



**BRNO REGIONAL
CHAMBER
OF COMMERCE**

#brnoregion (Czechia): Opportunities for investment and business cooperation

**Croatia – Visegrád Group Online Business Meetings
9th of October, 2020**



**We are
a business
club.**

**We are
more than
a chamber.**

Czechs are recognized experts in many fields of human activity, from science, industry and innovation to sport to culture and gastronomy. So, our Ministry of Foreign affairs has chosen "*Czechia has marvelous people*" as the motto of the new clip you can watch now.

Rest assured that they included the best Czechia has to offer. However, we sincerely hope you will experience it on your own eyes in Brno.

Czechia Has Marvelous People

(video spot)

Czech Republic: basic facts

Area	78,864 km
Population	10.5 million
Capital	Prague
Language	Czech
Currency	Czech crown (CZK) 1 EUR – 27,030 CZK
Time zone	GMT +1, daylight saving time GMT +2

Czech Republic: basic facts

Highly developed industrial base:

Manufacturing and engineering, mining, automotive, electronics, construction, machinery, metallurgy, glass manufacture, production of beverages (beer)

Intensive growth in the service sector

Working population of 5.3m, well educated and skilled workforce

Mutual trade between Czech Republic and Croatia

Current data for January - February 2020 show significantly slower growth in Czech exports than in previous years. Mutual trade in 2020 will be very negatively affected by epidemiological measures against the spread of COVID-19. A decrease in both imports and exports between 10 and 20% is expected.

in mil. EUR	2015	2016	2017	2018	2019
export	439	457	520	607	615
import	122	137	204	221	200
turnover	561	594	724	828	815
saldo	+370	+320	+316	+386	+415

We're closer than you think ...



& 198 people from Croatia already live in Brno

Basic regional facts

- CROSSROAD OF EUROPE,
IDEAL CONNECTION
TO PRAGUE, VIENNA
AND BRATISLAVA
- MILD CENTRO-EUROPEAN
CLIMATE
- AMAZING HISTORY,
PICTURESQUE LANDSCAPES,
ASTONISHING ARCHITECTURE
- HIGH STANDARD OF LIVING
- HUGE SUPPORT
FOR SCIENCE AND RESEARCH



Brno - basic information

- the second biggest Czech City, capital of the #brnoregion
- 400,000 residents; 550,000 during the workday
- Modern and dynamically developing center of industry, trade, science, research and innovation
- University centre (cca 62 215 students by the end of 2019)
- Center of international fairs and exhibitions
- National headquarters for the judicial system
- Famous people connected with Brno:
Gregor Johann Mendel, Kurt Gödel, Milan Kundera,
Leos Janacek and Mies van der Rohe

Brno - basic information

- **total labour force in Brno: 260 000**
- **unemployment rate in South Moravia: 4,17 % (09/2020)**
- **average monthly salary in the region: 33.049,-CZK**
- **office rental costs: 8 – 13 EUR/m²**
- **monthly rent of an 85 m² apartment: 537 EUR**
- **cost for a lunch: 5 EUR**
- **high quality of life**

SIEMENS



Deloitte.

TIMKEN



GLOBAL BRANDS

THREE STAGES OF THE INDUSTRIOUS REGION

MORAVIAN MANCHESTER

EXCELLENT WOOLLEN FABRIC PRODUCED
BY SOUTH-MORAVIAN TEXTILE FACTORIES
WAS A POPULAR EXPORT ALL OVER THE WORLD.

ENGINEERING SUPERPOWER

250 YEARS OF INDUSTRY IN BRNO,
WITH WORLD-FAMOUS BRANDS
SUCH AS 1ST BRNO ENGINEERING PLANT,
KRÁLOVO POLE ENGINEERING PLANT,
ZBROJOVKA, AND ZETOR.

EUROPEAN IT CENTRE

AMONG THE GLOBAL ELITE IN CYBERSECURITY,
SPEECH RECOGNITION TECHNOLOGIES,
AND GAME DEVELOPMENT.

