CZECH-OMAN

SPECIAL EDITION

FOR OMAN HEALTH

MEDICAL SPA Janské Lázně

State Printing Works of Securities

PROPOLIS33 ENDOWMENT FUND

CHOTI CZECH HEALTH TECHNOLOGY INSTITUTE

MY CLINIC

THE ARAB HOSPITAL MAGAZINE

HOSPITALS by Arab Hospital Magazine

CZECH-OMAN COMMITTEE FOREIGN SECTION CZECH CHAMBER OF COMMERCE

CZECH-OMAN COOPERATION INSTITUTE

# CZECH Healthcare

## STRATEGIC TECHNOLOGIES

SENATE PARLIAMENT OF THE CZECH REPUBLIC

CHAMBER OF DEPUTIES PARLIAMENT OF THE CZECH REPUBLIC

Ministry of Foreign Affairs of the Czech Republic

MINISTRY OF DEFENCE OF THE CZECH REPUBLIC

Czech Republic Ministry of Transport

CZECH CHAMBER OF COMMERCE

CAS CZECH AGENCY FOR STANDARDIZATION

# CZECH-OMAN

SPECIAL EDITION FOR OMAN HEALTH

CZECH
**Healthcare**
STRATEGIC
TECHNOLOGIES

# Innovations to the World

GENERAL MEDIA PARTNER

THE ARAB HOSPITAL MAGAZINE

HOSPITALS by Arab Hospital Magazine

# Healthcare

## Czech Healthcare Mission to the Sultanate of Oman

Radek Chvátal / Pavel Šťastný / Martin Voženílek / Misha Lebeda / Lilia Khousnoutdinova

CZECH-OMAN
COMMITTEE
FOREIGN SECTION
CZECH CHAMBER OF COMMERCE

CZECH-OMANI
COOPERATION
INSTITUTE

Pavel Šťastný DESIGN

Plechárna FACTORY

**Pavel Šťastný**

Artist and visionary

Publisher of the
Czech Strategic Technologies CST Catalogue

Founder of the Czech-Oman Committee of the Foreign Section of the Czech Chamber of Commerce

Founder and Vice-Chairman of the
Czech-Omani Cooperation Institute

Founder and Chairman of the Festival
of Embassies Food & Culture at Markets at Kulaťák

Dear Readers,

You are holding a healthcare special edition, which is important for me not only as a further advancement of my effort to connect Czech Strategic Technologies with the world. We created this special edition on the occasion of the healthcare mission undertaken by the Czech-Oman Committee of the Czech Chamber of Commerce, of which I am the founder. I have been travelling to Oman for the past 11 years. I first became fond of this country when visiting Omani friends. In cooperation with the Czech Chamber of Commerce, we have co-organised the broadest range of missions and exhibits in Muscat and Prague. The highlight of our joint work came in 2018 with the mission of the chairman of the Omani State Council to the Czech Republic and the subsequent visit of the president of the Senate of the Parliament of the Czech Republic to Oman in 2019. The Sultanate of Oman has thus gradually become my second home thanks to its diverse natural environment and bountiful culture, and what I most value is the openness and friendly attitude of the Omani people. Today we are again building on these good relations, which were unfortunately impacted by the pandemic crisis.

I initially became involved in the area of healthcare in the Middle East in the context of cooperation with the Czech healthcare company Linet. As a designer, I joined with Linet in creating a special medical bed for child patients. Thus came into existence the iconic bed with a giraffe, which we first presented during the Arab Health trade fair in Dubai and subsequently travelled with throughout the Middle East. The combination of art and sophisticated technologies in healthcare led me to further consider how I could support this field and to find allies for further mutual development. Due to the pandemic crisis, when I was artistically engaged and created the Helpful Art in Covid exhibition in cooperation with Motol University Hospital, which is the largest hospital in Central Europe, I became convinced that it is impossible to have a stable society without high-quality healthcare.

I decided to organise this Czech-Oman special mission so that, together with leading Czech experts, we can develop cooperation in the fields of health, science, innovative startups and education. Because I believe that the new generation is our future, I chose a theme associated with fertility and women's health.

I am accompanied on this mission by Misha Lebeda, founder of ENDO Talks CZ, the first Czech patient organisation focused on endometriosis, which radically interferes with women's fertility. Together with leading physician MUDr. Radek Chvátal, another member of our mission, ENDO Talks CZ succeeded in building a network of specialised centres for the treatment of endometriosis in a very short time. Furthermore, it is a great honour to have in our delegation Lilia Khousnoutdinova, founder of the Propolis[33] Foundation and advocate for vertical birthing positions and ambassador for birthing couches. Thanks to Lilia's tireless work, more than 35 maternity wards in the Czech Republic and Slovakia have been equipped with birthing couches. I share her conviction that healthy childbirth is a prerequisite for a healthy society. And, last but not least, we are also accompanied by Martin Voženílek, head of the public medical spa Janské Lázně, where a unique and revolutionary method of electroacupuncture is practiced. This technique makes it possible to improve the mobility and quality of life of paralysed patients suffering from the consequences of severe spinal-cord injuries. I believe that we can collaborate also with the Omani healthcare sector on these projects.

This mission is the result of my efforts over the past 11 years and I firmly believe that, like me, you will be inspired to engage in further development and collaboration with the aim of achieving a stable and healthy society.

FN MOTOL

**Martin Holcát**

Head Coordinator of Postgraduate
Medical Education, Motol University Hospital

Former Minister of Health of the Czech Republic

Former head of the Medical Council
for Presidents of the Czech Republic

Dear Readers,

I am very pleased that I can present this catalogue containing leading Czech companies in the field of healthcare. As a physician and former Minister of Health of the Czech Republic, I not only know that our healthcare is at the highest level, but I am also proud of our researchers and academics, who are experts on the global level.

I consider healthcare to be an essential pillar of a resilient society and I therefore support the development of this sector in all of its areas, whether that refers to the education of medical professionals or international collaboration on research projects and the introduction of innovative technologies and methods.

As the deputy director of Motol University Hospital, the largest Czech medical facility of its kind, during the pandemic crisis, I became convinced that the stability of the state lies in crisis preparedness. Therefore, I would like to promote interdisciplinary and international cooperation in an effort to maintain a healthy and resilient society not only in the Czech Republic, but also worldwide.
It is thus not a coincidence that today I lead a postgraduate medical education department and that I am involved in the development and sharing of know-how of leading experts.

During the pandemic, the creator of this catalogue and I organised the Helpful Art in Covid exhibition at Motol University Hospital not only as a means of boosting the morale of the hospital's staff, but also as a way of thanking medical professionals and the emergency services for their hard work and dedication. This exhibition is a reflection of the given time and a display of the methods and innovative technologies that enabled us to cope with this unexpected and devastating crisis on the global level. I am convinced that art has the power to change the paradigm in which we live. I greatly appreciate the artist Pavel Šťastný for his ability to combine art, technology and diplomacy, which creates a field for interesting and successful collaborations.

This catalogue is proof of that and I am very much looking forward to the results of the Czech-Oman Healthcare Mission.

SENATE
PARLIAMENT
OF THE CZECH REPUBLIC

**Ondřej Šimetka**

Member of the Committee on Health
Senate of the Parliament of the Czech Republic

Head of the Department
of Obstetrics and Gynaecology, University
Hospital Ostrava, and Medical Faculty
of the University of Ostrava, Czech Republic


Dear Readers,

Prosperity and sustainability are key strategic interests worldwide. There is no prosperity without healthy citizens. I believe that investments in innovations and technologies in healthcare are crucial to ensure the stability and sustainability of every country. The National Healthcare Strategy of the Czech Republic is focused on new technologies and digitalisation in order to achieve the primary goals such as timely prevention, effectiveness of the healthcare system, accessible high-quality care for citizens and availability and development of a digital health information infrastructure.

The Czech Republic is home to a wealth of innovative companies, research institutions and universities that are bringing forth new approaches in developing know-how and new high-tech solutions that can also be applied abroad. The combination of healthcare and strategic technologies puts us in the position of a leader on the market and a strong and reliable partner for investors. This enables the Czech Republic to fulfil the national strategy to bolster economic resilience.

I highly appreciate the ability of Czech medical technology companies to cooperate and coordinate their efforts with the aim of providing a very attractive portfolio of Czech products and services to foreign partners. In this catalogue, you can find several projects and products that I use on a daily basis during my work as a doctor at the hospital and that I proudly recommend that you discover and consider for your innovation strategies.

The technological development and prosperity we have experienced are unprecedented. However, we have also witnessed unexpected crises, undermining our certainties and stability. We have to prepare for further health and security threats. I believe that the Czech strategic technologies, which you can find in the pages of this catalogue, can help us face future challenges.

In the era of new challenges, unexpected crises and the transformation of the global economy, I believe that the Czech Republic will maintain its position as an innovative country thanks to Czech companies operating on the most developed global markets and demonstrating their commitment to quality, sustainability and high ethical standards.

Ministry of Foreign Affairs
of the Czech Republic


**Tomáš Kuchta**

Director of the Economic and Science
Diplomacy Department

Ministry of Foreign Affairs of the Czech Republic


Dear Readers,

It is a great honour for me to introduce to you the Czech Strategic Technologies Healthcare Omani special catalogue. I am convinced that the very good relations between the Sultanate of Oman and Czechia are built on a very solid basis. I have visited Oman several times in the past and I have been impressed by how many business opportunities are offered by the partnership between our two countries.

Czechia is one of the most industrialised European countries with many capable entrepreneurs and researchers, especially in the healthcare, aerospace and defence sectors. Czech companies are developing and producing innovative medical technologies with a global impact. Our highly qualified and technically skilled experts have proven their ability to effectively transform their skills and ideas into innovations, scientific research and first-class customer services. This combination puts Czech companies in the position of a competitive and trustworthy partner.

The development of the healthcare industry is our strategic goal and this approach gives us new possibilities in the research and academic sectors. Technological development ensures prosperity, stability and sustainability in the coming years in order to face new challenges and potential crises with the involvement of companies that keep up with the latest trends in automation, robotisation, artificial intelligence and Big Data.

In this catalogue are presented companies and technologies with great potential for successful mutual business development and partnerships that will bring long-term benefits to all partners involved. It is a great pleasure to introduce this portfolio during the Czech Healthcare Mission to the Sultanate of Oman.

CZECH Healthcare
STRATEGIC TECHNOLOGIES

The Czech Strategic Technologies CST catalogue
was created under the auspices and in cooperation with

**Jiří Růžička**

Chairman of the Committee on Education, Science, Culture, Human Rights and Petitions

Senate of the Parliament of the Czech Republic

**Markéta Pekarová Adamová**

Speaker of the Chamber of Deputies of the Parliament of the Czech Republic

**Jan Lipavský**

Minister of Foreign Affairs of the Czech Republic

**Martin Kupka**

Minister of Transport of the Czech Republic

**Jana Černochová**

Minister of Defence of the Czech Republic

**Zdeněk Zajíček**

President of the Czech Chamber of Commerce

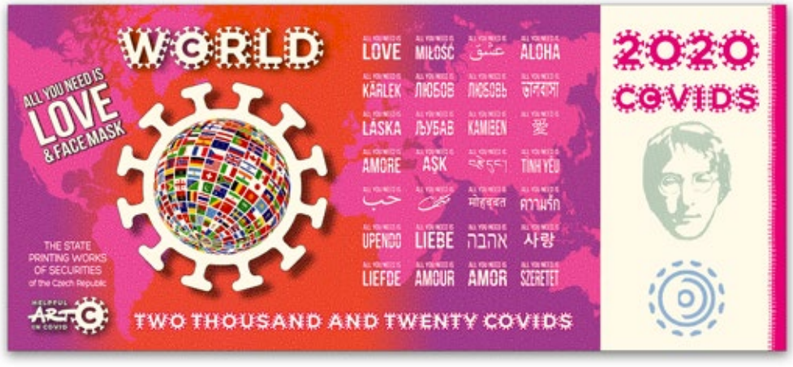
STC State Printing Works of Securities

# Idea for the fifth anniversary of the start of the COVID-19 pandemic

# Commemorative banknote

**Tomáš Hebelka**

CEO of STC




**At the start of the COVID-19 pandemic, artist Pavel Šťastný and his colleagues created a portrait of John Lennon wearing an enormous mask at the world-famous Lennon Wall in Prague. The wall is a symbol of freedom, peace and love.**

**Hundreds of media outlets around the world printed photographs of the wall adorned with the portrait and mask.**

**It thus became not only the largest, but also the most famous mask in the world.**

**We have an idea to commemorate the fifth anniversary of the start of the COVID-19 pandemic by issuing a commemorative banknote.**

**Proceeds from sales of the commemorative banknote would be used to support an exhibition of artists who created art free of charge during the pandemic even though all galleries, museums and cultural spaces were closed around the world.**

HELPFUL ART IN COVID

CZECH Healthcare STRATEGIC TECHNOLOGIES

CZECH
Healthcare
STRATEGIC
TECHNOLOGIES

# Healthcare

## Electroacupuncture

### Unique treatment procedure

# RESTORING MOVEMENT TO PATIENTS WITH COMPLETE SPINAL CORD INJURIES

MEDICAL SPA
Janské Lázně
back into life

CZECH Healthcare
STRATEGIC TECHNOLOGIES

www.janskelazne.com

**A unique paralysis treatment**
**Until now, there has been no effective treatment for patients with complete spinal cord injuries.**

# Electroacupuncture

## Unique treatment procedure

**For several years, we have been practicing the treatment of paralysis using electroacupuncture, which has become a unique and effective method for many patients.**

**Are you interested in this innovative therapy?**

**This innovative therapy, known as AC-TIVE ENF, was developed by rehabilitation physician Peter Olšák, combining medical acupuncture with knowledge of physical medicine.**

MEDICAL SPA
Janské Lázně
back into life

## Electroacupuncture

**It combines traditional acupuncture, an official medical method in the Czech Republic, with the current knowledge of physical treatment. The doctor inserts acupuncture needles and then uses the device to deliver an electric current to the needles.**

In Janské Lázně, patients with complete severing of the spinal cord have been able to regain movement, and a unique treatment of paralysis using electroacupuncture has been helping patients for several years.
The author of the AC-TIVE ENF treatment method is Peter Olšák, a rehabilitation physician who has treated more than 700 patients, including some with complete spinal cord severance. The method was created by combining medical acupuncture and knowledge of physical medicine. Olšák led a team of scientists from Palacký University in Olomouc who won the Transfera Technology Day 2023 competition with innovative needles for electroacupuncture applications.

# Dr. Olšák has successfully treated over 700 patients, including those with complete spinal cord injuries.

## Dr. Peter Olšák

Graduated from Palacký University in Olomouc and worked as a rehabilitation physician at the University Hospital in Olomouc for ten years.

He joined the Vesna Children's Sanatorium in 2020.

**Dr. Olšák began using electroacupuncture for patients with severe mobility impairments in 2016, treating over 700 patients.**

He gives lectures on acupuncture and electroacupuncture and serves as the Scientific Secretary of the Czech Medical Acupuncture Society JEP.

## Mgr. Martin Voženílek

Chief Executive Officer
Head Office

**Welcome to Janské Lázně, a unique rehabilitation and spa centre in the heart of the Krkonoše Mountains, where every client is our first priority and always receives the best professional care.**

With respect and dignity for our clients, we offer a wide range of services focused on the treatment and rehabilitation of both adult and paediatric patients. Our specialty lies in the treatment of the musculoskeletal system. Due to our unique location, we are also a climatic spa with ideal conditions for the treatment of respiratory problems and the solution of many other health problems.

Dont miss the opportunity for regeneration and recovery. Visit us in Janské Lázně, explore the magnificent beauty of the Krkonoše Mountains and take advantage of the first-class services offered by our expert team. You always come first with us and we value your trust.

CZECH Healthcare
STRATEGIC TECHNOLOGIES

MEDICAL SPA
Janské Lázně
back into life

www.janskelazne.com

MEDICAL SPA
# Janské Lázně

## REHABILITATION CLINIC

A MODERN REHABILITATION FACILITY ESTABLISHED BY THE MINISTRY OF HEALTH.
ONE OF THE OLDEST SPA FACILITIES IN THE CZECH REPUBLIC.

**Janské Lázně Spa has a long-standing reputation as one of the best spa facilities in the Czech Republic. It is also an ideal starting point for sports and recreational activities in the Krkonoše Mountains.**

The natural healing resources are **the thermal mineral water** of the hydrocarbonate-lime-sodium type, springing up in the spa area, and **the local foothill climate**.

The medical spa focuses on physiotherapy and the treatment of the disorders of the musculoskeletal system resulting from diseases of the brain, disc, spine or accidents (hemiplegia in the lower body or on one side of the body or complete paralysis), diseases of the muscular and nervous system, including muscular dystrophy, cerebral palsy, various sclerosis and effects of strokes. In addition to this, the effects of malignant tumours on the body are also treated as are problems with joints, rheumatism, joint stiffness, muscle weakness, gait impairment and balance.

The spa also treats respiratory diseases such as asthma and allergies and cases after respiratory surgery. It also offers tailored programs for weight reduction.

**The Children's Sanatorium** is one of the largest and most modern facilities of its kind in the Czech Republic. It continues a long tradition of treating cerebral palsy, especially in children. It specializes in the treatment of children from 6 months and adolescents up to 18 years of age with nervous disorders including muscular dystrophy and cerebral palsy, as well as in the treatment of musculoskeletal disorders and conditions after injuries and orthopedic surgeries. Among other things, we also treat metabolic disorders and endocrine problems, including obesity, as well as respiratory diseases.

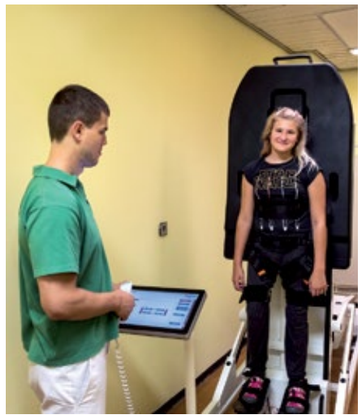
### INDIVIDUAL PHYSIOTHERAPY

Individual physiotherapy is **the key to effective treatment**; the therapist accurately diagnoses the patient's condition, then designs and adjusts the treatment plan according to the patient's needs and abilities. This personalized approach allows the therapist to work with individual limits, provide immediate feedback and correct exercise techniques, **maximizing the effectiveness of the therapy and preventing potential complications**.

### ROBOTICS

**ALTER G**
Anti-gravity trainer, a gait training device with programmable relief consisting of an anti-gravity effect. The device works on the principle of air pressure differences using a method developed by NASA. It is designed for rehabilitation of people after injuries, orthopaedic surgeries and neurological patients.

**INNOWALK**



This robotic device for passive movement therapy of the lower limbs and the upper limb trainer helps patients diagnosed with hypotonia or other types of musculoskeletal disabilities, cerebral palsy, neuromuscular diseases, after surgeries and traumas.

**GLOREHA**

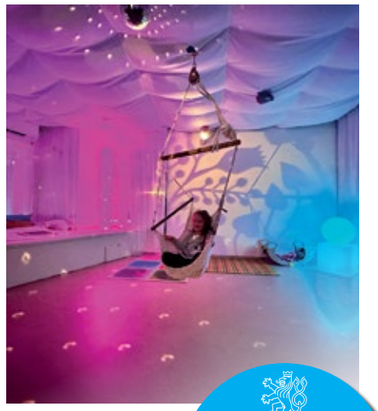
Complete technological solution for hand and upper limb rehabilitation

### PHYSICAL THERAPY

**SUPER INDUCTIVE SYSTEM (SIS)** consists of an intense electromagnetic field that has positive therapeutic effects on human tissue. The main therapeutic effects include pain relief, promotion of fracture healing, muscle relaxation, muscle stimulation and joint mobilization.

**ERGOTHERAPY**
Combines physical and mental training, helping to increase muscle strength, improve coordination and develop cognitive function.

**SNOEZELEN**
A specially adapted room with light and sound for children with developmental, mental and physical disabilities, autism spectrum disorder, behavioural and learning disorders, and post-traumatic brain injury.



CZECH Healthcare
STRATEGIC TECHNOLOGIES





www.janskelazne.com

# Key stakeholders

## in the area of endometriosis in the Czech Republic

### Radek Chvátal

**Doctor, SEF centre for the treatment of endometriosis at Znojmo Hospital, Czech Republic; Melk Hospital, Austria**

Radek Chvátal is head of the gynaecology and obstetrics clinic at Znojmo Hospital in the Czech Republic, where he is in charge of the certified centre for endometriosis, which was the first certified centre of its kind in Eastern Europe. Radek Chvátal is the founder of the endometriosis committee within the Czech Obstetrics and Gynaecology Society. As a member of the professional committee, he contributed to the creation of European guidelines for endometriosis treatment. As the auditor of EUROENDOCERT, he is a guarantor of the quality of the endometriosis centres in the Czech Republic and Austria. Currently, there are seven specialised centres in the Czech Republic. With his expertise, he is regularly invited to speak at European and international conferences.

# Endometriosis

### Ondřej Šimetka

**Head of the Department of Obstetrics and Gynaecology University Hospital Ostrava and Medical Faculty of the University of Ostrava, Czech Republic**

Ondřej Šimetka heads the Obstetrics and Gynaecology Clinic of the University Hospital in Ostrava, which is one of the largest perinatology and gynaecologic oncology centres in the Czech Republic. As of 2023, it also has international accreditation for the treatment of endometriosis.

During his medical studies, Ondřej decided he would become a member of Doctors Without Borders and in 1999 he became the second Czech doctor to do so. He then spent several years with Doctors Without Borders and other organisations (UN, Caritas) on a total of ten humanitarian and development projects in Asia and Africa. Over the past 20 years, he has been actively involved in the Maternal Mortality Reduction Program in Timor-Leste, working as a physician, trainer and guarantor of physician education for the Royal Australasian College of Surgeons (RACS).
European and international conferences.

# ENDO talks

## Czech patient organisation for endometriosis

### Misha Lebeda

**Founder of ENDO Talks CZ, z.s., the first Czech patient organisation for endometriosis**

Michaela "Misha" Lebeda suffered with endometriosis herself and was diagnosed in 2020. Due to the COVID-19 pandemic, she waited one year for surgical treatment, which she eventually received in Brussels, Belgium. In 2021, she found that she had a lack information and support in the Czech Republic. During her convalescence, she therefore established the first Czech patient organisation for endometriosis with the professional support of the best gynaecology experts in the Czech Republic, such as MUDr. Radek Chvátal and Mgr. Lenka Chuchutová and many of their colleagues working in various specialisations. Among other things, the power of ENDO Talks consists in raising awareness and providing support to patients.

Thanks to Misha's perseverance, huge progress has also been made in improving the Czech government's approach to this issue with the aim of providing high-quality healthcare to patients with endometriosis across the country. Together with her team, Misha managed to convince politicians and other stakeholders to pay attention to the disease and to consider it a severe diagnosis that needs to be addressed systematically. With the support of First Lady Eva Pavlová, Senator Ondřej Šimetka and Markéta Pekarová Adamová, President of the Chamber of Deputies of the Parliament of the Czech Republic, the first steps toward legislative changes will be soon concluded.

### Lenka Chuchutová

**Physiotherapist**
**Holistic women's therapist**

Lenka is the owner and director of the MAAT Holistic Care Centre for women, where she works as a gynaecological physiotherapist with a holistic approach. She mainly deals with issues related to the pelvic area – pelvic pain, endometriosis, painful menstruation, problems with conception and rehabilitation of both pregnant women and women who have recently given birth.

Lenka's vision is to play an active role in changing the Czech healthcare system. She believes her mission is in education and prevention, passing on high-quality information and, above all, showing women how beautiful and wonderful their bodies are. That is why she founded the MAAT Centre for comprehensive care for women, gives lectures for medical professionals and the general public, and organises courses and workshops for women.

Every cycle different story... Every cycle different story... Every cycle different story... Every cycle different story... Every cycle different story... Every cycle different story...

# ENDO Talks CZ, z. s.,

## the first Czech patient organization focused on endometriosis and adenomyosis

ENDO Talks CZ, z.s. is the first Czech patient organisation focused on endometriosis. Endometriosis affects every tenth menstruating person of reproductive age (approximately 200 million women worldwide).

However, the actual number is likely higher due to the fact that this disease is significantly underdiagnosed – diagnosis takes up to ten years on average.

Public awareness of endometriosis is still woefully low. The most common symptom of this disease is paralyzing pain during the menstrual cycle, which doctors and the public do not consider to be a problem and they thus often downplay the symptoms. The underestimation of this disease is all the more surprising given that 50% of women dealing with infertility are diagnosed with endometriosis and it is the second most severe disease in the area of gynecology after oncological issues. We still do not know exactly how endometriosis originates, nor do we know how to cure it or prevent relapses.

**The organisation has been in operation for three years and the Czech Republic now has seven certified centres specialising in endometriosis and others are to be certified in the next year. ENDO Talks CZ is seeking cooperation abroad in order to establish certified centres for endometriosis worldwide.**

ENDO Talks CZ has been invited to international conferences in, for example, Geneva, Switzerland and Edinburgh, Scotland to share its experience with building platforms with key stakeholders for the purpose of achieving systematic changes at the government level in order to provide high-quality care to patients with endometriosis.

www.endotalks.cz

**Patients with endometriosis need to be heard.**

**200 mil.**
women worldwide

**250 000**
women in the Czech Republic

## Clinics

**In the Czech Repulic specialised facilities for endometriosis treatment**

**7**

**centers in 3 years**

ENDOtalks

## Exhibition

**Awareness exhibition in the Senate**

ENDOtalks

**ENDOmarches Worldwide campaign in Prague**

**Conferences, summits and roundtables with stakeholders**

PROPOLIS33
ENDOWMENT FUND
Lilia Khousnoutdinova

# Propolis33 FOUNDATION

## Parenthood, maternity and reproduction

The Propolis33 Foundation is dedicated to supporting projects focused on planned parenthood, maternity and reproduction, as well as feminist-themed projects. Its projects to support the maternity care system in the Czech Republic and abroad, such as in Slovakia and Kenya, are based on awareness campaigns, educational activities at universities and hospitals, and advocacy activities to ensure systemic legislative changes at the government level.

**We are used to seeing women give birth lying on their backs. However, it is more beneficial for the mother and the baby to be mobile and upright during labour.**

To promote vertical birth, the Propolis33 Foundation launched the **#GOatout campaign.** This campaign is a combination of awareness activities such as the **Birth Rallye in Kenya** and educational activities at universities and hospitals, followed by a guide for **birth room equipment.**

The birthing bed ("goat") in the middle of the room automatically encourages one to lie down. Birthing couches, stools, hanging slings and various supports to lean on encourage one to move around and be in vertical positions. Maternity room equipment affects the way women give birth. Since October 2023, Propolis33 has been helping Czech and Slovak hospitals enhance their birthing suites by replacing birthing beds with birthing couches in an effort to create an „environment that supports physiological birth" for healthy women. In cooperation with the University Hospital in Ostrava, the foundation launched an educational campaign aimed at raising awareness of the benefits of active vertical birth. Within the first year, over half of all Czech maternity hospitals came on board and acquired birthing couches.

CZECH Healthcare
STRATEGIC TECHNOLOGIES

## Lilia Khousnoutdinova

### Founder of the Propolis33 foundation, historian and doula

Lilia has lived and worked in various places spanning half the globe, including New Delhi, Tunisia, Bhutan and many European countries.

Lilia was born into a Tatar family as the eldest of five siblings. She grew up in the Czech Republic, France, the UK and the US, studied political science and history at Oxford University and then added gender and development at the London School of Economics. She is an entrepreneur, publicist and initiator of awareness programmes. She is the founder of the Propolis33 Foundation, which is dedicated to planned parenthood, maternity, reproduction and feminist-themed projects. She is a member of the Board of the Czech Helsinki Committee. In recent years, as a doula and Active Birth lecturer, she has been actively supporting initiatives for positive changes in Czech obstetrics, e.g. the #kozaven campaign and the @naporoduzalezi.cz project.

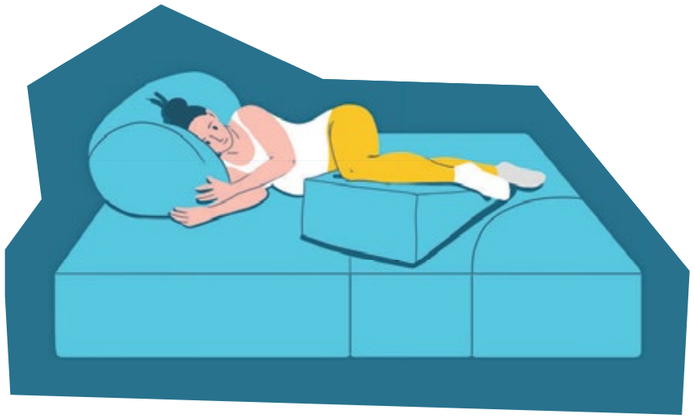
Last year, she and Czech singer Olga Lounová finished 46th in the East African Safari Classic rally, the toughest challenge in their category, which they rode under the banner of "Birth Rally" with the idea of respectful and safe care for women in the perinatal period.

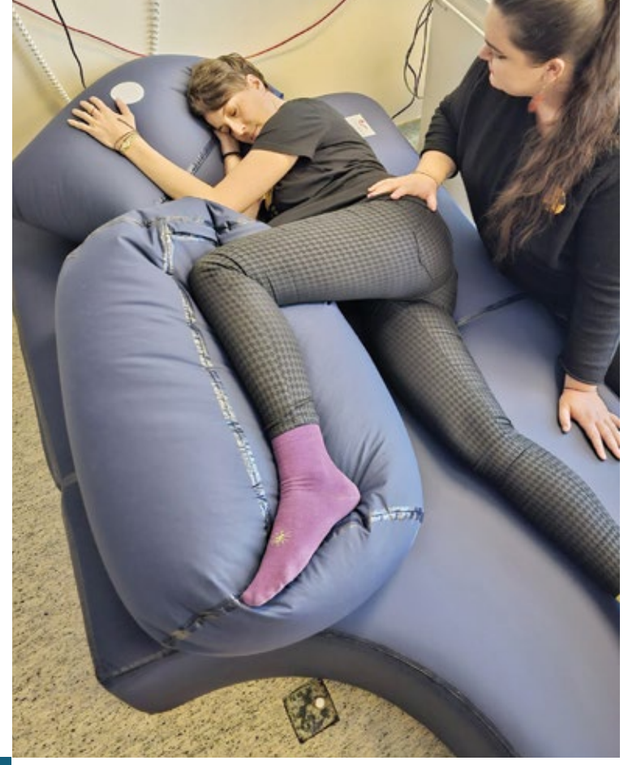
As an avid traveller, Lilia loves the mysterious Bhutan, to which she has returned at least once a year for the past 15 years, including working under the patronage of the Queen Mother and ensuring the reconstruction of the chorten at Kila Gompa Monastery.

Lilia is also the author of a number of successful books on women's issues and is a creator of jewellery and fashion collections.

Together with her husband Karel Janeček, she ranked ninth on Forbes magazine's list of the Czech Republic's greatest philanthropists in 2022.

PROPOLIS[33]
ENDOWMENT FUND
Lilia Khousnoutdinova





**Currently, 31 hospitals in the Czech Republic and three hospitals in Slovakia are equipped with birthing couches and have undergone the implementation workshop on active vertical birth and practical couch care guidance.**

"After eight months of using two birthing couches on which more than 350 births have taken place, our experience is unequivocally positive. I was surprised at how easy it was to replace the medical birthing beds with birthing couches and how well it was received by staff and parents.

