

2016



**CzechTrade**

**BUSINESS RESULTS  
OF CZECHTRADE AGENCY  
IN 2016**

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## PROFILE

CzechTrade is a Governmental Trade Promotion Agency of the Czech Republic established by the Ministry of Industry and Trade. Its main objective is to develop international trade and cooperation between Czech and foreign entities. Wherever you are in the world, the agency is your official contact partner when looking for qualified Czech-based manufacturers and service providers.

- 20 years of professional partnership
- Over 50 offices operating worldwide
- Excellent overview of Czech manufacturers and their production potential
- Mainly bespoke services, for foreign entities free of charge

## CONNECTING CZECH & FOREIGN BUSINESS PARTNERS VIA

- Information services
  - Bespoke supplier/business partner search
  - Sourcing Days
  - Portal BusinessInfo.cz
- Trade shows and private showcases
- Networking events

## INFORMATION SERVICES

### CZECH BUSINESS PARTNER SEARCH

This bespoke and free of charge service is here to help foreign companies when looking for a partner to assist them in their production. They can approach our specialised team with specific requests. CzechTrade will gladly help you get in touch with the relevant Czech companies.

- Personal consultation & fillable [on-line form](#)
- List of relevant Czech companies and the facilitation of access to the selected ones

In 2016, the CzechTrade agency provided quality information services by publishing foreign inquiries, innovations, tenders, investment opportunities and offers.

	TOTAL 2016
Number of foreign offices' inquiries published on the BusinessInfo.cz portal	780
Number of foreign offices' innovations published on the czechtrade.cz web	1,294
Number of foreign offices' innovations published on the czechtradeoffices.com web	1,614
Number of tenders, investment opportunities and offers	1,965
<b>TOTAL</b>	<b>5,653</b>

Number of processed export opportunities

	Inquiries	Tenders	Investment opportunities	Offers	TOTAL
<b>2016</b>	780	1,620	97	248	2,745

### SOURCING DAYS / TAILORED EVENTS ACCORDING TO THE COMPANIES' NEEDS

Foreign companies specify product/service requirements, define qualifications for a potential Czech supplier, and the CzechTrade team will organise one-to-one meetings followed by the arrangement of company visits in the Czech Republic. This service saves time:

- Precise knowledge of Czech manufacturers and their production potential
- Bespoke market screening - we identify potential suppliers as per specific requirements
- Suppliers shortlist - after reviewing each applicant's profile, we select companies the foreign partner wishes to meet

All-inclusive package - from providing meeting rooms to accompanying the foreign company at the Czech companies' premises. This service is free of charge for foreign companies.

Sixteen Sourcing Days (SD) were organised in 2016, where 549 Czech companies were introduced to foreign partners (via personal meetings/visits to the companies' premises/catalogue presentations).

Service communication was reinforced in the Czech Republic and abroad, in particular the promotion on the business portal BusinessInfo.cz. As regards foreign business partners, Sourcing Days were organised, for example, for: Bowman Power, Lekkerland, Baumarkt, Bravida, GIMA UK, The Art Institute of Chicago, EKO-WITAL and Sourcing Day Tschechien.

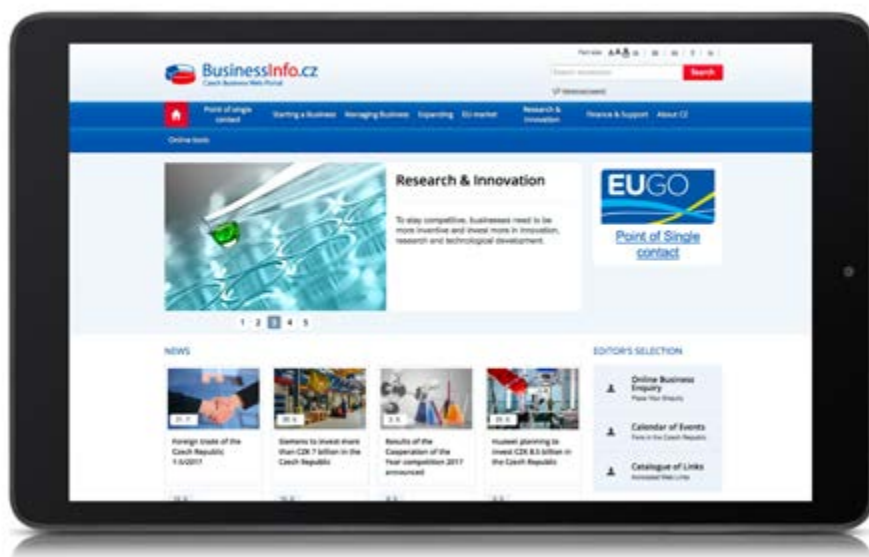
## BUSINESSINFO.CZ PORTAL

Businessinfo.cz is the official business portal that is here to help foreign businesses navigate in the Czech business environment. Current information on the conditions for doing business, investment and trade opportunities can be found on its website. It is the CzechTrade agency who is in charge of the BusinessInfo.cz implementation. The portal integrates information from key ministries and public administration institutions in one place and subsequently provides it to Czech entrepreneurs, exporters and foreign companies.

