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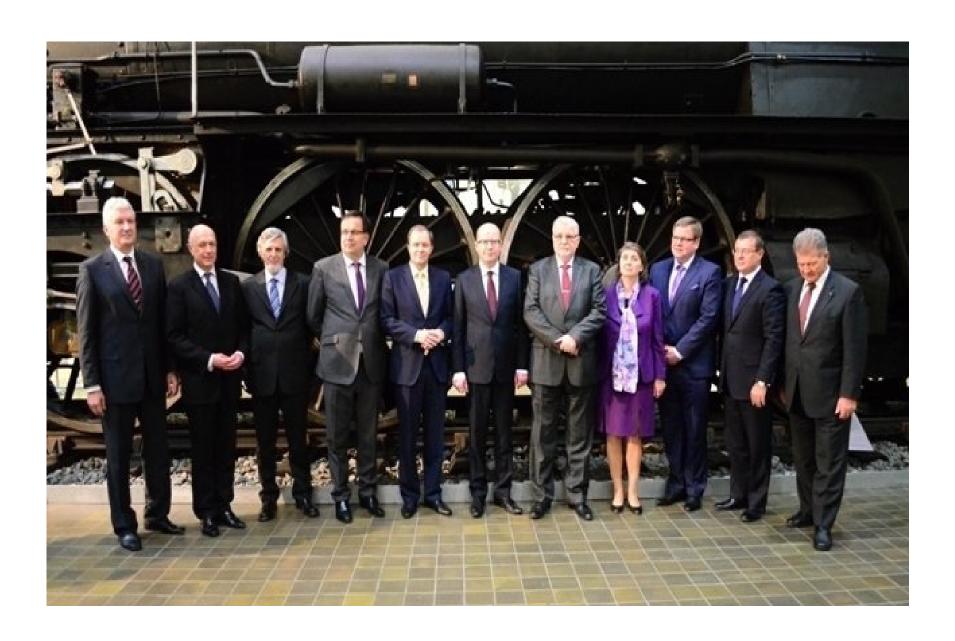


Radek Špicar

Vice-President Confederation of Industry and Transport of the Czech Republic



- was launched by representatives of all partner organisations in the Technical Museum in Prague



Longterm goals:

- Change public perception of industry and technical fields of study
- Enforce systematic changes in the education sector

Involve private companies in cooperation with educations institutions.

Main issues

- Finance education
- Unite quality and relevance of education
- Cooperate with educational sector

Systematic changes

- Motivate interest for technical education
- Modernize industry
- Promote innovation

Changes in Perception



Czech industry in the 21. century

- Is the modern and innovative spine of the Czech economy.
- Offers attractive work opportunities with a perspective.
- Employs and evaluates talents well



Quality of technical education

- Is necessary for maintaining Czech industry.
- Offers a wide range perspectives for young people and graduates.
- Makes use of modern technologies
- Helps to improve the image of technical subjects

Basic facts

- A national campaign bringing together a wide range of organizations
- Putting emphasis on what is going on in the technical sector
- Keeps you up do date in its website:
 - www.rokprumyslu.eu



Activities

- Organizing and supporting relevant events
- Presenting successful projects resulting from cooperation
- Publishing articles for the public



Activities

- Making the technical and industrial sector more attractive
- Presenting and supporting competitions
- Publishing articels and studies



We organize specialist discussion panels



We support students competitions and visits to companies



We organized the "Industry Day" in Ostrava

12 000 participants



We cooperate with technical school and research institutes





The campaign is running now in 2015.

Our endeavor will continue in the years to follow...

Confederation of Industry and Transport

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