



CZECH TELEMATIC
AUTUMN IN BULGARIA
SEPTEMBER 2008

CZECH TELEMATIC AUTUMN IN BULGARIA

17. - 19. 9. 2008, Sheraton Sofia Hotel Balkan

Professional conference and accompanying exhibition on the practical possibilities of Czech industry and telematics in the field of utilities

www.czech-team.eu

Branches of industry

- Transport and logistics
- Information science and telecommunications
- Power engineering

Main topics

- Transport telematics
- ICT for logistics
- Information society
- Public sector
- Corporate informatics & communications
- Intelligent energy

Our aim

- To bring the potential of Czech industry into the spotlight
- To provide information about the offer and experiences of Czech companies from implementation of projects
- To support participation by Czech companies in development and modernisation of the infrastructure in Bulgaria
- To present the Czech Republic as a competitive and safe country with advanced industry and infrastructure, as a country with public administration, which is undergoing a process of modernisation, and one with a quality services corresponding to global standards



Organisers



Ministry of Foreign Affairs
and the Embassy
of the Czech Republic in Bulgaria



&F TECHNOLOGIES
& PROSPERITY

ITS & S Czech Republic
Intelligent Transport System and Services
Association for Transport Telematics

2nd year of the conference linking
on from ITS Sofia Czech Days 2007

its
SOFIA '07
CZECH DAYS

Czech Republic



Conference language - Czech, Bulgarian, English with simultaneous interpreting CZ-BG

Republic of Bulgaria

(Република България)

Area:	110 994 km ²
Number of inhabitants:	7.679 million
Official language:	Bulgarian
Other languages used:	English, Russian and Turkish
Currency:	Bulgarian lev (BGN) = 100 stotinki
Time lag:	CE(S)T + 1 hour
Administrative division:	28 regions, 264 municipalities
Important cities:	Sofia (1,240,000 inhabitants), Plovdiv (380,000), Varna (350,000), Burgas (210,000), Ruse (180,000), Stará Zagora (160,000), Pleven (140,000), Dobrič (115,000), Sliven (110,000), Šumen (100,000), Pernik (90,000) and Pazardžik (85,000)
Exchange rate:	1.95583 BGL/EUR



Political system

Supreme legislative body:	People's Assembly (240 MPs)
Supreme executive body:	Council of Ministers
Government coalition:	Coalition for Bulgaria (KB) – left-wing coalition National Movement for Simeon II (NHS II) – right-wing with centre orientation Movement for Rights and Freedoms (HPS) – ethnic party of Bulgarian Turks, centre

Macroeconomic indicators

	2003	2004	2005	2006	2007
GDP in regular prices (mil. EUR)	15 455	19 570	21 448	25 099	28 898
Real growth in GDP (%)	5,0	6,6	6,2	6,3	6,2
GDP per capita (EUR)	2 171	2 551	2 827	3 260	3 753
Inflation (av., %)	2,3	6,1	5,0	7,3	12,5
Unemployment (%)	13,5	12,2	10,7	9,1	6,9
Export, FOB (mil. EUR)	6 668,2	7 984,9	9 466,3	11 982,6	13 411,7
Import, FOB (mil. EUR)	9 093,8	10 938,4	13 876,1	17 372,7	20 830,9
Current account balance (mil. EUR)	-972,3	-1 306,9	-2 621,9	-3 977,9	-6 175,4
Financial account balance (mil. EUR)	2 325,1	2 294,9	3 560,1	5 395,6	9 389,9
Direct foreign investment (mil. EUR)	1 850,5	2 735,9	3 103,3	4 104,5	5 687,1

Source – National Statistical Institute (NSI)

About telematics

Telematics is a scientific and industrial field, consisting of elaborate, sophisticated and thoroughly planned utilisation of information and communication technologies in order to increase the economy, efficiency, ecology and safety of several branches of the economy.

The development of telematics in the Czech Republic builds on the lasting tradition of the Czech electrotechnical industry. The development of telematics is currently most advanced in the transport sector (so-called transport telematics, intelligent transport systems – ITS) where this concerns a great deal more than mere deliveries of isolated technologies, but above all conceptual development, planning and implementation of information and communication technologies in

the transport infrastructure, means of transport and in services. Application of telematics is almost exclusively implemented in close cooperation by the state, public and private sector with a direct impact on citizens and thus also a strong link to the political structure of the region in question.

The successful development of transport telematics is a great inspiration for other branches of the national economy – above all for utilities such as power engineering, ICT, the public sector and the health service. A common trait of all these fields is the existence of an extensive infrastructure with network properties, intricacy and complexity of problems, political significance for the state and the region and the need for long-term cooperation between the public and private sector.

