



64. mezinárodní
strojírenský veletrh



10.–13. 10. 2023

Výstaviště Brno
www.bvv.cz/msv

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, 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
Organizer: Ministry of Industry and Trade of the Czech Republic, www.mpo.cz
Lucie Varvařovská, tel.: +420 607 084 611; e-mail: 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
Organiser: Ing. Lenka Krobová, tel. +420 737 135 817, e-mail: 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
Organiser: Mgr. Stella-Lea Ludková, tel. +420 725 978 883, e-mail: 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.

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, subject to change

10.00-17.20

CONTACT UKRAINE – OPENING DAY

Venue: Hall A, st. 20
Expert Supervisor: Ministry of Industry and Trade CR, www.mpo.cz
Organiser: Ministry of Industry and Trade CR, www.mpo.cz
Jakub Mareš, tel.: +420 732 243 951; e-mail: mares@mpo.cz
Registration: <https://www.spcr.cz/aktivita/proexportni-servis/podnikatelske-mise-a-seminare/16302-contact-ukraine-2023-podilejte-se-na-obnove-ukrajiny>

Programme:

- 11.45 Opening ceremony with the participation of the Minister of Industry and Trade of the Czech Republic
- 12.15 International cooperation in the post-war restoration of Ukraine
- 13.30 Presentation of Ukrainian regions (until 17:00)
- 14.00 How the Czech Republic helps - Presentation of the involvement of Czech ministries in the restoration of Ukraine
- 17.00 Visit of the Prime Minister of the Czech Republic Petr Fiala at the Contact Ukraine stand

On the first day, Contact Ukraine will introduce guests of honour from six Ukrainian regions, with whom bilateral negotiations will be possible during the event. They will also present an international as well as a national model of cooperation on post-war restoration.

11.00-18.00

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.cz, JIC, www.jic.cz
Organiser: Adéla Červenková, tel. +420 607 001 720, e-mail: 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-americky-ch-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

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

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, subject to change

13.30-15.30

EXPORT AND INVESTMENT OPPORTUNITIES IN LATIN AMERICA

Venue: Brno Regional Chamber of Commerce (BVV)
Expert supervisor: CzechTrade, www.czechtrade.cz
Organiser: Daniela Barcalová, tel. +420 725 763 172, e-mail: 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](#)

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
Nikol Kajsturová, tel. +420 731 127 618, e-mail: nikol.kajsturova@trademedia.cz
Registration (free of charge): 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

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, 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
Organizer: Ministry of Industry and Trade of the Czech Republic, www.mpo.cz
Lucie Varvařovská, tel.: +420 607 084 611; e-mail: varvarovska@mpo.cz

Programme:

- 09.15 EGAP: How to Ukraine safely
- 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

11.00-19.00

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
Organiser: Mgr. Zuzana Jesenská, tel. 702 213 109, e-mail: 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, www.komorasns.cz

9.00-15.00

SUSTAINABLE BUSINESS FORUM: NUCLEAR ENERGY

Venue: Hall E, room E4 (9-14), room S3 (14.30-15)
Expert supervisor: French-Czech Chamber of Commerce, www.chambre.cz
Joseph Müller, tel.: +420 608 742 882, e-mail: 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.

Press conference in the room S3 is following.

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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
Ing. Štěpán Harašta, tel.: +420 737 203 655
Organiser: Ing. Kateřina Janatková, tel.: +420 602 312 886, e-mail: 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
Organiser: Nová média, s. r. o. publishing house
Entry fee: from CZK 1 990,-
Programme: www.odborne-konference.cz

9.00–17.00

BUSINESS DAY OF THE CZECH ASSOCIATION OF INTERIM MANAGEMENT

Venue: Hall E, room S4
Expert supervisor: Czech Association of Interim Management, www.caim.cz
Ing. Jana Dronská, MBA, tel.: +420 606 728 882
Organizer: Marie Savara, tel.: +420 733 161 779, e-mail: info@caim.cz
Programme: <https://www.caim.cz/msv-brno-2023>

