

Understanding Defence – a Business Perspective

13. května

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The defence ecosystem is currently experiencing its most challenging period in modern history. Numerous ongoing conflicts have highlighted various shortcomings in defence capabilities while also presented numerous opportunities for advancements in military technologies, research, development, trade and industry collaboration. Understanding defence and the current situation requires the ability to perceive things from multiple perspectives and foresee the interests of different stakeholders. Defence is no longer a field only for defence specialists, but it is interfering into various other domains. More and more companies are trying to introduce their innovative solutions into defence or dual-use applications, yet they often lack the understanding of how to accomplish this. Additionally, governments, international organisations, and commercial entities are seeking individuals who understand the defence ecosystem and can add with defence expertise value to their teams.

Aim of the Course

This course aims to present the complexity of the defence world from a business perspective. It seeks to explain the relationship between military technologies and policymaking, and clarify international regulations for defence production and military/dual-use trade, with a specific emphasis on the EU and NATO regulatory frameworks. Participants will gain knowledge of the specifics of the defence business, including marketing, sales, market analysis, and support programs for research and development of military and dual-use technologies. They will also explore current challenges and anticipated future trends in defence technologies. Upon successful completion of this course, participants will be equipped to create strategies for defence/dual-use products with a clear methodology and understanding of product/market specifics.

Recommended (target) audience

Course format and logistics

Course outline

Course Application

Gained Competencies

1

Understanding the interplay between defence technologies and policymaking.

2

Getting to know latest trends and support programs and available funding for the research and development of military and dual-use technologies.

3

Creating marketing and sales strategies customized for particular defence and dual-use technologies across a range of markets.

4

Gaining insight into the current challenges and upcoming trends in defence technologies.

5

Learning about the international regulations governing the production and trade of military and dual-use items.

Course lecturer



Dr. Kristýna Helm

Dr. Helm offers a complex perspective on the international defence ecosystem gained through years of professional experience in the defence sector. Her academic background equips her to understand and educate on the underlying factors driving the phenomena currently shaping international security relations. Serving as a *National Focal Point for the European Defence Fund*, *Deputy Head of the Czech Delegation to the NATO Industry Advisory Group*, and *Board Member of the NATO Science & Technology Organization* involves her actively in ongoing European and transatlantic initiatives. Regular engagements with representatives from governments and international organisations gives her invaluable insights into the possibilities and constraints of state support. Daily interactions with defence industry companies in her role as *Vice President of the Defence and Security Industry Association of the Czech Republic* enable her to identify, understand and address their needs effectively. Having extensive experience as a university lecturer and public speaker, she excels in effectively transferring knowledge in an engaging and memorable way.



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