



64. mezinárodní  
strojírenský veletrh



10.–13. 10. 2023

Výstaviště Brno  
www.bvv.cz/msv

## SPECIALISED SUPPORTING PROGRAMME

As of 26.9.2023, subject to change

**TUESDAY 10/10/2023**

CZECH  
REPUBLIC



10.30-17.00

### CZECH NATIONAL EXHIBITION STAND

Venue: Hall P, Czech National Exhibition Stand 10, 11  
Expert supervisor: Ministry of Industry and Trade of the Czech Republic, [www.mpo.cz](http://www.mpo.cz)  
Organizer: Ministry of Industry and Trade of the Czech Republic, [www.mpo.cz](http://www.mpo.cz)  
Lucie Varvařovská, tel.: +420 607 084 611; e-mail: [varvarovska@mpo.cz](mailto:varvarovska@mpo.cz)

Programme:

10.30 Opening of the Czech National Exposition  
12.00 Seminar and B2G consultation: expansion to the US market  
14.00 Digitalisation of enterprises from OP TAK  
15.15 Ecodesign and other innovations in the EU internal market  
16.00 Tools to make it easier for you to do business with foreign countries

10.00-12.00

### DIGITAL FACTORY AND ARTIFICIAL INTELLIGENCE

Venue: Hall E, room E4  
Expert supervisor: Czech Management Association, Ivo Gajdoš, tel: +420 602 446 699, e-mail: [gajdos@cma.cz](mailto:gajdos@cma.cz)  
Organiser: Ing. Lenka Krobová, tel. +420 737 135 817, e-mail: [krobova@cma.cz](mailto:krobova@cma.cz)

10.00-12.00

### FRANCE AND ITALY - EXPORTS FROM A TO Z

Venue: Brno Regional Chamber of Commerce (BVV)  
Expert supervisor: CzechTrade, [www.czechtrade.cz](http://www.czechtrade.cz)  
Organiser: Mgr. Stella-Lea Ludková, tel. +420 725 978 883, e-mail: [stella.ludkova@czechtrade.cz](mailto:stella.ludkova@czechtrade.cz)  
Programme: [Francie a Itálie – export od A do Z - CzechTrade](#)  
[CzechTrade na Mezinárodním strojírenském veletrhu 2023 v Brně - CzechTrade](#)

The aim of the presentation is to introduce Czech companies to the current developments and trends in France and Italy. The seminar should outline to Czech exporters the opportunities that are available in these locations and how best to approach them. Last but not least, this event should help to understand the functioning of countries that are geographically close but very different in many aspects.

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12.00-18.00

## EXPANSION TO THE U.S. MARKET - SEMINAR AND B2G CONSULTATION

Venue: Hall P, st.09 (12-14h), sál P4 (14.20-18h)  
Expert supervisor: US Embassy in Prague, <https://cz.usembassy.gov>  
CzechTrade, [www.czechtrade](http://www.czechtrade), JIC, [www.jic.cz](http://www.jic.cz)  
Organiser: Adéla Červenková, tel. +420 607 001 720, e-mail: [adela.cervenkova@czechtrade.cz](mailto:adela.cervenkova@czechtrade.cz)  
Programme: <https://www.czechtrade.cz/kalendar-akci/expanze-na-americky-trh-%E2%80%93-seminar-a-b2g-konzultace-se-zastupci-9-americkyh-statu>

For companies interested in expansion and investment in the USA, there is a seminar and B2G meetings of Czech companies with representatives of EDOs of American states / economic development organizations. The Director of the CzechTrade USA Foreign Office will also be available on site for export consultations. This event will be followed by a seminar and B2G meetings for IT companies on 11 October 2023. The event is organized by JIC.

13.00–15.00

## THE BEST OF CZECH AND SLOVAK LOGISTICS

Venue: Hall P, room P1  
Expert supervisor: Logistika.tv, TechMagazín, Robotic Journal,  
Organiser: TECH MEDIA PUBLISHING s.r.o.  
Petr Kostolník, tel. +420 774622 300, e-mail: [petr.kostolnik@seznam.cz](mailto:petr.kostolnik@seznam.cz)

The conference will present the best logistics projects from the Czech Republic and Slovakia. We will talk about automation of intralogistics, increasing the efficiency of storage and production, packaging in logistics and other topics. The first edition of The Best of Czech and Slovak Logistics will award the best logistics projects, products, services or solutions that have been implemented in the Czech Republic and Slovakia from 1 January 2022 to 30 July 2023.