The advantages of the birthing couch include its variability, better support in many positions, more active involvement of the mother and her partner, and the possibility of resting together after giving birth. A third couch is on its way. Satisfaction prevails."

Ondřej Šimetka

OB/GYN consultant, Head of the OB/GYN Dept., University Hospital Ostrava, Czech Republic

**The positions in which women give birth are not just a result of the physiology and function of the female body and the birth process.**

**They are influenced by the culture we live in, the images and understanding of birth that we have and, of no less importance, by the training of midwives and medical professionals. It is time to base our care on evidence and facts.**

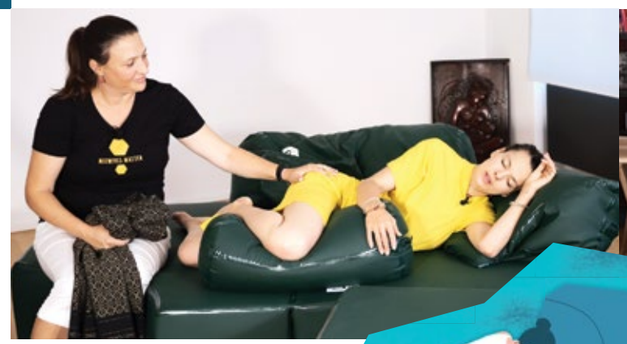
"The benefits of vertical positions include not only the help of gravity, but also shorter labour, more efficient uterine contractions, fewer cases of operative labour and fewer abnormal foetal cardiac findings."

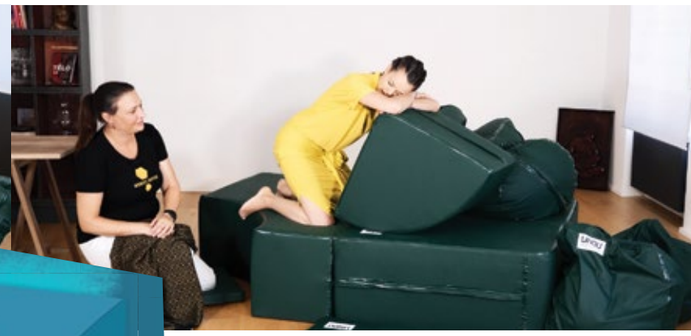
David Desseauve at al.

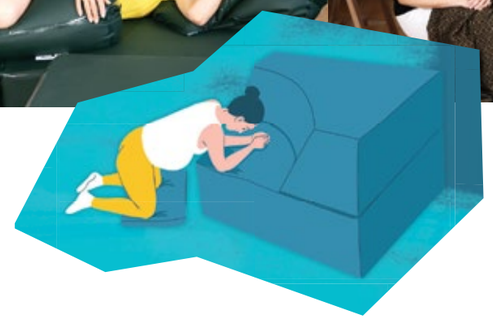
European Journal of Obstetrics & Gynaecology and Reproductive Biology, 2017

## Benefits of vertical birth positions

- Active vertical positions support the natural biomechanics of labour.
- There are increases in most pelvic measurements, which means the foetus has more room to rotate in the birth canal.
- Labour is shorter and less painful.
- It is more beneficial to move and change birthing positions than to stay in any one position.







www.kozaven.cz
www.naporoduzalezi.cz
@naporoduzalezi

CZECH Healthcare

AVDZP

ASSOCIATION OF MANUFACTURERS AND SUPPLIERS OF MEDICAL DEVICES

CHTI

CZECH HEALTH TECHNOLOGY INSTITUTE

AVDZP

ASSOCIATION OF MANUFACTURERS AND SUPPLIERS OF MEDICAL DEVICES

### Unveiling the Future of Healthcare: Innovations Transforming the Industry

In today's rapidly evolving healthcare landscape, staying ahead of the curve is not just a strategic advantage, it's a necessity. Enter the groundbreaking innovations spearheaded by the Association of Manufacturers and Suppliers of Medical Devices (AVDZP), revolutionizing how we perceive and approach healthcare.

### Leading the Charge with Cutting-Edge Technology

AVDZP member companies are at the forefront of innovation, harnessing the power of artificial intelligence (AI) to tackle some of the most pressing challenges in healthcare. Imagine a software capable of not just diagnosing COVID-19, but also identifying pneumonia and even detecting early signs of cancer—all from a simple chest X-ray. This is the reality that AVDZP's innovative firms are bringing to life, pushing the boundaries of what's possible in medical diagnostics.

### Transforming Rehabilitation with Virtual Reality

But the innovation doesn't stop there. Rehabilitation, once seen as a grueling process, is being transformed into an immersive experience through the magic of virtual reality (VR). By creating virtual environments where patients engage in rehabilitation exercises as interactive games, specialized programs are not only increasing patient motivation but also accelerating the recovery process. What was once a daunting task becomes an enjoyable challenge, leading to better outcomes and shorter rehabilitation periods.

More than **100** companies

Turnover of **1.7 billion EUR** is generated by members

VIDEO

### From Concept to Reality: Deploying Comprehensive Solutions Worldwide

AVDZP's commitment to innovation extends beyond the confines of the laboratory. Through collaborative efforts, member companies have developed comprehensive solutions tailored to meet the diverse needs of healthcare systems worldwide. From field hospitals equipped to handle emergencies in remote locations to advanced patient transport systems capable of navigating challenging terrain. With successful implementations already underway in countries like Zambia, Senegal, Syria, or and Ukraine, solutions are empowering healthcare systems, strengthening their capacity to respond to crises, and improving patient outcomes.

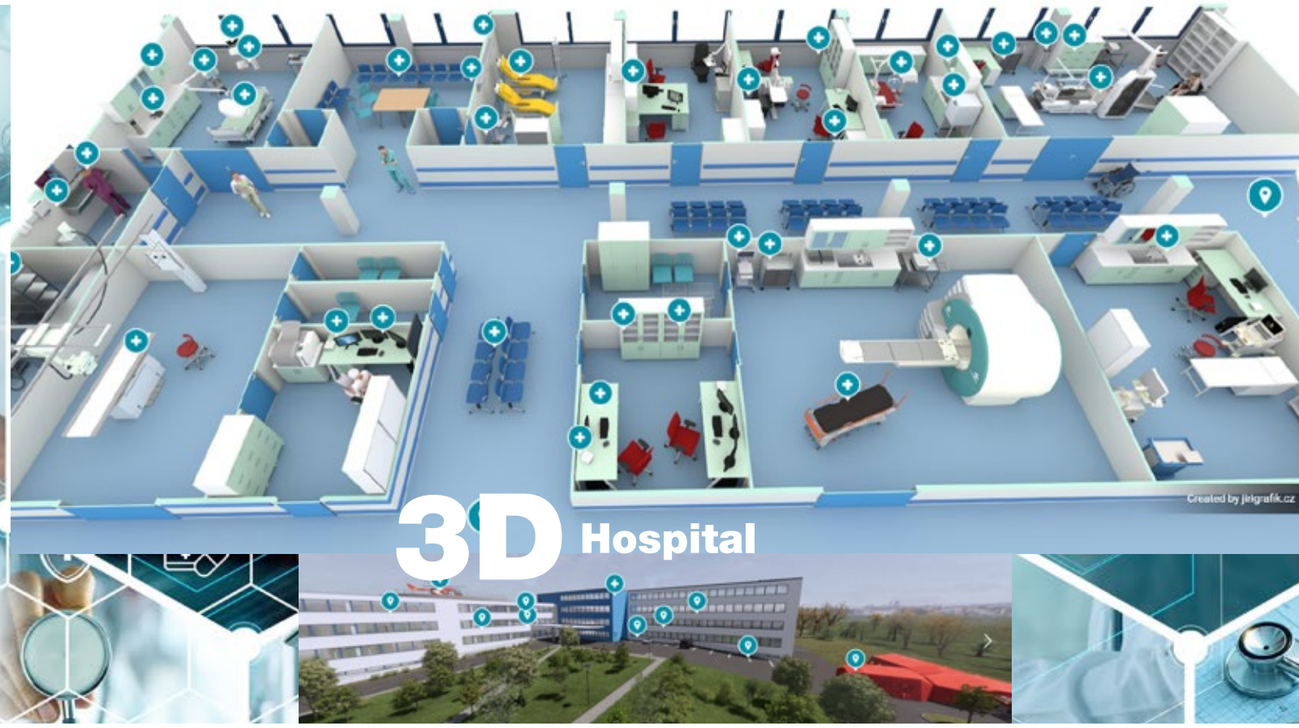
**www.avdzp.cz**

More than **83%** of products are exported

## From Concept to Reality:

# Deploying Comprehensive Solutions Worldwide

CZECH Healthcare




# Cutting-Edge Technologies

CHTI
CZECH HEALTH
TECHNOLOGY INSTITUTE

# Anticipating Tomorrow‘s Healthcare Needs

### Fostering Innovation Through Collaboration

The journey towards revolutionizing healthcare is not one that can be embarked upon alone. Through strategic collaborations with universities, high schools, and research institutions, AVDZP ensures access to leading experts and cutting-edge developments in the field. By partnering with the Czech Health Technology Institute, comprehensive projects ranging from medical technology supply to educational initiatives are seamlessly executed, driving progress across the healthcare spectrum.

### Holistic Solution Sets New Standards

A prime example born from the collective expertise of leading Czech companies and medical experts is the Maternal & Child Care Solution. Designed to meet the highest standards and adapt to diverse healthcare settings, the solution offers a comprehensive approach to maternal and child healthcare. From state-of-the-art gynecological examination chairs to neonatal incubators, every component has been meticulously crafted to ensure optimal care at every stage of life.

At the heart of the solution lies a commitment to sustainability and efficiency, a principle that finds its embodiment in the Czech Health Technology Institute. Acting as a dynamic bridge between manufacturers, hospitals, universities, and technical schools, the Institute fosters a vibrant ecosystem of collaboration. With a focus on prolonging the lifespan of medical products and promoting knowledge exchange, the Institute aims to create a lasting impact on healthcare systems worldwide.

### Anticipating Tomorrow‘s Healthcare Needs

The mission goes beyond providing cutting-edge equipment. We recognize the importance of education in shaping the future of healthcare. That‘s why the Institute partners with the Czech Technical University to develop specialized courses for biomedical engineers, empowering the next generation of healthcare leaders. Clinical training plays another essential role in this broad concept of support, providing instruction on the utilization of products in alignment with contemporary clinical methodologies.

Sharing expertise and know-how is paramount in building the necessary capabilities to meet present and future healthcare challenges. Czech health professionals are proud to offer their insights into establishing leading-edge perinatal centers, renowned for their comprehensive care for prematurely born babies. With this advanced approach, the Czech Republic boasts one of the world‘s lowest neonatal mortality rates.

The Czech Health Technology Institute also delves into other crucial healthcare realms. From specialized rehabilitation in intensive care units to infection control and effective treatment in burn units, to addressing antibiotic overuse in primary care settings, Czech experts are actively collaborating with partners in Ukraine. Together, we‘re fortifying the healthcare infrastructure or a healthier tomorrow.

**VIDEO**

**www.czechhealth.cz**

CZECH Healthcare

LINET

AVDZP ASSOCIATION OF MANUFACTURERS AND SUPPLIERS OF MEDICAL DEVICES

CHTI CZECH HEALTH TECHNOLOGY INSTITUTE

CZECH Healthcare

# The Power of Turnkey Solutions

LINET spol. s r.o. stands at the pinnacle of excellence and technological leadership in the field of hospital and nursing beds. Holding a dominant position in the domestic market and in in the field of medical technology, LINET ranks among the top five largest firms globally. With collaborations spanning hospitals and universities worldwide, LINET's prowess extends far beyond borders.

## The Power of Turnkey Solutions

One of LINET's remarkable capabilities lies in harnessing the strengths of Czech healthcare companies for exports, fostering larger export units and alliances. This strategic approach not only enhances LINET's competitive edge but also opens doors for numerous other firms to venture into international markets. Czech healthcare exporters have demonstrated their ability to supply entire hospitals abroad, exemplified by the comprehensive Intensive Care Unit (ICU) solution.This ICU solution, a culmination of the extensive expertise of ten firms, has been tailored to meet the demanding standards of urgent medical care. LINET's Multicare bed, specifically developed for intensive care units, embodies innovation and functionality. With its chassis featuring three columns, enabling lateral tilting of the entire bed, the Multicare bed revolutionizes patient care. This groundbreaking invention, patented by LINET, has significantly improved patient comfort and healthcare professionals' efficiency.

In addition to LINET, nine other firms, including MZ Liberec, TSE, COMEDEQ, PROFIL, KLARO, MEDIN, BLOCK, BMT, and CHEIRÓN, have contributed to this comprehensive solution. Together, they offer a holistic approach to healthcare, assembling broad solutions for hospitals, EGO Zlín tents, or BLOCK containers, while ensuring thorough training for medical personnel and extensive warranty and post-warranty services.

## Impact Beyond Measure

This comprehensive solution journeyed to Ukraine last year as part of humanitarian aid efforts. In Lviv, it equipped two operating rooms and facilities for urgent care. In the Kherson and Kharkiv regions, a complete field hospital was established in tents and containers, featuring equipment for day surgery, operating rooms, ICU, and patient wards.

Czech companies under the auspices of AVDZP have successfully secured contracts in Malaysia, Senegal, Albania, Asia, and dozens of projects across Africa. Among their notable achievements, they have equipped the ICU at the University Teaching Hospital, the largest hospital in Zambia. As part of the humanitarian aid effort initiated by the Czech Republic to assist countries affected by the COVID-19 pandemic, joint deliveries from Czech manufacturers have also reached destinations such as Ghana, Ethiopia, South Africa, and Morocco.

**VIDEO**

**www.linet.com**

# Motol University Hospital the biggest healthcare facility in the Czech Republic

FN MOTOL

Treats over **70,000** hospitalized patients a year

**2,199** beds

**The mission of Motol University Hospital is to treat patients following the latest knowledge of medical science and to provide its clients with comprehensive and highly specialized care for all phases of human life. The motto of our mission: We serve generations. Our vision for the future is to make the hospital the „flagship“ of the Czech healthcare system in general and specialised care. An effective hospital management system, including a continuous quality improvement plan, is essential to fulfilling our mission and vision.**

- provides basic, specialized and highly specialized healthcare and medical services, in the form of outpatient and inpatient care for children, adults and the elderly
- is the biggest healthcare facility in the Czech Republic
- it consists of two interconnected buildings and several separate pavilions, with a total of 2,199 beds
- treats more than one million ambulatory patients a year
- treats over 77,000 hospitalized patients a year
- it has almost 6,500 employees

**6,500+** employees

**Motol University Hospital is a key Czech and European accredited workplace, economically stable and scientifically innovative, providing patients with comprehensive healthcare at an internationally comparable level, from prenatal age to old age; a hospital that is welcoming to visitors, students and its staff.**

Treats more than **1 mil.** ambulatory patients a year

## We serve generations and help children where others cannot

**www.fnmotol.cz**

# One Day Surgery Healthcare

MY CLINIC

We're a
private
family
modern
first-class
reliable
flexible
friendly
clinic
in Prague 6.

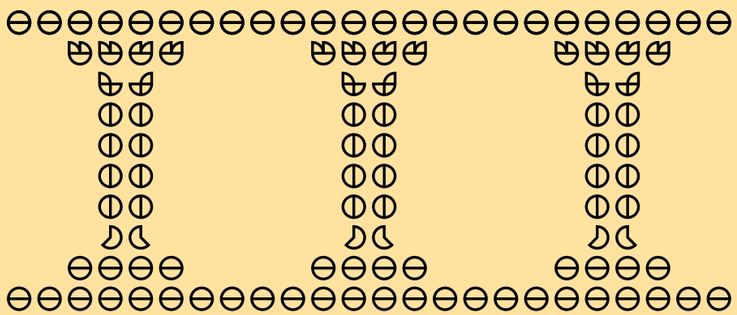
**26**
medical specializations covering complex health care

**75**
doctors and therapists including leading experts in their fields

**4**
operating theatres within the One Day Surgery Centre

**3223 m²**
is the area of MY CLINIC, including outpatient clinics, operating theatres and inpatient ward

## We stand on three pillars



1. Outpatient facility for adults
2. Paediatric Centre
3. One Day Surgery Centre

## MY CLINIC in a nutshell

- Short waiting times for appointments
- Sufficient time for every examination
- A team of world-class specialists and therapists
- The latest equipment
- The services of a healthcare coordinator
- Excellent public transit service, parking right in the building of the clinic

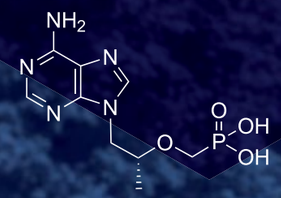
www.myclinic.cz

www.onedaysurgery.cz

www.myclinic.cz

www.onedaysurgery.cz

# Institute of Organic Chemistry and Biochemistry of the CAS



**Shortly after World War II, a group of chemistry enthusiasts assembled around the inspiring personality of Prof. František Šorm (1913–1980), who played a crucial role in the founding of a modern chemistry institute under the umbrella of the Czechoslovak Academy of Sciences. The institute was formally founded in 1953 and is currently known as the Institute of Organic Chemistry and Biochemistry of the Czech Academy of Sciences – IOCB Prague.**

Ahead of his time, Prof. Šorm established IOCB as an interdisciplinary institute at the interface of chemistry, biology, and medicine, with chemical and biological groups addressing challenging scientific topics through their complementary approaches. He identified key research areas, such as peptides and proteins, nucleosides and nucleic acids, terpenoids and steroids, as well as a methodology-driven organic synthesis, to which IOCB has made significant contributions through its pioneering cutting-edge research.

## Basic Research and its Applications

In addition to excellence in basic research, IOCB has always been active and successful in applied research and practical applications, particularly in medicinal chemistry. Already in the 1960s several peptide hormones and their analogs were developed into products in collaboration with pharmaceutical companies, followed by an ointment called Dermazulen, containing a chemically synthesized medicinal plant ingredient.

From a global perspective, the most significant contributions were the acyclic nucleotide phosphonate antivirals (especially tenofovir, as a component of many successful anti-HIV and anti-HBV drugs, from Viread, Truvada, etc., up to the currently most prescribed Biktarvy) discovered by Prof. Antonín Holý at IOCB and later developed and marketed by Gilead Sciences, Inc. (USA).

Prof. Antonín Holý (1936–2012) was the most famous and accomplished scientist in the history of IOCB thanks to his groundbreaking basic research in the synthetic and medicinal chemistry of modified nucleosides and nucleotides and also his discovery of antivirals used clinically in the treatment of viral diseases. Since 1976, he collaborated on the development of antiretroviral drugs with Prof. Erik De Clercq of the Rega Institute for Medical Research at the Catholic University of Leuven (Belgium) and John C. Martin, CEO of Gilead Sciences, Inc.

In addition to this well-known antiviral drug story, several other nucleoside compounds developed at IOCB have gone on to become approved drugs. These include Decitabine, which is used in the treatment of acute myeloid leukemia, Azacytidine, which targets myelodysplastic syndrome (both discovered by Holý's peer Dr. Alois Pískala), and 9-(2,3-dihydroxypropyl)adenine (DHPA), an acyclic nucleoside analogue discovered by A. Holý and used clinically in anti-herpes ointments.

Prof. Holý's legacy in the chemistry of nucleic acids components is continued by several IOCB groups active in the areas of nucleotide chemistry and nucleic acid research. Other groups in medicinal chemistry focus on different approaches to tackle cancer and diseases of viral, bacterial, and fungal origin.

www.uochb.cz

## Bridging the past and present

The commercial success of these drugs and a significant income from patent royalties (currently about $ 140 million annually) enabled IOCB to grow substantially and convert its campus into a modern institute with cutting-edge equipment. In January 2007, IOCB changed its legal form to become a public research institution and was restructured with all group leader positions open to international competition. Since then, IOCB has implemented an ambitious policy of rigorous and regular evaluations of the research groups by an international advisory board and a tenure-track program for the establishment of independent junior research groups. The strategic emphasis on excellence in basic research together with support for technology transfer and capitalization of potential applications have transformed IOCB into an internationally recognized institute. With English as the working language, scientists at IOCB (including group leaders) come from dozens of countries around the globe. The traditional portfolio of research fields covering classical organic, bioorganic, and medicinal chemistry together with biochemistry has expanded to encompass theoretical and physical chemistry, materials science, bioconjugate chemistry, chemical biology, nanotechnology, and other related areas.

In applied research, IOCB's long tradition of translating results of basic research into products that help people live better lives continues to this day. We have established a dedicated applied research infrastructure that consists of several internal spinoffs and professionally run subsidiaries.

ÚOCHB AV ČR
IOCB PRAGUE

Ústav organické chemie a biochemie
Akademie věd České republiky, v. v. i.
Institute of Organic Chemistry and Biochemistry
of the Czech Academy of Sciences

## IOCB Tech

Since 2009, technology transfer, applications, and IP protection have been coordinated by IOCB Tech and later also by i&i Prague. These IOCB subsidiary companies are recognized throughout Czechia as leading commercialization experts for biotech projects and have successfully attracted local and global investment groups and funds.

**www.iocbtech.cz**

## i&i Prague

i&i Prague is a Central European bio-innovation incubator that transforms research projects into spin-off companies and provides pre-seed investments. It focuses on innovative projects in drug discovery, diagnostics, and MedTech, aiding in product development and securing additional investors. With 9 companies in its portfolio, it recently added Sophomer and Deep MedChem. Collaborating with the European Investment Fund, i&i Prague established the i&i Biotech Fund I, offering paid services for evaluating projects seeking investment.

**www.iniprague.com**

## IOCB Tech Foundation

IOCB Tech Foundation was established in 2022 and its mission is to contribute to the further development of science and the use of its results in society, while at the same time strengthening public awareness of the fundamental contribution of scientific research.

**nf-iocbtech.cz/en**

## i&i Biotech Fund (i&i Bio)

i&i Biotech Fund invests in innovative European life sciences companies, specializing in drug discovery, medical devices, and digital health. It targets startups with unique sales potential, particularly in Central and Eastern Europe, collaborating with founders to build breakthrough businesses. The fund evaluates technologies and facilitates connections with investors and potential partners for market exit.

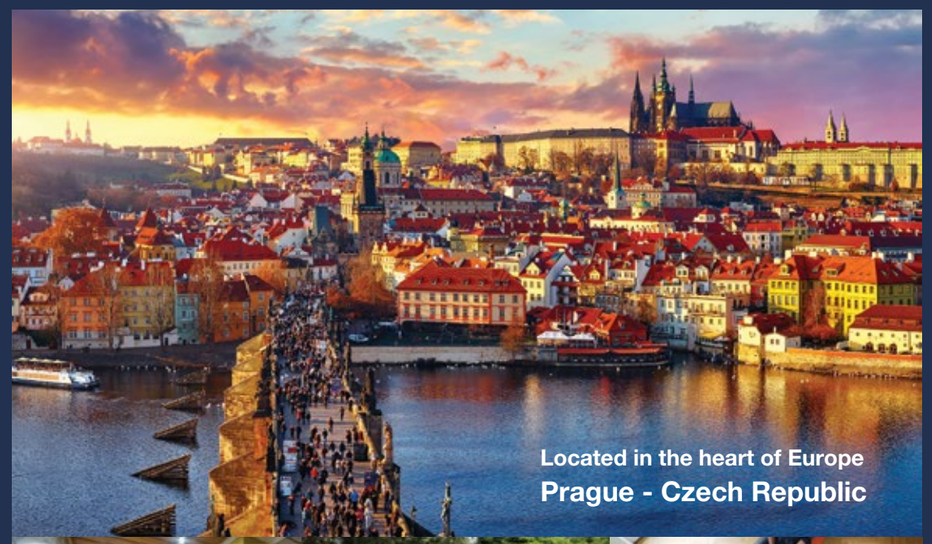
**www.inibio.eu**

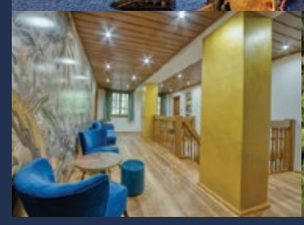
**IOCBPrague**

# Mind Body Spirit Concept

neo centrum

wellbeing and recovery from addiction



**Professional, multi-disciplinary team**

**Specializing:**

- addiction
- detoxification
- anxiety
- depression
- life balance
- aftercare
- overall wellbeing

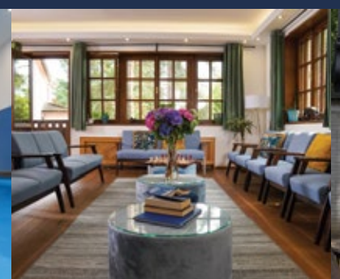
+420 770 143 385
Info@neocentrum.cz
www.neocentrum.cz

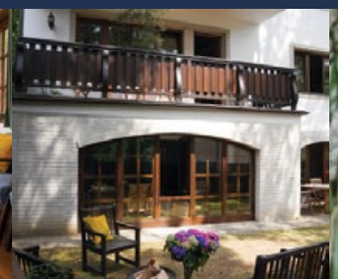
## Mind Body Spirit Concept

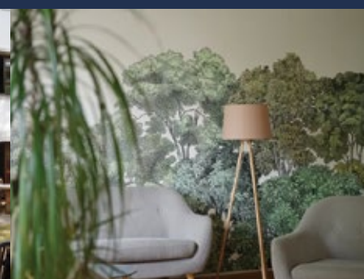
### Individual approach - 2, 4, 6 or more weeks

**Villa Residence with single rooms, max. capacity 6 persons**

**Programme in English: Complex medical and psychiatric examination**
**Program consisting of psychotherapy, psychiatry, art and movement therapy, 12 steps facilitation, meditation, acupuncture, Yoga, massage, nutrition**







icompass

# OVER A DECADE OF SMART HEALTHCARE EXCELLENCE

With over 10 years of experience in developing healthcare applications, we are at the forefront of driving positive change in the industry. Our solutions are developed with a deep understanding of the industry's challenges and are tailored to meet the evolving needs of healthcare providers and patients.

## DICOMPASS PRODUCT FAMILY

The Dicompass product family is a comprehensive solution for working with medical visual documentation. Products from the Dicompass family are intended not only for the needs of radiology and other fields working with X-rays, CT, MR, US, etc., but also for gastroenterology, ENT, gynaecology and other fields that need to take pictures or videos of entire procedures.

## SPECTRUM OF DICOMPASS PRODUCTS

### Dicompass Artificial Intelligence

• It is already possible today to use artificial intelligence services for the automatic description or classification of radiological examinations in healthcare facilities.

### Dicompass Cloud

• This a full-fledged DICOM browser and PACS environment, including secure connection of your modalities (e.g. ultrasound, X-ray) all based on web (HTML5) technologies.

### Dicompass Gateway

• Dicompass Gateway is a new, modern system, that comprehensively covers the needs of medical facilities for archiving, sharing, distributing and displaying image documentation the DICOM format.

ELYSION-DICOMPASS.AE





IN COOPERATION WITH ELYSION

ELYSION.AE

# INNOVATOR IN HEALTHCARE: TOMAS PETSINIS

## ADVANCING PATIENT CARE LOCALLY AND GLOBALLY

Tomas Petsinis is a highly experienced healthcare professional with over 25 years of experience across various sectors of the industry. From 2007 to 2023, he served as the technical and operations director at Horovice Hospital, where he implemented numerous changes and improvements that significantly enhanced the hospital's operations and patient care. His leadership in modernizing the hospital's infrastructure and optimising its technical processes played a key role in its growth and success. Following his tenure at Horovice, he transitioned into the chief executive officer role at the Beroun Rehabilitation Hospital, where he continues to drive innovation and improvement in the facility's services and efficiency.

In addition to his work within Czech healthcare institutions, Tomas Petsinis leads Altoa, a company that specialises in providing premium medical care to patients from around the globe. Altoa has a particular focus on the Middle East, especially the GCC countries. Through a partnership with the exclusive Dubai-based company Elysion, Mr. Petsinis regularly travels to these regions, representing Altoa and strengthening its relationships with international partners. Under his leadership, Altoa has become known for its high-quality, patient-centered approach, establishing itself as a prominent provider of healthcare services for an international clientele.

**TOMAS PETSINIS**

Hospital director, CEO and professional in the healthcare industry

ALTOA | MEDICAL TOURISM IN COOPERATION WITH ELYSION

# YOUR PARTNER FOR MEDICAL TREATMENT

Altoa is a Czech-based company renowned for its state-of-the-art facilities, experienced medical professionals and commitment to delivering premium patient care. Our team of experienced professionals is commited to providing individualised care to each of our clients, ensuring their complete satisfaction.

| 1 500 | 5 000 | 1 000 000 | 1 100 |
|---|---|---|---|
| TOTAL ENDOPROSTHESES | ARTHROSCOPIC SURGERIES | OUTPATIENTS | ONCOLOGICAL PATIENTS TREATED |

## 25+ YEARS OF HEALTHCARE EXCELLENCE

At ALTOA, we provide individualised and above-standard medical care through our hospitals and network of partner medical facilities in the Czech Republic. We treat each client with respect and individually, ensuring that medical care is provided at the highest possible level while maintaining their full privacy, wishes and personal needs. Our medical technologies, state-of-the-art facilities and personalised treatment guarantee the highest level of care and a family-like atmosphere for our clients.

## SCOPE OF MEDICAL TREATMENT

- REHABILITATION
- ORTHOPAEDICS
- DIAGNOSTICS
- DENTISTRY
- PROSTHETICS
- PSYCHIATRIC CARE
- ASSISTED REPRODUCTION
- DNA TESTING
- ONCOLOGY
- GENERAL AND PLASTIC SURGERY

MORE TREATMENTS

# COMPREHENSIVE HEALTH SOLUTION

Prioritizing patients' health and well-being by offering a continuum of care that ranges from initial medical examinations and accurate diagnoses to expert surgical procedures and thorough rehabilitation. We provide our clients with comprehensive service from the moment of receiving their request until their successful discharge from hospital.

TRANSFER | HOUSING | INTERPRETER | LEISURE | CONCIERGE | VISA

ELYSION | IMPROVING LIVES TOGETHER

To better serve our clients in the Middle East, we have a dedicated representative based in Dubai. Our Dubai office ensures seamless communication and coordination for patients seeking world-class medical treatments in the Czech Republic, as well as for medical facilities interested in adopting cutting-edge healthcare technologies. This presence allows us to efficiently connect patients with top-tier medical care and support the integration of advanced medical innovations into healthcare institutions.

ELYSION.AE

## ONLINE HIGHER EDUCATION

More than just a healthcare provider, we are also a trusted and respected partner for your studies in healthcare. Our 100% online programmes offer a variety of highly sough-after specialisations, including an MBA in healthcare and pharmacy.

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ELYSION +971 54 764 8902 | client@elysion.ae | elysion.ae

# Ideas Matter.
# Action Defines Us.

**As a subsidiary of the prestigious Charles University, CUIP (Charles University Innovation Prague) serves as the institution's technology transfer office. Our experienced team of professionals specializes in all aspects of technology commercialization, from assessing promising technologies and managing intellectual property to developing business opportunities and negotiating partnerships.**

With extensive expertise in areas like technology evaluation, IP management, business development, licensing, and contract preparation, we are dedicated to successfully translating innovative technologies from academic research into real-world solutions.

**www.cuip.cz**

**in 6 years**

| 99 | 19 | 11 | 15 | 50 |
|---|---|---|---|---|
| licences granted | patents sold | spin-offs realized | active projects / yr | evaluated projects / yr |

**Tech ZONE by CUIP — A platform offering commercial partners insight into Charles University's portfolio of early, promising & ready-to-market technologies and innovations**

TechZone is a regularly updated database of investment and cooperation opportunities, organized by stage of development and industry sectors, that makes it easy for you to benefit from cutting-edge scientific research. **Join for free** and if you see any opportunities of particular interest, we can provide customized services on an hourly basis or through a paid **partnership voucher**.

