



**East-West Business forum**

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**Annual conference**

**When: 16. 9. 2010**

**Where: Brno, Czech Republic**





## East – West Business Forum 2010

*Part of program of trade conferences and seminars officially attached to the 52nd International Engineering Fair in Brno.*

**Date:** 16. 9. 2010 (Thursday)

**Venue:** Výstaviště Brno, Pavilion E, Business Center I  
Address: Výstaviště Brno, 647 00 Brno, Czech Republic

**Organizer:** ICC Czech Republic

### Content:

- presentation of most up to date trade and investment opportunities, tenders, business conditions in certain countries divided into 5 blocks (repeated twice a day)
- matchmaking meetings with embassy representatives and other participants during all day
- introduction of new ICC Czech Republic project "Export alliances"
- parallel to East-West Business Forum 2010 are separate seminars on topics: Incoterms 2010, Revised ICC Rules for Demand Guarantees (URDG)

**Speakers:** Representatives of foreign embassies in the Czech Republic  
(available all day for discussion and matchmaking)

**Who should attend:** chambers of commerce, exporters, importers, investors, sales managers, consultants etc.

**Working language:** English / Czech

**Participation fee:** free

**Registration:** [www.ewbf.cz](http://www.ewbf.cz)



## Program

*Presentation of trade and investment opportunities in certain countries divided into 5 blocks  
(repeated twice a day)*

1 <sup>st</sup> block	9:00 - 9:40	13:00 - 13:40	<b>Europe</b> (Austria, Estonia, Poland, Serbia)
2 <sup>nd</sup> block	9:40 - 10:20	13:40 - 14:20	<b>Middle East</b> (Turkey, Georgia, Iran, Kazakhstan)
3 <sup>rd</sup> block	10:20 - 11:00	14:20 - 15:00	<b>Asia</b> (China, Pakistan, Sri Lanka, Vietnam)
4 <sup>th</sup> block	11:00 - 11:40	15:00 - 15:40	<b>America</b> (Brasil, Canada, Chile, USA)
5 <sup>th</sup> block	11:40 - 12:20	15:40 - 16:20	<b>Africa</b> (Congo, Egypt, Libya, Nigeria)

Note: Times and countries in individual blocks might slightly change.

## Seminars\*

*Parallel to the East West Business Forum 2010*

-  Incoterms 2010
-  Revised ICC Rules for Demand Guarantees (URDG 758)

\*Seminars are paid and only in the Czech language.



## About ICC Czech Republic

National Committee of ICC in the Czech Republic serves the role of coordinator of the business community activities in the Czech Republic and represents its interests in dealing with both national and international organizations and also the government in matters concerned international trade.

ICC Czech Republic promotes wide range of business activities including seminars, conferences, roundtables and business missions mostly those related to the promotion of international trade such as free and fair competition, elimination of obstacles and distortions to international commerce but also for example fostering of economic growth in both developed and emerging economies.

Recently, ICC Czech Republic has more than 50 members operating in various fields of economy and organizes for them on monthly basis discussion meetings on actual topic with the government officials and experts.

Among the most visible current projects of ICC Czech Republic belong "iDTAX", "ORIGINAL" and "International trade in practice". The main goal of the project "iDTAX" is to enforce simplified electronic tax documents to practice, project "ORIGINAL" highly supports ICC's initiative BASCAP and together with significant companies doing business in the Czech Republic strives to stop counterfeiting and piracy. "International trade in practice" includes various sub-projects such as regular Territorial workshops or annual conference East-West Business Forum, whose main aim is to exchange practical information about doing business in perspective territories within business community and establish useful business contacts.

[www.icc-cr.cz](http://www.icc-cr.cz)