13.00–15.00

## ASSEMBLY OF THE CONFEDERATION OF INDUSTRY OF THE CZECH REPUBLIC

Venue: Hall A, Rotunda  
Expert Supervisor: Confederation of Industry of the Czech Republic  
Admission: with prior registration, by invitation only

13.30-15.30

## EXPORT AND INVESTMENT OPPORTUNITIES IN LATIN AMERICA

Venue: Brno Regional Chamber of Commerce (BVV)  
Expert supervisor: CzechTrade, [www.czechtrade](http://www.czechtrade)  
Organiser: Daniela Barcalová, tel. +420 725 763 172, e-mail: [daniela.barcalova@czechtrade.cz](mailto:daniela.barcalova@czechtrade.cz)  
Programme: [Exportní a investiční příležitosti v zemích Latinské Ameriky – exportní seminář - CzechTrade CzechTrade na Mezinárodním strojírenském veletrhu 2023 v Brně - CzechTrade](#)

# SPECIALISED SUPPORTING PROGRAMME

As of 26.9.2023, subject to change

## **DIGI STAGE**

Venue: Hall F, Digital Factory 2.0

Live presentations by Digital Factory 2.0 exhibitors, case studies. On-line stream. The output will be compiled into an archive that is accessible after the event. Broadcasting is provided by Elekrika.tv.

10.00, 13.00

## **MSV TOUR 2023**

Guided tours of the fair

Venue: The entire exhibition, starting always at the Trade Media International stand in Hall F/94

Contact: Lukáš Smelík, tel. +420 777 793 393, e-mail: [lukas.smelik@trademedia.cz](mailto:lukas.smelik@trademedia.cz)

Nikol Kajsturová, tel. +420 731 127 618, e-mail: [nikol.kajsturova@trademedia.cz](mailto:nikol.kajsturova@trademedia.cz)

Registration (free of charge): [www.msvtour.cz](http://www.msvtour.cz)

## **CONTACT - CONTRACT 2023**

### **B2B MEETINGS**

Venue: Hall A1

Expert supervisor: Regional Chamber of Commerce in Brno

Information and registration: on-line at <https://cc-msv-2023.b2match.io/>

## **AUTONOMOUS MOBILITY HALL**

Venue: Hall Y

12.00, 14.00, 15.30

## **PACKAGING LIVE**

Venue: Hall A2/50

Expert supervisor: EQUICOM s.r.o. and professional partners

Programme: [www.p](http://www.p)

# SPECIALISED SUPPORTING PROGRAMME

As of 26.9.2023, subject to change

## WEDNESDAY 11/10/2023

CZECH  
REPUBLIC



9.15-17.00

### CZECH NATIONAL EXHIBITION STAND

Venue: Hall P, stand 09  
Expert supervisor: Ministry of Industry and Trade of the Czech Republic, [www.mpo.cz](http://www.mpo.cz)  
Organizer: Ministry of Industry and Trade of the Czech Republic, [www.mpo.cz](http://www.mpo.cz)  
Lucie Varvařovská, tel.: +420 607 084 611; e-mail: [varvarovska@mpo.cz](mailto:varvarovska@mpo.cz)

Programme:

- 09.15 Export insurance
- 10.00 Hydrogen - the way of innovation
- 12.30 Doing Business in Japan
- 13.30 Circular economy and decarbonisation of industry
- 15.00 News on the employment of foreigners
- 15.45 Excursion into the control of foreign trade in dual-use goods and military equipment
- 16.30 National Quality Award

8.00-19.00

### SOURCING DAY WITH THE BRITISH COMPANY HALFORDS & NORAUTO

Venue: Administration building, rooms 103, 115  
Expert supervisor: Ing. Martin Macourek, CzechTrade United Kingdom and Ireland, [www.czechtrade.cz](http://www.czechtrade.cz),  
Organiser: Mgr. Zuzana Jesenská, tel. 702 213 109, e-mail: [zuzana.jesenska@czechtrade.cz](mailto:zuzana.jesenska@czechtrade.cz)  
Programme: [Sourcing Day s britskou společností Halfords & Norauto na MSV v Brně 2023 - CzechTrade](#)  
[CzechTrade na Mezinárodním strojírenském veletrhu 2023 v Brně - CzechTrade](#)