## Partnership voucher services

Confidential (NDA) / Customized / Yearly subscription fee / Regular meetings

- Establishing **communication with academia, performing tech scouting**, and identifying suitable scientific teams or laboratories to potentially collaborate with
- Supporting **spin-off company creation** including establishing legal entity, drafting business plans, securing funding, hiring talent, and providing ongoing strategic support
- Delivering **PR consulting** across publishing whitepapers, managing social media presence, coordinating press conferences, and enabling media coverage
- Conducting **market analysis** to evaluate size, growth potential, and competitive landscape for specific technologies or industry verticals
- Providing **project management** spanning opportunity assessment, planning, execution, and monitoring to ensure seamless collaboration
- Identifying and recruiting **top talent or industry experts** for consulting projects or internship programs based on client requirements
- Assessing **IP protection** options such as patents, trademarks, copyrights, and recommending suitable strategies

CHARLES UNIVERSITY INNOVATIONS PRAGUE a.s.

Charles University

Tech ZONE

# The Committee of Good Will

# Olga Havel Foundation

The Olga Havel Foundation is one of the most important organisations in the Czech Republic. It helps children and adults with disabilities, the elderly and the long-term ill, as well as students from poor families. Every year, the Foundation awards the Olga Havel Prize to people with disabilities in honour of its founder.

**Thanks to the support of individual and corporate donors from the Czech Republic and abroad last year the Olga Havel Foundation:**

distributed more than **60 million Czech crowns** to those in need

**supported 295 non-profit organizations** that provide social services to seniors, the long-term ill, children and adults with disabilities, single parents, and homeless people

**supported 1,332 individuals from all over the Czech Republic**

awarded scholarships to a total of **100 students** with disabilities

organised **110 educational and charitable events**

awarded the **Olga Havel Prize** to a person who helped others despite their disability

organized the **Good Will Run** in Prague with a new relay race for embassies



# OLGA HAVEL

## (1933 – 1996)

**Olga Havel was the first wife of Czechoslovak and later Czech President Václav Havel, the First Lady of Czechoslovakia and the Czech Republic, and the founder of the Committee of Good Will – Olga Havel Foundation.**

Although she came from a humble family and had no formal education, she read widely and acted with natural grace and dignity. She was not only a partner of Václav Havel, but also a critic of his texts, a mentor and a helper in his work. She met him in 1956 and married him in 1964. The marriage remained childless, and so Olga transformed her love of children into care for others. In the first months of her new role as First Lady, she decided to devote all her energy to helping those in need and founded the Committee of Good Will – Olga Havel Foundation.

In the early 1990s, Olga Havel succeeded in unleashing a huge wave of solidarity in our country and restoring to the office of First Lady not only dignity and refinement, but also a charitable dimension. Her work also inspired numerous Czechs living abroad, who established branches of the Foundation in the USA, Canada, Germany, Switzerland, Norway and many other countries.

Olga Havel is not only considered a significant figure in the history of the Czech nation, but she is also very respected abroad. In 1991, the Norwegian foundation Stiftelsen Arets Budeie awarded her the prestigious prize “Woman of the Year 1991”, and four years later the Czech Republic awarded her the same prize. In 1997, she was awarded posthumously the Order of Tomáš Garrigue Masaryk for her outstanding contribution to democracy and human rights.

*“We wish the right for dignified life should be enjoyed also by those who live with handicap or mental illness, abandoned and old people, those who have a different skin colour or a different way of life, those in poverty or suffering a malignant disease.“*

Olga Havlová

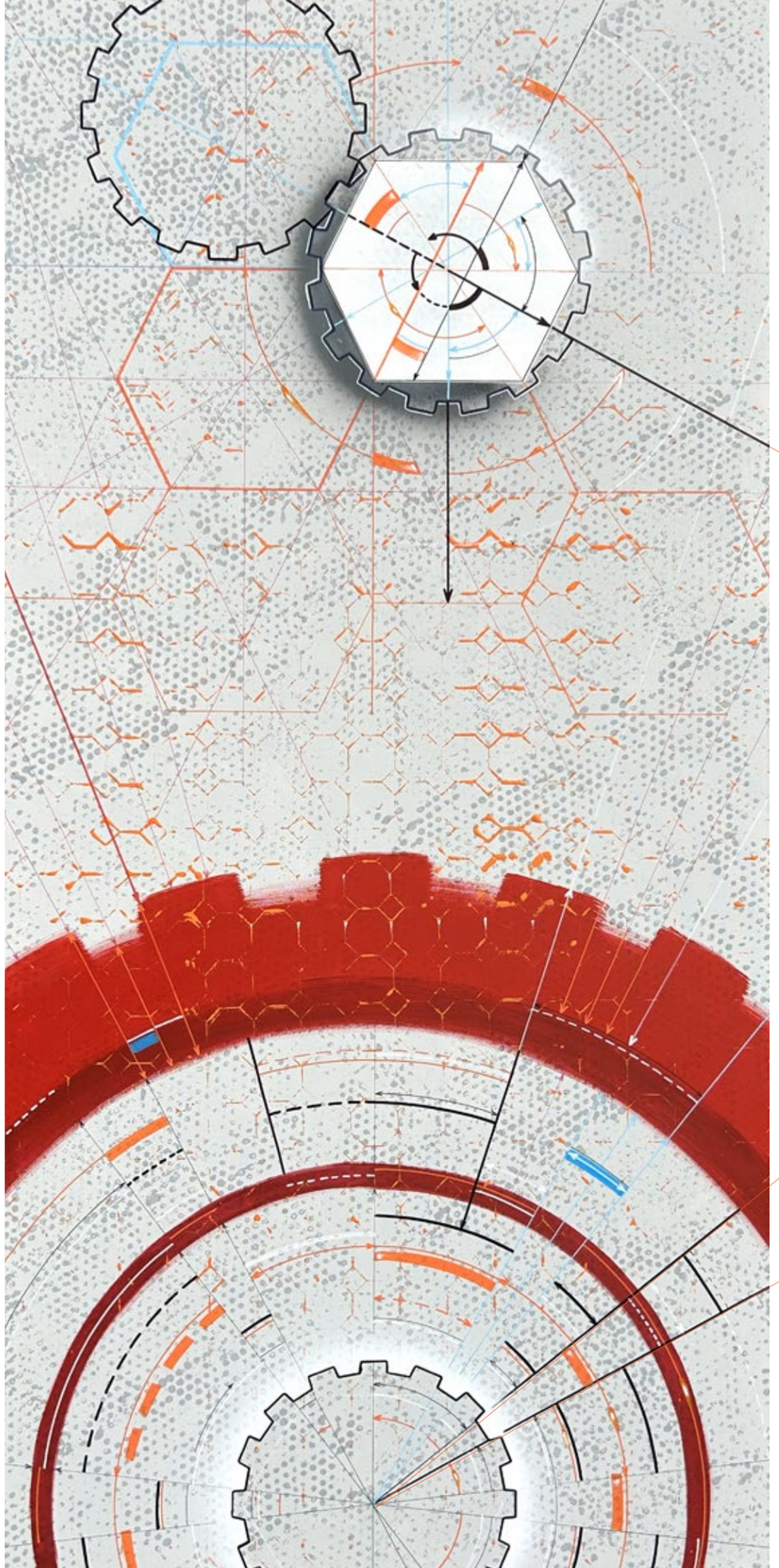
www.vdv.cz

# Standards for the Digital Age

CZECH
STANDARDIZATION
AGENCY

**Technical standards encapsulate the best industrial practices, opening the door to effective collaboration. Their creation, publication and distribution is the main task of the Czech Standardization Agency, which is also an expert partner of the Ministry of Industry and Trade in the implementation of the concept for the introduction of the BIM method in the Czech Republic.**

**In 2023, by decision of the Ministry of the Interior, the agency became center for the Certification of the electronic filing systems programme. As its name suggests, CAS helps to create standards that enable collaboration across professions and countries.**



**www.agentura-cas.cz**

**The Czech Standardization Agency is relatively young. It was established in 2018 as a state contributory organization by the Czech Office for Standards, Metrology and Testing (ÚNMZ) under Act No. 265/2017, and it took over all activities related to the creation, publication and distribution of technical standards from its founder. ÚNMZ remains a national standardization body, and in this role is a member of all European organizations issuing European Technical Standards (EN), as well as the International Organization for Standardization (ISO). The CSA represents Czech interests in European and international standardization organizations and participates in the introduction of European standards into the system of Czech technical standards on the basis of a mandate from its founder, the ÚNMZ.**

### The Czech footprint at the birth of international cooperation in the field of standardization

The Czech Office for Standards, Metrology and Testing and the Czech Standardization Agency continue the best traditions of Czech standardization. Thanks to the enthusiasm and diligence of Vladimír List, pre-war Czechoslovakia was one of the founding members of the International Federation of the National Standardizing Associations (ISA). From 1928, Vladimír List was its vice-chairman and from 1932 to 1934 he was its chairman. The successor to the ISA is now the International Organization for Standardization (ISO), based in Geneva. Even today, Czech representatives are very active members of the technical committees (TC), their subcommittees (SC) and working groups (WG) of international and European standardization organizations, where international technical standards are developed thanks to the cooperation of experts from each country. International technical standards are therefore never the dictates of anyone, but rather a common platform for effective international cooperation.

The Czech Standardization Agency coordinates the activities of Czech technical standardization commissions (TNCs) that participate in the development of standards at national, European and international level. The process of adopting European standards is regulated by Act No. 22/1997 on technical requirements for products, and Act No. 90/2016 on technical standards, harmonized standards and other technical regulations. These standards then become part of the system of Czech technical standards.

All approved European standards are introduced into the CSN system within 6 months of their issue at the European level. These standards are introduced in the original English version, by translation or by adopting the original (only part of the text is translated, e.g. terminology). The publication of new CSNs is announced every month through the Bulletin of the Ministry of Industry and Trade, which is also available in electronic form on the ministry's website. The bulletin also includes announcements of new works, repeals of previously valid CSNs, their changes or corrections. As of 2022, Czech technical standards are also available through an e-shop, where they can be purchased both in printed and electronic form.

CZECH STANDARDIZATION AGENCY

### The road to the digital future of construction

The BIM (Building Information Management) method has its foundations in the 1960s, but it really boomed with the development of information technology at the turn of the millennium. At the time, it proved to be one of the most reliable routes to Construction 4.0, which is why a number of developed countries around the world have banked on it. Indeed, the low level of digitization of the construction sector is reflected in a lag in growth in labor efficiency. The use of the BIM method means transferring all important information related to a building into an open structured database. This results in the Information Model of Construction (IMS), thanks to which information is not lost during the construction life cycle and does not have to be collected repeatedly. What's more, all the information is gathered in one place and everyone involved is working with the same version. Not only can the information be found quickly instead of a lengthy search in folders, e-mails or messages, but it is also always guaranteed that it is the most current and up-to-date version. This allows decisions to be made on the basis of valid data, not estimates.

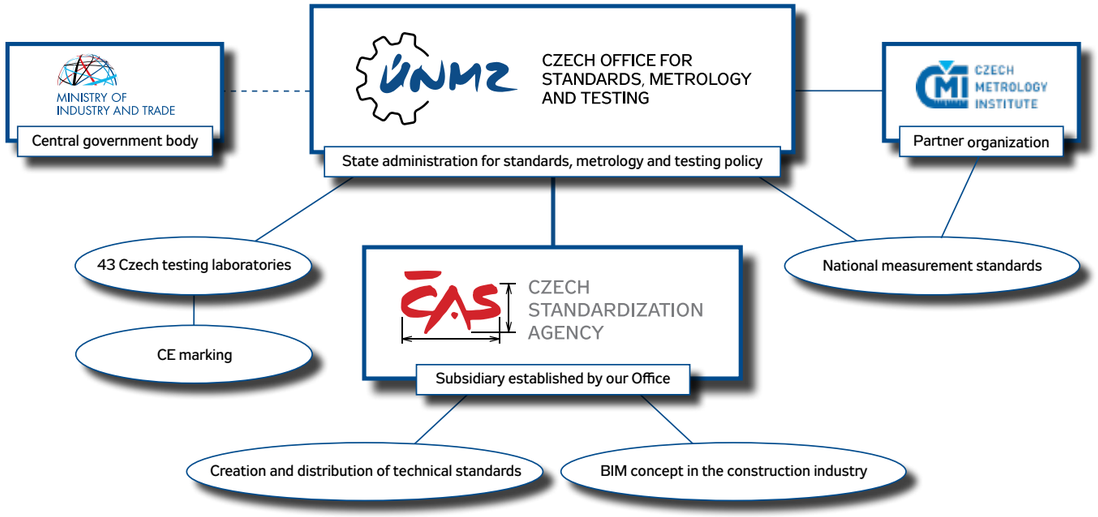
In 2017, the Czech Government adopted the concept for the introduction of the BIM method in the Czech Republic. Since 2018, the Czech Standardization Agency has become an expert partner of the Ministry of Industry and Trade in its implementation. The aim of this document is to ensure that all contracting authorities for public construction contracts use the BIM method for their management. In addition, the expert team of the Czech Standardization Agency is working on the preparation of the Data Standard for Buildings (DSS), which is, together with the reference marking system, a common digital language for the Czech construction sector. The creation of a standard for information on construction will enable all the professions in the sector to work together throughout the life cycle of a project.

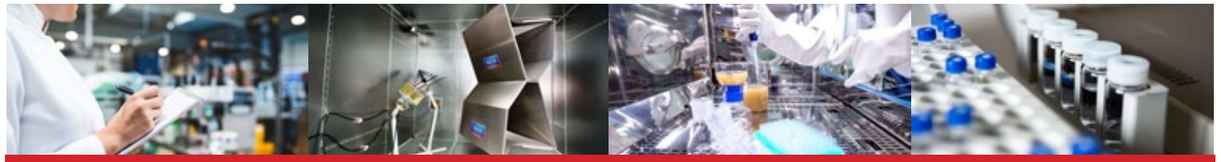
### A filing service for the 21st century

The filing service should handle the management of documents throughout their entire life cycle – from receipt, correct filing and classification, processing, sending a reply to their shredding. In the digital age, it naturally takes the form of an information system – the electronic filing system (eSSL). To ensure that it meets all requirements, a certification institute of electronic filing systems has been established.

Certification means an assessment of the compliance of the electronic filing system with the requirements of the Archives Act, the decree pursuant to Section 70(1) of this Act (Decree No. 259/2012 on the details of the performance of filing services) and the National Standard for Electronic Filing Systems (NSESSS - updated version effective from 1 July 2023). This certification is carried out by a designated centre, which is currently the Czech Standardization Agency.

## STRUCTURE OF OUR ACTIVITIES



## OUR MAIN PRODUCTS AND SERVICES

### STANDARDIZATION

**Czech Standardization Agency - ČAS**
is the only state authority that ensures the
**creation and issuance of technical standards.**

We represent the Czech Republic
in all international and european standardization
organizations such as
**ISO, IEC, ETSI, CEN and CENELEC.**

### BIM CONCEPT

**Czech Standardization Agency - ČAS**
is the national coordinator of the implementation of the

**BIM concept**
**in the construction industry**.
It is a unique method of digitizing all activities
(from architectural design, design work
to construction implementation)
under one dynamic software.

### MEASUREMENT

**Czech Office for Standards, Metrology and Testing - ÚNMZ**
We are the state authority that
**determines which state standards**
**in the field of measurement**
the Czech Republic will use
and at the same time we participate
in the technical design of these standards.

We can also supply measurement standards
into other countries.

### PRODUCT CERTIFICATION

**Czech Office for Standards, Metrology and Testing - ÚNMZ**
We are the only state authority that
**designates and notifies testing laboratories**
that provides conformity assessment (certification)
services for products for the entire European Union before they
are placed on the market. As a result, the manufacturer
is authorized to place the **CE marking** on his product.

So far, we have authorized **43 Czech testing laboratories**
and we are capable of setting up laboratories
for other countries as well.

**Technical standards are developed on the basis of expert collaboration and capture the best practices. This enables gathering and standardizing the best practices in production or service delivery. This is not just a matter for a few experts or industrial companies; technical standards affect almost every aspect of our daily lives, such as advice on how to build a fireplace at home to avoid the house burning down. "Far from being a relic of the past, technical standards are gradually making inroads into emerging fields related to digitalization and the advent of artificial intelligence.**

**Zdeněk Veselý**

General Director
of the Czech
Standardization Agency

**The Czech Standardization Agency was established as a contributory organization of the Czech Office for Standards, Metrology and Testing (ÚNMZ). Its main task is to organize and manage the development of technical standards, both Czech and international. Since its establishment in 2018, the Czech Standardization Agency has been headed by Zdeněk Veselý.**

**www.agentura-cas.cz**

CZECH
STANDARDIZATION
AGENCY

**Let's start perhaps a little controversially. Don't you feel that technical standards are some kind of relic of the past? Something that belonged more to the 20th century?**

Not at all! On the contrary, it appears that the demand for technical standards is increasing as the world changes. There is a need to standardize procedures even in completely new fields that are emerging with the advent of the digital age, be it cyber-security, artificial intelligence and other aspects of the world of information technology. At the same time, increasing attention is being paid to consumer safety aspects, environmental impacts and so on. In all these areas, technical standards help establish industry best practices.

**In addition to national technical standards, a large number of international ones are being developed. Could there be a feeling that they are being dictated to countries by outsiders?**

International technical standards are developed through the cooperation of experts representing all European countries, and they are then adopted as national technical standards by each country. They all participate in their preparation and make decisions as a group. Today, international technical standards already form a large part of the standards we issue. In the age of globalization I see this as very important, it is good when representatives of many countries agree on a new technical standard. Then, in international trade, we can be sure that we are basing our products or services on the same standards.

**Does the Czech Standardization Agency participate in the development of international standards? What is its role?**

Since 2018, the Czech Standardization Agency has taken over all activities related to the development, publication and distribution of technical standards from its founder, the Czech Office for Standards, Metrology and Testing (ÚNMZ). The national standardization body in the Czech Republic is still the ÚNMZ, which is therefore also a member of international standardization organizations such as the International Organization for Standardization (ISO), the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC) and the European Telecommunications Standards Institute (ETSI). In all these organizations, the experts of ÚNMZ and CSA play very important roles.

In international cooperation,

**technical standards**

guarantee that a product or service will meet the appropriate parameters and quality.

CZECH STANDARDIZATION AGENCY

# BIM

## BUILDING INFORMATION MODELING

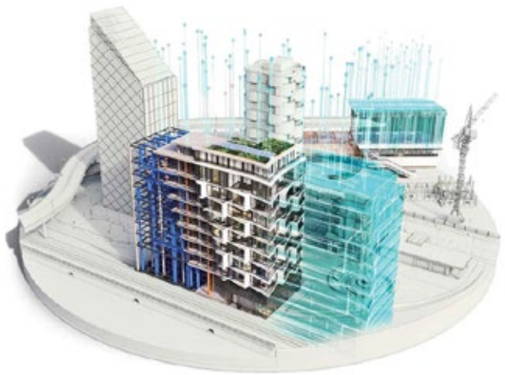
**Czech Standardization Agency - ČAS**
is the national coordinator of the implementation of the

**BIM concept**
**in the construction industry**.
It is a unique method of digitising all activities from architectural design to construction implementation under one dynamic software solution.

The BIM method works closely with architects and designers in the construction industry and thus simplifies and unifies the requirements of all entities involved in construction.

**In cooperation with ČAS Agency**

prodesi /domesi architects create wooden buildings



PackWall
by FLEXIBAU

GES ECO

# Eco-friendly boards for hospitals

CZECH Healthcare
STRATEGIC TECHNOLOGIES

# For child care areas

**100% recyclable**

Part of the GES GROUP

GES GROUP

# PackWall by FLEXIBAU

**Eco-friendly boards made from recycled beverage containers that reliably replace plasterboard, chipboard, OSB and MDF.**

## Sustainable material for various projects

This innovative construction material was created in the minds of Czech experts. **It combines a wide range of applications, excellent properties and a sustainable approach with efficient financial benefits.** The only source for the new construction material is recycled beverage cartons, from which it also draws practical properties such as excellent insulation, acoustics, strength and durability.

## Groundbreaking manufacturing technology

The used beverage cartons do not end up as waste in landfills, but are collected on production lines at Flexibau. Here, they are given a second life - they are ground and hot-pressed into PackWall boards. No adhesives or chemical additives are added to the boards. This brings several advantages — the boards are health-safe and require no raw materials other than waste beverage containers and no other costly resources for their production.

## Innovative material of the future

PackWall boards will perfectly replace materials such as OSB, MDF and HDF boards, particleboard, gypsum fibreboard and plasterboard. They offer a wide range of applications in the construction industry for internal and external walls, partitions, roofs and floors. In addition, they are also suitable for interior design and furniture production. While maintaining their technical parameters, their undeniable advantage is a significantly smaller carbon footprint compared to conventional materials. They are an ideal alternative for responsible and environmentally conscious builders.

packwall.com



**100% recyclable**

GES ECO

## Licensed worldwide

The patent rights for the production of PackWall boards are owned by Flexibau s.r.o., part of the investment group GES GROUP. The successful model of recycling and production of construction materials according to the Flexibau model is expanding from the Czech Republic to other countries around the world. Production lines for the processing of beverage cartons are currently used in Sweden, Australia and New Zealand, for example.

- Advanced technology
- Sustainability
- Financial efficiency
- Practical features
- Hygienic safety

**More than 75,000 boards manufactured on the production line per year**

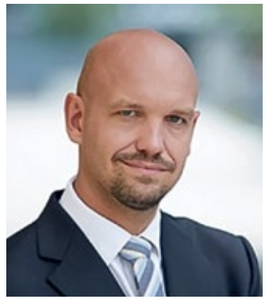
**Up to 90% lower $CO_2$ emissions than alternatives**

SYPROS

# CERTIFIED SECURITY OF DATA CENTRE

Our team has more than 20 years of experience in consulting, designing and implementing solutions for maximum security of ICT and repositories of items of critical value.

Together with our long-term partners, we operate on markets in Central and Eastern Europe, the Middle East and Asia.



**Otmar Brancuzsky,**
CEO Sypros RWB s.r.o.

**SYPROS** responds to the ever-increasing emphasis on data security not only in the field of information technology. Our company specialises in the implementation of certified security data centres and the physical security of sensitive / critical data. We supply and deliver tailormade certified products to the highest European quality standards. Our portfolio primarily represents professional solutions for complete secure data centres including non-IT infrastructure, such as:

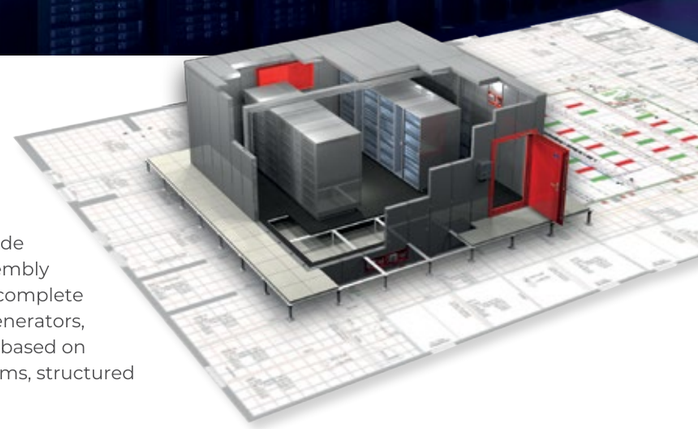
- IT Security rooms, IT Safes and IT Security Containers
- Cooling with redundancy
- Power supply incl. UPS systems, motor generators
- Access control, Video surveillance system and monitoring
- Early fire detection with gas extinguishing system
- Ensuring a continuous environment (in terms of constant temperature and humidity)

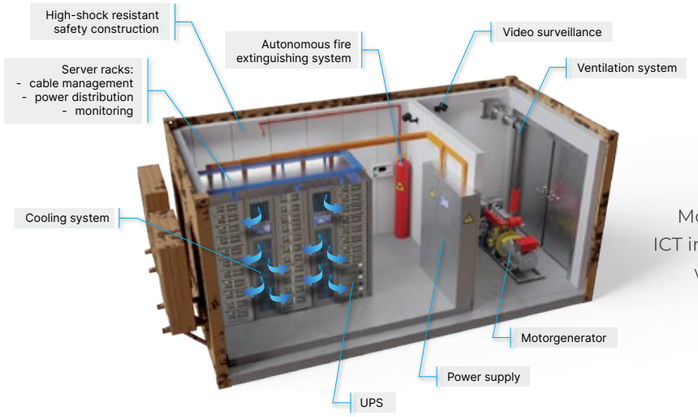
CERTIFIED PROTECTION AGAINST

EMC | Burglary | Explosion | Debris fall/ Impact | Water | Dust | Gases | Fire

## DATA SECURITY ROOMS

Certified physical security of the ICT infrastructure of data centre, or repository of items of critical value. The independent modular design allows installation in any interior space without the need for structural modifications. Delivered on a tailormade basis including the full project documentation, assembly and installation of optional technologies (19“ racks, complete power system including UPS systems and motor generators, precise cooling systems, fire extinguishing systems based on chemical or natural gases, access and camera systems, structured cabling, and so on).






## IT SECURITY CONTAINER

Mobile Outdoor data centre with complete ICT infrastructure. All-in-one design container with the maximum system-certified level of physical security. The independence of the solution allows immediate relocation if necessary.

**www.sypros.cz**

# TA CR
## Technology Agency of the Czech Republic

# We support research that makes sense

**During the almost 15 years of its existence, the Technology Agency of the Czech Republic (TA CR) has become a highly professional and respected institution that supports applied research and development projects through public funds. Each year, the Agency supports hundreds of research projects of small, medium and large enterprises, research organisations and universities. All this is done through programmes that support both national and international research collaborations that reflect the needs of the market and society. Since the beginning of its operation, the Agency has supported 4,817 projects for a total amount of 2,37 bilion EUR, producing a total of 26,334 results of various types.**

**Petr Konvalinka,** Chairman of TA CR

**Mr Chairman, three years ago we talked about the importance of applied research and development and its results for society. Do you see any major changes in the perception of research since then?**

Yes, I do. The last few years have shown the real value of research and its crucial contribution to dealing with unexpected situations. Research, development and innovation can protect our societies from crises, or even prevent them. The covid-19 pandemic is proof of that. It subsided after a vaccine was developed in an incredibly short period of one year. The disease is no longer fatal and has been significantly reduced thanks to widespread vaccination. I could name a number of other technical and technological innovations that have led to overcoming critical situations.

**What projects does TA CR support and in which areas?**

TA CR supports projects in all fields, especially those that show applicability and effectiveness in industry. Or those that may find other uses in society, especially in the social, humanitarian and artistic spheres, because TA CR also supports these types of projects.

**What areas will play the biggest role in the coming years, both in the Czech Republic and in other European countries?**

In my opinion, it will be artificial intelligence, robotics, cybernetics, but also materials engineering, biochemistry, energy, and aerospace. All these fields are then linked by the impact of technological developments on society.

In the fields of artificial intelligence (AI), robotics and cybernetics, the Czech Republic is at world level; I am not afraid to say that it dictates the pace of their development. In the field of materials engineering, new materials are being developed, especially composites that have far better parameters than existing materials, especially cement composites (ultra-high-value cement composite – fine-grained "concrete") or biocomposites (polymers, thermoplastics, membranes). The biochemical industry is developing very promisingly, we have top workplaces in the Czech Republic engaged in drug development. A cluster of research institutes and pharmaceutical companies has been established, supported by major investors, with the aim of bringing about a significant transformation of drug production in the Czech Republic. I do not need to emphasise energy, which is and will be a key strategic infrastructure. Carbon-free energy is a challenge for new generations of engineers, as is the development of satellites, aircraft and space vehicles, without which we will not move forward in space exploration. Last but not least, given the military conflicts in Ukraine and the Middle East, I see great potential for the development of research in the defence industry.

**You've mentioned defence research. Is TA CR taking any steps in this area?**

Yes, in cooperation with the Ministry of Defence of the Czech Republic, during 2023 we prepared a proposal for the PRODEF Programme, which will focus on supporting applied research and innovation in the defence industry. The programme will aim at both international and national support. Through its implementation, we want to develop international and national cooperation between companies and research organisations and create a space for networking with the activities of the European Union. If all goes well, it could be approved in the first half of 2024, and the first call for proposals (at national level) could be launched at the end of the year.

**Does TA CR have other programmes or instruments focused on international cooperation? Why is it so important to connect Czech researchers with foreign colleagues?**

Let me start with the second part of the question first. Connecting Czech researchers and companies with foreign colleagues, and involving these actors in international cooperation, is, as in many other segments, absolutely crucial. From the point of view of the Czech Republic, involvement in international projects allows these actors to gain valuable experience, learn and ultimately have a positive impact on the Czech market and our society as a whole. Generally speaking, international cooperation in the field of applied research and innovation inherently brings greater competitiveness and efficiency for Czech companies and researchers, and makes it much easier to bring new and often expensive technologies to our country. At the same time, such cooperation opens doors for Czech actors, allowing them to break through in Europe, especially in the case of companies, and then perhaps the possibility of establishing themselves on European or global markets.

From a broader perspective, it can be stated that international cooperation, linking Czech actors with foreign ones, offers a unique opportunity to address the most pressing global issues of the present and future more quickly and efficiently, as it necessarily and naturally implies the involvement of far more resources in the field of applied research and innovation, both financial and human. Last but not least, through international cooperation, these actors can participate and be part of the solution to these key issues. Our Agency is therefore involved in several international cooperation instruments, both multilateral, such as the ERA-NET Cofunds and the European Partnerships, and bilateral. Through international calls for proposals announced together with other foreign partners, we enable our Czech applicants, researchers and companies to participate in international cooperation.

**You've mentioned that the Czech Republic is world-class in the field of artificial intelligence and robotics. What is the position of the Czech Republic in the field of R&D&I in the world and how does Europe in general stand? Are European countries lagging behind Asia?**

Generally speaking, Europe is doing poorly; Asia and America are leading the peloton and the Czech Republic is somewhere in the middle within Europe. However, there are fields in which the Czech Republic is world-class, even world-leading, thanks to artificial intelligence and drug development.

**Where do you see room for improvement to make Europe a leader in innovation again?**

Simply put, supporting innovation. European society is comfortable, it is satisfied with good living standards, and nothing forces it to do business, to take risks, to compete… We will have to do more to educate young people not to be satisfied with a mediocre life, to want to excel in business, to want to be world leaders... But it will be a difficult task, we are too well off.

**The theme of sustainable development continues to resonate around the world, could this also be a way to help Europe keep up with the Asian leaders?**

What a question! Personally, I don't have much faith in it. We've been speaking about sustainability for more than twenty years. It's not much heard of in Asia and America, but the technologies being developed there have long been sustainable; even in China. But what is not going well is the Green Deal outside Europe (even in Europe some countries have issues with it, bigger or smaller...). New coal-fired thermal power plants are being built, indeed many times more are built each year than are being decommissioned, and machines and equipment powered by petroleum products are still being produced, and the routes on which diesel-powered ocean-going ships carry goods from one part of the world to another are also getting longer. Yet Asia and America must be our role models for innovative approaches to life and business.