~ B · R · N · O · R · E · G · I · O · N

OUR GLOBAL DISCOVERIES AND INVENTIONS

MENDEL'S LAWS
OF INHERITANCE



LEGENDARY Z — 4 VEHICLE



KAPLAN TURBINE



BREN MACHINE GUN



REMINGTON Z TYPEWRITER



TESLA BS 242 TABLE TOP
TRANSMISSION ELECTRON
MICROSCOPE

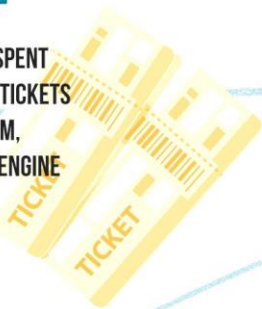


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INDUSTRY AND INNOVATIONS TO DAY

330+

MILLION EUROS ARE SPENT
EVERY YEAR ON FLIGHT TICKETS
THROUGH KIWI.COM,
AN INTERNET SEARCH ENGINE
FROM BRNO



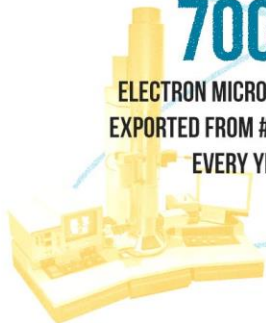
40%

OF THE GLOBAL ANTIVIRUS MARKET
IS CONTROLLED BY COMPANIES
EITHER WITH BASES OR DEVELOPMENT
CENTRES IN #BRNOREGION



700+

ELECTRON MICROSCOPES ARE
EXPORTED FROM #BRNOREGION
EVERY YEAR



2ND

LARGEST PRODUCER OF
HOT-AIR BALLOONS IN THE WORLD
IS BASED IN #BRNOREGION



20

YEARS IS HOW LONG
#BRNOREGION HAS BEEN
AMONG THE GLOBAL ELITE
IN SPEECH TECHNOLOGY



30%

OF GLOBAL ELECTRON
MICROSCOPE PRODUCTION
HAPPENS IN #BRNOREGION



160+

DIGITAL GAMES
HAVE BEEN RELEASED BY GAME
DEVELOPMENT COMPANIES
BASED IN #BRNOREGION SINCE 1994



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KEY ECONOMIC SECTORS



ADVANCED PRODUCTION
AND ENGINEERING
TECHNOLOGIES



PRECISE INSTRUMENTS
AND DEVICES



SOFTWARE AND HARDWARE
DEVELOPMENT



PHARMACEUTICALS,
MEDICAL CARE
AND DIAGNOSTICS



AVIATION
TECHNOLOGIES

~ B · R · N · O · R · E · G · I · O · N

#brnoregion

Reasons for investment (1)

- Strategic location in central Europe (logistic centers, industrial zones)
- Connecting link between south and north, between east and west
- Good travel connections - motorway, railway, airport
- Connection to the direct neighbors Austria and Slovakia
- Qualitative business location
- Science, R&D
- High qualitative industrial location focused on development and industrial sites

#brnoregion

Reasons for investment (2)

- Well educated and flexible labor force
- Excellent business environment
- Support of investors concerning consulting, tax reliefs and incentives
- Long tradition in many corporate sectors, experience in services, high-tech products and engineering
- International companies involved (Honeywell, IBM, Lufthansa, Siemens, ABB etc.)
- Numerous international trade fairs and exhibitions focused on different business sectors

Accessing Czech market

Possibilities

Cooperation with Czech companies:

- Direct delivery to final customers
- Delivery to affiliated company
- Direct supply of wholesalers
- Direct supply of final customers over Czech representative (Czech company or affiliated company)

Opportunities for cooperation based on Czech knowledge and technologies:

- **Electrical engineering and electronics:** components and devices for industrial and private use
- **Mechanical engineering:** production of machines
- **Construction and building materials:** stone, glass, ceramics and plumbing
- Food industry: semi-finished products, specialties, organic products
- **Technologies:** biomass, biogas, waste water, power engineering
- Heating systems
- **Information technologies**

About us:

- Brno RCC is an independent legal entity and a part of the Czech Chamber of Commerce network: voluntary membership
- established in 1850, reestablished 1993
- serves to support enterprise activities and to promote and protect the interests of its member companies
- 441 members

Services for foreign companies

- Helping SME's to find suitable Czech business partners
- Organizing international trade missions and matchmaking events
- Providing information and practical advice on Czech legislation
- Get in touch with your local **Enterprise Europe Network** contact point. They can help your business with advice, support and opportunities for international partnerships

Get more information:

Brno Regional Chamber of Commerce	www.rhkbrno.cz
CzechInvest	www.czechinvest.org
South Moravian Innovation Centre	www.jic.cz
Regional Development Agency South Moravia	www.rrajm.cz
South Moravian Region	www.kr-jihomoravsky.cz
City of Brno	www.brno.cz
Trade Fairs Brno	www.bvv.cz

**Thank you
for your attention!**

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