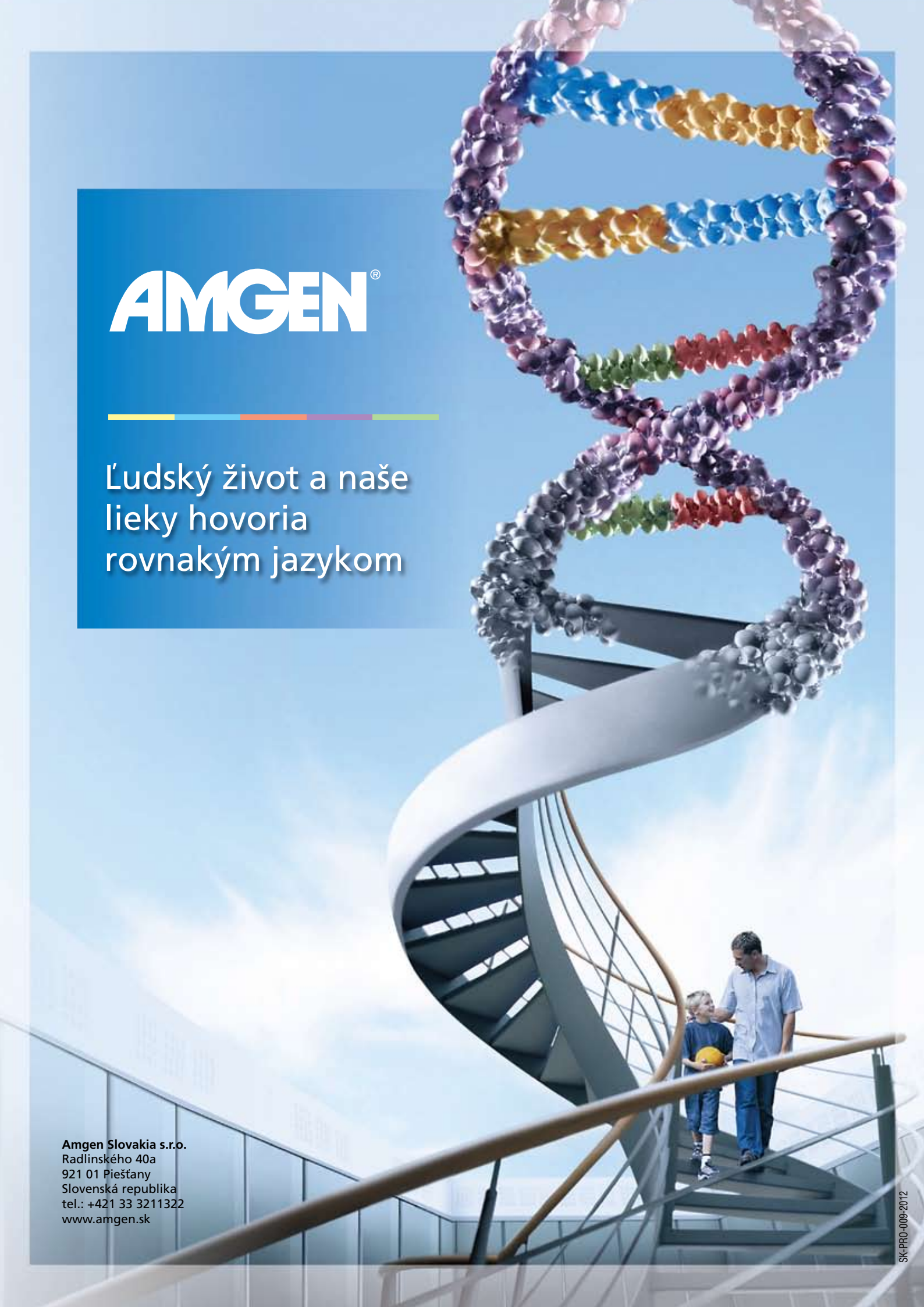

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American Chamber of Commerce in the Slovak Republic

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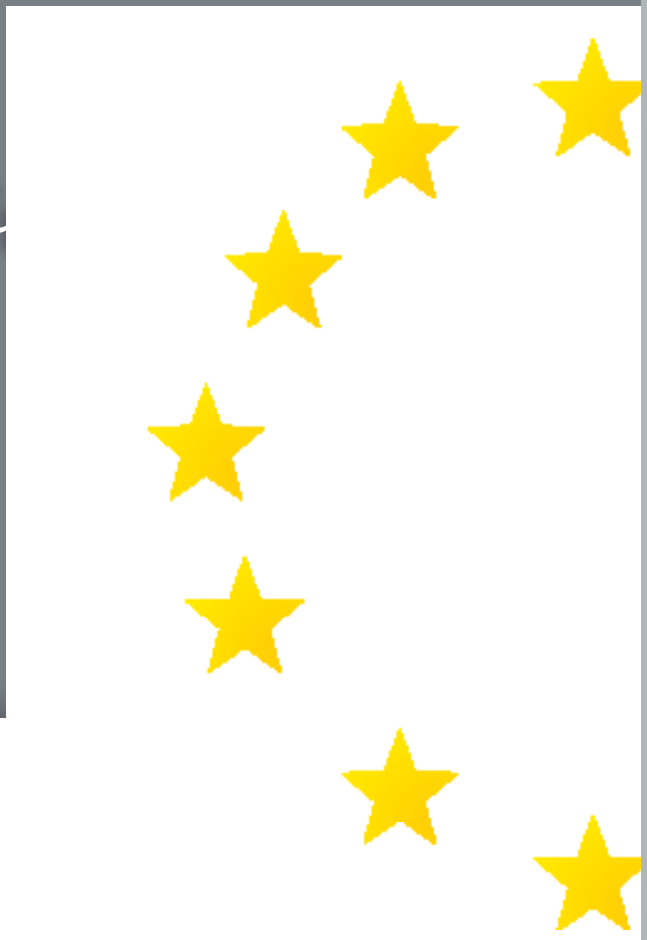
Maroš ŠEFČOVIČ



JUNE 18, 2013

The American Chamber of Commerce in the Slovak Republic (AmCham) has dedicated the year 2013 to regional development. At the same time, regional policy is one of the key focus areas of the European Commission. As a result, AmCham and the Representation of the European Commission in Slovakia will co-organize a conference, focusing on cohesion policy in light of the agreed multi-annual framework and the recommendations of European Commission with regards to EU funding.

KEYNOTE ADDRESSES

- **Robert Fico**, Prime Minister of the Slovak Republic
- **Maroš Šefčovič**, Vice-President of the European Commission

PANEL 1:
Innovation-friendly Business Environment

- What are the main challenges for businesses and what needs to be done to improve business environment in Slovakia?
- How can we enhance business innovation and competitiveness in Slovakia?
- How can we strike the right balance between supporting SMEs and larger enterprises?
- What are the priorities of the European Commission in this area and how can the link between European and national levels be enhanced?

PANEL 2:
Efficient Public Administration

- How can we build a modern and professional public service? What should be done to improve the management of human resources and to build analytical capacities?
- How can e-government and other electronic services stimulate growth and competitiveness?
- What is the role of e-government and e-procurement in making public administration more efficient? How can access to ICT and investment in networks assuring next generation access make public administration more efficient? What are some of the best practices among EU member states?

PANEL 3:
Sustainable & Efficient Use of Natural Resources

- What does higher resource efficiency mean in the Slovak context?
- How can we increase energy efficiency in buildings and in industry?
- What does supporting eco-innovations really imply?
- How can we improve the waste management system?

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2013 year of regional development