**www.tacr.cz**

# Examples of projects supported by TA CR

www.tacr.cz

TH04010329

## Autonomous Robotic Building System

EPSILON Programme

**Researchers:**
- DEK, a. s.
- Faculty OF Civil Engineering the Czech Technical University in Prague

Specialists from DEK, a. s. and the Faculty of Civil Engineering of the Czech Technical University developed an autonomous robot for 3D printing or robotic masonry directly on the construction site. This technology represents an extraordinary contribution to the construction industry, as it can replace some of the work performed by humans, addressing the current labour shortage and making construction more efficient. It also contributes to the reduction of risks to humans at work, while improving the quality of the work carried out. The system is designed for use by medium and small construction companies.

**The result of the project is a working prototype of the robotic system with proven performance and workmanship for the following construction processes:**

- Construction of walls using 3D printing technology: a print head and special building materials have been developed for robotic 3D printing of walls.
- Robotic masonry: the device is a tool for masonry work that provides the following technological processes: depalletization – removal of piece elements including the masonry element from the place of delivery, quality control of the masonry element, application of mortar and adhesive on the masonry element, capture and relocation of the masonry element, placement of the piece element including the masonry element in the exact position in the structure according to specified coordinates.

TH03010415

## Development of intelligent electronic control system for specialised hospital beds for critically ill patients

EPSILON Programme

**Researchers:**
- L I N E T spol. s.r.o.
- Faculty of Science, University of Hradec Králové

**For long-term patients or patients hospitalized in anaesthesiology and resuscitation department or intensive care units, an automated hospital bed is an essential aid for better recovery. The smart bed from L I N E T spol. s.r.o. and the University of Hradec Králové is several steps ahead of the commonly used beds.**

This smart solution can not only position the patient, but can also monitor their condition and detect the risks of bedsores associated with prolonged bed rest. It can also suggest preventive measures to avoid the bedsores and the associated risk of infection. In addition, the bed automatically performs the procedure after the proposal has been verified by a doctor or nurse, and in some cases, it can even work without human verification. The bed has over 90 different functions and is designed to support the patient during hospitalisation, mobilisation and transport. The project also completed an advanced algorithm that uses data from a series of sensors integrated directly into the bed. This significantly saves time for the nursing staff and facilitates positioning based on fully automatic motion detection with the patient.

FW03010073

## Silicate smart autonomously heated composites 4.0

TREND Programme

**Researchers:**
- BETOSAN s.r.o.
- Brno University of Technology – Faculty of Civil Engineering

The project focuses on the development of a building material with the unique capability of autonomously controlled heating. The newly developed composite material will bring to the construction industry the much sought-after ability to melt snow and ice even at temperatures well below freezing. This will contribute to increasing the safety of motorway and road bridges, public transport stops, railway stations, airport runways etc.

**Each year, it supports hundreds of resetarch projects of small, medium and large enterprises, research organisations and universities, totalling more than**

**200 mil. €**

# **Airports** in Senegal

## Transcon Electronic Systems

**Transcon Electronic Systems is Czech company preparing to modernise five regional airports in Senegal. "We will build new airports, actually" says Ilja Mazánek Sr., commercial director of the company, which is one of the five largest players in the world in the field of airport technology.**

**Transcon is planning to upgrade five regional airports in Senegal over the next few years. How important is this project for the future of your company?**

*Ilja Mazánek Sr.:* Above all, this is the largest Czech or Czechoslovak project in sub-Saharan Africa in the last fifty years. Of course, it's also one of our company's largest projects, with a total contract value of more than EUR 150 million. In Senegal, the idea is to modernise airports, but we will actually build completely new ones. So far, we have supplied many countries with components of airports, like control towers, and have been largely involved in their construction. We are one of the five largest companies in the world specialising in airport lighting, navigation and control systems, and today, we have a global market share of more than 15 percent in our industry.

**So the Senegal project is a turning point for you?**

*IM Sr.:* Yes, it is. As a company that has been on the market for thirty years, we have long directed our development towards the construction of entire airports and now we have completed it. The Senegalese first turned to the French and the Chinese, but without success. We have a separate division of modular systems from which entire regional airports can be assembled.

**Is it fair to say that you'll be supplying turnkey airports to Senegal?**

*IM Sr.:* We are the only company in the world that has taken the modular concept to the end and can actually build a regional airport from A to Z. These are airports that can handle half a million to a million passengers a year. To give you an idea – the airports of Brno an Ostrava, for example, are this big. We are able to build a modular regional airport in eleven months with everything: fully equipped passenger terminals, control towers, hangars, administrative block, runways, lighting, power, and navigation and radar systems. It usually takes three to four years to build such an airport.

**Ilja Mazánek senior and junior**
Economists and Arabists,
are in charge of airport projects in Senegal

ELECTRONIC SYSTEMS
TRANSCON
www.transcon.cz

## TRANSCON - A FAMILY COMPANY

**Transcon was originally founded as a completely new company?**

*Ilja Mazánek Sr.:* Yes. It's a family company, owned by entrepreneur Vladimír Drábek Jr. His father, Vladimír Drábek Sr.. founded the it in 1990 in Frýdek-Místek. As a Candidate of Science, he was involved in the development of a number of airport systems, thanks to which the company reached a higher technological level compared to the rest of the world in the 1990s. It gained a strong position first in the traditional Czechoslovak markets – mainly in the former Soviet Union – and then in other parts of the world.

*Ilja Mazánek Jr.:* The founder of Transcon, Vladimír Drábek, was originally a mining engineer. During the previous regime, he was involved in the automation of mining technology, which proved to be an important know-how for the field of airport technology. It may sound surprising, but the concepts and methodologies applied to mining automation can be used, for example, in the development of airport control systems.

**I read that Transcon's original mission was to develop technology for military airfields.**

*IM Jr.:* That's right. In the 1990s, the army was preparing to join NATO and needed to modernise outdated technology relatively quickly. This included, for example, control towers. Transcon developed the necessary know-how, including the aforementioned modular systems, to be able to offer a suitable technological solution at a reasonable acquisition cost.

**Why is it that nobody else in the world offers turnkey construction of a regional airport except you?**

*IM Sr.:* It is very complex. Typically, the construction of an airport involves two to three general contractors who focus on individual segments. The development of the project alone is very demanding in time and finances, in the case of a regional airport it takes about a year. We don't manufacture everything either, of course, but we build most of the airport based on our design – some of the equipment we manufacture ourselves, some of it our suppliers. We're the general contractor who assumes all responsibility and is also the know-how holder of the entire project. You need to have a strong team able to prepare a project for African or Asian conditions.

*IM Jr.:* In my opinion, the fact that Czechia is a relatively small country and a small economy also plays an important role. We do not have as many financial resources as China, the United States, Germany or France, and this forces us to look for alternative technical and organisational solutions to reduce costs; reality pushes us to be inventive. As a result, we have achieved a certain know-how that our engineers and our partners retain.

**Could you give us an idea of which airports you will modernise in Senegal?**

*IM Jr.:* So far we have a credit framework for the first two. One of them is Saint Louis, the former capital of Senegal, which is a UNESCO World Heritage Site. It has great potential for the development of tourism, but the current airport infrastructure is not up to the task. In addition, the Senegalese government plans for this to be a back-up airport in case the main international airport in Dakar needs to be temporarily closed. The second airport is in Ouro Sogui-Matam in the north-eastern part of the country. It's located in an isolated and difficult to access region, but it also has some potential due to its phosphate mining. Ouro Sogui is 700 kilometres from Dakar, but today you have to drive ten hours on a dirt road to get there. As for the other three airports, one is located in an area of Senegal separated by the territory of The Gambia, the second in a major mining capital and the third near the much-visited Niokolo-Koba National Park.

## EUROPE AND OTHER CONTINENTS

**Projects of entire airports or their modules are more likely to be applied in developing countries?**

*IM Sr.:* We also export to Western Europe, for example to Germany and Great Britain. I'm convinced that we will also implement our modular projects in Europe. Even for potential European customers, the fact that we can build a regional airport quickly and at significantly lower costs is a major advantage. In addition to Europe, we also focus a lot on Asia, sub-Saharan Africa and the Middle East. In Saudi Arabia, for example, we were involved in the construction of an airport for the royal family.

# **Airports** in Senegal
## Transcon Electronic Systems

**How much of your revenue comes from the supply of airport modules?**

*IM Sr.:* About 25 %. We also supply airport equipment for the Czech army and the armies of NATO countries, including equipment for heliports, as well as the so-called mobile airports, which can be assembled from individual modules – including, for example, a 2.5 km lit runway. This modular system comes with a power supply and can be assembled in about 4.5 hours.

**Who's involved in the development of your products? I guess you also collaborate with research institutions.**

*IM Sr.:* Out of a total of roughly 60 employees, about fifteen are involved in development. As a medium-sized company, we can carry out huge projects with a relatively small number of people. We cooperate with the technical universities BUT in Brno, CTU in Prague, the Mining University in Ostrava, the Air Traffic Control Development Centre and many other research institutes in the Czech Republic and abroad.

**Do you feel you are continuing the Czechoslovak tradition of exporting larger investment units?**

*IM Sr.:* For sure! Unfortunately, the Czechs have fallen behind in the export of investment units compared to the past. Local companies often lack the know-how that former foreign trade companies had. We have a lot of smart industrial companies that make great products but can't sell a large investment package. They often don't even see a reason to export outside Europe.

I'm convinced that we need to diversify geographic export risks. Not every smaller company necessarily has to export to Africa, but it can be very profitable for it to become a subcontractor of a larger Czech exporter, who can usually pay better than, for example, a German buyer, and is also willing to present them on foreign markets and provide them with references. All profits, however, remain in the Czech Republic.

*IM Jr.:* We often hear that we need to export higher value-added products, but I think that statement does not quite capture the truth. Czechs can offer very technically sophisticated products, but with the collapse of Czechoslovakia we lost our organizational skills. Supplying an investment unit is different from exporting turbines or generators. It brings a lot of logistical and organisational challenges, a lot of crisis situations, and not everyone is willing to undergo this discomfort and uncertainty. Moreover, I fear that Czechs often lack a healthy dose of self-confidence – we are too concerned about not making any mistakes. Due to its complexity, the export of investment units creates quite a large margin for error, and that's why many choose easier and more convenient solutions.

## COMPREHENSIVE CZECHIA

**Aren't you worried that your approach will remain rather exceptional at the moment? Is it even realistic for a small country like Czechia today to export large investment units such as complete power plant supplies?**

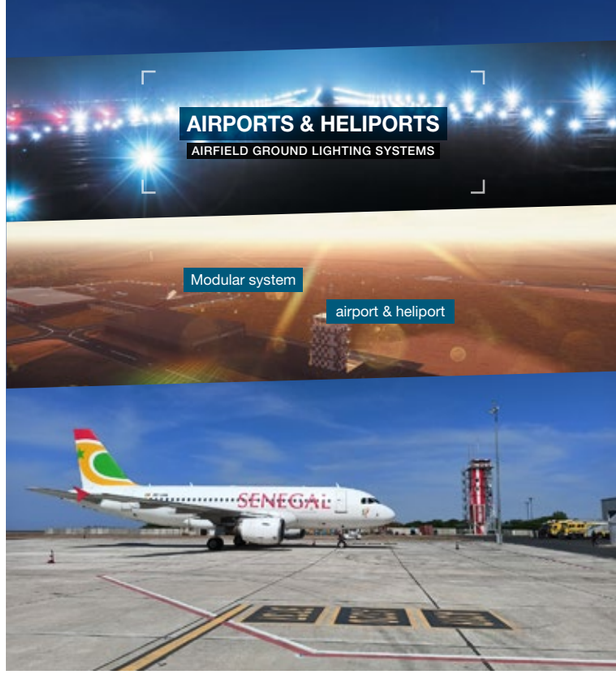
*IM Sr.:* We would like to inspire others. In my opinion, investment units should account for at least five or ten percent of Czech exports. We are an open and export-oriented economy with a strong industrial tradition. According to the Economic Complexity Index (ECI) compiled by experts from the prestigious American universities Massachusetts Institute of Technology and Harvard, the Czech Republic has long ranked among the top ten countries. We are able to build almost everything with the exception of submarines. For example, the French are behind us in this index.

**It also depends on whether the quality of all these Czech products is comparable to the world competition...**

*IM Sr.:* Many Czech products are among the world's best. For example, we are members of a small club of countries that produce quality machine tools, CNC machines and other engineering equipment. But as an advanced industrial country, we have one downside: we are small. It'll be difficult to assert ourselves in the growing international competition of countries that are experiencing economic growth – from China to Southeast Asian countries to Mexico. When you want to make it in the world, you come up against tenders everywhere; you have them in every industry and there are millions every year. Investment units are a guaranteed way to success. Their export guarantees Czech subcontractors access to foreign markets without having to participate in local tenders, which correspond to the conditions of a given country and sometimes come together with various unfair practices. Of course, it is important that the export of investment units is supported by state export institutions, including the insurance company EGAP and the Czech Export Bank, as well as commercial banks.

**Does all of this also apply to your airport exports to Senegal?**

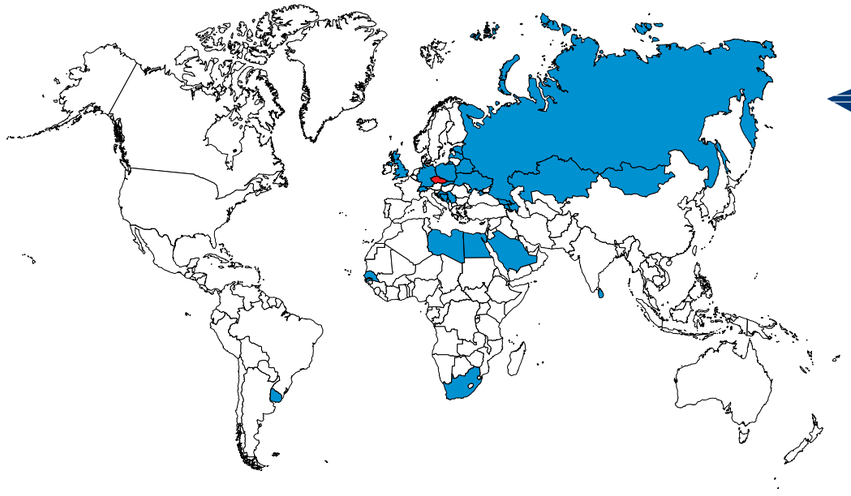
*IM Sr.:* Yes, we're opening up the Senegalese and the entire West African market to our subcontractors. In some cases, these are internationally known companies that will now be able to establish themselves in this part of the world, and I believe they'll remain active there for decades to come. Thanks to us, they'll have service centres in Senegal.




**What is the share of your domestic and foreign subcontractors in this case?**

*IM Sr.:* The Czech share in the entire project exceeds 60 percent, about half of which is accounted for by our own production and half by our domestic subcontractors, which include manufacturers of trucks, fire trucks and tankers. The share of foreign subcontractors is therefore less than 40 percent overall – mainly Senegalese construction companies, but also one Senegalese law firm, and one Spanish and one French firm.

*IM Jr.:* I would like to add that political support from Czech state institutions plays an important role in promoting such projects and their implementation. This is an extremely important point that governments and authorities in African, Asian and Latin American countries take into account. In the case of the regional airports project in Senegal, we had the active support from the Ministry of Foreign Affairs, the Ministry of Industry and other Czech institutions, and the Czech Embassy in Dakar also contributed significantly to the success of this project.

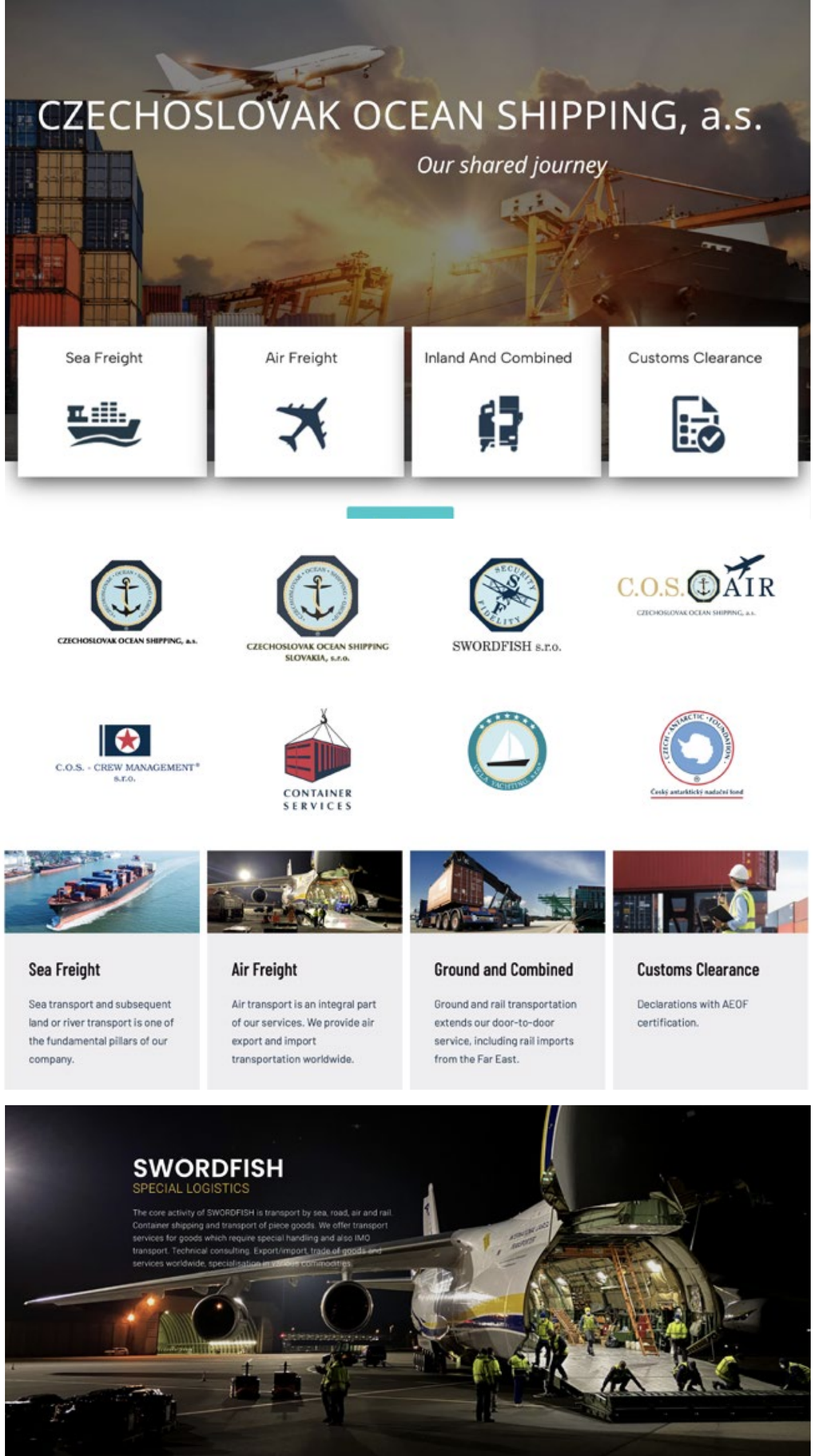


ELECTRONIC SYSTEMS
TRANSCON
www.transcon.cz

**www.transcon.cz**

# CZECHOSLOVAK OCEAN SHIPPING

# SWORDFISH



Artinii
Cinema Player

# The evolution of film distribution

## Artinii.Pro, a technology created in the Czech Republic that is changing film distribution around the world

Organizing a movie night for a few dozen people seems like the easiest thing in the world. All it takes is a simple laptop with a pair of speakers, a digital projector, and a projection screen, sometimes even just a white painted wall. However, the organizers of these screenings often forget about the rights attached to the film being shown. Ctirad Hemelík first encountered problems with obtaining these copyrights and licenses in 2007, and many more times later as a film distributor and producer. He initiated the creation of Artinii.Pro, a company dedicated to simplifying the distribution and mediation of film rights for „retailers“ and their subsequent settlement with the rights owners. The company is now operating in more than 80 countries and successfully targeting major film markets such as the USA, India and, unexpectedly, Nigeria.

**How did you come up with the idea? Film rights are handled by big international distribution companies. Can you, as a small Czech startup, compete with them at all?**

In 2007 and 2008, I organized a small film festival in Prague‘s Světozor cinema, and I was struck by how difficult it was to get a license for a one-off public screening of films that don‘t have an official distributor in the Czech Republic. We sent emails all over the world and offered distribution rights owners hundreds of dollars to screen their film at least once, but almost none of them wanted to communicate with us. Later I became a film producer and distributor as well, and already then I had the idea in my head to set up a public marketplace where you could easily get a one-time license to legally screen films that were not in regular local distribution. I waited another 10 years or so, and when no one came up with a similar idea, we went ahead with it. With very willing angel investors from SEBRE, we built a technology that has the ambition to change and simplify film distribution and become a global standard. Now, after 33 months, we are all over the world and we see how big the potential is more and more.

**Who is your main target audience?**

Every year, about forty thousand films and audiovisual works are produced all over the world, and only a tiny percentage of them reaches cinemas. There are groups of people everywhere who are linked by specific interests and who would like to watch together from time to time a film that is close to their hearts, but which has not made it into cinema distribution. They can be athletes, motorists, photo-amateurs, gardeners, wine lovers, just any social group that has a natural desire to get together from time to time. Then there are the distributors, both local and regional, and sales agents who have full catalogues of films that can still be shown on screens. On the other side of the spectrum are individuals, societies, parties, clubs and even companies looking for (not only) a cinematic experience that will enrich them or perhaps make them laugh.

**You talk about a successful technology and a complete system for the whole film industry. So, have you had any major success with their presentation abroad?**

We‘ve been working on the technology for a really long time, and we have a clear plan from the beginning, which we describe in these 3 points:

- Artinii.Pro is a one-stop B2B platform for rights holders and film professionals with tools to secure digital distribution of their AV content to cinemas or any non-theatrical venues. It helps content owners to control their IP and generate additional revenues globally with minimal cost. Is a solution for a key revenue stream for content owners.
- Artinii.Pro is the only solution in the market enabling safe offline screening of films or any other protected audio-visual content with the control of the number of plays and therefore key revenues for content owners.
- Scalable SaaS solution. Artinii.Pro‘s technology is fully scalable as it does not require any specific infrastructure or devices, its cloud-centric architecture does not require local deployments or installations.

To give you an idea, we have won awards for this technology as the most innovative film distribution solution at the Cannes and Berlinale film festivals. We have presented it at film festivals in India, the USA, Malaysia and many more.

**Where does your company operate now and how many clients do you have?**

Artinii.Pro is currently in use in 82 countries, and our screenings have been seen by more than 15 million viewers at over 70,000 events. That number is growing by the hour and I think that 33 months after the first version of the technology was launched, it‘s very interesting. In the markets we serve, the largest distributors are using our services, especially to distribute first-run films to smaller theatres that are not equipped with DCI technology. It is also the foundation of trust between us and the rights owners that we monitor every financial transaction and every movement of the film in our system by the rights owners in real time, and write it to an independent blockchain so that we are transparent and can never change this information retroactively.

**Ctirad Hemelik**
Founder & CEO

**In which country do you have the highest turnover in Artinii.Pro**

We have become the most used technology for film distribution in Nigeria, which has the third largest film industry in the world; it‘s known as Nollywood and is the gateway to all of Africa. Last year we successfully entered India, a huge film market with a lot of potential. We are currently in talks with partners in Canada, Malaysia, Vietnam, and are active throughout Europe. Of course, we know that whoever succeeds in the US will succeed everywhere, so we are working hard on strategic partnerships and potential new investors from this large and developed film world as well. We are growing our financial turnover by more than 100% year-on-year and thus meet the basic rule of scalability.

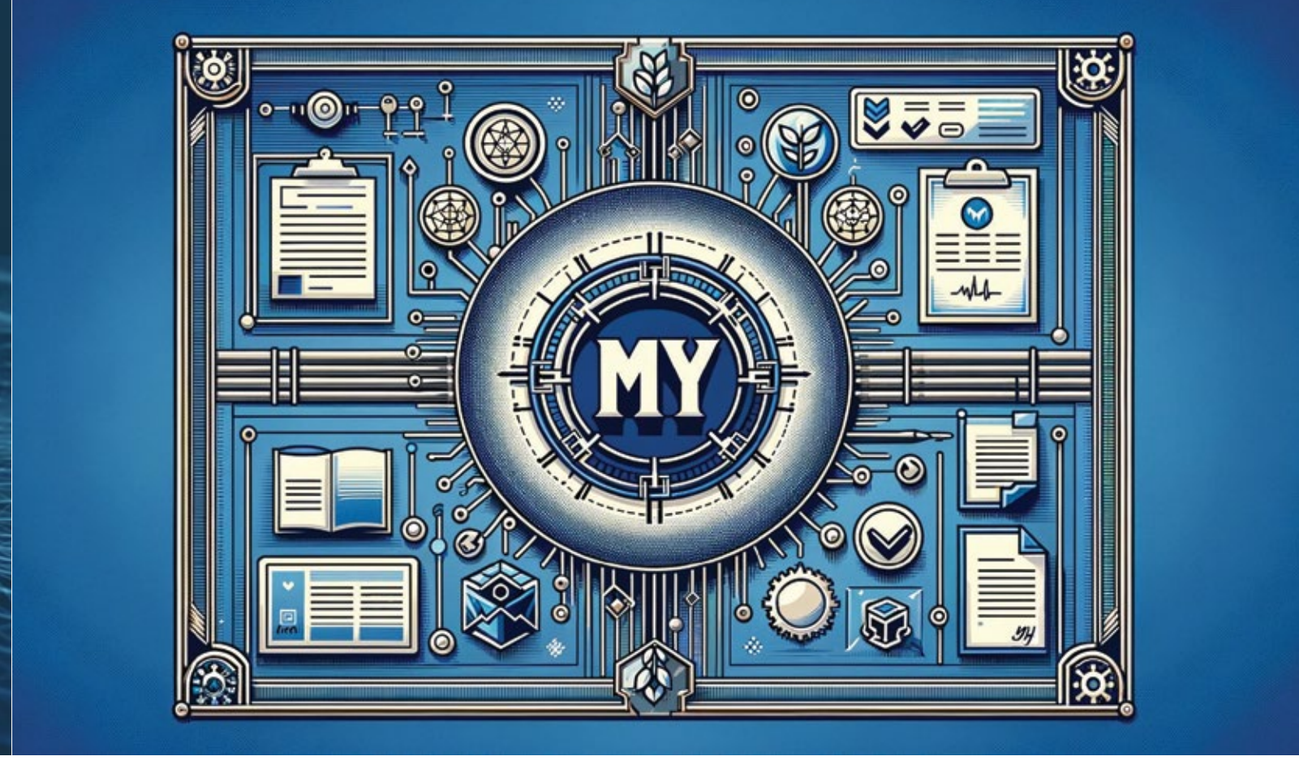
**What are your plans for the future?**

At the highest corporate level, we are actively working to build a new type of Venture Studio. That is, a company in which other projects can be created on a technological and know-how basis. We have several other emerging projects that will lead to a change in the Digital Media & Entertainment Industry. We are also building our network of contractors around the world so that we can easily provide services and have clear visibility in local markets.

This is what my colleagues and I are working on the most right now, and it makes us happy that we already have more opportunities for strategic collaboration with the potential for further steps.

The main thing that drives us forward is the desire to open the potential of the creative industry and provide creators with better sales and communication with their fan base.

**www.artinii.pro**




# Revolutionizing Intellectual Property Protection with Blockchain: Mytitle

**The Universal Need for Intellectual Property Protection**

In today's digital age, the need to protect intellectual property (IP) spans across various industries, from media and entertainment to manufacturing and beyond. Intellectual property, encompassing everything from patents and trademarks to creative works, is the lifeblood of innovation and creativity. Yet, as the digital realm expands, so do the challenges of safeguarding these assets against unauthorized use, piracy, and theft. The urgency for a robust solution that transcends borders and industries has never been more critical.

**Blockchain and Mytitle: Pioneering Protection**

Enter blockchain technology and Mytitle, a groundbreaking approach designed to address the complex challenges of IP protection. Blockchain's inherent characteristics of decentralization, transparency, and immutability offer a secure and reliable means of recording and verifying transactions and ownership. Mytitle leverages this technology to create a tamper-proof ledger of IP rights and transactions, ensuring a transparent and unchangeable record of ownership and usage rights.

**From Manufacturing to Media: The Broad Applications of Mytitle**

Mytitle revolutionizes diverse industries with blockchain solutions, from combating copyright infringement in media to enhancing transparency in manufacturing with direct certification of product details. It streamlines the automotive and retail sectors with a lifecycle tracking system for products, ensuring transparency from production to disposal. In finance, Mytitle enables secure transactions records and digital document management, while in transport and logistics, it can provide a legal proof of delivery through time-stamped photos. The energy, healthcare, and pharmaceutical sectors will also benefit from its accountability and traceability features. Mytitle also can protect digital assets in gaming and real estate, and improve efficiency in insurance and public sectors by securing data, showcasing its capacity to transform industry standards with blockchain technology.

**Case Stories of Mytitle Usage**

The real-world applications of Mytitle underscore its potential impact. For instance, a music producer uses Mytitle to register his compositions, no longer afraid of theft or infringement. Similarly, a tech company employs Mytitle to secure its software patents, ensuring that its innovations are protected globally. These cases highlight Mytitle's versatility in addressing IP protection needs across different sectors.

**AI Market Situation: The Problem of Content Trust and Source Identification**

Artificial intelligence (AI) continues to evolve and this has led to a surge in the creation and dissemination of AI-generated content, raising pressing questions about its trustworthiness and the need to identify original sources. The proliferation of deepfakes and AI-generated texts blurs the lines between reality and fabrication, underscoring the critical need for a mechanism to verify the authenticity and origin of content.

**RealMY: Enhancing Trust and Verification**

In response to the challenges posed by AI-generated content, Mytitle introduces RealMY, a solution that utilizes blockchain technology to authenticate content and its source, ensuring that users can trust its origin and integrity. This not only enhances content credibility but also protects the rights of original creators, fostering a digital environment where innovation and creativity are safeguarded.

**The Vision of a World with Protected Intellectual Property and Traceability of Sources**

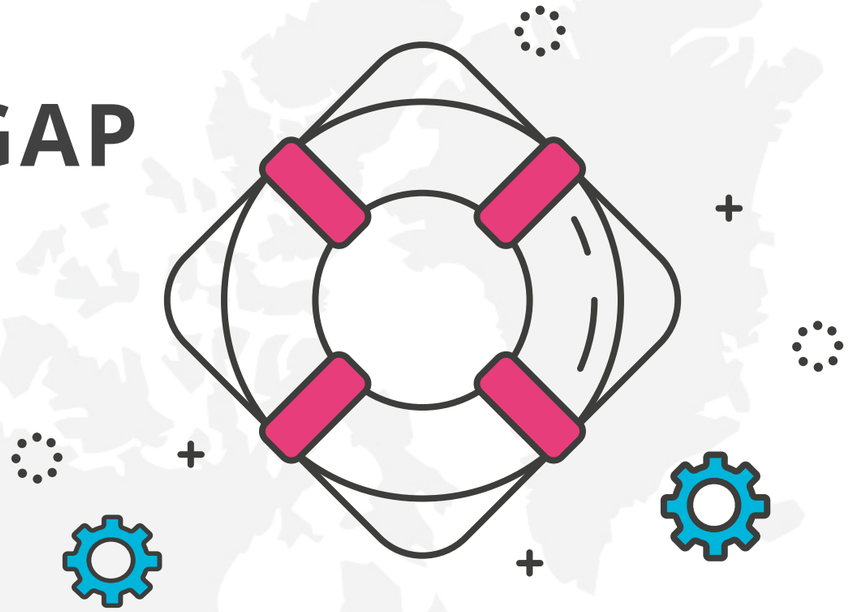
Envisioning a future where intellectual property is universally protected and sources are easily traceable, Mytitle stands at the forefront of this transformation. In this world, creators enjoy the fruits of their labor, innovations are securely protected, and consumers engage with content confidently, knowing its authenticity. The integration of blockchain technology through solutions like Mytitle paves the way for a more secure, transparent, and equitable digital landscape.