8.30-14.00

### UKRAINE BUSINESS DAY

Venue: Hall A, Morava room  
Expert supervisor: Czech Chamber of Commerce with Eastern Europe and Central Asia (VE&SA Chamber)  
Ing. František Masopust, Chairman of the Board, tel.: +420 732 227 882; +420 266 721 812,  
e-mail: [masopust@komorasns.cz](mailto:masopust@komorasns.cz), [www.komorasns.cz](http://www.komorasns.cz)

9.00-12.00

### NUCLEAR ENERGY AS OPPORTUNITY FOR REGIONAL DEVELOPMENT

Venue: Hall P, room P3  
Expert supervisor: French-Czech Chamber of Commerce, [www.chambre.cz](http://www.chambre.cz)  
Joseph Müller, tel.: +420 608 742 882, e-mail: [joseph@chambre.cz](mailto:joseph@chambre.cz)

Programme:

<https://www.chambre.cz/cs/akce/pripravovane-akce/e/event/sustainable-business-forum-jaderna-energetika.html>

The conference is dedicated to the economic and social impulses brought about by the construction of new nuclear power plants and their operation. The aim is to seek incentives to maximise the benefits that investment in such major infrastructure projects can bring. Representatives of the French region Auvergne-Rhône-Alpes, which will establish significant cooperation with the South Moravian Region this year, will present experience from the coexistence of the nuclear industry with the region. The presentations of political representatives and industry representatives will be followed by two round tables focused on education and retraining for the nuclear industry and on carbon neutral energy. For both roundtables, the study of the Centre for Economic and Market Analysis "New Energy for the National Economy and Local Development" will provide input, including through a questionnaire survey in the region around the Dukovany NPP.

# SPECIALISED SUPPORTING PROGRAMME

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9.30–12.30

## INNOVATION IN THE ENERGY SECTOR IN RELATION TO VOCATIONAL TRAINING

Venue: Hall E, room S2  
Expert supervisor: Czech Union of Employers in the Energy Sector, [www.csze.cz](http://www.csze.cz)  
Ing. Štěpán Harašta, tel.: +420 737 203 655  
Organiser: Ing. Kateřina Janatková, tel.: +420 602 312 886, e-mail: [janatkova@csze.cz](mailto:janatkova@csze.cz)

9.00–17.00

## ADDITIVE MANUFACTURING FORUM 2023

Venue: Hall E, room E1  
Expert supervisor: Ing. Jan Homola, tel. +420 724 659 048, e-mail: [jan.homola@novamedia.cz](mailto:jan.homola@novamedia.cz)  
Organiser: Nová média, s. r. o. publishing house  
Entry fee: from CZK 1 990,-  
Programme: [www.odborne-konference.cz](http://www.odborne-konference.cz)

9.30-12.30

## SWIS BUSINESS BREAKFAST

Venue: Hall P, room P1  
Expert supervisor: HST Chamber of Commerce Switzerland-Czech Republic, [www.hst.cz](http://www.hst.cz)  
HSSR Swiss-Slovak Chamber of Commerce, [www.hssr.sk](http://www.hssr.sk)  
Organiser: HST, Tereza Čížková, Tel. +420 222 516 614, [tcizkova@hst.cz](mailto:tcizkova@hst.cz)  
Programme: <https://www.hst.cz/en/event?u=838/swiss-business-breakfast>

14.00–17.00

## ANNUAL PARTNER ELA BLOCKCHAIN MEETING

Venue: Hall P, room P4  
Expert supervisor: Otto Havle, Chairman of the Board, ELA Blockchain Services a.s.  
Organiser: ELA Blockchain Services a.s., [www.elachain.cz](http://www.elachain.cz), [smidova@elachain.cz](mailto:smidova@elachain.cz)  
Programme: <https://www.electroindustry.cz/aktivity/konference/annual-partner-ela-blockchain-meeting-2023>

# SPECIALISED SUPPORTING PROGRAMME

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## **DIGI STAGE**

Venue: Hall F, Digital Factory 2.0

Live presentations by Digital Factory 2.0 exhibitors, case studies. On-line stream. The output will be compiled into an archive that is accessible after the event. Broadcasting is provided by Elekrika.tv.

