

Introducing a New Partner

Our magazine will get a new partner from the first issue of 2008. In addition to the Defence Industry Association, which is the official sponsor for the defence industry and armament production, we will be joined by the Czech branch of the ASIS International association, which unites professionals in the security sector from around the world. There will be an in-depth presentation of our new commercial partner in the next issue. For now we placed a few questions to the secretary of ASIS Czech Republic, Mr. Miroslav Zahálka.

For CDIS Review your association is important as the magazine will be getting a partner specialised in the security sector, which the magazine began to focus on more closely this year. What does ASIS expect from this collaboration?

In particular we are getting an attractive media platform through which we can address the professional public in the Czech Republic and also present the work of our branch of ASIS at events and trade fairs abroad. ASIS International issues its own vocational magazine entitled Security Management, but it is hard to get in this country and is basically only known to our members. In CDIS Review we have gained a partner that can help us to publish our own topics and present our association to the public and specialists alike.

Why did you decide to work with Czech Defence Industry & Security REVIEW?

In particular I should point out that a marriage is always something that is decided on by both parties. In our view there are several reasons. Partly it is a decision taken by our members not to force ourselves onto the market with a new medium, but to work with an established magazine. When we looked at the market, we found that CDIS Review is the only magazine of its kind that deals with the complex issue of security while maintaining high quality standards, both in terms of form and content. We also liked the distribution system. Security is a very narrow segment which does not interest everyone, and to try to sell this kind of magazine at a newsstand would probably be ineffective. It is different, for example, in the USA or Germany, where there is a huge market and such a closely specialised magazine would easily make a profit. In the CR the security sector is still in nappies, to a certain extent. Sending the magazine to a continually expanding list of specific readers and distributing it at trade fairs, exhibitions and conferences was an attractive prospect for us, as this guarantees that the magazine will reach those who have a real interest in security.

ASIS International will be presented in detail in the next issue, but please try to give a brief introduction to our readers now.

As the name implies (ASIS is short for "American Society for Industrial Security"), the association was originally set up in the United States. Nowa-

days ASIS has more than 200 branches with over 35,000 members worldwide and new members in countries are added every year. As regards the number of members, ASIS is also the largest professional association of security professionals in the world. However, its importance does not stem from the number of members it has, although networking is undoubtedly one of the great advantages that membership of the association brings. ASIS is also very active in the education sector – it issues specialised publications, books and methodical guides, it has an elaborate education programme, which is completed with an internationally recognised certificate. Every year it also holds national and international conferences and exhibitions. In addition to this, it publishes the Security Management magazine mentioned above and provides its members with a series of other advantages.

How was the Czech branch set up?

The ASIS branch in the Czech Republic was established in 2006. In almost 2 years it has managed to take several crucial steps to take it closer to the standard of those branches, which have already put down firm roots in the countries they are in. These key activities include organising professional courses and seminars, working with the Czech Managerial Association to prepare and launch the project-competition entitled "Security Manager of the Year" or to organize the Security Management Conference at the Czech Police Academy in Prague, which is the biggest event of its kind in this country.

Are there any new things in the pipeline for 2008?

There will be several new things right from the start. One of the most fundamental of these is the collaboration with our magazine, as well as the organization of the "Security Project of the Year" competition, which is a logical accompaniment to the Security Manager of the Year contest. We are preparing a series of new specialised courses and seminars on topical subjects and also the 5th annual Security Management Conference at the Czech Police Academy in Prague. For our members we are preparing new advantages to look forwards to, due to our work with our new partners and sponsors of our association.

What do you personally see as your goals as the secretary of ASIS Czech Republic?

We have planned several specialised courses, and the organisation and content will be down to me. We have also been involved in the development of a project covering the professional preparation of security staff in some retail chains and this is a revolutionary project for the Czech security industry.

I personally would like to boost awareness of ASIS International in the Czech Republic, particularly through more active PR aimed at the lay and professional public. I would like ASIS International to

become a well-known name as a sponsor for security in the CR, as it is abroad. I think that the know-how and tradition we have developed is strong enough to let us achieve this aim.

In any case, we publish our goals and activities on our association's website:

www.asiscz.org

Thank you for the Interview
Miloš Soukup



Parliamentary Initiative against Terrorism

At the end of August 2007, at the instigation of Mr. Michael Hrbata, a parliamentary initiative was started to boost the effectiveness of the Czech Republic's fight against terrorism. Mr. Michael Hrbata is, amongst other duties, the vice-chairman of the defence committee of the Chamber of Deputies of the Parliament of the Czech Republic (www.hrbata.cz).

Despite the fact that so far we have no experience with terrorism, there are factors, which can be perceived as a security risk – the Czech Republic's activity in the North Atlantic Alliance and the United Nations Organisation, as well as the current talks concerning the placement of anti-missile defences in the CR.

The group is made up of experts from the state and private sector. The state bodies include the Czech Ministry of the Interior, URNA, the Army of the Czech Republic and the Czech Ministry of Defence. The private sector is represented by the security service ABL, a.s., the independent international association of security professionals ASIS International CR, the security manager of the ČEZ group and other prominent figures from the private sector.

The initiative concerns, for example, improving communication between the Integrated Rescue System and the private sphere in case any exceptional circumstances arise, activities following the diversion of a terrorist attack with the aim of restoring the original status quo, effective regulation of the relationships, powers and tasks of security units, as well as, for example, drawing up tables showing threats and potential targets at risk from a terrorist attack.

"On the basis of the exercises we have carried out, our empirical experience and the state of the legislation, we assume that the Czech Republic's level of readiness in the fight against terrorism can be raised – the aim of the initiative is to search for and find ways, means and methods to achieve this," said Mr. Michael Hrbata.

We will keep you informed of other specific activities in later issues of our magazine.