

Business opportunities in Japan for Czech companies

Impact of EU – Japan EPA / Digital Innovation

Seminar in Prague February 28th, 2020

SPEAKER PROFILES



Mr. Marco Chirullo, Deputy Director of the Far East Unit, **European Commission Directorate-General for Trade**

Marco Chirullo was the Deputy Chief Negotiator for the EU-Japan EPA, leading the negotiations on behalf of the EU.



Ms Aiko Higuchi, Director – European Office (Brussels), **EU-Japan Centre for Industrial Cooperation**

Aiko joined the EU-Japan Centre (Tokyo) in 2001 and has a vast experience in creating and running frameworks to foster cooperation and exchanges among European and Japanese industries and government authorities. Since 2013 she is based in the EU-Japan Centre's office in Brussels. Previously, she has worked at the Mansfield Foundation (Washington D.C./Tokyo) in the field of US-Japan relations.



Mr. Evžen Reitschläger, Vice Chairman of **Association of Small and Medium-Sized Enterprises and Crafts CZ**

Evžen Reitschläger is also co-owner of **METALKOV**, biggest industrial paintshop in Czech Republic.



Mr. Marc Einstein, Chief Analyst, Telecom & Digital Service, **ITR Corporation (Japan)**

Marc has over 15 years of telecommunications and digital media industry experience, with domain knowledge covering Digital Transformation; Internet of Things; 5G; Augmented, Virtual & Mixed Reality; Blockchain; Artificial intelligence. Marc has spoken at conferences around the world in addition to being featured on broadcast media such as CNN, CNBC, BBC Global and Channel News Asia. Marc has been based in the USA, Hong Kong, Singapore and Japan working with key IT stakeholders.



Mr. Tomáš Janů, Director – Go Local, **Avast Software**

Tomas Janů is Avast's Director of Go Local. He is responsible for tailoring Avast's global e-commerce strategy to local key markets around the world. Tomas and his team achieve this by localizing content, payment options, pricing, and campaigns. In his talk, he will tell Avast's story of entering and gaining traction in the Japanese market and share important local insights for online businesses from Avast's experience including what worked well, what didn't, and why.