10.00, 13.00

## **MSV TOUR 2023**

Guided tours of the fair

Venue: The entire exhibition, starting always at the Trade Media International stand in Hall F/94

Contact: Lukáš Smelík, tel. +420 777 793 393, e-mail: [lukas.smelik@trademedia.cz](mailto:lukas.smelik@trademedia.cz)

Nikol Kajsturová, tel. +420 731 127 618, e-mail: [nikol.kajsturova@trademedia.cz](mailto:nikol.kajsturova@trademedia.cz)

Registration (free of charge): [www.msvtour.cz](http://www.msvtour.cz)

## **CONTACT - CONTRACT 2023**

### **B2B MEETINGS**

Venue: Hall A1

Expert supervisor: Regional Chamber of Commerce in Brno, on-line at <https://cc-msv-2023.b2match.io/>

## **AUTONOMOUS MOBILITY HALL**

Venue: Hall Y

12.00, 14.00, 15.30

## **PACKAGING LIVE**

Venue: Hall A2/50

Expert supervisor: EQUICOM s.r.o. and professional partners

Programme: [www.packaginglive.eu](http://www.packaginglive.eu)

# SPECIALISED SUPPORTING PROGRAMME

As of 26.9.2023, subject to change

## THURSDAY 12/10/2023

9.00–13.00

### ENERGY AROUND US - INVESTMENT IN RENEWABLES, THE TRANSFORMATION OF THE HEATING SECTOR AND THE ROLE OF COMMUNITY ENERGY

Venue: Hall E, room E4

Expert supervisor: Czech Energy Employers Association  
Martina Jaroušková, ČSZE sekretariat, tel. +420 777 440 525, e-mail: [jarouskova@csze.cz](mailto:jarouskova@csze.cz)

Programme: <http://csze.cz/kalendar-akci/>

9.00–13.00

### CYBER SECURITY IN INDUSTRY

Venue: Hall P, room P1

Expert supervisor: CyberSecurity Hub / Brno Regional Chamber of Commerce

Organiser: Lukáš Smelík, tel.: +420 777 793 393, e-mail: [smelik@ic40.cz](mailto:smelik@ic40.cz)

Programme and registration: <https://rhkbrno.cz/en/>

One theme in Industry 4.0 is growing in strength perhaps more than the others. The greater interconnectedness of industrial enterprises brings with it the question of their security against external threats. This seminar tries to outline the current and future challenges in the field of cybersecurity.

9.00–14.00

### SAFE ROBOTICS

Venue: Hall E, room E3

Organiser: ElektroPrůmysl.cz - Bc. Jaroslav Bubeníček, [www.elektroprumysl.cz](http://www.elektroprumysl.cz), tel. +420 608 883 480, e-mail: [jb@elektroprumysl.cz](mailto:jb@elektroprumysl.cz),

Programme and registration: <https://www.elektroprumysl.cz/veletrhy-seminare-media>

9.00-18.00

### MEETING POINT CZECHTRADE

Venue: Hall P, stand 09, Czech National Exhibition Stand

Expert supervisor: CzechTrade, [www.czechtrade.cz](http://www.czechtrade.cz)

Organiser: CzechTrade, [www.czechtrade.cz](http://www.czechtrade.cz),

Zuzana Pluhařová, tel.: +420 724 281 110; e-mail: [zuzana.pluharova@czechtrade.cz](mailto:zuzana.pluharova@czechtrade.cz)

Program: <https://www.czechtrade.cz/kalendar-akci/meeting-point-czechtrade-na-msv-v-brne-2023>

The traditional CzechTrade pro-export event Meeting Point will take place throughout Thursday 12 October 2023 at the Czech National Exposition. Representatives of Czech companies can consult their export plans with 24 directors of CzechTrade's foreign offices. There will also be specialists from the CzechTrade Design Centre and experts from the Client Centre for Export, a joint activity of the Ministry of Industry and Trade, the Ministry of Foreign Affairs and the CzechTrade Agency. Consultations are free of charge, registration is required.

