

23 October
 Prague – Czech Republic

CONFERENCE 2008

„Research and Competitiveness
of Corporations“



Conference program overview

22.10.2008

18:00- 20:00	REGISTRATION
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08:00	REGISTRATION
10:00	Opening word <i>Zdeněk Tůma, Governor of Czech National Bank (CZ)</i>
10:10	ILOL - a New Entity for the New Era <i>Lubomír Exner, CEO of ILOL (CZ)</i>
10:30	Long-term Trends in Economy and Society <i>Karl-Gustav Löfgren, Professor of Economics, Umeå University (SWE)</i>
10:50	Globalizations of Consumer Consumption Patterns <i>George Tesar, Chief Scientific Officer for Social Marketing, ILOL (USA)</i>
11:10	Long-term Trends in Medicine <i>Tomáš Zima, Dean, 1st Medical Faculty, Charles University (CZ)</i>
11:30	Health care in the future: How genetics overturn the way we care about patients? <i>Karel Pacák, Head of Unit of Clinical Neuroendocrinology, NICHD, NIH, Bethesda (USA)</i>
11:50	EU support to long-term research <i>Michel Poireau, Head of Unit of Horizontal Aspects and Coordination of the Industrial Technologies Directorate, European Commission (BEL)</i>
12:30	LUNCH and EXHIBITION People and money* The exhibition tells the story of the Czech National Bank (place of the conference) since its foundation, illustrates the history of money evolution from flint to digital money and chips, and provides a comprehensive picture of both monetary and financial development in the Czech lands.

14:00	Health Literacy: first research outputs Marie Příbová , <i>ILOL (CZ)</i>
14:20	Stereotaxis Technology and How It Affects Patient Safety through the Robotic Steering Principle Magnus Holm , <i>General Manager Europe, Stereotaxis (GER)</i>
14:40	Nano for Health Ladislav Mareš, <i>CEO of Elmarco (CZ)</i>
15:00	Development and Administration of Continuing Care Retirement Communities Earl R. Thayer , <i>Retired, Continuing Care Professional (USA)</i>
15:20	COFFEE BREAK
15:40	Public-private Partnership: Financing of Retirement Facilities Michal Šafránek , <i>Project Manager, Corporate Specialized Finance, ČSOB (CZ)</i>
16:00	Globalization - Human Capital - Individual Quality of Life Jan Švejnar , <i>Professor of Business, Economics and Public Policy, University of Michigan (USA) and Chairman, CERGE-EI (CZ)</i> Professor Švejnar's presentation will be carried by a live satellite transmission directly from the University of Michigan. This is a unique opportunity to hear his views on globalization, human capital, and individual quality of life directly from his office in Ann Arbor in Michigan.
16:20	Research projects of ILOL in the area of health care Petr Šťoviček , <i>Chief Scientific Officer for Health Care, ILOL (CZ)</i>
16:40	Research projects of ILOL in the area of social marketing George Tesar , <i>Chief Scientific Officer for Social Marketing, ILOL (USA)</i>
17:00	Closing Remarks
17:10	RECEPTION An opportunity to meet colleagues, discuss the content of the conference, exchange business cards, and build networks of colleagues in the field of health management and social marketing.
19:00	End of conference