

The Czech Republic shall host a delegation from Dubai at the Czech-Emirate Trade Forum; among other fields, glassmaking and artificial intelligence are supposed to be discussed

Prague and Karlovy Vary, July 2, 2019 – This week, the Czech-Emirate Trade Forum takes place from July 1 to July 4. It has been organized by the Czech Business Council in Dubai in cooperation with the Chamber of Commerce in Dubai. The Czech-Emirate Trade Forum has been prepared for a very long period of time in cooperation with the Czech Embassy in Abú Dhabí, an abroad office of the CzechTrade Agency in Dubai and the CzechTourism Agency. The forum has personally been promoted by Mr. Karel Havlíček, Minister of Industry and Trade.

The forum shall present panel presentations on several fields, such as digital economics, artificial intelligence, glassmaking, and tourism. The program of the delegation includes, for example, a visit of the Czech glassmaking factory of Moser or the 54th International Film Festival in Karlovy Vary. *“The Czech Business Council represents the role of a host as well as the organizing entity. We know that our friends from the UAE are interested in our country and that we are an attractive destination to them, and not only within the sense of tourism. I am very pleased that we will be able to introduce our history, culture and present to them,”* says Pavel Foublík, President of the association.

The Czech Business Council is an association of Czech entrepreneurs and companies with long-term interests in conducting trade activities with the United Arab Emirates. It represents an entrepreneurial platform working on the basis of a license provided by the Chamber of Commerce in Dubai. Its goal is to organize meetings of Czech entrepreneurs conducting business in Dubai. Thanks to numerous activities which constitute the focus of the association, it contributes to the development of mutual trade, cultural and economic relations, and thus spreads the reputation of the Czech Republic and the individual exporters in the region. By its activities, the association also prepares better conditions for exporters that are considering exporting to the UAE in the future.

The Czech delegation is presided by Jan Dejl who is the first deputy of the Minister of Industry and Trade and by David Koppitz who is a deputy of the Minister for Regional Development. *“The United Arab Emirates and a very interesting opportunity for Czech enterprises and entrepreneurs. I am glad that completely in alliance with the National Innovation Strategy, approved by the Government not long ago, we are able to present the Czech Republic not just as a traditional producer of crystal chandeliers, which already have had a large success as an exporting commodity, but also the huge technological potential of the Czech Republic as the Country for the Future. That is why the trade forum is very beneficial for developing further relations,”* says Jan Dejl.

The CzechTrade Agency has been supporting this association since its establishment in 2014 based on the signed memorandum of understanding. *“The Czech Republic represents a strategic position for the Emirate businessmen. We are located in the middle of Europe and symbolize a certain bridge between western and eastern Europe. As a result, we are seen as a very interesting market. Our goal at the forum is to present Czech craftsmanship in various fields,”* says Radomil Doležal, CEO of the CzechTrade Agency. Together with the association, the agency supports exporting activities of Czech companies to the United Arab Emirates. Furthermore, they cooperate on the organization of joint events, including visits of Czech top officials in the UAE.

The delegation of 15 high-ranking Dubai businessmen from the United Arab Emirates is led by His Excellence Mohammed Ahmed bin Abdul Aziz Al Shehhi, a deputy of the Minister of Industry, and His Excellence Hamad Buamim, President of the Chamber of Commerce in Dubai.

On the CzechTrade Agency

The CzechTrade Agency is an agency which supports trade activities, and for more than 20 years, it has been acting as a partner to Czech companies on their journey to exporting success. Its aim is to simplify the exporting journey for Czech companies: to make the process of decision-making regarding the selection of suitable territories easier for them, to shorten the period till they enter the given market, to support activities leading to further development of the company abroad, and to particularly eliminate any risks related to entering a new unknown market. The CzechTrade Agency operates 51 abroad offices on five continents.

www.czechtrade.cz

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