**Conclusion**

The quest to protect intellectual property in the digital era demands innovative solutions that are as dynamic and multifaceted as the challenges they address. Mytitle, powered by blockchain technology, offers a promising path forward, ensuring the protection of IP across industries and the integrity of content in the face of advancements in AI. As we move towards a future where intellectual property is safeguarded and content trust is paramount, Mytitle and RealMY emerge as beacons of hope, heralding a new era of creativity, innovation, and trust in the digital domain.

**www.mytitle.com**

EGAP



# WE INSURE CZECH EXPORTS

**We are a credit insurance company focused on market-uninsurable political and commercial risks associated with the financing of exports of goods, services and investments from the Czech Republic.**

We cover commercial and political risks such as administrative or legislative measures that prevent repayment, or political events such as revolutions, wars or general strikes.

We insure mainly bank loans with maturity longer than two years to finance the exports of energy, machinery and technological equipment, investment units, transport projects and investments.

We focus on markets where the political, economic and legal climate carries a greater degree of uncertainty and a higher risk of non-payment.

More details on our website **egap.cz**

# With us all over the world

In 2023, we insured or guaranteed exports of goods and investments from Czech companies for a total of **CZK 68.9 billion**. For example, exports of water pumps to Egypt, agricultural equipment to Ukraine and investments in manufacturing, aircraft and bicycles.

EGAP CEO David Havlíček: "The insured export volume corresponding to **one percent of the Czech Republic's GDP** shows that EGAP is a stable and reliable partner of Czech exporters."

Throughout its existence, EGAP has insured the exports of Czech companies in a volume exceeding **one trillion crowns to 130 countries**.

**WITH OUR INSURANCE, CZECH EXPORTERS GET PAID FOR THEIR PRODUCTS AND SERVICES. OBTAINING AN EXPORT OR INVESTMENT LOAN IS EASIER WITH US.**

We provide insurance to all exporters of Czech goods, services and investments, regardless of their size and legal form, for orders as low as CZK 100,000.

# We insure

- Bank-financed invoices and supplier loans
- Bank guarantees issued in connection with the acquisition or performance of an export contract
- Confirmed letters of credit or redemptions of receivables from a letter of credit
- Credit for increasing international competitiveness investments in foreign countries

# Digital tool for engaging citizens in decision-making

**Decision 21** is a leading Czech civic-tech company dedicated to involving citizens in decision-making using digital technology. Our innovative online platform serves as a hub for civic engagement, facilitating a wide range of participatory projects in collaboration with cities, schools, and organizations worldwide.

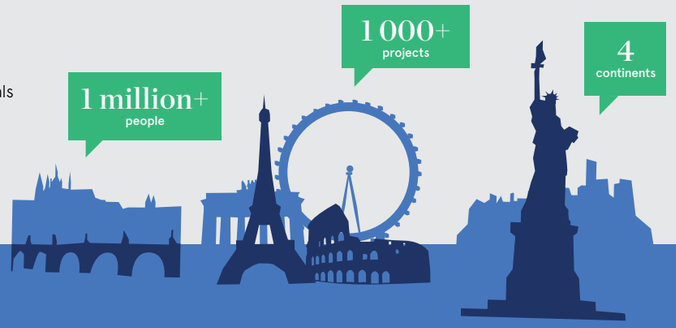
With a track record of involving over 1 million individuals in more than 1 000 projects spanning across 4 continents, **Decision 21** stands as a leader of civic engagement in today's digital age.

## Benefits of public participation

- dialogue between citizens and Town Hall with specific outputs
- getting ideas and feedback from local residents
- building trust among the stakeholders
- public space revitalization
- developing neighborhood relations and communities
- information sharing transparency
- increasing public involvement
- a sense of belonging to the community

## Creating thriving and sustainable cities through civic participation

The **Decision 21** team aims to contribute to a society where individuals actively participate in decisions that impact their lives, whether it's their neighborhood, workplace, or school. Additionally, the goal is to provide a user-friendly tool that facilitates the involvement of local authorities and citizens in the decision-making processes.




## A huge trend all over the world

Participatory projects are very popular, they work in various cities and communities around the world. All actors involved benefit from them. Participation is therefore an important part of sustainable cities and municipalities according to the UN 2030 Agenda for Sustainable Development.

The digital platform is a trusted tool utilized by hundreds of cities, schools and organizations for participatory budgeting, contests, polls or surveys. Besides the Czech Republic and Slovakia, Decision 21 also implemented projects in France, India, New York, Tunisia, and Zambia.

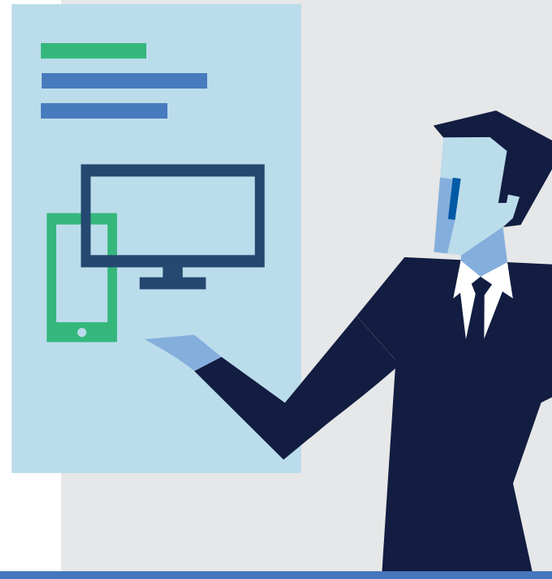
# Helping New York City with the largest participatory budgeting process in the USA

**New York City's participatory budgeting** initiative stands as one of the most significant and longstanding processes of its kind in the United States, overseen by the New York City Council. Through collaboration with the Decision 21 team, NYC empowers communities with real decision-making over more than $30 million in taxpayer funds annually. Decision 21 also cooperates with the NYC Civic Engagement Commission on the first-ever city-wide participatory budgeting in New York City called **The People's Money**.

## All-in-one tool for citizen participation

**Decision 21** has developed an online software platform designed to facilitate civic participation, making group decision-making easier.

- available online on all devices with an Internet connection, no need to download and install anything,
- comprehensive solution for participatory budgeting,
- tailored products for youth participation,
- customized design to fit the visual identity of any project,
- paper and digital format of ballots with machine-reading solution for counting,
- multiple languages,
- real-time results and data,
- multiple voting methods,
- ability to host all data on servers located in a selected region,
- secure voting and various methods of voter verification.



DECISION 21

www.decision21.com
info@decision21.com

# Glass&Ceramic

CZECH
STRATEGIC
TECHNOLOGIES

# Platform

## of Glassmakers and Ceramists of the Karlovy Vary Region

**The Platform of Glassmakers and Ceramists of the Karlovy Vary Region**

promotes the interests of these traditional industries so that they can prosper and will not disappear. It is an independent, voluntary association, whose members are not indifferent to the fate of the knowledge and experience left by our ancestors; they want to play an active role in the transformation and adaptation of the sector to the challenges of today.

The platform consists of representatives of six major companies who have been involved in the manufacture of glass and ceramic products for a long time.

They are mostly known by their historical names:

**Thun, Moser, Sedlecký kaolin, Lias Vintířov, Rudolf Kämpf and G. Benedikt.**

**Jan Horník**

Initiator of the Platform
Regional Representative of Karlovy Vary

1794 Thun

Moser

Liapor®

Rudolf Kämpf HANDMADE 1907

G.BENEDIKT 1882

SEDLECKÝ KAOLIN

C2ECH
STRATEGIC
TECHNOLOGIES

The
**Future**
is in our hands

# C2ECH
# Inovations to the World

CZECH
STRATEGIC
TECHNOLOGIES

# Their contribution to the World

CZECH
REPUBLIC

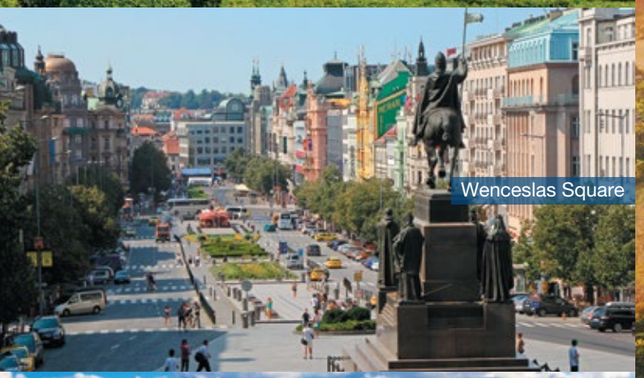
# Country in the **heart of Europe**

CZECH
REPUBLIC

# Prague

Charles Bridge

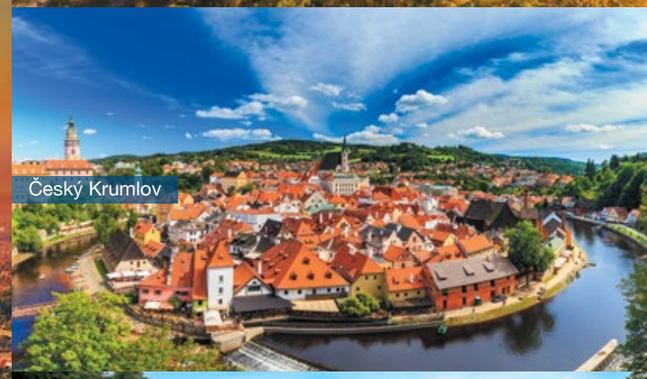
National Museum

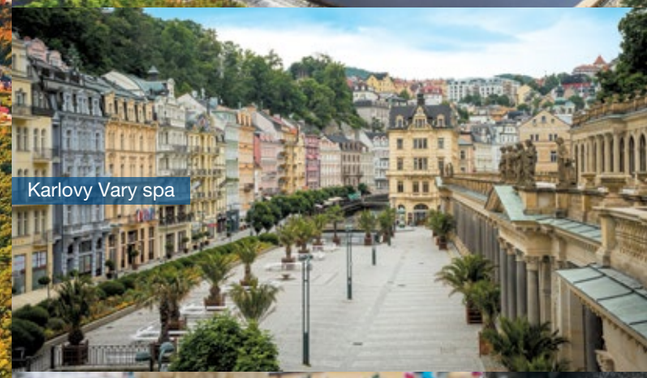

Wenceslas Square

Vltava river

Prague astronomical clock

Pravčice gate


Český Krumlov


Karlovy Vary spa

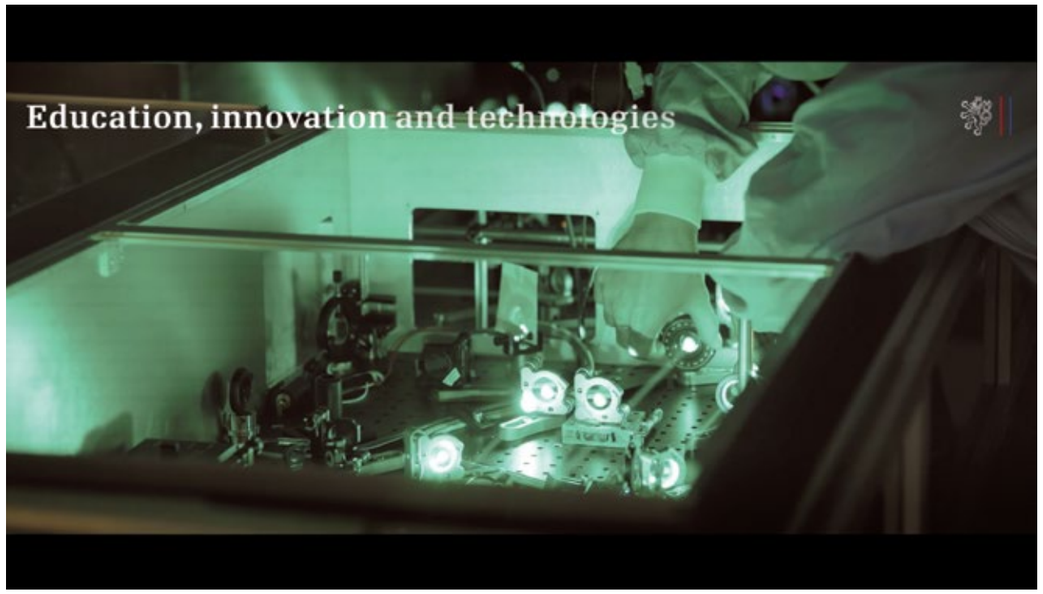
Karlovy Vary spa

Františkovy Lázně spa

Ministry of Foreign Affairs
of the Czech Republic

**Videospot**
**www.mzv.cz**

# Czechia
# Has Marvellous People

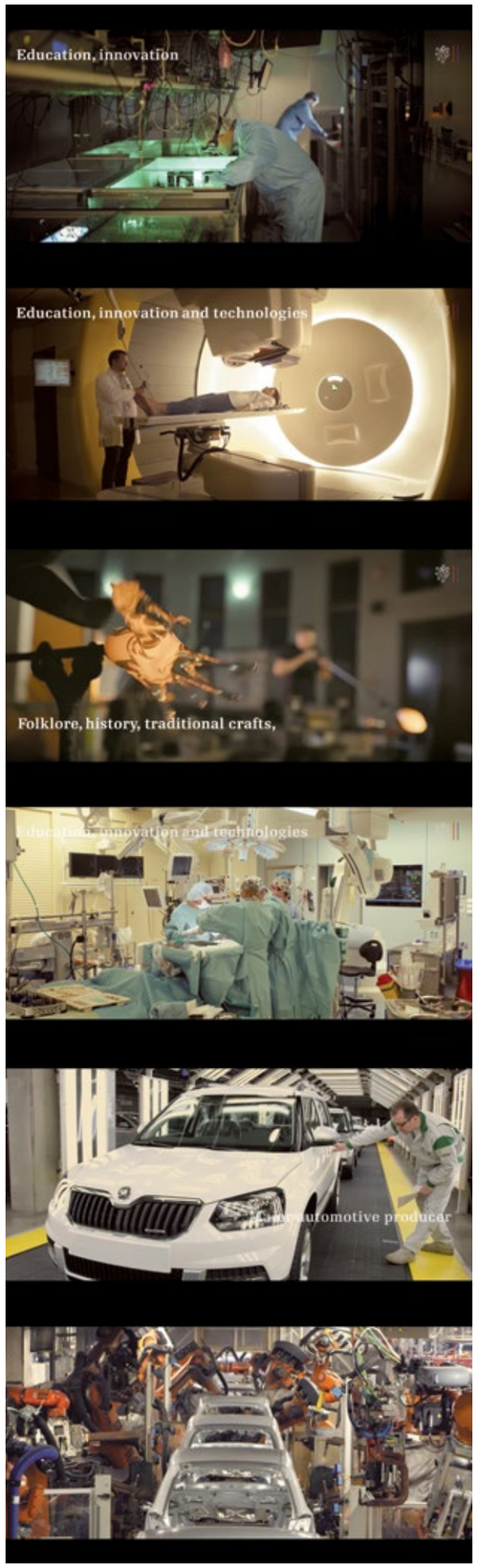


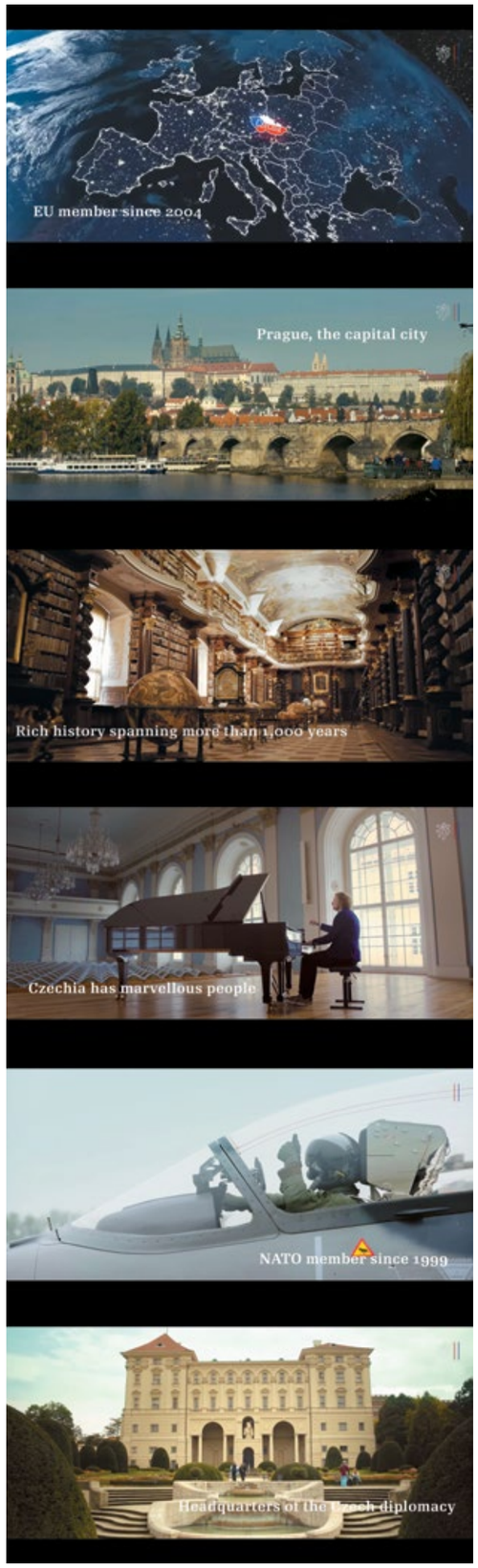

**Rich history spanning more than 1,000 years**

**NATO member since 1999**

**EU member since 2004**

CZECH
STRATEGIC
TECHNOLOGIES



# Father of the nation

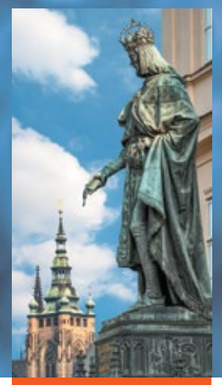
# Charles IV

1316 - 1378

King of Bohemia
Holy Roman Emperor

The Czech crown of King Charles IV
and a double-tailed lion have been symbols
of the Czech country (Bohemia) for more than 700 years.

Czech Crown of the King of Bohemia  Imperial Crown of the Holy Roman Emperor



These symbols are in the state emblem,
in many logos of the Czech Republic`s state organizations.

Ministry of Foreign Affairs
of the Czech Republic

MINISTRY OF DEFENCE
OF THE CZECH REPUBLIC

CZECH CHAMBER OF COMMERCE

The symbols are on Czech coins
and Charles IV on the banknotes.

# History and tradition

CZECH REPUBLIC also called **Czechia**

**Duchy of Bohemia**
c. 870

**Kingdom of Bohemia**
1198 - 1918

The Duchy of Bohemia was founded in the late 9th century under Great Moravia. It was formally recognized as an Imperial State of the Holy Roman Empire in 1002 and became a kingdom in 1198. Following the Battle of Mohács in 1526, the whole Crown of Bohemia was gradually integrated into the Habsburg monarchy.

The Protestant Bohemian Revolt led to the Thirty Years’ War. After the Battle of the White Mountain, the Habsburgs consolidated their rule. With the dissolution of the Holy Roman Empire in 1806, the Crown lands became part of the Austrian Empire.

**Czechoslovakia**
created in 28 October 1918, when it declared its independence from Austria-Hungary
1918 - 1939 / 1945 - 1993
1939 - 1945: Government-in-exile

**Czech Republic**
Czechoslovakia was dissolved on 1 January 1993, with its constituent states becoming the independent states of the Czech Republic and Slovakia
1993

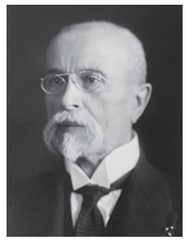
Historically known as **Bohemia**

**Czechoslovakia**

**Czech Republic**

**Charles IV**
King of Bohemia
1346 - 1378
Holy Roman Emperor
1355 - 1378

**Tomáš Garrigue Masaryk**
1st President
and co-founder
of Czechoslovakia

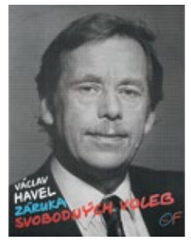


1989

**Velvet Revolution**
In 17 November 1989, the Velvet Revolution ended communist rule in the country

**OF - Civic Forum**
The “OF - Civic Forum” logo became the symbol of the Velvet Revolution

**Václav Havel**
1st President of the Czech Republic
Last president of Czechoslovakia
Leader of the Velvet Revolution



2023

# Czech Republic

**Petr Pavel**

President of the Czech Republic

## The Present and Celebrations

CZECHIA

Great stories from the heart of Europe

1993 – 2023

www.czech30.cz

**The Czech Republic is a member of these organisations**

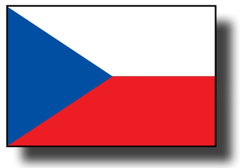
- United Nations
- European Union
- NATO
- Organisation for Economic Cooperation and Development
- World Trade Organisation
- International Monetary Fund
- World Bank
- Council of Europe
- Organisation for Security and Cooperation in Europe
- European Customs Union
- Schengen Agreement
- Visegrad Group

**The country's most populous cities**

1. **Prague** (Bohemia)
   1.3 milion inhabitants
2. **Brno** (Moravia)
   381,000 inhabitants
3. **Ostrava** (Silesia)
   288,000 inhabitants

CZECH REPUBLIC

## State **Symbols**



The Czech Flag

The Large State Emblem

The Small State Emblem

CZECH
STRATEGIC
TECHNOLOGIES

# CZECH Inventions to the World

# Bohemia!
# The name says it all

**The Czech Republic, Bohemia, is known around the world for many things. Bohemian Rhapsody could be our unofficial anthem.**

Firstly, it‘s the Czechoslovak Velvet revolution of 1989 and the Velvet divorce of 1993 with Slovakia. But we are known for other things as well.

Czech beer, Prague, contact lenses, Kafka, Kundera, Havel, this is something the whole world knows. But we have also invented sugar cubes, the lightning rod, and Semtex.

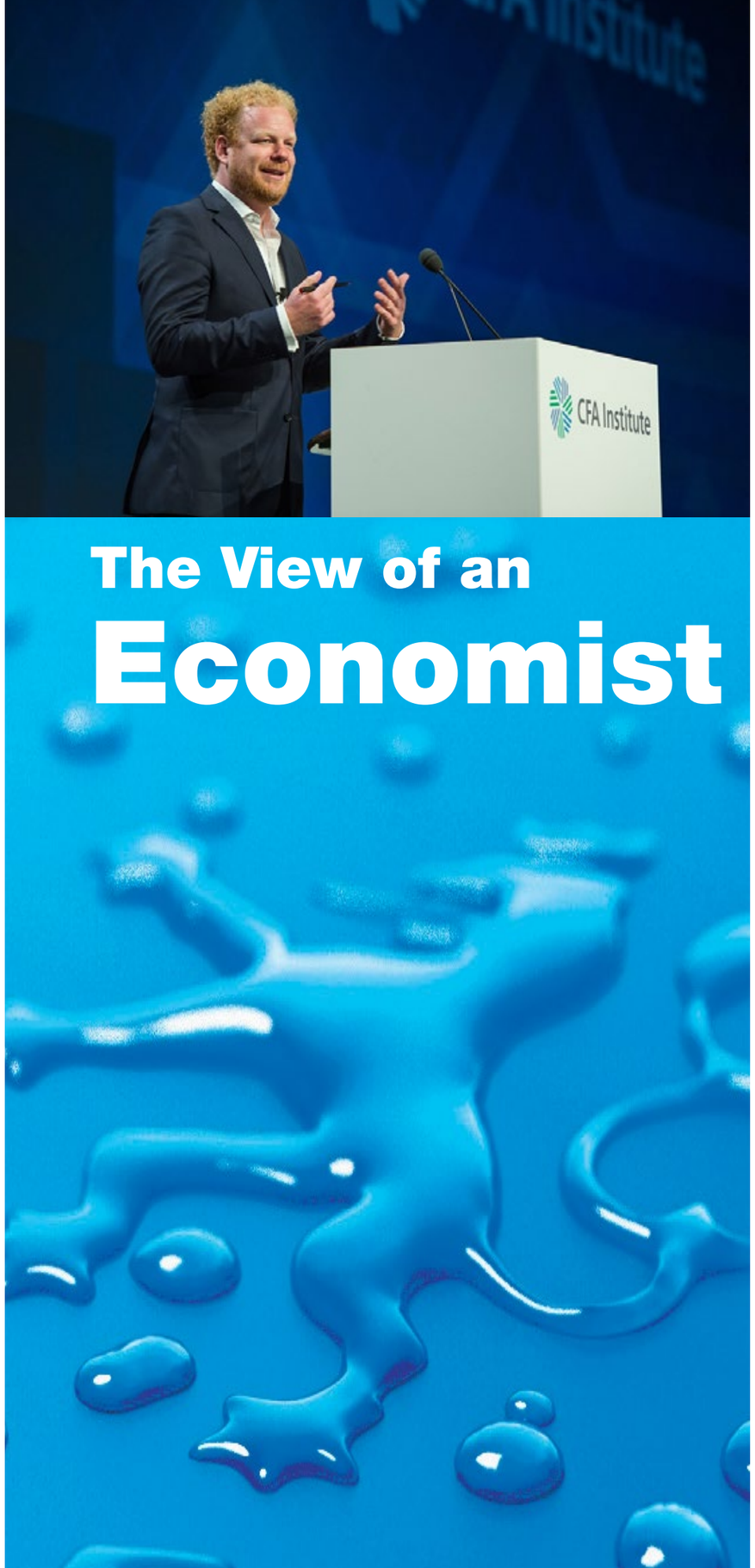
We are known for music – Dvořák and Smetana, to name a few, have had an unforgettable influence. The city of Prague with its intact architecture is known almost everywhere - the few remaining travelers that have not yet visited it, have it surely on their to do list. The Prague Castle with its 700 chambers is the biggest castle complex in Europe. Overall we are called the country of castles, we have over 2000 of them - most in the world. Just Prague alone has more than 500 spires, and that’s why our capital is known as the “City of a Hundred Spires”. The Prague Astronomical Clock is the oldest functioning one in the whole wide world.

We are known for cars, brands Tatra and Škoda are everywhere. Police forces around the world use Škoda cars: from New Zealand to France, from Israel to Finland. Czech cars are reliable in most challenging professions and in all weather conditions. Not only our cars, the whole country is one of the safest in the world. We are known for our crystal artwork. For better or worse, we also drink by far most beer per capita and are one of the most atheist counties in the world. In many studies the most, even more than North Korea.

When it comes to the economy, we belong to the richest post-communist countries. We definitely have had and still have the lowest unemployment and an extremely low gini index – the measure of inequality. It‘s also a country of labor peace - strikes are rare and benign here. We are one of the top ten counties when it comes to the speed of the internet.

We have over a million foreigners living here and we took the most refugees from Ukraine per capita. Our Charles University belongs to the oldest still functioning universities in the world and with the most impressive ranking in Central and Eastern Europe.

**It‘s a country hungry with potential.**

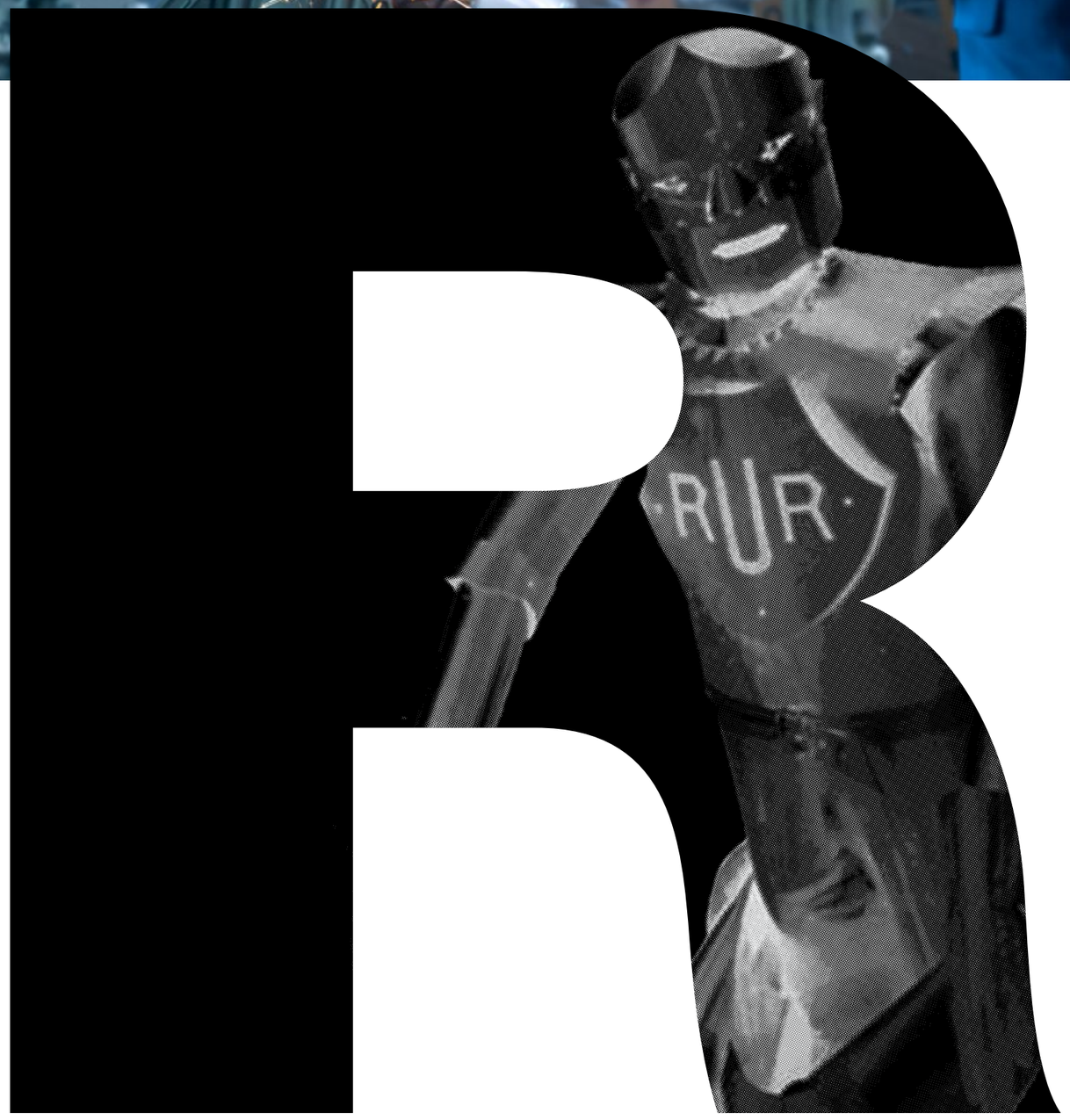



**Tomáš Sedláček**

Economics, Philosophy, Technology, Ethics, Mythology

Author of „Economics of Good and Evil“, a philosophy and economics bestseller translated into 22 languages

# The word **Robot** **is Czech**




*1920

The word Robot was first introduced by the Czech writer **Karel Čapek** in 1920 in the science-fiction play **R.U.R. Rossum's Universal Robots.**

The word Robot was coined by his brother, painter **Josef Čapek.**

R.U.R. premiered in the theatre in January 1921.