10.30 SEMINAR: The role of interim management in industrial transformation

14.00 DEBATE WITH INDUSTRY LEADERS: The road to prosperity - from subcontractor to finalist. Strategy is the key!

9.00-18.00

TRADE MISSION SMART INDUSTRY NETHERLANDS

Venue: Hall E, room S1
Expert Supervisor: Export Partner, <https://exportpartner.com/en/home-en/>
Organiser: Pepijn van der Heijden, tel. +30 30 293 64 75, e-mail: pepijn@expopartner.com

8.30-12.30

SWIS BUSINESS BREAKFAST

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

12.30-18.00

CONTACT UKRAINE

Venue: Hall A, st. 20
Expert Supervisor: Ministry of Industry and Trade CR, www.mpo.cz
Organiser: Ministry of Industry and Trade CR, www.mpo.cz
Jakub Mareš, tel.: +420 732 243 951; e-mail: mares@mpo.cz
Registration: <https://www.spcr.cz/aktivita/proexportni-servis/podnikatelske-mise-a-seminare/16302-contact-ukraine-2023-podilejte-se-na-obnove-ukrajiny>
Programme:

12.30 Presentation of the possibilities of involving subcontractors from the Western Balkans in the restoration of Ukraine

14.00 Conference with CzechInno - Smart Industry 4.0

16.00 Reception at the official stand of the Czech Republic, musical performance of bandurists from the Ukrainian Folklore ensemble "Gerdan"

The second day of Contact Ukraine will focus on presenting opportunities for engaging foreign subcontractors and will offer a platform for promoting innovative technologies within Ukrainian industry. The event will explore the potential of bilateral cooperation to modernise the Ukrainian industrial sector.

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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, smidova@elachain.cz

Programme: <https://www.electroindustry.cz/aktivity/konference/annual-partner-ela-blockchain-meeting-2023>

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

Nikol Kajsturová, tel. +420 731 127 618, e-mail: nikol.kajsturova@trademedia.cz

Registration (free of charge): 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

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, subject to change

THURSDAY 12/10/2023

9.00-13.00

CONTACT UKRAINE

Venue: Hall A, st. 20

Expert Supervisor: Ministry of Industry and Trade CR, www.mpo.cz

Organiser: Ministry of Industry and Trade CR, www.mpo.cz
Jakub Mareš, tel.: +420 732 243 951; e-mail: mares@mpo.cz

Registration: <https://www.spcr.cz/aktivity/proexportni-servis/podnikatelske-mise-a-seminare/16302-contact-ukraine-2023-podilejte-se-na-obnove-ukrajiny>

Programme:

09.00 Possibilities of Czech-Ukrainian cooperation in the energy sector

10.30 International financial institutions – possibilities of cooperation of Czech companies with international financial institutions in Ukraine

12.00 Tasting of traditional Ukrainian dishes

12.30 Closing ceremony, musical performance by bandurists of the Ukrainian folklore ensemble “Gerdan”

The final day of Contact Ukraine will bring representatives of European banks to the fair, who will advise Czech companies on how to participate in tenders and provide information on possible access to international financing. There will also be an expert debate on the energy sector.

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, ČZE sekretariat, tel. +420 777 440 525, e-mail: 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

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, tel. +420 608 883 480, e-mail: jb@elektroprumysl.cz,

Programme

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

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, subject to change

9.00-18.00

MEETING POINT CZECHTRADE

Venue: Hall P, stand 09, Czech National Exhibition Stand
Expert supervisor: CzechTrade, www.czechtrade.cz
Organiser: CzechTrade, www.czechtrade.cz,
Zuzana Pluhařová, tel.: +420 724 281 110; e-mail: 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
Organiser: Ing. Jiří Kuchař, Ph.D. IWE, tel. +420 720108375, e-mail: jiri.kuchar@fs.cvut.cz
Programme and registration: www.povrchari.cz

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

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 ElektriKa.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
Nikol Kajsturová, tel. +420 731 127 618, e-mail: nikol.kajsturova@trademedia.cz
Registration (free of charge): 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

SPECIALISED SUPPORTING PROGRAMME

As of 8.10.2023, 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
Nikol Kajsturová, tel. +420 731 127 618, e-mail: nikol.kajsturova@trademedia.cz
Programme: www.zkusprumysl.cz

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

MSV TOUR 2023

Guided tours of the fair

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