Bulgarian opportunities

- Availability of European structural funds for co-financing of development projects
- An extensive but neglected transport and power engineering infrastructure
- Modernisation is now a government priority
- The domestic telematics industry is on a low level or practically non-existent
- Positive relationship on the part of Bulgarians towards the Czech Republic, which represents a potential competitive advantage
- Good transport accessibility of Bulgaria from the Czech Republic
- Membership in the EU creates a stable environment for commerce

Even before accession to the EU, the Bulgarian government approved a national strategy for integrated development of the infrastructure in the country. The action plans corresponding to this name several projects aimed at modernisation and expansion of the capacity of the transport and power engineering infrastructure, environmental protection (waste disposal, renewable sources of energy and emissions) and development of information and communication systems in state and public administration. This creates real opportunities for application of telematics on the Bulgarian market, among others in the following areas:

- development, management and regulation of traffic (toll systems, electronic tickets, satellite navigation, construction of traffic logistics centres, ICT in air transportation etc.)



- development and modernisation of power engineering (intelligent regulation of electricity consumption, remote reading of electricity meters, management, regulation and safety of electric power plants, alternative and renewable sources of energy)
- development of information and communication systems in state and public administration (electronisation of personal documents incl. driving licences, electronisation of communication between the state and the citizen, i.e. registers, tax returns, records etc., electronisation and standardisation of information systems in the field of e-government, social security and the health service, i.e. medical insurance cards, telemedicine etc.)
- strategic, technical, pre-project, project and financial consultancy in the above-mentioned fields.

Area of topics for the Czech telematic autumn



ITS = TRANSPORT TELEMATICS

- Information and management systems
- Management of transport means in Cities
- Electronic payment systems, tolling
- ITS application in public transport
- Multimodal transport, integrated timetables, chipcards



ICT FOR LOGISTICS

- Efficient logistics, transport logistic centres
- Personal and company navigation & communication
- Fleet management, multimodal transport
- Auto ID/RFID v transportation and logistic
- Best practices of ITS systems implementations



INFORMATION SOCIETY

- Portals and services of content providing, Web 2.0
- E-Business a E-Commerce, E-marketing
- Technology, application level of security
- Protection of data centres and company communications
- Private data security and identity management



PUBLIC SECTOR

- E-Government: Informatics for state and local governments
- Electronic personal passports, card systems
- Informatics in social treatment and public health
- Geoinformatics, map portals and applications
- Project and solutions for public sector



CORPORATE INFORMATICS & COMMUNICATIONS

- Business Intelligence systems
- Enterprise Resource Planning Systems
- IT Services, IT Consulting, Outsourcing
- IP telephony, Unifies Communications
- LAN, WAN networks, servers, data storage



INTELLIGENT ENERGY

- Management and regulation in energetics
- Effectiveness of using energy
- Communication systems in power engineering
- Efficient & ecological energy sources
- Green IT = improving energy efficiency of IT



People attending the conference

- Representatives of ministries of transport, power engineering, public administration, regional development, the environment, states of emergency, the health service, interior and representatives of municipalities
- State-owned, semi-state and private companies – submitters of contracts and potential business partners
- Administrators of transport infrastructures, city transport companies, forwarders, logistics centres and port companies
- Manufacturers and distributors of electricity, telecommunication companies and system integrators
- Construction companies and suppliers of components and services for transport, power engineering and infrastructure businesses
- Businesses in the electrotechnical industry and ICT
- Representatives from the research and academic sphere



Cross-section of the programme

Professional part of the conference

with lectures by Czech specialists from the private and public sectors and universities

Business meetings

of Czech delegates with Bulgarians attending the conference

Accompanying exhibition

with presentation of products and services offered by Czech companies

Moderated panel discussions

held on selected current topics

Sponsoring

for presentation of Czech company brands

Social gathering

as the climax of the conference

Dignified environment and catering

à la ITS Sofia Czech Days for meeting and exchange of information

Optional accompanying programme

allowing participants to gain more information about the cultural and social environment in Bulgaria

Conference materials

Electronic contribution proceedings, promotional materials from Czech partner companies and the standard conference set

About the first conference - ITS Sofia Czech Days 2007



The ITS Sofia Czech Days professional conference held by ITS&S CZ, T&P and the Embassy of the Czech Republic in Bulgaria in Sofia last September was an exceptional presentation of Czech industry in Bulgaria in front of 140 leading personalities from the Bulgarian economy. On the Bulgarian side, the conference was held under the auspices of the Minister of Transport and representatives of business associations. The whole event also awoke a great deal of attention on the political scene, in the media and thus became the most important presentation of the Czech telematics industry in Bulgaria to date.



www.itssofia.eu

Contact information for the conference organiser

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