

DTIHK-Working Group

Digitalization, AI & HR

Minutes of the first Meeting

Date: May 13, 2025,

Location: DTIHK Cupola

Minutes: Eva Nübling, trainee

Responsible: Christian Rühmkorf, Head of Communication & Public Affairs

Head of the working group: Hana Součková, DTIHK Board Member for Digitalization and Managing Director of SAP CZ

Participants:

Jiří **Beneš**, endors, advokátní kancelář s.r.o.

Martina **Bimanová**, CWS Česká republika s.r.o.

Monika **Drábová**, Forvis Mazars s.r.o.

Kateřina **Dušková**, MgC Group s.r.o.

Andre **Fruh**, Kropf Solutions

Jan **Herodek**, Gauss Algorithmic, a.s.

Petr **Hůla**, APEX Solutions, s.r.o.

Michal **Janatka**, ApiTree s.r.o.

Martina **Jandečková**, MgC Group s.r.o.

Karoline **Kähny**, Deutsche Schule Prag

Martin **Leonard**, LutherOne a.s.

Barbora **Malinovská**, Applifting

Eva **Nübling**, DTIHK

Christian **Rühmkorf**, DTIHK

Hana **Součková**, SAP ČR, spol. s.r.o.

Ivana **Štegllová**, Fielmann s.r.o.

Eliška **Valterová**, UEPA advokáti s.r.o.

Martin **Viktora**, VŠE Praha

Maximilian **Wurm von Sterndorff**, LutherOne a.s.

Structure of the first meeting (TOPs):

1. Welcome and Introduction
2. Insights from Ms. Součková on Digitalization
3. Voices from Practice: Experiences of Member Companies

4. Focus Groups: Decision on Priorities
5. Organizational Matters and Next Steps
6. Role of DTIHK in the Working Group
7. Goals
8. Feedback and Wishes from Participants
9. Closing Remarks

TOP 1

Welcome and Introduction

Christian Rühmkorf opened the first meeting of the working group, welcomed the participating member companies, and presented the Chamber's extensive work on digitalization over the past 10 years through the DTIHK's yearly's TopTopics. He emphasized that the working group represents a logical continuation of these efforts for the benefit of the members. Rühmkorf then handed over the floor to the head of the working group, Hana Součková, DTIHK Board Member for Digitalization and Managing Director of SAP CZ.

TOP 2

Insights from Ms. Součková on Digitalization

Ms. Součková started with a brief presentation of last year's DTIHK survey on digitalization in the companies. She provided practical insights into the complex world of digitalization and made clear that it is not only a lack of skills, but also the increasing complexity of systems that poses a major hurdle. For example, the transition to cloud solutions often forces companies to undertake extensive internal restructuring to optimally adapt workflows. Implementing transformations step-by-step in manageable phases helps foster a smoother, more confident transition.

Furthermore, Ms. Součková highlighted three key success factors for driving digital transformation:

- Increasing employee motivation and expanding digital competencies
- Practical integration of AI into business processes
- Effective use and value creation from existing data

TOP 3

Voices from Practice: Experiences of Member Companies

Attendees openly shared their companies' digitalization status, particular interests, and current challenges. The participating companies showcased a wide range in their digitalization levels, spanning from initial steps to advanced cloud and AI solutions, including bespoke HR tools. Across the board, there was a strong commitment to continuous learning and growth. However, they also faced notable challenges: the high complexity, time, and cost demands of AI projects; difficulties in identifying which processes are suitable for automation and AI integration; and a fear that AI could stifle creativity. Also mentioned were employee concerns about potential job displacement, skepticism toward AI outcomes, and motivation issues, as well as the critical need for internal training and close collaboration between management and staff. Additionally, data privacy and ethical considerations remain key factors in AI application.

TOP 4

Focus Groups: Decision on Priorities

In a creative exchange, members agreed on three core focus areas:

1. **Mindset:** Building trust, reducing fears, strengthening employee motivation and conveying the added value of AI
2. **Availability:** Sharing knowledge, presenting practical examples, and developing appropriate learning formats
3. **Budget:** Examining the cost-effectiveness of AI investments and making benefits transparent

TOP 5

Organizational Matters and Next Steps

To work efficiently, members will engage in these groups according to their interests. At the same time, regular plenary exchanges remain central. Approximately four meetings are planned per year, complemented by flexible special sessions addressing current and urgent topics. The next meeting is scheduled to take place before summer. Depending on availability, meetings will be held both online and in person. Several members have already volunteered to host future sessions. At least twice a year, the working group aims to deliver tangible results that clearly demonstrate its added value.

To bring fresh perspectives and expertise, external speakers, such as industry practitioners, representatives from ministries and funding program officials, will be invited to provide new impulses. Young colleagues will also be actively involved to introduce innovative AI applications. Furthermore, cooperation with universities and postgraduate programs is planned to strengthen knowledge exchange.

TOP 6

Role of DTIHK in the Working Group

DTIHK takes on central coordination, connecting actors from business, science, and politics, and creating a trusting space for open exchange. This enables the development of practical solutions that concretely support companies in digitalization and AI adoption.

TOP 7

Goals

The working group pursues clear goals:

- **Awareness, possibilities, inspiration:** Going beyond discussion to provide practical support and new ideas.
- **Collecting and sharing best practices:** Developing concrete, reusable resources like a “cookbook” for quick AI adoption, especially aimed at SMEs with limited resources.
- **Shaping the market:** Enhancing understanding of AI’s potential, adapting it to business needs, and working together to influence its development.
- **Setting the agenda:** Creating unified positions to engage universities, government, and other stakeholders, ensuring important topics receive the attention they deserve.

TOP 8

Feedback and Wishes from Participants

The meeting received praise for its clear structure and wide-ranging topics. Especially valued were the

diverse perspectives—from legal and technical to human factors. Looking ahead, participants expressed a strong desire for more practical examples and case studies, along with ongoing dialogue beyond the focus groups.

TOP 9

Closing Remarks

Ms. Součková warmly thanked everyone for their dedication and candid discussions. She closed the meeting with practical tips on leveraging AI tools effectively, such as spotting time wasters in daily workflows, and emphasized the wide-ranging potential of AI beyond popular tools like ChatGPT. She expressed enthusiasm for continued collaboration and future meetings.

Prague, __ May 2025

Hana Součková

Head of the working group

DTIHK Board Member for Digitalization and Managing Director of SAP CZ