

Invitation

CE Business Club

“CEE 2020 –
Regional strategies for the future”

Welcome address given by:

Pavel Kysilka, Member of the Management Board, Česká spořitelna

Moderated by:

Tomáš Sedláček, Member of the Czech government's National Economic Council

Panelists:

Johannes Hahn, EU Commissioner for Regional Policy
Martin Jahn, General Director, Volkswagen Group Fleet International
Constantin Kinský, Managing Partner, Roland Berger Strategy Consultants
Petr Zahradník, Project Manager EU Office, Česká spořitelna

The economic and financial crisis hit Central and Eastern Europe particularly hard. The region lost its status as a global growth region and structural weaknesses were exposed. How will the region be managed in the future? What are its strengths and weaknesses? What industries will profit from the recovery and who will emerge as winning players on these markets? What recommendations can be derived from this for corporate strategies in the region?

In its study entitled "CEE 2020 – Trends and prospects for the next decade", Roland Berger Strategy Consultants interviewed approximately 300 leaders and managers about the future of CEE. The topics covered included the effects of global trends on Central and Eastern Europe, the expected regional market developments and their consequences for corporate strategies and leadership models in the next ten years.

Česká spořitelna

in cooperation with

**Roland Berger Strategy Consultants and the
Institute for the Danube Region and Central Europe (IDM)**

invites you to the CE Business Club:

**“CEE 2020 –
Regional strategies for the future”**

Place: Česká spořitelna, Rytířská 29, Prague 1

Date: Monday, December 6, 2010

Start: 3:00 p.m.

End: about 4:30 p.m.

The discussion will be followed by a buffet, where you will have the chance to talk further with the panelists.

Please let us know if you will attend (telephone or e-mail)
by December 1, 2010 at the latest:

Roland Berger Strategy Consultants

Na Poříčí 24

110 00 Prague 1

Tel.: +420 2 10 219-511

or use the enclosed response form.