

# Creating Brand SLOVAKIA

INTERNATIONAL CONFERENCE

November 19, 2013

Sheraton Hotel, Bratislava

Under the auspices of the Ministry of Transport, Construction and Regional Development of SR



**Zuzana Mikulášová**  
Leader of "2013: AmCham Year of Regional Development"



**František Stano**  
Member of the Board,  
Bratislava Tourist Board

The American Chamber of Commerce truly desires that Slovakia is an attractive and preferred destination for foreign and domestic tourists as well as foreign and domestic investors. To meet this vision, Slovakia needs a brand with quality content and new standards for the tourism industry along with unique products which are beneficial for all the stakeholders involved. AmCham therefore hosted a conference entitled: "CREATING BRAND SLOVAKIA"

This is the second year that AmCham, in cooperation with Bratislava Tourist Board, organized a tourism related conference. The reason behind it is the desire for Slovakia to become an attractive and preferred destination for foreign and domestic tourists as well as for foreign and domestic investors. AmCham Slovakia dedicated 2013 to Regional Development as well as to the branding of Slovakia because we believe that these two go hand in hand.

Jake Slegers and František Stano opened the conference. Mr. Slegers introduced a series of one-minute videos with the representatives of seven foreign investors living in Slovakia explaining why they find the

country a good destination. Leading representatives of Heineken, Kempinski Hotel River Park, KPMG, SPA Piešťany, Telefónica O2, T-Systems and U.S. Steel agreed on one point: "Don't hesitate a moment and come visit Slovakia!" These videos are posted on the AmCham Slovakia web site and are available to be used freely to promote Slovakia.

František Stano reminded the audience that a successful brand is not based only on a good campaign but more importantly on a product of good quality.

The conference panels were chaired by Zuzana Mikulášová, Leader of "2013: AmCham Year of Regional Development", who headed the initiative throughout this year. She explained that the aim of this initiative was to create a communication platform within

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Martin Horváth, Branding  
Slovakia Consultancy

the AmCham Tourism Committee that would engage all relevant parties to share knowledge and experience and also provide interesting information to them. The conference kicked off discussions concerning Slovakia's brand and it also sought to evaluate the necessary framework in which the brand must operate, as well as address



all matters that influence the developments within the tourism industry, such as employment, training or targeted campaigning.

During the first panel discussion – “Creating Brand Slovakia: ‘What is it all about?’” – representatives of creative industries, foreign investors and IT specialists discussed how important it is to have a quality brand and why it is important to improve the presentation of Slovakia abroad.

Peter Littmann noted that in the last 20 years Slovakia has evolved immensely. Now, it’s not only important to spread these news abroad but also to have the country’s political and economic priorities aligned behind the presented image. Martin Horváth confirmed this view by stating: “The citizens are the owners of the country’s brand, the politicians are only the brand managers”. To highlight the power of the people, René Parák presented the new O2-sponsored portal called “Najlepšie služby” (Best Service) where customers can rate the services provided by Slovak companies.

On the second panel – “Creating Brand Slovakia: ‘How can we do it?’” – representatives of state administration introduced their visions for creating “Brand Slovakia”. Discussion focused on various elements important for brand building including tourism, culture and education and their plans to improve the presentation of Slovakia abroad.

Ivana Magátová informed participants that the Slovak



**Panel 1: Creating Brand Slovakia: “What is it all about?”**

From left: **Zuzana Mikulášová**, Leader of “2013: AmCham Year of Regional Development” (Moderator); **Peter Littmann**, Founder, Chairman and CEO of BRANDINSIDER, Germany; **Tatiana Böhmerová**, Client Partner Senior, TNS Slovakia; **René Parák**, Corporate Communication Director, O2; **Adela Banášová**, TV Host; and **Martin Horváth**, CEO and Consultant, Branding Slovakia Consultancy



**Panel 2: Creating Brand Slovakia: “How can we do it?”**

From left: **Peter Littmann**, Founder, Chairman and CEO of BRANDINSIDER, Germany; **Ivana Magátová**, General Director of the Tourism Section, Ministry of Transport, Construction and Regional Development of SR; **Elena Mallicková**, Head of Public Diplomacy Department, Ministry of Foreign and European Affairs of SR; **Igor Donoval**, Head of Analysis and Tourism Products Department, Slovak Tourist Board; **Denisa Zlatá**, Project Manager, Ministry of Culture of SR; and **Olga Gyarášová**, Associate Professor, Faculty of Social and Economic Sciences, Comenius University



**Jake Slegers**, Executive Director of AmCham Slovakia



**Michal Blažej**, Business Development & Partner, Lighting Beetle



**Tomáš Peťovský**, Industry Manager, Google

tourism development strategy is strongly inspired by the German system of service evaluation. Igor Donoval explained that a spot on the Eurosport channel promoting Slovakia as a tourist destination resulted in an increase in visitors on the official SACR web site.

Elena Mallickova noted that even though brand creation is an open ended process, Slovak Presidency of the EU Council in 2016 is a main target. Olga Gyarášová revealed that several studies concluded that Slovaks

are generally perceived as hard-working and skillful people.

During the workshops representatives of IT companies presented marketing tips and tools to improve the presentation and visibility on the Internet. These workshops were prepared for the business community, destination management organizations and state administration and should serve as an inspiration for changes concerning brand building.



Check out our series of one minute video spots at [amcham.sk](http://amcham.sk)!

Why visit Slovakia?



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