

Praha, 8 February 2017

Dear Sir,

Let me introduce to you the project of our CzechInno Association entitled Export Festival CZ, where we would like to offer to your Embassy to play an active role. Export Festival CZ is the annual informational, networking and contacting event focused on promoting of mutual business cooperation between Czech enterprises and the enterprises from the represented states, including Iran. The next, and already 5th annual Export Festival CZ 2017 will take place between 14th and 15th June 2017 at the Prague Exhibition Centre Holešovice and, we would be honoured if your Embassy would accept our offer to cooperate on its organisation.

To achieve its original aim – to encourage the mutual trade exchange and to enable finding the appropriate business partners - the Festival combines its Representative Opening Session (with the presence of the highest representatives of the Czech Republic as well as of the Ambassadors of the represented states) with the following Conference Section (including the presentations about concrete actual possibilities and best practices in the field of mutual business exchange), Exposition Section (presenting the represented states and its business opportunities, but also gastronomy, culture and travelling possibilities) and B2B Event (a kind of business speed dating organised within an electronic booking system). All these four major sections of the Festival are, in the evening of the First Day of the event, traditionally enriched by our Social Evening, presenting traditional arts, culture and gastronomy of the represented states.

I am proud to announce that Export Festival CZ 2017 will be held under the auspices of the President of the Czech Republic H.E. Miloš Zeman and Minister of Industry and Trade of the Czech Republic Mr Jan Mládek. Within the organization of the event, we are cooperating very tightly also with the other respectable partners from the side of Czech governmental and non-governmental institutions.

Our Association is already well-experienced in organising this event, which enables us to carefully organise the programme of the event with respect to the individual needs and expectations of all the participating partners, including the embassies. The last Export Festival CZ 2016 has been visited by more than 700 participants from 48 countries altogether, whom 33 were actively represented within the Conference and Exposition programme and B2B Event.

Therefore, we would be happy if we can, of course without any financial participation from your part, offer to you the possibility of presentation of your Embassy within all the four above mentioned sections of the Export Festival CZ 2017, including the Social Evening.

Furthermore, we would like to invite your cooperating enterprises (no matter if those who are already operating in the Czech market, or those, who would like to explore it and find appropriate Czech partners) to participate in the event in the position of simple participant, active participant with presence in our B2B Event, or also in the position of expositor in the Exposition Section or speaker in the Conference Section.

To get better informed about the plans for this year's Export Festival CZ, please find attached the Draft Programme of the event and let you, please, visit the website www.exportfestival.cz.

Together with my team, I am ready to explain more about the plans for Export Festival CZ 2017. We will be happy if you would profit from our offer and let your Embassy to become an active part of Export Festival CZ 2017. Please let you know that the relevant liaison person for the cooperation with the participating Embassies on behalf of our Association is Ms Tereza Šamanová, Executive Director of our Association, samanova@czechinno.cz, 723 074 150, who will be happy, together with the staff of your Embassy, to plan the possible cooperation at the event carefully.

I do hope in your positive answer.

With most respectful regards,



David Kratochvíl, MBA
Chairman of the Management Board
CzechInno, Association of Legal Persons

Attachment: Export Festival CZ 2017 – Draft Programme Scheme

Mr. Ali Akbar JOWKAR
Chargé d'Affaires e.p.
Embassy of the Islamic Republic of Iran
Na Hřebenkách 70
150 00 Praha 5

EXPORT FESTIVAL CZ 2017

Informational, contacting and networking event to support international business cooperation
Praha, Prague Exhibition Centre Holešovice, Křížkovy Pavilions

DRAFT PROGRAMME

Day First - 14 June 2017	
11:30 - 12:00	Registration of the participants
12:00 - 17:00	Ceremonial opening session of Export Festival CZ 2017 (moderated by Daniela Písařovicová (Czech Television))
	Ceremonial opening of Export Festival CZ 2017 - CzechInno, Pavel Svejda Minister of Industry and Trade of the Czech Republic Mr Jan Mládek (tbc) Minister of Foreign Affairs Mr Lubomír Zaorálek (tbc) Ambassadors and Heads of the missions of the participating countries
14:00 - 17:00	Export territorial workshops
	I. Section: Europe and Asia II. Section: Latin America III. Section: Africa and Far East
14:00 - 17:00	Exposition Section
	Enterprises' Expositions: Expositions of Czech and foreign enterprises seeking for their partners Institutional Expositions: Czech and foreign institutions to support international business cooperation, embassies of foreign states in the Czech Republic
18:30 - 22:00	Social Evening of Export Festival CZ 2017
	Social evening with the exotic cultural programme: on the basis of personal invitations only
Day Second - 15 June 2017	
9:30 - 10:00	Registration of the participants
10:00 - 13:00	B2B event
	Series of organised B2B meetings
10:00 - 14:00	Exposition Section
	Enterprises' Expositions: Expositions of Czech and foreign enterprises seeking for their partners Institutional Expositions: Czech and foreign institutions to support international business cooperation, embassies of foreign states in the Czech Republic
14:00	Ceremonial Closure of Export Festival CZ 2017

دفتر بازرگانی اروپا، آمریکا و کشورهای مشترک المنافع