CZECH
STRATEGIC
TECHNOLOGIES

# Czech Inventions

**Their contribution to the World**

CZECH
STRATEGIC
TECHNOLOGIES

**Contact lenses** - Otto Wichterle - 1961

**Litography** - Alois Senefelder - 1796

**Founder of Genetics** - Gregor Mendel - 1866

**First car fender** - Leopold Sviták - 1897

**Kaplan turbine** - Viktor Kaplan - 1912

**Semtex** - Stanislav Brebera a Radim Fukátko - 1953

**Polarography** - Jaroslav Heyrovský - 1922

**Jet Loom** - Vladimír Svatý - 1947

**Mach aerodynamic number** - Ernest Mach

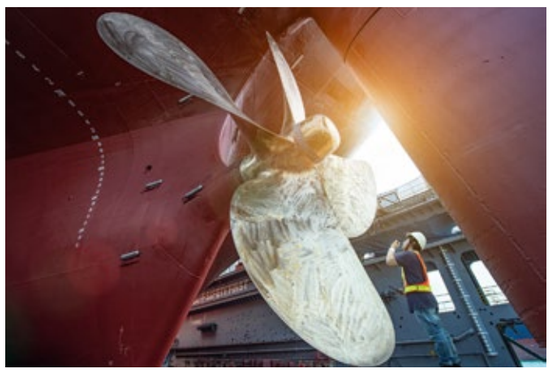
**Arc lamp** - František Křižík - 1880

**Lump sugar** - Jakub Kryštof Rad - 1841

**Silon fiber** - Otto Wichterle - 1940

**Lightning rod** - Prokop Diviš - 1753

**Blood Types** - Jan Jánský - 1917



**Screw-propeller** - Josef Ressel - 1827

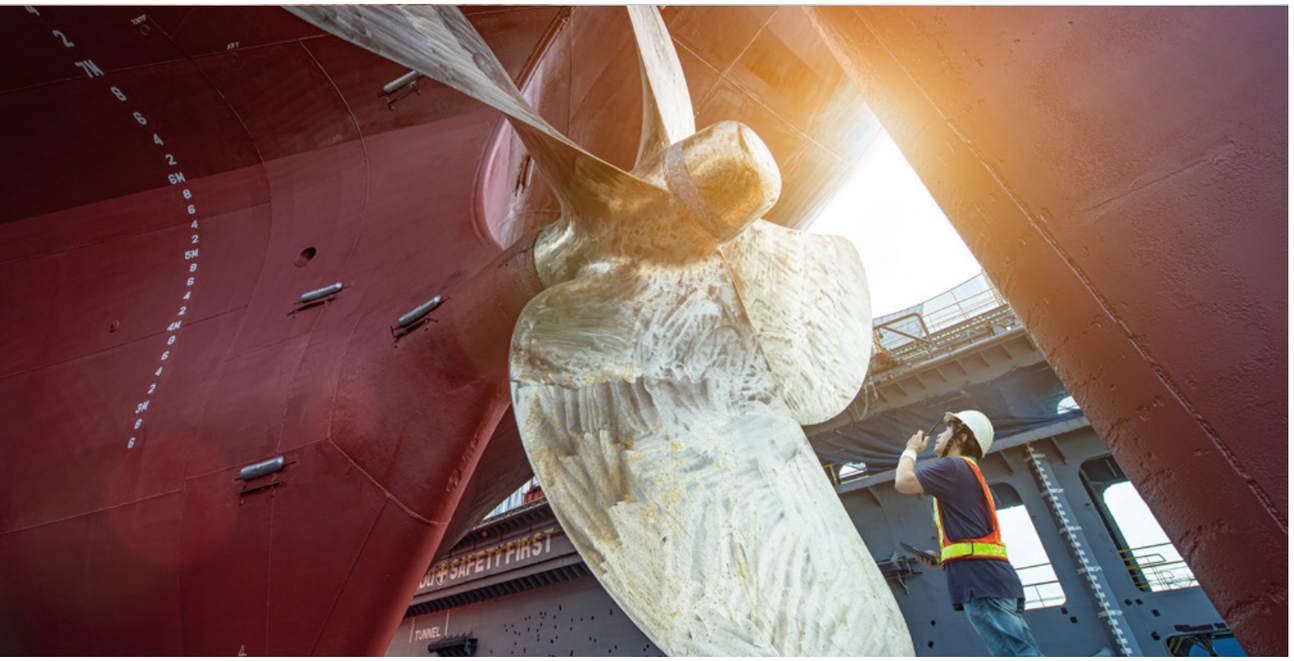
**Founder of Porsche** - Ferdinand Porsche - 1931

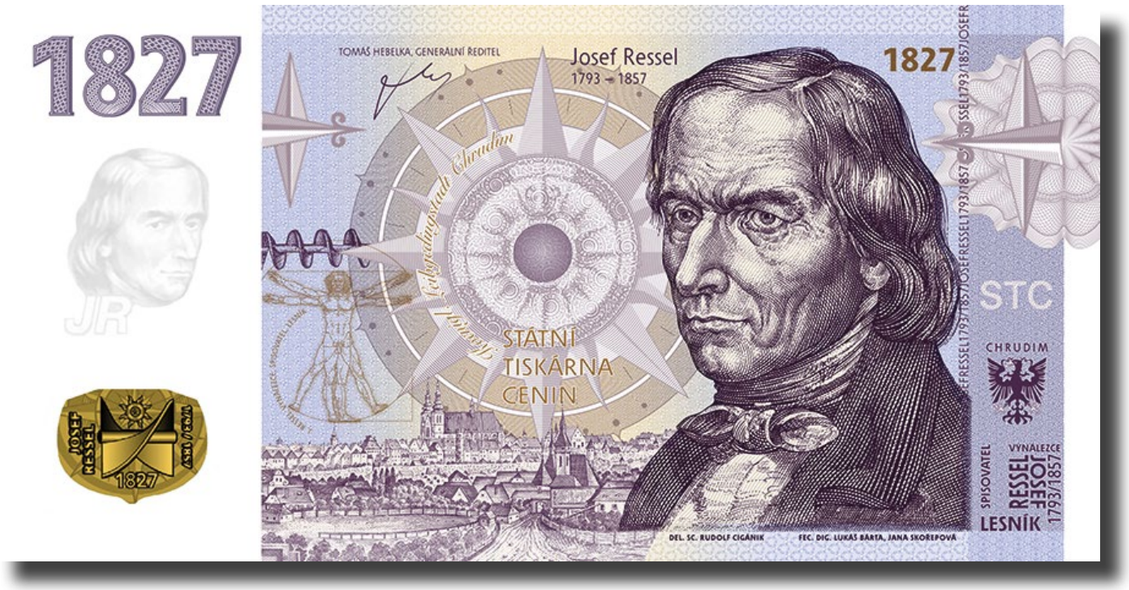
# Czech Inventions

**Their contribution to the World**

CZECH STRATEGIC TECHNOLOGIES

STC State Printing Works of Securities






## Commemorative banknote

## Screw-propeller

Josef Ressel - 1827

STC State Printing Works of Securities

# Commemorative Certificate in the form of a banknote with a portrait of Josef Ressel

**The State Printing Works of Securities is issuing a Commemorative Certificate in the form of a banknote featuring a portrait of Josef Ressel and printed on the innovative, environmentally friendly substrate Green LongLife™.**

## More about the project:

A native of Chrudim, Josef Ludvík František Ressel (1793-1857) was a forester, author, engineer an inventor of Czech-German origin who gained fame primarily as the inventor of the ship screw propeller. The State Printing Works of Securities took inspiration from this inventor's approach to life and endeavoured to grasp his way of thinking in order to create an unconventional commemorative certificate in the form of a banknote that features a number of innovative elements with emphasis on the use of environmentally friendly materials. Today, the State Printing Works of Securities is issuing its own Commemorative Certificate in the form of a banknote with a portrait of Josef Ressel printed on Green LongLife™, an environmentally friendly substrate made of 100% organic cotton with a protective two-sided coating that extends the lifespan of the paper. Environmentally friendly offset inks without mineral oils were used during production. The commemorative certificate features a full range of protective elements used in providing higher security and greater protection of actual banknotes and important government documents. The Commemorative Certificate is presented in a gift sleeve made of high-quality graphics paper with grammage of 300 g/m².

## Security elements:

RollingStar® i+ windowed security thread with the negative text "STC" and the motif of a ship screw propeller.
Varifeye® ColourChange Patch – security element incorporated into security paper with a change of colour from gold to blue on the front and back sides.
Watermark – multitone portrait watermark with an electrotype watermark and the initials JR.
Microperforation – visible security element in the form of the Czech initials of the State Printing Works of Securities (STC).
Other security elements: security thread visible only under UV light, a print of the portrait and the year 1827 using the linear intaglio technique with the colour blue glowing under UV light, letterpress numbering in black glowing yellow-green under UV light, guilloches, security rasters, iris transitions, microtext, microperforation.

## Paper:

Green LongLife™ substrate is made of 100% organic cotton with a two-sided protective coating that extends the lifespan of the paper. Elements of the security paper include a windowed thread, watermark, Varifeye® ColourChange Patch and an invisible thread that glows red under UV light. The substrate is biodegradable and has an area weight of 95 g/m².

## Printing technologies:

Offset, linear intaglio, letterpress, microperforation.

## Inks:

Environmentally friendly offset inks without mineral oils, inks for linear intaglio printing with UV fluorescence, letterpress ink with UV fluorescence. Colour scheme – front: offset five colours including one iris transition, linear intaglio two colours with blue fluorescence.

## Colour scheme – Back:

Offset five colours including three iris transitions, letterpress numbering with yellow-green fluorescence.

**Project originator:** Rudolf Cigánik, MFA
**Certificate design:** Lukáš Bárta, Jana Skořepová
**Printing:** State Printing Works of Securities
**Paper:** Papierfabrik Louisenthal GmbH
**Inks:** SICPA S.A.
**Forensic nano-trackers:** Univect sp. Z o.o.
**Microperforation:** ZEISER GmbH
**Issued by:** State Printing Works of Securities
**Emission date:** 19 September 2024
**Total print run:** 8,500 pcs., JR series

## Additional information:

| | |
|---|---|
| Weight | 0.10 kg |
| Printing technology | Offset, microperforation, photogravure, letterpress |
| Dimensions of the Commemorative Certificate | 153x77 mm |
| Sleeve dimensions (closed format) | 220x110 mm |
| Sleeve dimensions (open format) | 220x325 mm |

# There is only one printing house in the Czech Republic that prints money

It also prints **commemorative banknotes** in which you can invest your money.

It prints **lottery tickets**, thanks to which you can win money.

It also prints **passports, identity cards** and many other **specialized and security printed documents**.

It can do all this even **virtually in cyberspace.**

STC

**State Printing Works of Securities**

www.stc.cz

THE STATE PRINTING WORKS OF SECURITIES LAUNCHES THE PRODUCTION OF SCRATCH-OFF LOTTERY TICKETS

# money & IT lottery tickets

**The State Printing Works of Securities is a traditional manufacturer of printed securities products with more than 95 years of history. In addition to its already established portfolio of printed products and digital services, it has launched the production of scratch-off lottery tickets, where it applies its experience in these two areas. Their high level of workmanship and security has been confirmed by a forensic expert in the field of scratch cards. Tomáš Hebelka, General Director of the State Printing Works of Securities answers our questions.**

**Tomáš Hebelka,** CEO of STC

**Does this mean I can buy a lottery ticket printed in STC? What kind of lottery tickets?**

Exactly. In addition to those intended for lottery companies, we also offer consumer lottery tickets, various types of postcards and scratch cards. STC is currently the only manufacturer of lottery scratch cards in the Czech Republic. The entire production process, from graphic design to delivery, is carried out under strict security conditions and under continuous supervision, just as when we print, for example, banknotes or identity documents. No one else can offer such high level of security during production. I would also like to mention that the attractiveness of this product for us lies in the combination of printed securities and digital services.

**Apart from the security during production, what are the other best features? How do they differ from lottery tickets from other suppliers?**

Given STC's focus and years of experience, we are able to add elements to the scratch-off lottery tickets we produce that are specific to the production process of securities. This includes graphic design, materials and protective elements. Since the systems to produce scratch tickets represent the know-how of every manufacturer or lottery company, we decided to develop this specific software in-house. This enables us to respond flexibly to customer requirements, for example, to develop a new game logic. In addition to generating game symbols, validation and other codes, we can generate control mechanisms that are then used by the system to control and manage the entire production process. The solution is universal for scratch games and lotteries, number lotteries and validation cards with a scratch layer. In addition to classic scratch cards with regular shapes, we can also offer shape die-cutting, making this product even more attractive. We offer the production of "strip" lottery tickets, i.e. a strip of several tickets separated by a perforation for tearing. In order to be able to guarantee our customers the high quality of the generation of the bases for the production of scratch-off lottery tickets, we have successfully certified the implementation of a random number generator. We can also produce smaller batches, from a few thousand pieces up to hundreds of thousands. All these aspects make us one of the major players in the field of scratch-off lottery ticket production.

STC

**State Printing Works of Securities**

Traditional printing and digitisation

**Isn't paper obsolete as we move into the digital world?**

We don't just stick to traditional paper lottery tickets. We also support the generation of scratch card applications for mobile phones and internet games. We can also satisfy customers and players in this respect.

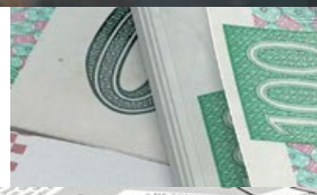
**A print house that prints banknotes and also provides digital services is a rather unusual combination. What made you decide to do this?**

At first glance, this combination may indeed seem unconventional. The printing works have been in operation since 1928. At that time, it was set up for the sole purpose of printing banknotes for the young independent state. Since then, the range of our output has expanded and the company itself has evolved. It is a natural response to the growth and needs of the society and the state. With the need for digitization of the state in recent years, this evolution has become even faster. We have been producing a number of securities products that have been replaced by digital ones. A simple example is the vignette, which we were really reluctant to give up. For us, it meant the closure of a workplace at one of our production sites. And there are more and more products like, and replacing them is the only way to ensure the continuity of the State Printing Works of Securities, a traditional company with a rich history, and also maintain jobs and contribute to the state budget. There are two options: replace the traditional printed securities with digital ones or come up with completely new digital products. Our first purely digital service was Track&Trace, in 2018, which tracks the movement of tobacco products. We were the first in the European Union to provide this service for the Czech Republic, but also for other European countries.

**What has changed in digital services since 2018?**

We have a number of development projects that we still believe in. We would like to implement Track&Trace for other commodities, we are working on a software for recognizing the authenticity of valuables and products using neural networks, and we must not forget our prototype mobile app eDokladovka for digital identity documents. Despite its breakthrough solution, undeniable pros and readiness for implementation, it has unfortunately not found a place in the Czech Republic, as the state decided to develop its own application, but we would like to use our experience with eDokladovka in the development of the eWallet, which is planned by the European Union. Like any other responsible company, we try to reflect market requirements and actively come up with new products with breakthrough solutions.

www.stc.cz



# CZECH personalities

Czech footprints in the world

Czechs! We introduce you to important Cz personalities with Czech ancestry who have left an unforgettable imprint on their fields and cultures around the world. We bring you inspiring stories of their success and the contributions they have made o the global community.
Join us in discovering the wealth of Czech talent and innovation around the world!

**Eliška Junková**

Czech motor racer. First woman to win a Grand Prix

**Bedřich Smetana**

Czech composer, best known for the symphonic cycle My Fatherland (Má vlast)

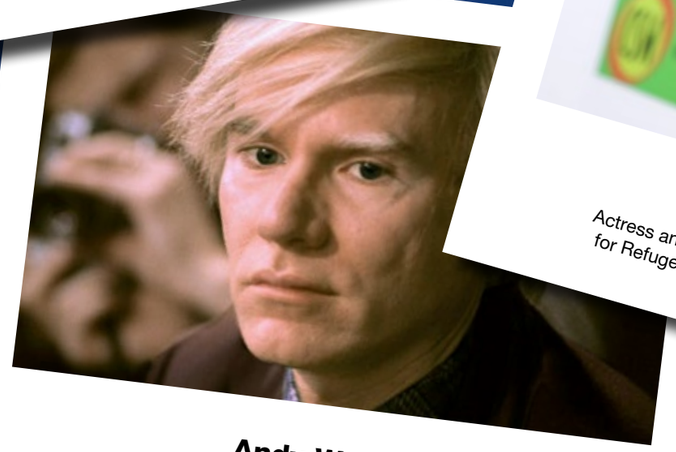
**Eva Adamczyková**

Czech snowboarder; 2014 Olympic and 2019 and 2023 World champion in snowboard cross

CZECH STRATEGIC TECHNOLOGIES

**Václav Havel**

Playwright and first democratically elected president after the fall of communism and the first head of state of the independent Czech Republic



**Andy Warhol**

American artist and leading figure in the pop art movement, descendant of Czech and Slovak immigrants

**Angelina Jolie**

Actress and ambassador for the UN Commission for Refugees. Descendant of Czech immigrants

# CZECH personalities

**Pavlína Pořízková**

Czech-born supermodel

**Arnold Schwarzenegger**

Austrian-American actor and politician. His great-grandfather was born in Chocov in Southern Bohemia

**Míla Fürstová**

Czech artist. Author of the cover for Coldplay's Ghost Stories

**Krystyna Pyszková**

Miss World 2024. She is dedicated to humanitarian work in Africa

**Manolo Blahnik**

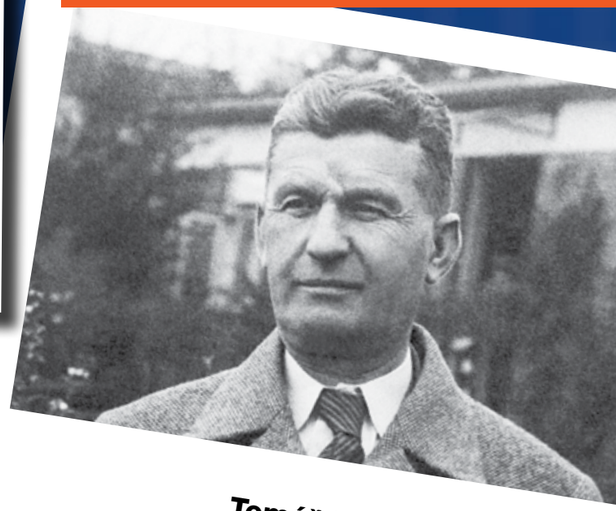
Spanish fashion designer, born to a Czech father and Spanish mother

**Madeleine Albright**

Czech born diplomat. First woman to become United States Secretary of State (1997-2001))

**Ivan Král**

Czech-American singer-songwriter and composer. He is known as an author to songs for Iggy Pop, Patti Smith and David Bowie



**Tomáš Baťa**

Czech entrepreneur and founder of the Baťa shoe company

**Toyen**

Czech painter and a member of the surrealist movement, whose artistic identity revolved around topics of gender

**Martina Navrátilová**

Czech-American professional tennis player. Multiple winner of Gran Slam tournaments

# CZECH personalities

**Eva Herzigová**

Czech 90's supermodel

**Petr Čech**

Czech professional football player. His career is associated to Chelsea and Arsenal

**Alfons Mucha**

Czech painter and graphic artist, representative of the Art Nouveau period

**Eliška Hašková-Coolidge**

Born in Prague. Staff Assistant to five US presidents from 1963 to early 1980's

**Jára Cimrman**

Czech universal genius, playwright, philosopher, inventor, traveller and detective. Winner of the The Greatest Czech contest

**Joakim Brodén**

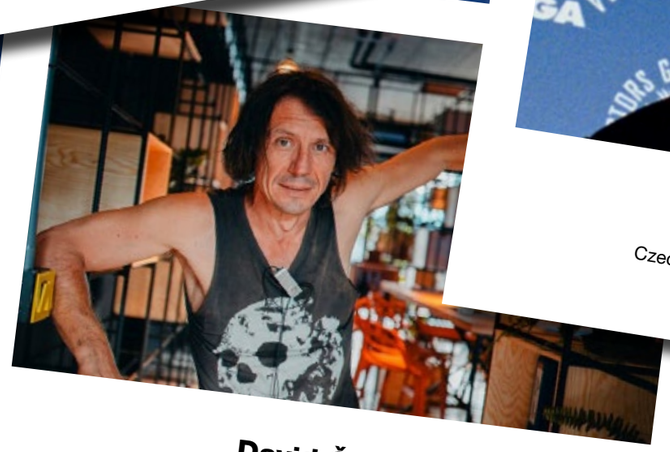
Czech-Swedish frontman of heavy metal band Sabaton. Born to a Czech mother

**Pavel Nedvěd**

Czech professional football player. His career is associated to Italian football clubs Lazio and Juventus.

**Franz Kafka**

Bohemian Jewish novelist and writer. His most notable works are The Metamorphosis and The Trial



**David Černý**

Czech artist, known for his scultpures in public space

**Miloš Forman**

Czech-American Oscar-winning film director

CZECH-OMAN
COMMITTEE
FOREIGN SECTION
CZECH CHAMBER OF COMMERCE

CZECH-OMANI
COOPERATION
INSTITUTE

VISION | STRATEGY | PARTNERSHIP

CZECH Healthcare
STRATEGIC TECHNOLOGIES

**CZECH CHAMBER OF COMMERCE**

www.komora.cz/en

CZECH CHAMBER OF COMMERCE

# We Facilitate Foreign Trade for Entrepreneurs

The Czech Chamber of Commerce operates a network of 45 contact points in the regions, offering entrepreneurs a wide range of services focused on foreign trade.

# Czech Chamber of Commerce in the World

The Czech Chamber of Commerce represents the interests of its members at the international and European levels through membership in Eurochambres, the European Economic and Social Committee, and the National Committee of the International Chamber of Commerce (ICC). The Czech Chamber of Commerce is represented in Brussels through its CEBRE office.

## 120 COUNTRIES

The Chamber promotes the economic interests of the Czech Republic. It is part of the **European and global network of chambers of commerce and industry**, cooperating with chambers in 120 countries. It has a wealth of contacts abroad, thanks to which it successfully organizes business missions, often accompanying the President, Prime Minister, Ministers and their Deputies on official and working visits. In cooperation with partners it also operates six assistance offices abroad – in Ukraine, Belarus, Kazakhstan, Moldova, Mongolia, and Serbia.

CZECH CHAMBER OF COMMERCE

**www.komora.cz/en**

## OVER THE LAST 6 YEARS WE HAVE SUCCEEDED IN: >>

Organizing **100 business missions to 111 countries** of the world, with 1,648 participating entrepreneurs concluding more than 250 contracts on site.

Holding **46 business forums** and B2B meetings in cooperation with foreign partners during visits of foreign delegations to Czechia, with the participation of 2,068 companies.

Organizing **68 roundtables**, territory-focused seminars and conferences for a total of 2,797 participants.

Holding **31 regional educational events** focused on foreign trade, with the participation of 711 exporters.

Welcoming **168 representatives of foreign partner organizations** and providing them with up-to-date information on Czechia's economy, conditions for doing business, and on activities and support provided by the Czech Chamber of Commerce.

# Our Definition

## Strenght:

We are not afraid of obstacles. Our strength lies in numbers and in unity. We are everywhere and there are thousands of us. We stick together. We **never give up**. The Czech Chamber of Commerce is the most representative and largest mass association of entrepreneurs, the **loudest defender** of business interests in our country. Together with our chamber partners, we **connect companies from all over the world**. And this is our real strength, generating a future for business.

## Respect:

Nothing gets done without us! We are a **respected negotiating partner** at all levels. According to the law and integral to our core purpose, the Czech Chamber of Commerce represents the interests of business and is a **consultation point for legislation**. By dint of the many consulted legislative bills and law amendments, the high quality of our position papers, and our sheer professionalism, the chamber receives its due respect from public administration. And through the events we professionally organize, respect is also earned abroad.

## Independence:

The state does not pay us – we are not its employees. Our power is **independent of the state**. Today, we still continue to shape our own capacities, opportunities, and the conditions of our own existence. We did in the same way in the past, it is genetically programmed into **our tradition** as a chamber movement. This is true independence.

# About Us

**The Czech Chamber of Commerce is the most important representative of the business community in the Czech Republic. It brings together more than 16,000 members organized in 60 chambers across the regions and in 127 sectoral associations.**

The Czech Chamber of Commerce is the **only statutory representative of entrepreneurs** in the Czech Republic. Its activity is governed by a special law. The Chamber defends the interests of businesses across **all sectors and all regions**, except for agriculture, food processing, and forestry (these activities are covered by the Agrarian Chamber of the Czech Republic). Membership in the Czech Chamber of Commerce is non-compulsory. The main mission of the Chamber is to **create opportunities for doing business**, and to promote and support measures that contribute to the development of entrepreneurship in Czechia, and thus to the overall economic stability of the country. An important factor in this stability is foreign trade. That is why we strive to develop relationships with foreign partners, particularly with chambers of commerce and other business organizations.

Today's Czech Chamber of Commerce follows in the footsteps not only of young **Czechoslovakia's chambers of commerce**, which represented trade, industry, and the self-employed, tradesmen's associations, craft associations, and other self-governing entities for entrepreneurs, but has links that go back even further – to the **chambers of commerce of Austria-Hungary** in the 19th century. Already at that time, the first guilds were being established to represent the interests of each profession. Bricklayers, stonemasons, tailors, shoemakers, cartwrights and potters all had their own guilds. It is the protection and representation of the interests of craft enterprises that connects erstwhile guilds with the contemporary Czech Chamber of Commerce.

In the regions, the Czech Chamber of Commerce is represented by a **network of regional and local chambers**. Entrepreneurs can therefore find the Czech Chamber of Commerce in every region, and indeed in more than 70 cities of Czechia. Chambers in the regions provide support to businesses especially through consulting and advisory services on topics related to the relevant business activity, but also by issuing the documents of selected state information systems. They also provide support in the field of education and vocational on-the-job training in factories, recruitment of work force from selected countries, and support when entering foreign markets, etc.

### 16,000 MEMBERS, 127 ASSOCIATIONS

The Czech Chamber of Commerce is the largest representative of entrepreneurs in the country, currently associating more than 16,000 self-employed people, SMEs, and large enterprises, strategically important for the domestic economy. Entrepreneurs are organized in **60 regional chambers** and in **127 professional unions, associations, clusters and craft guilds**.

### 350 EMPLOYEES

The Chamber has **the densest network of regional centres**. A chamber office is located in almost all district towns in the Czech Republic. Every day, over 350 qualified employees are ready to assist entrepreneurs in the regional or professional network.

16,000 members

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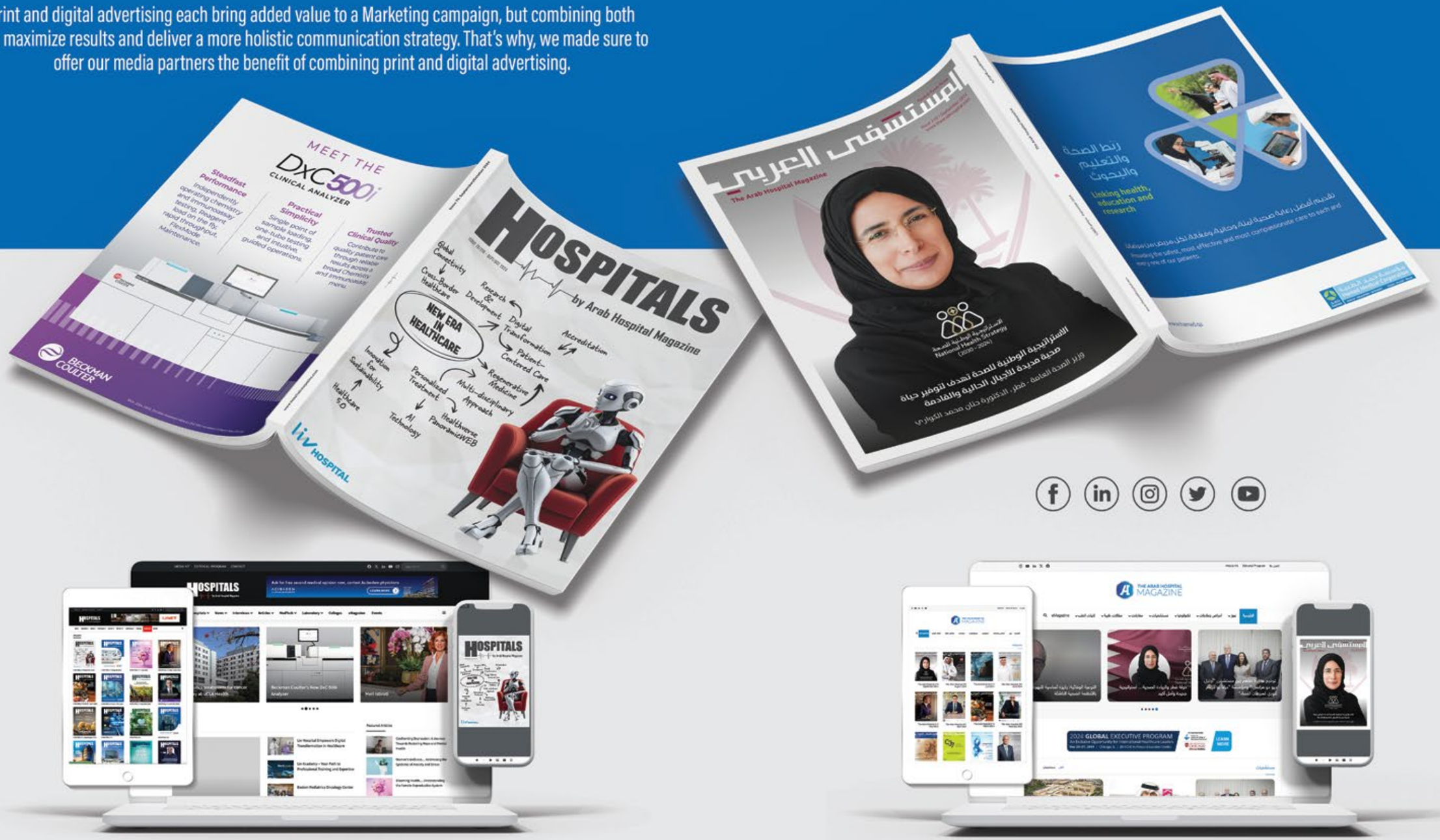


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**Cooperation started 10 years ago, in 2014.**

**The design of a new hospital bed from the Czech company Linet was placed on the cover of Arab Hospital Magazine.**

**Thus began the Child Care project designed by the Czech artist Pavel Šťastný.**

Pavel Šťastný DESIGN

Plechárna FACTORY

LINET

# Welcome Prague

THE ARAB HOSPITAL MAGAZINE

## Simon Chammas
## Mirna Khairallah Chammas

CZECH STRATEGIC TECHNOLOGIES

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MEDICAL SPA Janské Lázně back into life

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# DELEGATION
## OF THE
## ARAB HOSPITAL MAGAZINE
**on a tour of the healthcare system in the Czech Republic**

**At the invitation of Czech Strategic Technologies CST, publisher of the catalogue, and Janské Lázně medical spa.**

**Date: 13-19 April 2024**

**Simon Chammas**
Publisher and General Manager
of The Arab Hospital Magazine

**Mirna Khairallah Chammas**
Managing Partner
Group editor
Arab Health Media Communication

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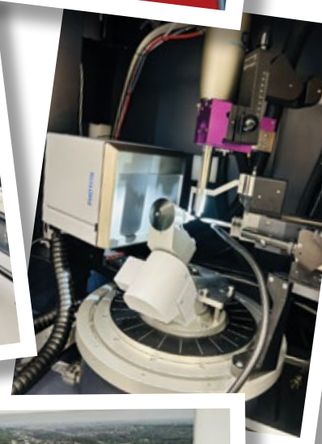


**A sample of upcoming articles on the Czech healthcare system and international cooperation.**

## Jirí Vacek

**Director of Clinic II NEO Centrum**

"NEO Centrum in Prague and its unique approach – a therapy clinic in the heart of Europe with an individual approach to client treatment by a team of professionals ."

