

PRESS RELEASE

For the Fourteenth Time, Prague Has Awarded Leading Experts for Their Contribution to Meetings Industry

9th April 2025, Prague – Six personalities who significantly contributed to the development of the meetings industry in Prague were acknowledged during the 14th Ambassador Awards Evening on Tuesday, 8th April. The laureates received prestigious awards at the Residence of the Mayor of Prague. Prague Convention Bureau, which overarches the Prague meetings industry, together with representatives of the City of Prague and the Ministry of Regional Development, awarded leading Czech scientists, professors, doctors and other leading experts for their merits in bringing important international events to the metropolis of Czechia.

The Ambassador Awards Evening was held under the auspices of the Mayor of Prague, Bohuslav Svoboda, who also attended the award ceremony in person. The winners of the individual categories were traditionally selected by an independent 16-member committee composed of representatives of tourism, meetings industry, academics, private and public spheres.

"At this year's 14th annual Ambassador Awards Evening, we awarded six exceptional personalities who have made a significant contribution to the development of the meetings industry in Prague. Their efforts help to build the international reputation of the Czech capital as an attractive meetings destination. An example of an inspiring approach is the creative use of Prague public trams rental to transport participants of a conference with more than two thousand delegates. This environmentally friendly and logistically efficient solution has won enthusiasm of organizers and international guests and has become one of the reasons why the event is returning to Prague in 2025. Since the beginning of this year, we have also improved the comfort of international delegates even further thanks to the digitization of the so-called congress fare, which is now available entirely in electronic form – conveniently, clearly and with regard to sustainability," says Roman Muška, Managing Director of the Prague Convention Bureau.

For the past year - 2024 - the following ambassadors and events were awarded in the following six categories:

Congress of the Year 2024:

- **Mrs. Jacky Schweinzger, CMP for the 44th Annual Meeting of the Scientific Section of the International Society for Heart and Lung Transplantation (ISHLT)**

The congress, which is the largest of its kind in the world, was attended by 3,700 delegates over four days, half of whom arrived to Prague from the USA. The importance of the congress is also evidenced by the large number of scientific sessions (120) and invited speakers (250). There were lectures on topics such as heart transplantation during war by cardiologist Borys Todurov, head of the Kiev Heart Institute, or the use of artificial intelligence in making decisions about heart transplants. The event takes place outside North America only once every three years, yet we managed to bring

the event back to Prague after only 12 years. Thanks to the quality work of local entities, the congress was attended by 600 delegates more than originally expected with regard to the choice of the same destination.

Congress of the Year 2024 for up to 500 Participants:

- **Prof. Dr. Ing. Karel Bouzek for the 14th International Conference on Hydrogen Technologies (Hydrogen Days)**

The 14th edition of the conference stressed the importance of hydrogen technologies as the key to a sustainable future and brought together the scientific community, industry and politics to accelerate the real application of hydrogen technologies. The focus was primarily on legislative challenges, the integration of hydrogen with renewable sources and practical solutions for the efficient use of hydrogen in everyday life.

Candidacy of the Year 2024:

- **Prof. Pavel Calda, M.D. for his candidacy for the 22nd World Congress of Fetal Medicine**

Thanks to his world reputation, Professor Calda managed to win the organization of the World Congress of Fetal Medicine for 2025, which will, in July, welcome more than 3,500 leading experts in prenatal diagnostics, perinatology and fetal therapy – fields in which several specialized Czech workplaces excel. A congress with this professional focus and scope will be held in the Czech Republic for the first time ever and through its workshops, seminars and lectures it will enable young doctors to gain the latest knowledge directly from world experts, and it will contribute to improving the quality of local care for pregnant women and unborn children.

Corporate Event of the Year 2024:

- **Mr. Larry Čermák on behalf of the Emergence Conference on Crypto's Collective Future**

At the end of 2024, the conference connected the physical and digital worlds of blockchain and crypto communities from the Americas and Asia, offering them two days of lectures more than 90 expert speakers, side events, startup presentations, and the competition.

Inspiration of the Year 2024:

- **Ms. Lynn M. Beierschmitt, CITP, CMP, CIS on behalf of the One Conference**

The conference welcomed more than two thousand persons, a large number of whom were children of all ages. The schedule of the event was planned so that parents could focus on the topic of the conference, and an age-appropriate programme was prepared for their children at the same time. Thanks to this and to the selection of individual venues for the programmes, it was possible to arrange transport entirely by private rental of public transport trams with special event branding. This arrangement had both a positive ecological and economic impact, and, at the same time, it was very unconventional for such a large event and for the participants themselves, coming from all over the world. Thanks to this unique experience and positive feedback, the client returns to Prague in the summer of 2025.

Long-term Contribution to the Meetings Industry:

- **Prof. Ondřej Viklický, M.D., CSc., FERA, Dr.h.c., Head of the Transplantation Centre, Head of the Department of Nephrology, Head of the Transplantation Laboratory, IKEM**

Professor Viklický is a recognized expert whose research in the field of kidney transplantation and transplantation tolerance brings fundamental knowledge. With his professional activities, he has made a major contribution to the development of the meetings industry in Prague not only through the organization of national and international congresses and symposia in the field of organ transplantation and nephrology, but also through establishing of the annual Czech-Austrian nephrology symposia in 2011, which Professor Viklický has been organizing to this day. Thanks to his activities, the Czech Republic has become a popular destination for expert conferences. Professor Viklický was also the initiator of the School of Transplantation Medicine in 2012 and continues to educate young scientists who receive prestigious awards under his leadership.

"Congresses, conferences, but also small symposia are places to meet and establish contacts that will result in future cooperation, which is absolutely necessary. Above all, international events are absolutely essential for us as a smaller country in central Europe," says Professor Viklický. *"On one hand, we have the opportunity to present our findings and achievements, but we can also absorb new information and quickly implement it in clinical practice and research, which we excel at in the Czech Republic. That is why I am glad that we have managed to regain the organization of the ESOT European Transplant Congress for Prague after 20 years, which will take place here in 2027."*

The main partners of the evening were: the City of Prague, the Ministry for Regional Development and the Czech Convention Bureau.

About Prague Convention Bureau

Prague Convention Bureau (PCB) is a non-profit organization established in 2008. The company acts as an official representative of the Prague congress tourism and promotes the city as a one of the European leading congress destinations. Together with Czech tourism bodies, partners and members the PCB offers effective assistance in organizing conferences, meetings, seminars, exhibitions and incentive events in Prague.

About Ambassador Program

Ambassador Awards Evening is a part of the Prague Convention Bureau's Ambassador Program – strategic program focused on a promotion of Congress Ambassadors – local representatives of international professional associations in Prague and the Czech Republic. Among others, the program offers many educational and social events to support Congress Ambassadors in their effort to bring international conferences in the destination.

For more information please contact:

Hana Krejbichová,

Head of Communications,

Tel: +420 224 284 268, GSM: +420 727 961 476

E-mail: hana.krejbichova@pragueconvention.cz

www.praqueconvention.cz