



ON THE ROAD TO SMART INDUSTRY: SAILING THROUGH BRAINPORT EINDHOVEN

22 SEPTEMBER 2020
14:00-16:00

In cooperation with the Czech Ministry of Industry & Trade, the Embassy of the Kingdom of The Netherlands, Smart Industry Netherlands, and IDC, we have embarked on a journey towards Smart Industry with a kick-off event on 9 June this year.

The purpose of our series of events “**On the Road to Smart Industry**” is to establish where the Czech Republic wants to be in 2025 when it comes to Smart Industry and by sharing experiences, mutually benefit from what has been done and learned.

This event’s purpose is to share experiences, show one of the largest Fieldlabs in The Netherlands, Brainport Industries Campus in Eindhoven and together, brainstorm about potential avenues for cooperation and next steps.

REGISTER

PROGRAMME

SAILING THROUGH BRAINPORT EINDHOVEN

14:00–14:05

Opening

14:05–14:15

Welcome by **H.E. Kees J.R. Klompenhouwer**, Ambassador of the Kingdom of The Netherlands in the Czech Republic and **Petr Očko**, Deputy Minister for New Technologies at the Czech Ministry of Trade & Industry

14:15–14:20

Introduction by **Peter van Harten**, Smart Industry Ambassador at smartindustry.nl

14:20–15:15

Introduction to Brainport Industries by **John Blankendaal**, Managing Director, and a virtual live tour of Brainport Industries Campus Eindhoven!

15:15–15:45

Joint evaluation of tour, brainstorm about next steps

15:45–16:00

Q&A and closing

We plan this as an hybrid event that you will be able to join in person in Prague, or online via Zoom.

If you would like to join in person, the event's location will be **Spaces Albatros**, Na Perstýně 342/1 in Prague 1.*

() We reserve the right to cancel this option in line with the then applicable government regulations and restrictions because of the coronavirus situation.*

For further details please contact:

Olga Cikhartova,
Event Manager, The Netherlands-Czech Chamber of Commerce at office@nlchamber.cz

Eva Kopecka,
Senior Policy Officer Trade & Economic Affairs,
Embassy of the Kingdom of The Netherlands in the Czech Republic at eva.kopecka@minbuza.nl