WE CATER TO CLIENTS FROM 18 YEARS OLD. AGE IS ONLY LIMITED BY THE CLIENTS ABILITY TO CONNECT COMPLETELY TO THE PROGRAM. A GREAT ADVANTAGE FOR US, ALTHOUGH IT IS NOT ENTIRELY UNIQUE IN TREATMENT CENTERS, IS THAT WE HAVE ON OUR TEAM LONG TIME SOBER MEMBERS LIKE MYSELF AND MY COLLEAGUE, MIKE BRUER, WITH OUR OWN EXPERIENCE WITH ADDICTION AND RECOVERY.

Jiří Vacek, therapist and director of the Neo Centrum residential clinic II, suffered alcohol abuse disorder for 13 years. He spent a lot of time in the world of auto sports racing and later also raced cars himself. The curiosity to experiment with drugs led him down many paths, including that of active drug addiction. During treatment in 2010 he discovered that he was powerless over his addiction and that the only path was one of total abstinence from all mind altering substances.

**You have worked for Neo Centrum for 5 years. Clinic II has provided services for foreigners for some time now. What is different about the clinic now?**

A completely new program has been established for Clinic II NEO Centrum-wellbeing and recovery from addiction, based on an individual approach to the client. We only offer individual rooms for our clients and this means that the maximum amount of clients in the center is 6. This is a major benefit. It means that we can dedicate much more time to each individual client and are better able to dedicate our work on their current needs.

We cater to clients from 18 years old. Age is only limited by the clients ability to connect completely to the program. A great advantage for us, although it is not entirely unique in treatment centers, is that we have on our team long time sober members like myself and my colleague, Mike Bruer, with our own experience with addiction and recovery.

**How did the idea for NEO Centrum II to cater exclusively to clients from abroad come about?**

# Pavel Štastný - Designer & Creative Director of Neo Centrum

Clinic II is focused mainly on foreign clients from the Middle East. This is why the founder Libor Votruba approached Czech designer Pavel Štastný to redesign the clinic together with Saleh Al Shukairi from Omán. Pavel Štastný has many years of experience cooperating with artists from the Middle East. His works can be found in the Sultanate of Oman, Muscat International Airport, Etihad Museum in Dubai, UAE Ministry of Foreign Affairs, JAX District Riyadh in KSA and others. He has also cooperated with the Royal Oman Symphony Orchestra. His hospital bed designs for Linet are placed in Hospital in Qatar, Dubai Design District and he also created the logo for the Czech Health Technology Institute and for the Czech pavilion in the Dubai EXPO.

The idea and the demand for such services came about before the covid-19 epidemic, which unfortunately stopped the whole project. After the pandemic we returned to the project, thanks in large part to the demand from foreign clients. These clients travel to us from all corners of the world – many from the Middle East, Europe and many tens of clients from the United States. Thanks the these clients we established the current program.

Asides from the individually approached treatment program, a big attraction for clients is the location in the heart of Europe, namely the beautiful city of Prague with its rich history. During client stays, we also organize weekly excursions into the beautiful city and its surroundings. Another reason many people choose Neo Centrum is the safety and anonymity in Prague and in the Czech republic itself, which is one of the safest cities in the world.

**Foundational principles of Neo Centrum in Prague are discretion, anonymity, quality therapists, an individual approach and above-standard services. Will the care in Clinic I differ from the care in Clinic II which will be exclusively for English speaking clients?**

Yes, anonymity and discretion are primary values in Neo Centrum as well as a quality, professional team of doctors, psychologists, psychiatrists and psychotherapists. The care will differ in the more individual approach to the clients, a 6 hour internal medical exam in cooperation with the private medical clinic Consierge Medicine in Prague and a smaller community of clients.

We offer a program for mind, body and spirit based on 12 Steps Facilitation, trauma-informed therapy, mindfulness based relapse prevention and preparation for aftercare for after the residential stay. The program is further enhanced with acupuncture and an overall focus on the body, for example with vitamin infusions and quality massages. The biggest luxury however is the care that is given to each client individually.

**When the founder of Neo Centrum, Libor Votruba, was searching for a treatment center, he looked for a place that wouldn't judge him but would treat him as a person in need of help. Is it possible to offer those in need of treatment a dignified approach on the difficult journey through recovery from addiction?**

This was exactly the goal of Neo Centrum founder, Libor Votruba - to offer a dignified and quality location for the treatment of such a serious problem such as addiction. Our goal is to conduct complex treatment for the well-being of modern people. Today we live in a high-paced, performance-oriented world where there is often high stress and a tendency towards addictive substances. We must deal with our own demands on ourselves, perfectionism, disappointment and sometimes tendencies towards anxiety or depression. We must also confront unexpected life situations and sometimes still troublesome issues from the past. At the same time, we have a desire to know ourselves and to develop personally.

**How is the Neo Centrum Clinic equipped? Is there space for relaxation and privacy?**

Our clients are treated in beautiful surroundings on the edge of a forest in a recently renovated 20th century villa. The interior consists of 6 spacious bedrooms, several community spaces, a modernly equipped kitchen, 3 terraces, a fireplace and a heated indoor pool, complete with a fitness studio and sauna. The villa itself is settled on a relaxing garden.

**How important is anonymity for clients?**

For the clients and for ourselves, anonymity is important and desired. For this reason we do everything in our power to ensure safety and anonymity. This is important not only for publicly known figures and celebrities, but also for clients who wish not to be entered into the insurance or other public health systems. In this way, clients can let go of everything outside of the clinic and focus exclusively on themselves and their recovery. This is very relieving and many clients enjoy this for the first time in their lives. We are happy to provide this for our clients and to help them get back on their feet.

**OUR GOAL IS TO CONDUCT COMPLEX TREATMENT FOR THE WELL-BEING OF MODERN PEOPLE. TODAY WE LIVE IN A HIGH-PACED, PERFORMANCE-ORIENTED WORLD WHERE THERE IS OFTEN HIGH STRESS AND A TENDENCY TOWARDS ADDICTIVE SUBSTANCES. WE MUST DEAL WITH OUR OWN DEMANDS ON OURSELVES, PERFECTIONISM, DISAPPOINTMENT AND SOMETIMES TENDENCIES TOWARDS ANXIETY OR DEPRESSION. WE MUST ALSO CONFRONT UNEXPECTED LIFE SITUATIONS AND SOMETIMES STILL TROUBLESOME ISSUES FROM THE PAST. AT THE SAME TIME, WE HAVE A DESIRE TO KNOW OURSELVES AND TO DEVELOP PERSONALLY.**

Michael Bruer, Libor Votruba and Jiri Vacek

## Libor Votruba

**Neo Centrum clinic founder**

The founder of the private network of therapy and addiction clinics Neo Centrum, businessman and father of 2 children. Libor Votruba is the former Chairman of the International Snowboard Association and for several years has his company has organized the internationally recognized Christmas Markets in the center of the Czech capital.

Thanks to his own experience with addiction recovery, he established clinics in the heart of Europe with a focus on individual care, respect, privacy, quality services, professional and experienced doctors, therapists and other professionals. He has been clean and sober for 12 years. Libor Votruba was the first Czech to receive the prestigious award from the Thai princess for expanding and promoting Vipassana meditation which is also useful in helping people in overcoming addiction.

## Michael Bruer

**Addictologist, Therapist NEO Centrum**

Michael has been a therapist in Neo Centrum since 2017. His own recovery from addiction led him to study psychology, psychotherapy, and various programs in addiction recovery coaching. He has been continuously sober since 2007.

Mike divides his time between his 14 year old son, exercising, engaging in recovery based work and continuing to further his education in the field of psychology and addiction. The tools we use in Neocentrum are the same tools that he utilizes in his own recovery.

"Guiding others through this process in an honest, direct and action based way is very meaningful to me. Seeing others who have also suffered from addiction recover and flourish in their lives provides great motivation."

## Consierge Medicine - Neo Centra's partner health clinic

**Consierge Medicine World-Class Care from Your Personal Doctors in Prague**

Private doctors in Prague collaborate with top specialists around the world with one Goal: "Your health and the health of your family. In critical cases, we leave no stone unturned to ensure that you receive the best treatment advice from the brightest minds in medicine. We reach out to our network of Centers of Excellence specialists from the Top 10 Hospitals in the US in their specialty or from the top hospitals in Europe."

**PRIVATE DOCTORS IN PRAGUE COLLABORATE WITH TOP SPECIALISTS AROUND THE WORLD WITH ONE GOAL..**

Concierge Medicine EUROPE
We treat you like Family





## How I was treated in Prague - A client from the Middle East

**Consierge Medicine World-Class Care from Your Personal Doctors in Prague**

My story at Neo came after several years of heavy substance abuse and with it several years of struggling to quit and get sober on my own without asking for help. Addiction is a very lonely disease and is something that is almost impossible to recover from on your own, something that I learned after several attempts and several relapses. This all culminated into a psychotic episode after which I opened up to my family who were advised by professionals to choose Neo Centre as the most suitable program for me. The most important aspect of my Neo experience and after, is that I never felt alone again. I am now a proud member of the Neo community having formed bonds with the professionals and peers there that will be my support system for life. I have gotten my life, health, mental and psychological well-being all back on track and better than ever before.

## Pavel Štastný - Designer & Creative Director of Neo Centrum

Clinic II is focused mainly on foreign clients from the Middle East. This is why the founder Libor Votruba approached Czech designer Pavel Štastný to redesign the clinic together with Saleh Al Shukairi from Omán. Pavel Štastný has many years of experience cooperating with artists from the Middle East. His works can be found in the Sultanate of Oman, Muscat International Airport, Etihad Museum in Dubai, UAE Ministry of Foreign Affairs, JAX District Riyadh in KSA and others. He has also cooperated with the Royal Oman Symphony Orchestra. His hospital bed designs for Linet are placed in Hospital in Qatar, Dubai Design District and he also created the logo for the Czech Health Technology Institute and for the Czech pavilion in the Dubai EXPO.

## Shifto - New online psychotherapy platform by NEO Centrum

Shifto is an emerging project of NEO Centrum. It is an online psychotherapy platform, specifically designed to cater to the unique needs of teenagers and young adults. Shifto is revolutionizing the field of mental healthcare by being the first of its kind in Czechia. With Shifto, the barriers of time, distance and stigma are shattered, empowering young individuals and their parents to seek professional help and support from the comfort of their own homes.

**SHIFTO IS REVOLUTIONIZING THE FIELD OF MENTAL HEALTHCARE.**

Shifto

**Neo Centrum - Clinic II** - Prague - Czech Republic +420 770 143 385 Info@neocentrum.cz **www.neocentrum.cz**

### مؤسس شبكة NEO Center للعيادات العلاجية الدولية في براغ، عاصمة جمهورية التشيك

## ليبور فوتروبا

**"أريد أن أساعد الناس للوقوف على أقدامهم من جديد، ليتمكّنوا من تكريس أنفسهم لعملهم وأطفالهم وعدم تعريض أنفسهم أو من حولهم للخطر. مثلما فعلت أنا"**

ليبور فوتروبا هو مؤسس عيادتان سكنيتان وعيادة خارجية واحدة NEO Center، والتي تقدم أيضًا خدمات باللغة الإنجليزية. مرّ ليبور فوتروبا بفترة مضطربة منذ عشر سنوات. يقوم مالك شركة "تايكو" منذ عدة سنوات بتنظيم أسواق عيد الميلاد المشهورة عالميًا في براغ. وبهدف التعويض عن ضغوط العمل وارتفاع الطلب على الأداء، التجأ إلى المتعة قصيرة المدى التي نشأت من استهلاك الكحول وتعاطي المخدرات. وقد بدأت إدخاراته العالية ونمط حياته الصعب في التأثير على حياته وتجسّدت تحت أشكال عدّة من الإدمان. قبل الوصول إلى المرحلة الحالية من الإرهاق العقلي والجسدي، أدرك أنه لن يستطيع الخروج من هذا المأزق بمفرده. ومع ذلك، لم يتمكن في ذلك الوقت من العثور على عيادة في جمهورية التشيك تلبي احتياجاته ومتطلبات العلاج. ولم يجد عملية للتعافي سوى في عيادة في جنوب إفريقيا فقط. فرّر خلالها أنه يريد تقديم أمرًا مشابهًا في وسط أوروبا، في مسقط رأسه براغ.

**ما هو الأمر المهم بالنسبة لك عندما أسّست NEO Centrum؟**

العمّال وجودة المعالجين. تمكنًا من العثور على ممثل جميلة ومعادلة ذات تاريخ عريق. حيث يجد عملاؤنا الهدوء، الأمن والسرية الكاملة في مجموعة صغيرة من الأشخاص. يدعم من المعالجين لديهم بعملهم العمل بشكل كامل على عاتقهم في بيئة نظيفة فوق نهر فلتافا. فمنذ زيارة بناء أوّل فيلا تحتيًا لهذه الأهداف، ومن وقت لآخر، وجدنا فيلا أخرى قريبة من الأولى، وتحتوي كلتاهما على أحواض سباحة. الهندسة المعمارية المعاصرة هي عيادتنا الخريبة. والتي تقع في بيئة مدينة للغاية بالقرب من وسط المدينة.

**لقد ذكرت المعالجين المؤهلين. ما مدى صعوبة العثور على الفريق المثالي؟**

ليس من السهل العثور على أفضل المعالجين لتقديم خدمات استثنائية. فقد تمكنًا من إنشاء فريق من الأشخاص المتلهفين للتعلّم والاستمتاع بعملهم. ولهذا السبب يمكننا اليوم أن نوفّر معالجين وعلماء نفس وأطباء نفسيين وعلماء متخصصين في الإدمان راغبين مستعدين لمساعدة الجميع في بيئتهم نحو التعافي. كما أنهم يعملون بشكل رائع كفريق واحد. لذلك، يمكننا تقديم رعاية شاملة. بدءًا من سن مبكرة، وتحديدًا من سن 13 عامًا.

**لماذا وجدت أنّ العيادات المدفوعة من شركات التأمين الصحي غير مناسبة؟**

على الرغم من أنني اعتقدت أنّ لديهم أطباء ومعالجين مؤهلين، إلّا أنني كنت أبحث عن أمر يتميّز بنسبة أكبر من الخصوصية ووفرة السرية الكاملة. الأمر الذي لم يكن ممكنًا. كان هناك العديد من الأشخاص في العيادات. وكانت هناك أنواع مختلفة ومختلطة من السلوك الإدماني. وكنت أعد رجال الأعمال المعروفين في براغ في ذلك الوقت. وبالطبع لم أكن أرغب في نشر المزيد من المعلومات بسبب عائلتي والموظفين لدي. وتأثيث أيضًا تطبيقات عملائي من شخصيات عامة مثل الرياضيين أو الفنانين. لم أجد أي عيادة في وسط أوروبا تفي بهذه المعايير.

تسبّبت جائحة كوفيد-19 في زيادة الاهتمام بعلماء النفس والمعالجين في جميع أنحاء العالم. كما ازدادت حالات الإدمان والاكتئاب والقلق والحالات المرضية الأخرى التي لم يختبرها الناس منذ لتوفير المزيد من العلاج. ولذلك السبب بدأنا على الفور بمساعدة موتول نقل بالجة كوفيد-19، وهو أكبر مستشفى وأمص حكومي في جمهورية التشيك.

لكن المستشفى مكتظ بالمرضى، ولم يتمكّن بعض الأطباء والممرّضات من تحمل العبء النفسي الهائل. فقال أصعب لحظات حياتهم المهنية. فقام NEO Centrum بتزويدهم بمساعدة طبية لاستعادة قوتهم في مهنتهم الجديرة بالاحترام.

**كيف نشأ هذا التعاون المميّز مع أكبر مستشفى حكومي؟**

قام صديقي الفني، فاميل ستاستني، برسم عشرات الأعمال الفنية للعيادات في ذلك الوقت. فيمكن أن يكون الرسم أيضًا شكلًا من أشكال العلاج. ليس فقط لمن يقوم برسمه ولكن أيضًا لمن ينظر إليه.

لقد عرض أعماله للتو في معرض Art Helpful In Covid في مستشفى موتول تحت عنوان "الفن جزء من العلاج الإيجابي وهو يشفي". أنشأ المشروع بأكمله مع الدكتور مارتن هولاكات، نائب مدير مستشفى موتول الجامعي في براغ للرعاية العلاجية والوقائية ووزير الصحة السابق في جمهورية التشيك. وقد أعربوا عن الضغط النفسي على الأطباء والممرّضات. فاستجابة على الفور وعرضنا المساعدة.

نواصل معنا فاميل ستاستني وهي يمضون أسبوع لنعمنا مع الممرّضات والأطباء من أجل الخضوع للعلاجات الأولى. كما بدأنا أنا وفاميل أيضًا في التعامل مع برنامج العلاج بالفن. فهو يتعامل مع إنشاء الشعارات والإعلانات والتسويق والمعارض. وهو عمل مرهق للغاية ويتطلّب مجهودًا كبيرًا من بعض الأحيان.

إنّ عملية إنشاء الصور تريحه. وينطبق الأمر ذاته على عملائنا. لقد زرت عملي مع فاميل وأمل أن أعود إلى هذا البلد الجميل فريك. لوحاته موجودة في برلمان سلطنة عمان ومطار مسقط.

أنّا في منطقة الشرق الأوسط. فقد بدأ فاميل التعاون في تصميم أسرّة المستشفيات لشركة لينت التشيكية. والتي توجد، على سبيل المثال، في الإمارات العربية المتحدة وقطر. كما قام بإنشاء شعار الجناح التشيكي في معرض إكسبو في دبي.

**كيف ينظر إليك الناس عندما يكتشفون أنك خضعت للعلاج؟**

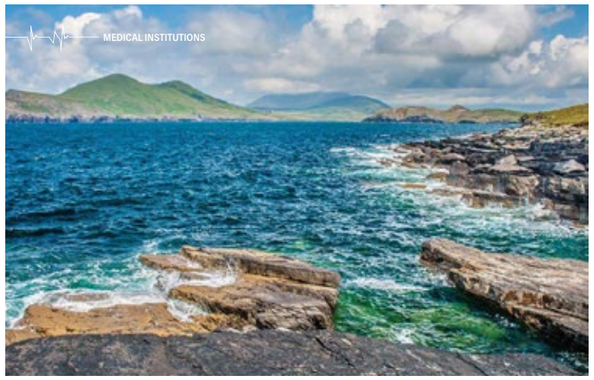
بالطبع، هذا يعتمد على الأشخاص. ومع ذلك، يبدو لي مؤكدًا أنّ وجهة النظر هذه آخذة في التغيّر. وهذا أيضًا الهدف الذي أودّ تحقيقه في عيادتي. على سبيل المثال، يعتبر الناس عادةً أنّ الأشخاص المدمنين على الكحول هو دنيهم ويجب أن يُعاقبوا بطريقة ما. لكن الشخص المدمن، على أي مادة، هو شخص مريض ويحتاج إلى المساعدة. أرى أنّ تجربتي مع الإدمان مهمة جدًا في مساعدة الآخرين. فقد ذهبت أيضًا إلى تايلند بحثًا عن نفسي، حيث تعلّمت التأمّل. ثم دعمت إنشاء مركز Thaiwan للتأمل في براغ. وأيضًا، لقد برامج التأمل التايلاندي أيضًا جزءًا من برامج العلاج لدينا في مركز نيو.

**ما هي المدة التي تنصح فيها باستخدام خدمات عياداتك السكنية؟**









## Neo Center's partner clinic is the unique private clinic RósGlas in Ireland

What makes RósGlas unique is the ratio of staff to guests, an average of 15-20 staff per client. A team of experienced mental health specialists with a 24-hour therapist is solely focused on treating their single guest in their stunning luxury residence equipped with a personal chef, maid, and chauffeur.

From arrival at the airport, throughout the stay, the core values of comfort, confidentiality, and privacy are truly fulfilled in this picturesque, peaceful part of Ireland.

The founder and clinical director of Rosglas Recovery have extensive experience in the 'one client at a time' model of care. He was one of the pioneers of this work and helped develop this approach when he was Clinical Director of the Kusnacht Practice in Zurich for 4 years. In 2016 he left Switzerland to found Rosglas Recovery.

Using expertise and experience, the RósGlas team first identifies the underlying psychological, biochemical, and social causes of anxiety unique to each individual.

The recovery path is then tailored to the specific needs of each guest. This distraction-free, single-guest approach to treatment allows for significant progress in a relatively short period of time.

Individualized continuing care plans are offered to each guest for their return home.

*Pradeep Rosglas*

FROM ARRIVAL AT THE AIRPORT, THROUGHOUT THE STAY, THE CORE VALUES OF COMFORT, CONFIDENTIALITY, AND PRIVACY ARE TRULY FULFILLED IN THIS PICTURESQUE, PEACEFUL PART OF IRELAND.

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RósGlas Recovery

*Anthony Obrien*

USING EXPERTISE AND EXPERIENCE, THE RÓSGLAS TEAM FIRST IDENTIFIES THE UNDERLYING PSYCHOLOGICAL, BIOCHEMICAL, AND SOCIAL CAUSES OF ANXIETY UNIQUE TO EACH INDIVIDUAL.

### STORIES FROM THE NEO CENTER

"My stay at the NEO Center most likely saved my life. They show you the way to sobriety and a new life. It offers a very intense therapeutic experience. But it is up to us how we deal with it and how we approach our treatment. If you want to use a helping hand, NEO Center is exactly the right place."

**MARTIN MALÝ, A SOBER ALCOHOLIC**

"The NEO Center has completely changed my relationship with my own life. From an addicted wreck, I became a functional partner, mother, daughter, Great joy and my life win!"

**EVA**

"For so long I thought I had everything under control until I almost lost everything. Thank you for setting me on a path to find my life and myself again."

**DANIEL**

"My career went downhill and I didn't believe I would compete again. I really believed that I wouldn't live anymore. At NEO, they showed me that anything is possible if I really want it."

**LUKÁŠ, ATHLETE**

**NEO Center** - PSYCHOTHERAPEUTIC RESIDENTIAL CLINICS IN PRAGUE, CZECH REPUBLIC
Flexible and personal approach / Fast check-in / High success rate of treatment / Team of top therapists / Individual client care / High standard / Full anonymity.
We provide expert solutions to addiction problems and help in various fields of psychology, psychotherapy, & psychiatry.
**www.neocentrum.cz**





neo centrum | Residential Psychotherapy Clinic

نائب مدير مستشفى موتول الجامعي في براغ للرعاية العلاجية والوقائية ووزير الصحة السابق في جمهورية التشيك، وقد أعربوا عن الضغط النفسي على الأطباء والممرّضات. فاستجابة على الفور وعرضنا المساعدة.

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**ماذا يحدث بعد خضوعهم للعلاج؟ هل يأتون إلى العيادة الخارجية؟**

بُعد إعدادهم لما يحدث بعد مغادرتهم العيادة أمرًا مهمًا للغاية. نفهم رُبطاء ونبرة حياتهم ونعلّمهم أن يتطوروا إلى أنفسهم. وليس أن يهربوا من أنفسهم كما يفعل كل مدمن. نعلّمهم التعلّق بالفرد على تجاوز العواطف المؤلمة التي تجلبها الحياة بدون الوصول إلى حالة التحلّة أو تعاطي المخدرات. عيادتنا الخارجية هي بالطبع متاحة لهم كجزء من مرحلة متابعة العلاج. نوصي الجميع بحضور اجتماعات مدمني الكحول والمخدرات المحوولين. وهذا ليس فقط من تجربة شخصية. كل قصة نجاح وكلّ مريض سعيد يتمتّع بصحة جيّدة يمنحنا القوة للقيام بالمزيد من العمل.

كثيرًا منذ ثلاث سنوات، كما أنّ هناك أوقات انتظار طويلة في كل مكان. كيف يتم ذلك في مراكز NEO 1

دخول الاستجابة في أسرع وقت ممكن. أنا شخصياً أعلم أنه عندما يمرّ الشخص القيام بأمر ما يمثّل إدمانه أو مشكلته النفسية. فمن الضروري القيام بذلك في أقرب وقت ممكن لكي لا يكون لهذا الشخص الوقت الكافي للتفكير في الأمر مليًا أو إعطاء فرصة ليؤثر عليه / عليها شخص آخر لذلك. يتميّز NEO Center بتوفير مساعدة سريعة وعاجلة بدون الانتظار لفترة طويلة لبدء العلاج. يحتاج المدمن إلى بعض الوقت ليعترف لنفسه بأنه بحاجة إلى المساعدة. وإذا وصل إلى هذه المرحلة وطلب المساعدة، فهذا أمر رائع ويجب الاستفادة منه لتوفير المزيد من العلاج. ولذلك السبب بدأنا على الفور بمساعدة موتول نقل بالجة كوفيد-19، وهو أكبر مستشفى وأمص حكومي في جمهورية التشيك.

**كيف نشأ هذا التعاون المميّز مع أكبر مستشفى حكومي؟**

قام صديقي الفني، فاميل ستاستني، برسم عشرات الأعمال الفنية للعيادات في ذلك الوقت. فيمكن أن يكون الرسم أيضًا شكلًا من أشكال العلاج. ليس فقط لمن يقوم برسمه ولكن أيضًا لمن ينظر إليه.

لقد عرض أعماله للتو في معرض Art Helpful In Covid في مستشفى موتول تحت عنوان "الفن جزء من العلاج الإيجابي وهو يشفي". أنشأ المشروع بأكمله مع الدكتور مارتن هولاكات، نائب مدير مستشفى موتول الجامعي في براغ للرعاية العلاجية والوقائية ووزير الصحة السابق في جمهورية التشيك، وقد أعربوا عن الضغط النفسي على الأطباء والممرّضات. فاستجابة على الفور وعرضنا المساعدة.

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INDIVIDUAL CARE, DISCRETION, AND QUALITY SERVICES ARE THE BASE PILLARS OF THE NEO CENTER IN PRAGUE.

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prevention - preventing risky situations and effectively dealing with failure.

Therapy can be arranged online or visit the clinic in Prague - Libeň.

**WWW.NEOCENTRUM.CZ**

THE ARAB HOSPITAL MAGAZINE | HOSPITALS by Arab Hospital Magazine

**A sample of completed articles on the Czech healthcare system and international cooperation.**



that have developed and put into production dozens of new products and technologies very quickly in the past year. During the year of the pandemic, the Czech Republic became one big technological Start-Up.

### And DiApp, where you work, is also part of this trend?

Yes, we're also developing the field of telemedicine in the DiApp Foundation - Centre For Telemedicine, which we established last year, at the time of the coronavirus. Telemedicine is permeating many medical disciplines, the transmission of information remotely, e.g. via mobile apps, enables continuous monitoring of patients' health condition and helps them lead a better quality of life despite their disabilities.

In the first phase, we've focused on a project to support children with type 1 diabetes, and their families. More than 800,000 people are affected by the disease and many more are not yet aware of it.

We're working together with Motol's diabetologists and thanks to the technologies we have developed and applied, diabetic children can finally take active part in sports, which not only can improve their health (e.g. their glycaemic values), but also has a significantly positive effect on their psyche. We want to foster a closer interaction of sports clubs and coaches with these kids, which is something that is often lacking due to unfounded fears. The foundation's main motto is to tell society that diabetic children are "our children" and deserve not only treatment, but our active approach and to fully participate in social life.

Pavel Šťastný is also an ambassador of our foundation. Together with the Helpful Art in

PAVEL ŠŤASTNÝ IS ALSO AN AMBASSADOR OF OUR FOUNDATION. TOGETHER WITH THE HELPFUL ART IN COVID PLATFORM, WE WANT TO FOCUS ON PROFESSIONAL PSYCHOLOGICAL HELP.

Covid platform, we want to focus on professional psychological help. We would like to offer diabetics and those around them the opportunity to consult with psychologists in the form of face-to-face or online support.

Our goal is to build a strong foundation focused on multidisciplinary medicine that will improve the quality of healthcare, primarily by sharing health data remotely through information and communication technologies (telemedicine) to improve health, prevention, education and medical research.

The future of medicine undoubtedly lies in the combination of increasingly sophisticated technology and healthcare, which is why we've decided to take this path. We are also looking for and connecting with foreign partners, because the international exchange of experience in telemedicine and psychological support for diabetes is the most valuable for us.

THE FUTURE OF MEDICINE UNDOUBTEDLY LIES IN THE COMBINATION OF INCREASINGLY SOPHISTICATED TECHNOLOGY AND HEALTHCARE, WHICH IS WHY WE'VE DECIDED TO TAKE THIS PATH.

### What do you like doing in your free time?

I used to take part in light athletics, scuba-diving, and skiing, but now I play golf with my wife – I play bad, but I like it. I also enjoy travelling, literature and art, and relaxing at our cottage in South Bohemia. I collect sea shells from all over the world.

Martin Holcát is the deputy director of the Motol University Hospital in Prague for curative and preventive care.

His speciality is ENT medicine.

He's a former Health Minister of the Czech Republic.

He was in charge of the teams that took care of the health of the presidents of the Czech Republic and other top representatives of the state.

He founded the Transplant Coordination Centre of the Czech Republic and was director of the General University Hospital in Prague.

As Minister of Health, he was instrumental in revising the financing of hospitals and spas, activated the launch of cancer prevention programs, and contributed to the completion of the Psychiatric Care Reform Strategy.

He is active in the DiApp Foundation - Centre for Telemedicine, which is dedicated to the creation and application of innovative telemedicine approaches in the lives of patients.

He has collaborated on the project and exhibition Helpful Art in Covid.

Deputy Director of the Motol University Hospital in Prague for curative and preventive care

## Dr. Martin Holcát

"Art is part of a positive therapy and it cures"

Martin Holcát, M.D., MBA, is the deputy director of the Motol University Hospital in Prague for curative and preventive care, the largest hospital in the Czech Republic. A former Health Minister, he's one of the founders of DiApp Foundation – Centre for Telemedicine and has contributed to the creation of the exhibition and project Helpful Art in Covid.

**How do you see the situation in the Czech healthcare system and what is the current operation of outpatient clinics at the University Hospital in Motol, the largest in the country? Are you already thinking about returning to pre-pandemic Covid-19 operations?**

Motol Hospital has relaxed some restrictions on medical procedures that were introduced in connection with the Covid-19 epidemic. The surgeries have remained open since the outbreak for patients in need of urgent medical care and some procedures that were not necessary for the immediate maintenance or improvement of health were only postponed, and now we are gradually attending patients who had to wait for them. It's premature to estimate now when a return to normal will be possible, but as soon as the situation so allows, we will provide care to the same extent as before the emergency measures. A big problem, though, is the mental health of doctors and medical staff. The waves of the Covid-19 pandemic have fundamentally changed and intensified the psychological pressure and strain with demanding daily schedules of hospital operations.

THE WAVES OF THE COVID-19 PANDEMIC HAVE FUNDAMENTALLY CHANGED AND INTENSIFIED THE PSYCHOLOGICAL PRESSURE AND STRAIN WITH DEMANDING DAILY SCHEDULES OF HOSPITAL OPERATIONS.

**How can mental health be helped in such challenging times?**

We have set up an in-house acute psychological assistance unit with a Help line and also, thanks to the Helpful Art in Covid project, we have linked up with Neo Centrum, a private psychological clinic, who have offered their services free of charge to help our doctors and medical staff get through this psychologically challenging days. This is valuable real help.

