

# Jan Hebnar

## Curriculum Vitae

Bc. et Mgr. Jan Hebnar, MBA  
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Professor Jan Hebnar is a lecturer with extensive experience in business field and government relations. Starting his career with Czech Ministry of Industry and Trade, he soon became the Director of EU Market Department. He led his team accomplished a series of important negotiations with the EU. In 2009 was Mr. Hebnar transferred to Czech Embassy in China with the mission to defroze the Czech China trade relation, which by then was much damaged by the two governments disagreement on Tibetan issues. Working as the Deputy Head of Commercial Section of the Embassy, Jan focused on bringing small to mid scale Czech business to China and vice versa. With the ambition to dive deep into Chinese business world, Jan came back to China in 2013 as the Managing Director of a well established European engineering group to lead its business presence in Greater China area. In his spare time, Jan continues his passion in opening doors for small

western business to Chinese market through his own consulting firm Sinovia and occasionally lectures on well established economic universities on various topics concerning doing business in Asia. Jan holds a Law Master degree and MBA of Peking University. He speaks English, Chinese, Czech and French.

### WORK EXPERIENCE (*last 4 jobs*)

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|---|---|
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and address of employer</li><li>• Type of business or sector</li><li>• Occupation or position held</li></ul> | <p>June 2013 - now</p> <p>KINEX Trading Shangai</p> <p>International Trade</p> <p><b>Managing Director</b></p>  |
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and address of employer</li><li>• Type of business or sector</li><li>• Occupation or position held</li></ul> | <p>August 2012 - June 2013</p> <p>SINOVIA</p> <p>International Trade Consultancy</p> <p><b>General Manager</b></p>  |
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and address of employer</li><li>• Type of business or sector</li><li>• Occupation or position held</li></ul> | <p>August 2009 – August 2012</p> <p>Embassy of the Czech Republic in the Peoples Republic of China</p> <p>Civil administration</p> <p><b>Diplomat - Deputy Head of Commercial Section</b></p> |
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and address of employer</li><li>• Type of business or sector</li><li>• Occupation or position held</li></ul> | <p>February 2008 – July 2009</p> <p>Ministry of Industry and Trade of the Czech Republic</p> <p>Civil administration</p> <p><b>Director of the Department of the Internal Market</b></p>      |





## RELATED TO WORK EXPERIENCE

- 2012 - Lecturer in MBA program of the biggest public university of economics in the Czech Republic The University of Economics, Prague  
2013 - Lecturer in Masters of Economics program of Palacký University, Olomouc  
2013 - Lecturer in Masters of Economics program of VŠB-Technical University, Ostrava  
2014 - Visiting professor at summer school of Shanghai University of Finance and Economics, Shanghai  
2014 - Elected as a member of Supervisory board of The European Chamber in China

## EDUCATION

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and type of organisation providing education and training</li><li>• Principal subjects/occupational skills covered</li><li>• Title of qualification awarded</li></ul> | 2010 – 2012<br>Beijing Universit<br>Business Administration<br><b>Master of Business Administration (MBA)</b>   |
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and type of organisation providing education and training</li><li>• Principal subjects/occupational skills covered</li><li>• Title of qualification awarded</li></ul> | 2002 – 2008<br>Masaryk University in Brno, Faculty of Social Studies, Czech Republic<br>European Union studies, history of European integration, policies under three pillars of the Treaty, basics of EU negotiations<br><b>Bachelors degree</b> |
| <ul style="list-style-type: none"><li>• Dates (from – to)</li><li>• Name and type of organisation providing education and training</li><li>• Principal subjects/occupational skills covered</li><li>• Title of qualification awarded</li></ul> | 2000 – 2006<br>Masaryk University in Brno, Faculty of Law, Czech Republic<br>European and international law<br><b>Masters degree</b>  |

## LANGUAGE COMPETENCIES

<b>CZECH</b> 		<b>CHINESE</b> 	C1 certificate
Reading skills	Mother tongue	Reading skills	Good
Writing skills	Mother tongue	Writing skills	Good
Verbal skills	Mother tongue	Verbal skills	Good
<b>ENGLISH</b> 	C1 certificate	<b>FRENCH</b> 	B2 certificate
Reading skills	Excellent	Reading skills	Good
Writing skills	Excellent	Writing skills	Beginner
Verbal skills	Excellent	Verbal skills	Beginner

## OTHER SKILLS

Driving license	A,B
Computer skills	Windows, Outlook, Excel, Word, Photoshop, Indesign, Wordpress
Other courses	Export Academy, Negotiation courses, Management courses etc.