10.00–13.00

### KNOW HOW

### TECHNOLOGICAL ANSWERS TO QUESTIONS OF ENGINEERING PRACTICE

Venue: Administration building, room 103

Expert supervisor: doc. Ing. Viktor Kreibich, CSc., tel. +420 602341597, e-mail: [viktor.kreibich@fs.cvut.cz](mailto:viktor.kreibich@fs.cvut.cz)

Organiser: Ing. Jiří Kuchař, Ph.D. IWE, tel. +420 720108375, e-mail: [jiri.kuchar@fs.cvut.cz](mailto:jiri.kuchar@fs.cvut.cz)

Programme and registration: [www.povrchari.cz](http://www.povrchari.cz)

The aim of the seminar is to inform the technical public about progressive and unconventional technologies used in advanced engineering.

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Nikol Kajsturová, tel. +420 731 127 618, e-mail: [nikol.kajsturova@trademedia.cz](mailto:nikol.kajsturova@trademedia.cz)

Registration (free of charge): [www.msvtour.cz](http://www.msvtour.cz)

## **CONTACT - CONTRACT 2023**

### **B2B MEETINGS**

Venue: Hall A1

Expert supervisor: Regional Chamber of Commerce in Brno

Information and registration: on-line at <https://cc-msv-2023.b2match.io/>

## **AUTONOMOUS MOBILITY HALL**

Venue: Hall Y

12.00, 14.00, 15.30

## **PACKAGING LIVE**

Venue: Hall A2/50

Expert supervisor: EQUICom s.r.o. and professional partners

Programme: [www.packaginglive.eu](http://www.packaginglive.eu)



# SPECIALISED SUPPORTING PROGRAMME

As of 26.9.2023, subject to change

## FRIDAY 13/10/2023

9.00–14.00

### Industry: TRY INDUSTRY!

Venue: Hall P, room P1  
Organiser: Trade Media International s.r.o.  
Lukáš Smelík, tel.: +420 777 793 393, e-mail: [lukas.smelik@trademedia.cz](mailto:lukas.smelik@trademedia.cz)  
Nikol Kajsturová, tel. +420 731 127 618, e-mail: [nikol.kajsturova@trademedia.cz](mailto:nikol.kajsturova@trademedia.cz)  
Programme: [www.zkusprumysl.cz](http://www.zkusprumysl.cz)

9.00–14.00

### FIRE SAFETY IN ELECTRICAL ENGINEERING

Venue: Hall E, room E3  
Expert supervisor and Organiser: ElektroPrůmysl.cz - Bc. Jaroslav Bubeníček, [www.elektroprumysl.cz](http://www.elektroprumysl.cz), tel. +420 608 883 480, e-mail: [jb@elektroprumysl.cz](mailto:jb@elektroprumysl.cz),  
Programme and registration: <https://www.elektroprumysl.cz/veletrhy-seminare-media>

### DIGI STAGE

Venue: Hall F, Digital Factory 2.0  
Live presentations by Digital Factory 2.0 exhibitors, case studies. On-line stream. The output will be compiled into an archive that is accessible after the event. Broadcasting is provided by Elekrika.tv.

10.00

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Contact: Lukáš Smelík, tel. +420 777 793 393, e-mail: [lukas.smelik@trademedia.cz](mailto:lukas.smelik@trademedia.cz)  
Nikol Kajsturová, tel. +420 731 127 618, e-mail: [nikol.kajsturova@trademedia.cz](mailto:nikol.kajsturova@trademedia.cz)  
Registration (free of charge): [www.msvtour.cz](http://www.msvtour.cz)

### CONTACT - CONTRACT 2023

#### B2B MEETINGS

Venue: Hall A1  
Expert supervisor: Regional Chamber of Commerce in Brno  
Information and registration: on-line at <https://cc-msv-2023.b2match.io/>

### AUTONOMOUS MOBILITY HALL

Venue: Hall Y

12.00, 14.00

### PACKAGING LIVE

Venue: Hall A2/50  
Expert supervisor: EQUICom s.r.o. and professional partners  
Programme: [www.packaginglive.eu](http://www.packaginglive.eu)