



March 22nd – 23rd 2016

MUNICIPAL HOUSE, PRAGUE

www.strojforum.cz

strojírenské fórum

318

PARTICIPANTS

29

LECTURES



FINAL REPORT

ENGINEERING FORUM

General partners:

NA PARTNERSTVÍ ZÁLEŽÍ



Co-operating organizations:



Ministerstvo financí



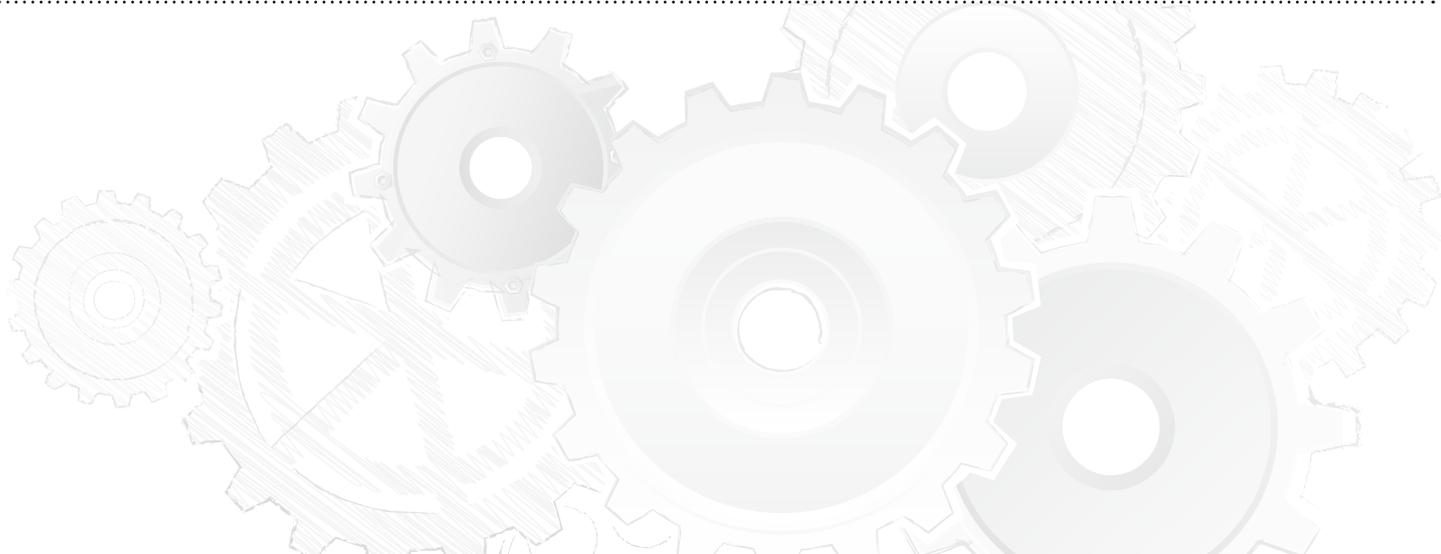
Organizer:

General partners:

NA PARTNERSTVÍ ZÁLEŽÍ



Partners:



ENGINEERING FORUM

This year's annual Engineering Forum, already 3rd of its kind, was held between March 22nd and 23rd 2016 in the prestigious premises of Municipal House, Prague. As the event of major importance for Czech engineering it was supported by several top associations, including Engineering Technology Association (SST) and Czech Confederation of Industry and Transport besides others.

The spirit of the Forum was reflected in its motto: "The personal initiative creates the key to the success." The principal topics were research, development and innovation, support of the export and technical education.

The importance of the event was further emphasized by the presence of Ministry of Commerce and Industry representatives led by Minister Mr. Jan Mládek himself. The Ministry of Foreign Affairs was represented by the Deputy Martin Tlapa and Czech Trade Agency by its Managing Director Radomil Doležal. As for the lecturers, organizers invited personalities both from public and private sectors. Participants could therefore attend presentations by Mr. Jiří Ferenc, Fermat Group Managing Director, by Mr. Pavel Cesnek, Managing Director of the NOEN Group, or the lecture by Prof. Petr Matějů from University of Finance and Administration.



GALA EVENING

The first day of the Forum continued in the Gala Evening held also in the historical premises of Municipal House, Prague. It offered the occasion to prolong the discussions in more pleasant and informal environment to the visitors.

WHAT THEY SAID ABOUT THE CONFERENCE

Ing. Jan Rýdl, TOS Varnsdorf, a.s.

“The social part of the Forum opened welcomed possibility to prolong discussion in the less formal atmosphere. It helps to establish personal contacts within the wide spectrum of conference visitors. The event was well organized and professional performance of the host kept the program in precise frame and in swift pace.”

Prof. PhDr. Petr Matějů, PhD, University of Finance and Administration

“I was surprised by the number of persons interested in the lecture based on the project destroying the myths of the ideal technical education that mainly dealt on changes leading to the higher standards of technical education. If the Forum helped to destroy such myths, that would be – from my point of view – one of the most important goals.

