

# SYMPOSIUM ON “HOW TO NETWORK INTERNATIONALLY?”

## PROGRAM

- 9:00 – 10:00 Registration and Welcome coffee
- 10:00 – 10:05 Welcome Speech by the Dean of Faculty of Mechanical Engineering BUT Jaroslav Katolický
- 10:05 – 10:15 Introduction of the iNETME project: doc. Ing. Jiří Hlinka, Ph.D.

### Prof. Pierre Bruno Ruffini

10:15 – 11:00

Professor of International Economics at the University of Le Havre (France), Faculty of International Affairs. From 2000 to 2005, he served as the President of the University of Le Havre. He is a former Counselor for Science and Technology at the Embassy of France in Russia and Italy. He presently acts as expert in the ongoing European research project “Inventing a Shared Science Diplomacy for Europe” (InsSciDE - H2020).

- Science diplomacy, what it is and what it is not – Answers to key questions

### Dr. Otakar Fojt

11:00 - 11:30

Works as a Regional Director for Central and Eastern Europe. He has been working as a British scientific attaché at the British Embassy Prague, the Czech Republic for 16 years. Otakar Fojt has an overview of what is happening in science and research field in Britain and around the world. Apart from his post as a science attaché, he poses as a Czech and abroad lecturer in innovations, technology transfer, science programmes, politics and strategies.

- Cooperation with British scientific organizations
- Brexit and Horizon Europe
- Examples of established cooperation

Science diplomacy as a topic is also very attractive for researchers from all over the world, and several EU-funded projects are currently exploring and conducting research on tool for diplomacy.

### Mgr. Eliška Tomalová, Ph.D./Mgr. Eliška Černovská

11:30 – 11:45

Works at Faculty of Social Sciences, Charles University in Prague. She has been recently involved in the H2020 project S4D4C, “Using Science for/in Diplomacy for addressing global Challenges” which aims to support current and future European science diplomacy for the benefit of European capacities, EU foreign policy goals and especially the development of solutions for global challenges. Dr. Tomalová is leading the water case study, researching best practices in science diplomacy and water management.

### Prof. Pierre Bruno Ruffini

11:45 – 12:00

InsSciDE is a Horizon 2020 funded project centred on the development of a shared science diplomacy across Europe through international, interdisciplinary and groundbreaking research. The project aims to create an inclusive and innovative dialogue, highlighting the contribution of Science Academies and networks of Science Diplomats to addressing global challenges.

### Ing. Eva Kudrnová

12:00 – 12:10

Technology Centre AS CR, responsible for Enterprise Europe Network net in CR.

- EEN net Services
- Assistance with search for project partners

### Mgr. Zdeněk Havel

12:10 – 12:20

Project manager for R&D at CzechInvest

- Introducing of opportunities how to promote the demand of Czech scientists for abroad partners on abroad market
- Abroad technology mission

12:20 – 12:30 Discussion

12:30 – 13:30 Informal discussion and lunch

### Ing. Petr Neugebauer, Ph.D.

13:30 – 14:00

ERC grant holder, he works at CEITEC BUT with paramagnetic resonance. He is a graduate of BUT and spent his doctoral studies in Grenoble, France. After the graduation, he spent two years in Frankfurt am Main in Center for Bimolecular Magnetic Resonance. Before he finally returned to the Czech Republic, he stayed at University in Stuttgart for 5 years. Dr Neugebauer will share his career story and will introduce the path that led him to receive ERC grant.

### PhDr. Lenka Mynářová

14:00 – 14:30

Years of knowledge and experience in research marketing and science and global scale technology transfer marketing. As a member of Elmarco, s.r.o. board, she led marketing process for introduction of Nanospider technology for global market. She participated in commercialization of results of research during her work in Advisory Committee Bochemie a.s. She currently leads Horizon 2020 projects, Eurostars projects and Hydal project on their way to global market.

- Possibilities in exploitation of marketing in science and research
- PR of scientific results and marketing mix of scientific results
- How to start successful marketing of science and research

### Panel Discussion: „Opportunities of Czech researchers in international science”

14:30 – 16:00

#### host: Dr. Mgr. Aleš Vlk

Professional host of Czech and international events in research and science, cofounder of educational company Alevia One of the key people of vedavyzkum.cz portal.

#### PANEL MEMBERS:

#### Prof. Ing. Vladimír Majer, CSc.

Professor of physical chemistry, was working in Universities in USA and France and as scientific diplomat for the French CNRS. Since 2014 he has assignments at the Technical University in Liberec and as expert for the European Commission and Czech governmental organizations.

#### Prof. Ing. Vlastimil Růžička, CSc.

Professor of physical chemistry, rector emeritus of the University of Chemistry and Technology, Prague, currently working at the Technology Centre of CAS in the Strategic Studies department. In the past he was the vice-minister for research and higher education at MEYS and the managing director of the ELI Beamlines project, building of a pan-european research infrastructure in the field of laser physics at Dolní Břežany.

#### Dr. Markéta Kubánková

Obtained a Ph.D. and EPSRC Fellowship at Imperial College London. Currently works at Max Planck Institute in Germany. Co-founder of platform Czexpats in Science (czexpatsinscience.cz).

#### Mgr. Jiří Nantl, LL.M

Director of CEITEC MU (Central European Institute of Technology)

#### Ing. Petr Neugebauer, Ph.D.

ERC grant holder at CEITEC BUT

#### Jan Ostřížek, Ph.D.

Head of International Relations at RECETOX, Masaryk University

Panel 1 — Diplomats' viewpoint

Panel 2 — Introduction of European projects

Panel 3 — Network Opportunities for connecting to SME partners

Panel 4 — Experience from Researchers, ERC grant holder

Panel 5 — Practical tips