I'm also convinced that art is part of a positive therapy and it cures, and that's why at the beginning of this year we placed the exhibition Helpful Art in Covid in our hospital's headquarters building, which has helped us survive the pandemic in a better mood and with common sense. The pandemic has affected the whole world, and artists from many countries responded to it in specific ways. The works are inspiring and capture the ideas and impressions they had during the pandemic. We organised the exhibition together with artist Pavel Šťastný not only as a way to show our gratitude, but also with the intention of mapping the unique results of the creative processes of artists here and abroad.

I'M CONVINCED THAT ART IS PART OF A POSITIVE THERAPY AND IT CURES.

The international travelling exhibition maps over 2,000 works of art from 90 countries and I hope that we can present it in the Middle East, too. I have been working with Pavel Šťastný for decades on various healthcare projects.

The exhibition travelled from Motol to the central University Military Hospital and then to the Kotva department store in Prague, where it's been complemented by the sale of innovative anti-covid products from Czech companies that were developed in the span of one year under the name Czech Anti-Covid Industry.

New prototypes of other products are still being developed and one of them is the Golden Drop touchless disinfectant dispenser. Thanks to

the collaboration of visionary Serge Borenstein, designer Federico Diaz and artist Pavel Šťastný, a design was created specifically for the Middle East with Arabic calligraphy by Saleh Al Shukairi. The Palmapure disinfectant, mixed according to a Czech recipe, is gentle to the skin and fragrant.

**So your range of interests is much broader. You have also taken care of Czech presidents...**

Yes, the first president I took care of was Václav Havel, who was a playwright and an artist. While it's a position of high responsibility, presidents are only human and have their normal human ills, such as smoking. I must say that all three presidents I have cared for have been very humble and disciplined patients.

**What problems is hospital management solving nowadays?**

I cannot ignore the current situation and everything related to the Covid-19 pandemic. This means responding to ever-changing conditions in a timely manner, to ensure sufficient care for affected patients and their hospitalization, to provide intensive care for the severely affected, to provide care and rehabilitation for post-covid syndromes, to prepare antigen and PCR testing centres, to manage the vaccination centre and the inpatient antibody administration centres, and also to attend the urgent and acute care needs of non-Covid patients.

In terms of running the hospital, one of the most important priorities is to ensure economic stability and sufficient resources. This is related to the maintenance or better development of modern health care towards patients, and the appreciation of the work of the staff.

Medicine is developing very fast, we have to apply new trends, diagnostic and therapeutic methods and keep a high professional and ethical level. The materials, the technology and the buildings, too, age very quickly and renovation is very expensive. This is especially true for the Motol University Hospital, the largest in the Czech Republic.

THE MATERIALS, THE TECHNOLOGY AND THE BUILDINGS, TOO, AGE VERY QUICKLY AND RENOVATION IS VERY EXPENSIVE. THIS IS ESPECIALLY TRUE FOR THE MOTOL UNIVERSITY HOSPITAL, THE LARGEST IN THE CZECH REPUBLIC.

**And what about beds?**

The bed stock at Motol Hospital was reorganized in record time to provide care for patients with COVID-19 in an environment that minimizes the risk of transmission to other patients and hospital staff, and we'll be keeping these capacities on immediate standby for the time being. Should there be a sharp increase in hospital admissions, we will be able to release them immediately. Other inpatient areas have not been not significantly affected by these changes, and so we can keep these capacities in reserve for as long as the situation requires.

**What do you think will help the Czech healthcare system in the future?**

I think there is a need for a broader, primarily professional consensus on a future concept of the Czech healthcare system and then some continuity in the implementation thereof. The worst is the constant changing of goals without concept, and political populism. Healthcare should not be held hostage by political parties. I know that's a lot of idealism, healthcare is unfortunately a very easy to use card in politics. I'm artificially separating medicine and healthcare here. The former is advancing very rapidly, and the latter should be able to apply the new discoveries, which is very expensive. Medicine is progress, healthcare is political application. Therefore, in order to help the health sector it's important to set priorities and clarify value criteria. It must be made clear whether the priority is to treat a cold or a serious illness. And, of course, we need to have a stable concept and coordination.

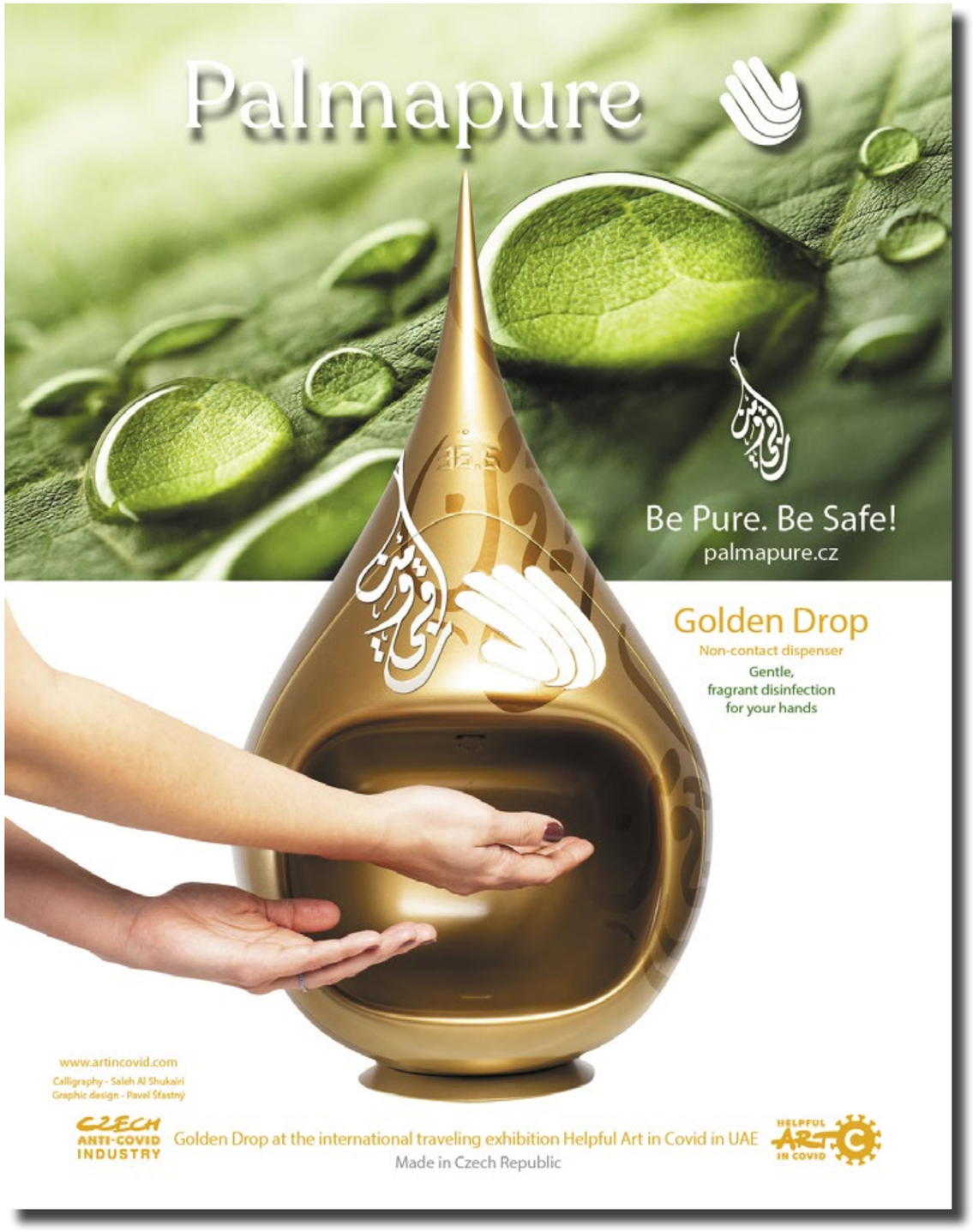
WE COLLABORATE ON VARIOUS MEDICAL PROJECTS AGAINST COVID-19 WITH CZECH COMPANIES THAT HAVE DEVELOPED AND PUT INTO PRODUCTION DOZENS OF NEW PRODUCTS AND TECHNOLOGIES VERY QUICKLY IN THE PAST YEAR.

**What are the trends in medicine that you see in the future?**

With diagnostics, we're going to an even lower elementary level. For instance, modern imaging methods can zoom in on individual cells or even molecules. Genetics is not only improving the diagnosis of diseases, but also tells us whether or not the drugs will have a therapeutic effect, or whether a very expensive drug is worth administering.

Transplantation medicine is developing significantly, too. Cardiology and cardiac surgery are at a high level. In surgery, on the one hand, there is a trend towards less invasive procedures where many cases are using endoscopic approaches and robotic surgery. On the other hand, we are moving to procedures described as heroic medicine, i.e. large-scale transplants of several organs; we have already seen the first transplants of intestines, limbs, faces, and even uterus. Another trend is the implantation of electronic devices, both in cardiology and neurosurgery, various stimulation implants, cochlear implants. As a university hospital, we are trying to support and develop these trends.

We also collaborate on various medical projects against Covid-19 with Czech companies



HELPFUL ART IN COVID

# WORLD

PROJECT AN INTERNATIONAL TRAVELING EXHIBITION

## HELPFUL ART IN COVID

**www.artincovid.com**

164 - CZECH

# ArtCovid

**Exhibition mapping art created during the COVID-19 pandemic**

This cultural project represents a new type of art in which artists from all over the world spontaneously created works with a unique theme and mission: to pay tribute to health workers and all those who helped during the pandemic.

Military University Hospital - Prague

THE MILITARY FIGHTS COVID AND HELPS

**90** countries

artists **500**

**2,000** works of art

# Art is part of therapy and it cures

## The University Hospital in Motol has opened premises for a unique gallery

**February 1-28, 2021 - Motol University Hospital – Prague – Czech Republic - Headquarters Building**

**The International traveling exhibition HELPFUL ART IN COVID, which maps art created during the pandemic in 90 countries around the world, is open at the University Hospital in Motol in Prague. It is the largest medical facility in the Czech Republic and one of the largest in Europe.**

**Mr. Jan Horník, Vice-President of the Senate of the Parliament of the Czech Republic and Czech Chamber of Commerce took over the auspices of the Helpful Art In Covid project.**

Under the Auspices — Organisers — In Co-operation With -

SENATE PARLIAMENT OF THE CZECH REPUBLIC

CZECH CHAMBER OF COMMERCE

Paul Stenek DESIGN

Plechárna FACTORY

FN MOTOL

CZ / Federico Díaz – Drop Palmapure

UAE Dubai / Hospitals

Czech Republic / Jiří Pačínek – Glass coronavirus

Under the Auspices — Organisers — In Co-operation With -

SENATE PARLIAMENT OF THE CZECH REPUBLIC — CZECH CHAMBER OF COMMERCE — Paul Stenek DESIGN — Plechárna FACTORY — FN MOTOL

Partners

ACTHERM — ALL YOU NEED IS LÁSKA — KAREL JANEČEK — DECOSHEET

In Co-operation With

ŠKOLA MICHAEL — AKADEMIE MICHAEL — NO COVID — cea — KPTZ — Klub Seniorů VISIONAIR

General Media Partner — Media Partner

Česká televize — SEZNAM.CZ

www.artincovid.com

ÚVN MILITARY UNIVERSITY HOSPITAL PRAGUE

HELPFUL ART C IN COVID

UAE Dubai / Burj Khalifa

UAE Dubai / Arab Hospital Magazine

Sultanate of Oman / Saleh Al Shukairi

Cuba / Albert Acosta - Life

Cuba / Albert Acosta

## Exhibition maps art created during the pandemic COVID-19

HELPFUL ART IN COVID

# 90 countries

/ Albania / Angola / Argentina / Australia / Austria / Belarus / Belgium / Benin / Bolivia /
/ Bosna-Herzegovina / Brazil / Brunei / Bulgaria / Burkina Faso / Canada / Chille / China /
/ Colombia / Costa Rica / Croatia / Cuba / Cyprus / Czech Republic / Denmark /
/ Democratic Republic of the Congo / Dominican Republic / Ecuador / Egypt / Estonia /
/ Ethiopia / Finland / France / Germany / Greece / Hong Kong SAR / Hungary / Iceland /
/ India / Indonesia / Iran / Israel / Italy / Jamaica / Japan / Jordan / Kazakhstan / Kuwait /
/ Latvia / Luxembourg / Madagascar / Malaysia / Malta / Mauritius / Mexico / Morocco /
/ Nepal / Netherlands / New Zealand / Nicaragua / Norway / Peru / Philippines / Poland /
/ Portugal / Qatar / Romania / Russia / Rwanda / Saudi Arabia / Senegal / Serbia / Singapore /
/ Slovakia / Slovenia / Somalia / South African Republic / Spain / Sri Lanka / Sudan /
/ Sultanate of Oman / Sweden / Switzerland / Tanzania / Thailand / Togo / Turkey / Ukraine /
/ United Arab Emirates / United Kingdom / United States of America / Venezuela / Vietnam /

# 500 artists

# 2,000 works of art



NATO DAYS IN OSTRAVA & CZECH AIR FORCE DAYS
DNY NATO DAYS 2020

# AWARDS 1,000

## “Thanks to those who protect us”

**The weekend program of the NATO Days in Ostrava & Czech Air Force Days 2020 included an award ceremony with the subtitle “Thanks to those who protect us”. Thousand members of the armed forces and security and health agencies (Armed Forces of the Czech Republic, Police of the Czech Republic, Fire Rescue Service of the Czech Republic, Municipal Police of Ostrava, Customs Administration of the Czech Republic, Prison Service of the Czech Republic, Emergency Medical Service of the Czech Republic and regional health authorities) were awarded by a commemorative badge.**

**The ceremony was attended by the highest representatives of the Czech Governmennt and the above mentioned services.**

**Decorated members of the services were the front line fighters in the battle with the covid-19 pandemic in spring 2020.**

**Zbyněk Pavlačík,**
**Chairman of Jagello 2000 and main organizer of NATO Days in Ostrava.**

## MILITARY FIGHTS COVID AND HELPS

# Military University Hospital Prague

ÚVN
MILITARY UNIVERSITY HOSPITAL
PRAGUE

## Czech Republic / March 2021

The International traveling exhibition HELPFUL ART IN COVID, which maps art created during the pandemic, will be open at the Military University Hospital (ÚVN) Prague. This hospital is a training, educational and professional medical facility of the Army of the Czech Republic.

The exhibition will then travel to other cities and countries around the world and will connect with local artists, and continue to map other works of art that are still being created.

**The exposition will be complemented by information on how the military fights Covid and helps around the world.**

In cooperation with NATO Days in Ostrava and their organizer Jagello 2000.

DNY NATO DAYS 2001 2021 20th ANNIVERSARY

# EXHIBITION

Face mask
on Lennon's wall
in Prague

Many Czech companies have produced new innovative products in the fight against Covid-19 and they presented themselves at an exhibition called **Czech Anti-Covid Industry** in the Kotva department store.

## Art is part of positive therapy and it cures

Motol University Hospital in Prague

## The exhibition was created thanks to a face mask on the portrait of John Lennon on Lennon's wall in Prague

Author and curator **Pavel Šťastný** explains why the exhibition was created:

"We all had to put on face masks. So we symbolically placed one on the large portrait of John Lennon's wall, which has been a symbol of freedom and love for our country for decades.

Photographs of the masked Lennon's Wall traveled the world and were published in hundreds of media outlets, becoming the most famous and largest Czech face mask.

The image became part of online groups of artists whose works focused on Covid-19. I started to receive dozens of works on social networks every day from many countries, supporting millions of people around the world in those difficult times, and helping everyone to survive mentally. So I decided to start mapping, collecting and sorting this new Art Covid and put together an exhibition with it.

This exhibition now has over 2,000 works of art by 500 artists from 90 countries of five continents".

Cuba / Albert Acosta - Life

**www.artincovid.com**

The Washington Post

# Annual Lennon Tribute, in 40th year, Goes Online

BY DAVID BAUDER, ASSOCIATED PRESS / SEPT. 24, 2020

A couple look at the "Lennon Wall" with a face mask attached to the image of John Lennon, in Prague, Czech Republic, on April 6, 2020. Like so many other events in the year of coronavirus, an annual tribute to John Lennon held in its adopted city of New York will go online. The event will be streamed for free on Lennon's birthday, October 9, starting at 7 p.m. Eastern time on the LennonTribute.org website. It will feature recorded performances from Patti Smith, Rosanne Cash, Natalie Merchant, Jackson Browne, Jorma Kaukonen and others. (AP Photo/Petr David Josek)

**The exhibition was created thanks to a face mask on a portrait of John Lennon on Lennon's wall in Prague.**

***The author and curator Pavel Šťastný explains why the exhibition was created:***

*"We all had to put on a face mask. So we symbolically placed it on a large portrait of John Lennon on the wall, which has been a symbol of freedom and love for our country for decades.*

*Photographs of Lennon's veiled wall have traveled the world and been published in hundreds of media. It became the most famous and largest Czech face mask.*

*The visual became part of online groups of artists whose works focused on Covid-19. Dozens of works from many countries began to walk me on social networks every day, supporting millions of people around the world in difficult times and helping everyone to survive mentally.*

*So I decided to start mapping, collecting, sorting this new Art Covid art and created an exhibition out of it.*

*The exhibition was based on the first online selection by the French collector Blaise Runart, who also added our face mask from Lennon's wall in Prague. Runart from the island of Réunion supported me and provided me with his collection, which already had over 1,000 works of art at the time.*

*The exhibition now has over 2,000 works of art by 500 artists from 90 countries out of five continens".*

The Washington Post used a photograph with a face mask from the Lennon Wall in Prague to invite to the online 40th annual concert in honor of John Lennon, which took place in October 2020 in New York for his undead 80th birthday.

More than a hundred other media outlets in the United States, Canada, the Philippines, Lebanon, Trinidad and Tobago, Bulgaria, and other countries have taken the photo from the US press agency AP - Associated Press.

## 150 articles in world media

ÚVN MILITARY UNIVERSITY HOSPITAL PRAGUE

HELPFUL ART IN COVID

alKhaleej Today

Covid-19: Czechs to ease virus measures for Easter, Slovaks crack down

INTERNATIONAL

Hello and welcome to the details of Covid-19: Czechs to ease virus measures for Easter, Slovaks crack down and now with the details

Nevin Al Sukari • Sana'a • A woman wearing a face mask walks past the legendary graffiti-covered John Lennon Wall as the spread of the coronavirus disease continues in Prague April 6, 2020. — Reuters pic

PRAGUE, April 7 — The Czech government said yesterday it would ease its tough anti-virus measures ahead of Easter, while neighbouring

GULF NEWS

COVID-19 themed m...

A woman wearing a face mask signs her autograph on the legendary graffiti-covered John Lennon Wall as the spread of the coronavirus disease (COVID-19) continues in Prague, Czech Republic.

Image Credit: Reuters

yahoo!news

AFP

Czechs see biggest spike in virus cases in two months

27 June 2020, 7:11 pm

A couple stands in front of Prague's "Lennon Wall" where a face mask has been attached to John Lennon, in April 2020

The Czech Republic has registered the biggest

The Mainichi

Monday, February 8, 2021 — Japan's National Daily

Austrian, Czech officials plan to ease some virus measures

April 7, 2020 (Mainichi Japan)

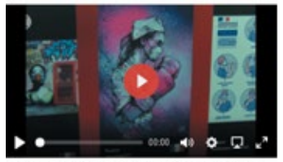
A man takes a selfie by the "Lennon Wall" with a face mask attached to the image of John Lennon, in Prague, Czech Republic, on April 6, 2020. (AP Photo/Petr David Josek)

ANTARANEWS

WARTA BUMI TERKINI TERPOPULER FOTO VIDEO

Pameran "Helpful Art in COVID" digelar di Praha

Jumat, 11 September 2020 09:24 WIB



ANTARA - Sebuah pameran bertajuk "Helpful Art in COVID" dibuka di Praha pada Selasa (8/9) dan akan berlangsung hingga 28 September nanti. Selain karya-karya seniman dari 60 lebih negara dan wilayah, pihak penyelenggara juga menampilkan beragam masker buatan tangan yang didonasikan warga untuk acara tersebut. (XINHUA/Siti Zulaikha/Agha Yuninda/Sizuka)

Site Map

Royal Thai Embassy in The Czech Republic

Menu

TheJakartaPost

ARTS & CULTURE

Art has kept us sane, says Prague coronavirus exhibition curator

Agence France-Presse | Prague, Czech Republic

Jakarta / Mon, September 28, 2020 / 08:01 am

**Pavel Šťastný a Robin Suchánek**

**on behalf of the team of HELPFUL ART IN COVID**

**author of the OF – Civic Forum logo**

**Contact: +420 604 246 360, plecharnafactory@seznam.cz**

**www.artincovid.com**

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# MILITARY FIGHTS COVID AND HELPS

## Art is part of therapy and it cures

PROJECT AN INTERNATIONAL TRAVELING EXHIBITION
HELPFUL ART IN COVID

**Military University Hospital (ÚVN) - Prague - Czech Republic / March 2021**

ÚVN
MILITARY UNIVERSITY HOSPITAL
PRAGUE

**90 countries**
**500 artists**
**2,000 works of art**

DNY NATO DAYS
2001 2021
20th ANNIVERSARY

C2ECH
Culture

# Culture

C2ECH
STRATEGIC
TECHNOLOGIES

## Art is a creative industry

Paintings decorate not only galleries, but also development projects, your houses, flats and rental housing. Without designers, vases, chandeliers, cell phones, computers, cars, airplanes, everything you see and hold in your hands would not have been created.

Graphic designers create the logos, advertising campaigns, printed materials, websites and the entire visual identities of your companies. Fashion designers dress you and architects create your offices and homes. Actors, dancers and singers awaken your emotions. Cultural events bring people together across professions, ages, religions and nationalities.

Art is everywhere you look and often you don't even realize it. Artists create with a passion that they transmit to you.

The gastronomy that caresses your stomach is also a fine art. And so it is all over the world.

## Culture unites nations

**Pavel Šťastný**

Artist

Organizer

Praha 6

Co-organizer

MARKETS KULAŤÁK

FARMERS' MARKETS KULAŤÁK

PRAGUE 6
CZECH REPUBLIC

# FESTIVAL OF EMBASSIES

## FOOD & CULTURE

EMBASSIES

Culinary and culture festival
from around the world

55 countries taking part

The presentation of countries is in cooperation with embassies
or state entities under the auspices of their embassies

Under the auspices

SENATE
PARLIAMENT
OF THE CZECH REPUBLIC

CHAMBER OF DEPUTIES
PARLIAMENT OF THE CZECH REPUBLIC

www.festivalofembassies.com

www.trhynakulataku.cz

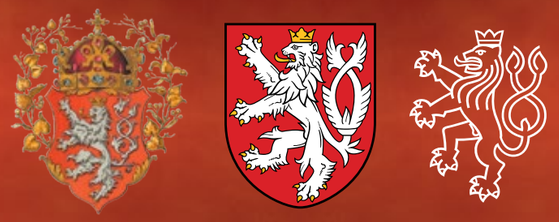
55
countries

MARKETS
KULAŤÁK

PRAHA 6
REPUBLIKA
FESTIVAL
AMBASÁD
FOOD &

MARKETS
KULAŤÁK
FARMERS' MARKETS
KULAŤÁK
Farmářské trhy
Organizer
Praha 6

PRAGUE 6
CZECH REPUBLIC
FESTIVAL
OF EMBASSIES
FOOD & CULTURE



Lion with royal crown and two tails has been the symbol of the Czech Republic for over 800 years since the era of the most important Czech ruler, King of Bohemia and Holy Roman Emperor Charles IV.

Pavel Šťastný designed the "**Lion Tail Cup**" for the mayor of Prague, which has been awarded to personalities such as

**Queen Elizabeth II, Prince Charles, Bill Clinton, Jacques Chirac, the 14th Dalai Lama, Michael Jackson, the Rolling Stones and others.**

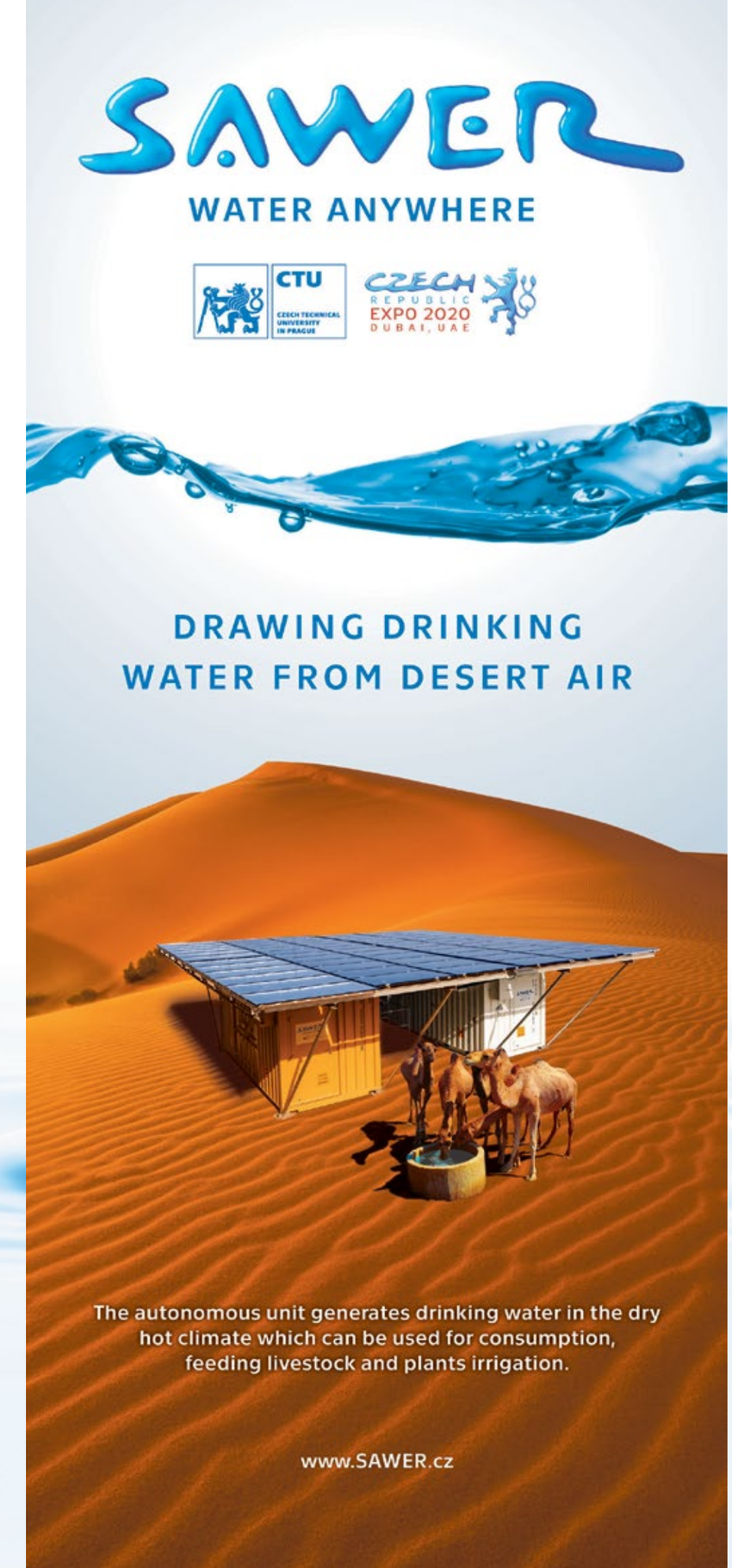
# Lion Tail Cup

Pavel Šťastný DESIGN

Plechárna FACTORY

Porcelaine Factory

NOVITO




# WATER ANYWHERE

## UAE Innovates awards 2022

# BEST INNOVATION

**The Czech Republic won the award for the best innovation at the EXPO in Dubai for**

## S.A.W.E.R.

EXPO 2020 DUBAI UAE

**The organizers of the General World Exposition awarded the Czech Republic the prize for "Best Innovation" for a technology that autonomously produces water from dry desert air using only solar energy.**

The award was presented to the Czech pavilion by the Mohammed bin Rashid Al Maktum Center for Government Innovation, i.e. the ruler of Dubai and the Prime Minister of the United Arab Emirates. This Czech innovation established itself from among several thousand others, which were presented in Dubai by two hundred nations, and from among almost five hundred finalists of the competition.

Pavel Šťastný DESIGN

Plechárna FACTORY

# Artist & Design Agency

**Pavel Šťastný**

Publisher
of the Czech Strategic
Technologies CST catalog

Czech conceptual artist,
curator and visionary

**He is dedicated to international multicultural collaborations.**
**He creates logos, design, art projects, and he is also a painter.**

He came up with the idea to create a catalogue of Czech Strategic Technologies, and he implemented it with his agency Plechárna Design Factory. This multidisciplinary catalogue was created to support and promote Czech ideas, inventions and technologies in the world.

He is the author of the OF – Občanské fórum (Civic Forum) logo, which became a symbol of the Velvet Revolution in 1989.

He is the creator of many other logos: Czech Chamber of Commerce, Seznam, Datart, Banánové rybičky, SAWER, the logo of the Czech pavilion at the Expo in Dubai, among others.

His works have been exhibited in many museums and galleries around the world, including the Victoria and Albert Museum in London and the Cooper Hewitt, Smithsonian Design Museum in New York. He is very involved with the theme of freedom in his cultural projects.

To mark the 30th anniversary of the Czech Republic's freedom in 2019, he created a new face for the Lennon Wall in Prague. In one day, 30 artists from 10 countries worked together to create a work on the theme of freedom and love. The painting was created as part of his international project Meet Art – a joint collaboration of artists from several countries on a single work of art.

At the beginning of the first wave of Covid, he put a large facemask on John Lennon's portrait, attracting media attention and becoming the largest and most famous Czech facemask in the world. It was also the inspiration for his international touring exhibition Helpful Art in Covid, which maps over 2,000 works of art from 90 countries. This cultural project represents a new type of art in which artists from all over the world spontaneously created works with a unique theme and mission: to pay tribute to health workers and all those who helped during the pandemic.

He is the founder and co-organiser of the first Czech Farmers' Market in Prague 6 and the Festival of Embassies Food & Culture, which has been attended by 55 countries from all over the world. He has been collecting forks, a symbol of gastronomy, and his collection now numbers several thousand pieces.

Logotypes
Advertising
Design
Exhibitions
Festivals
Publications
Paintings
Art Projects …

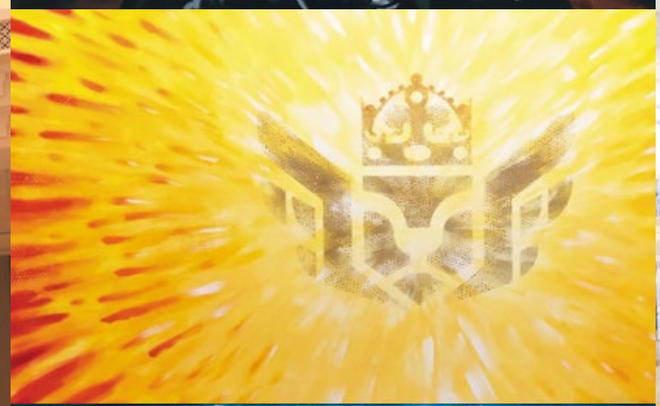
www.pavel-stastny.cz www.plecharna.cz

Pavel Stastný DESIGN

Plechárna FACTORY

www.pavel-stastny.cz

www.plecharna.cz



CST CZECH STRATEGIC TECHNOLOGIES

CZECH-OMAN

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# CZECH Healthcare

STRATEGIC TECHNOLOGIES

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