Prof. Petr Zuna, Czech Technical University in Prague, Czech Engineering Academy

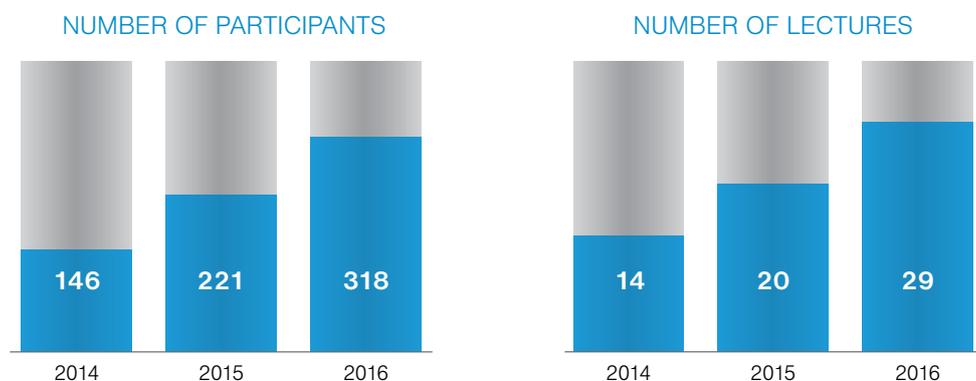
“Forum was a success. It was very important that it presented specific solutions, not only unspecified criticism. I only regret that part of the education issues were discussed in time conference participants had been already leaving.”

Ing. Radomír Zbožínek Jr., Interamac Solutions, s.r.o.

“The Conference covered pressing engineering issues in the sphere of management, commerce, research and development. Lecturers showed their expertise in the field. There were traditionally many prominent personalities participating in the event. As this year showed, the quality of the event is gradually increasing.”

Ing. Roman Dvořák, FEng., MM Industrial Spectrum

“The Engineering Forum belongs to the professional events of the format that had been so far missing here. The meeting of professionals from the spheres of commerce, research and development, innovation or technical education has its logical reasons. Only complex and optimal interaction of all the mentioned segments provides necessary tool increasing competitiveness of our country. The interaction of all the mentioned spheres representatives therefore also results in outputs that are further conveyed to the proper Ministry Departments and to professional associations. I wish to the Engineering Forum many interesting lecturers and huge number of satisfied visitors also in the future years.”



After the first year we succeeded to increase number of participants by 51%. This positive trend continued to the third year. Compared to 2014 we registered increase of participants by 117 %.

THE CONCLUSIONS OF THE ENGINEERING FORUM 2016

Perspective markets, export and foreign experience

- The Government has to undergo steps maintaining traditional markets, and not to change priorities all the time. It must also support foreign trade by efficient tools.
- The Government should direct its activities supporting export to the countries outside European Union, fortify and stabilize network of economic diplomats and Czech Trade offices.
- Economic diplomacy should support effort of the companies to optimize diversified trade portfolio and to contribute to the better position of the Czech industrial production in the global market.
- Czech Government should strive to establish better political conditions for further development of commercial relations with Russian Federation – in spite of continuing economic sanctions imposed by the European Union.
- Engineering companies demand urgent solution of export financing and export risk insurance issues also for the countries ranked as more hazardous.
- The Government should take into consideration interests of Czech engineering companies while negotiating conditions of free trade contracts (TTIP, European Union-Japan).
- The Government has to support very strongly controlled economical migration to obtain employees for professions suffering continuously from the lack of personnel in accordance with needs of Czech engineering companies.

Research and development tools in successful innovation process

- It is necessary to establish systematic support of engineering companies investing into progressive technology (clarification of the tax relief system, faster depreciations and changes in legislation inspired by Italian Sabatini Act).
- It is necessary to complete National Research and Innovation Strategy for intelligent specialization of the Czech Republic so that it covers interdisciplinary needs and so that it helps to interconnect operational and national programs.
- In the new Evaluation Methodology 2017+ the Government should strengthen the role of applied research and provide motivation for cooperation of research and production spheres, for commercialization and internationalization of the outputs.
- Czech Government must negotiate with the Czech Chamber of Commerce the principles of public support, i.e. clarify position of research institutions or research infrastructure in relation to the economic activities. Government must also define possibilities and limits of the cooperation between companies-research organizations.

Answers to the 4th Industrial Revolution challenges

- Employing organizations in the field of industry, engineering and electrical engineering participate actively on the

solutions of the questions related to the onset of the 4th Industrial Revolution.

- Employers demand that all the governmental departments concerned shall adopt the Industry 4.0 as an issue to solve. At the same time they have to instigate corresponding transformation in the educational system and labor market.
- As for the Industry 4.0 National Initiative, engineering and other industrial companies demand completion of the Implementation Plan. Such plan shall contain clearly formulated term tasks together with appropriate controlling mechanism.
- The Czech Confederation of Industry and Transport has founded Industry 4.0. National Platform. This Platform aims to provide intersection for communication between governmental administration, industrial companies, educational and research institutions as well as social partners.

Restructured and up-graded technical education

- Introduction of polytechnic education in kindergartens and elementary schools, including support of voluntary technical training and training of manipulative skills, should be supported both by national and European resources.
- Adjustments in national legislative shall support direct involvement of the employers into the education system based on principles of dual education. To establish direct connection between theoretical education and work practice the Government has to support functional partnership between secondary schools, universities and industrial companies, including foundation of corporate vocational schools.
- Capacities of specific types and branches of secondary education shall correspond to the expected employment of absolvents at the labor market while maintaining mutual interconnection. We demand introduction of the system forecasting qualification needs in both regional and national levels. Capacities of the specific fields of secondary education shall be adjusted in accordance with predicted number of absolvents needed.
- It is highly desirable to heighten professional orientation of the university programs as introduced by the Amendment to the Education Act, mainly by training of the students at the real workplaces or by involvement of working experts into educational process.
- Industry 4.0 puts higher demands on quality, knowledge and skills of secondary or university education absolvents. We therefore propose foundation of national development program supporting professional training for the professions that are deemed crucial in the light of forthcoming 4th Industrial Revolution.
- Financing of the universities shall respect forecasts and demands of labor market.

MEDIA CAMPAIGN SUMMARY

In 2016 the Engineering Forum was medialized by **88 PR** outputs (excluding advertisement campaign) in total value of **2.168.615 CZK**.

The advertisement volume increased considerably. In 2016 we published **20 ads in total**, which means **increase by 100%** (recounted on listed prices advertisement spaces reached the value of 750.000 CZK). This promo activity was supported by on-line banner campaign valued to 270.000 CZK.

The total value of the Engineering Forum 2016 advertisement space and PR outputs surpassed sum of **3.188.615 CZK**.

General media partner:



Principal media partners:



Media partners:



LIST OF THE COMPANIES

3d chemoprag
Advanced AIRSEA
ARGO-HYTOS s.r.o.
Asistenční centrum, a.s.
Asociace exportérů
Asociace malých a středních podniků
a živnostníků ČR
Asociace strojních inženýrů
Autodesk spol. s r.o.
Automa
BASIS Global
BONATRANS GROUP a.s.
BusinessInfo.cz
CATRO
Czech Travel Press
CzechInvest
Česká inovace
Českomoravská elektrotechnická
asociace
ČTK
ČVUT v Praze, Fakulta strojní
Economia, a.s.
ELCOM a.s.
Evropská komise
EY
Fermat Group
FESTO
Hospodářské noviny
CHSH Kališ & Partners s.r.o.
IMG
Intemac Solutions, s.r.o.
Intos, spol. s r.o.
Inženýrská akademie
ISCARE I.V.F. a.s.
Jihomoravské inovační centrum
K2 admitec
Komerční banka
KOVOINZERT
KOVOSVIT MAS, a.s.
KRC partners
Kuličkové Šrouby Kuřim, a.s.
LandesECHO
LCI s.r.o.
Martin Tvarůžek Design
Mergermarket
MESIT Holding
MFF UK
Ministerstvo průmyslu a obchodu
Ministerstvo zahraničních věcí
MM Průmyslové spektrum
MOTOR JIKOV Group a.s.
MSR Engines
Naretec s.r.o.
Národní strojírenský klastr
NOEN
PILSEN TOOLS s.r.o.
Pramet Tools, s.r.o.
Pražský zpravodaj
PRO-ENERGY magazín
prumysl.cz
První brněnská strojírna Velká Bíteš, a. s.
PwC
RETOS VARNSDORF s.r.o.
Rohde & Schwarz závod Vimperk, s.r.o.
Schneeberger Mineralgusstechnik s.r.o.
Siemens
Siemens Industry Software, s.r.o.
Simplypro s.r.o.
Slovácké strojírný, a.s.
Společnost pro obráběcí stroje
SPŠ Na Třebešíně a SPŠS Betlémská
SPŠ strojnická, škola hl. m. Prahy
SPŠ, OA a JŠ ve Frýdku-Místku
SŠ průmyslová, hotelová a zdravotnická
SŠ technická
SŠ technická, gastronomická
a automobilní, Chomutov
SŠ technická, Přerov
SŠ železniční, technická a služeb,
Šumperk
Strojárstvo/Strojirenství
Střední odborná škola strojní
a elektrotechnická Velešín
Střední odborné učiliště, Domažlice
Svaz průmyslu a dopravy České republiky
Svaz strojírenské technologie
ŠKODA Auto a.s.
Šmeral Brno a.s.
T+T Technika a Trh
TechMagazín
Technický týdeník
Technologické centrum AV
TOS KUŘIM - OS, a.s.
TOS VARNSDORF a.s.
TU Liberec, katedra materiálu
T-vitas
Univerzita J.E.Purkyně v Ústí nad Labem
VOŠ SPŠ automobilní a technická
VOŠ, SPŠ a SOŠ služeb
a cestovního ruchu, Varnsdorf
VOŠ, SPŠ automobilní a technická
VOŠ, SŠ, Centrum odborné přípravy,
Sezimovo Ústí
VŠB-TU Ostrava, Fakulta strojní
VÚHŽ a.s.
VUT Brno
VUT Brno, FSI
VÚTS Liberec
Vysoká škola finanční a správní
WEILER Holoubkov s.r.o.





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