On the portal, foreign companies find information on:

- How to start a business in the Czech Republic
- How to acquire a stake in a company
- How to find a business partner for expanding or establishing a new company in the CR
- How the tax system is set up in the Czech Republic
- What the investment climate is like here
- What current investment opportunities there are and much more
- Useful links and institutions in the Czech Republic
- Calendar of Events
- Online Business Enquiry (Business in the CR, Business in the EU, General enquiry)

The Foreign Trade section, along with the Taxes and Legislation section, was the most visited part of the BusinessInfo.cz portal in 2016 - with a monthly average of 44,179 visits by Czech entrepreneurs. The portal as a whole recorded 205,671 visitors every month on average with 729,394 page views, which represents a year-on-year increase of 4.8%. An important trend in 2016 was the reincreased number of pages viewed during one visit. It means that people spend more time on the portal and view a larger amount of content.



## 🎯 CLIENT CENTRE FOR EXPORT (CCE)

In cooperation with MFA and MIT, the successful activity of the Client Centre for Export (CCE) continued in 2016. The interest in CCE services continues to rise steadily – in 2016, the CCE received 534 queries – i.e. a year-on-year increase of 7%. Seventy-seven percent of the queries were solved via CzechTrade.

## FINANCIAL RESULTS

The CzechTrade agency concluded 2016 with a financial result of CZK 3,286 mil. The total volume of revenues exceeded that of the previous record-breaking year by almost CZK 10.2 mil. and reached CZK 61,325 mil., which allowed for a minimal reliance on funds created by the agency in previous years.

The agency's total costs amounted to CZK 328.4 mil. (including structural funds), most of which were spent on services (CZK 238.1 mil.) and personnel costs (CZK 58.1 mil.). The spending of funds was balanced and economical across the annual quarters.

In the reviewed year, capital investments worth approximately CZK 30.4 mil. were made. In the fourth quarter of 2016, the CzechTrade agency launched approved projects financed from EU structural funds. These projects contributed to the increase in the organisation's revenues by just CZK 6 mil.

Items	2011	2012	2013	2014	2015	2016
<b>Total revenues</b>	<b>461,598</b>	<b>445,369</b>	<b>318,086</b>	<b>469,408</b>	<b>451,711</b>	<b>331,715</b>
Revenues for services	26,046	24,451	26,199	30,428	51,165	61,356
Other revenues*	119,140	117,517	44,303	54,100	81,214	10,153
MIT contribution total	316,412	303,401	247,584	384,880	319,332	260,206
<i>of which contribution to operations</i>	183,912	161,465	141,118	185,146	246,230	254,117
<i>of which financing from structural funds</i>	132,500	141,936	106,466	199,734	73,102	6,089
<b>Total costs</b>	<b>458,395</b>	<b>443,616</b>	<b>305,416</b>	<b>467,995</b>	<b>437,812</b>	<b>328,429</b>
Consumed purchases	10,003	7,687	7,481	8,504	8,030	8,160
Services	137,758	135,716	123,466	207,832	231,665	238,128
Personnel costs	49,447	48,263	40,475	48,313	60,384	58,175
Depreciation	10,835	11,337	9,411	12,211	11,581	14,882
Other costs incl. settlement of funds	250,352	240,613	124,583	191,135	126,152	9,084
<i>of which settlement of EU funds</i>	241,142	233,994	119,591	184,289	118,384	0
<b>Financial result</b>	<b>3,203</b>	<b>1,753</b>	<b>12,670</b>	<b>1,413</b>	<b>13,899</b>	<b>3,286</b>

\*including structural funds

## BUSINESS RESULTS IN THE AREA OF CZECHTRADE'S SERVICES

The total volume of the CzechTrade agency's revenues for paid services amounted to CZK 61,356,243 in 2016, which is 20% more compared to 2015. CzechTrade reached the above-mentioned revenues in 2016 by implementing 1,737 orders for 1,022 paying Czech companies. Detailed information in the below table.

	TOTAL 2016
Revenues per invoices (tax documents) in CZK	61,356,243
of which revenues from foreign offices' orders	61,015,594
Total number of orders	1,737
of which the number of foreign offices' orders	1,569
Number of paying customers	1,022
Evaluation of services by clients	1.17

## INTERNATIONAL NETWORK OF CZECHTRADE

As at 31 December 2016, the international network of the CzechTrade agency was represented by 50 foreign offices, so in 2016 companies were able to use the agency's services in 51 countries.

Success stories (SS) represent the export success of clients communicated to us by the client after the order is completed. In 2016, 51% of clients confirmed SS to CzechTrade after their participation in pro-export events abroad. Forty-five percent of SS originated based on using individual service of a CzechTrade foreign office and 4% from inquiries.

In 2016, foreign offices singled out, and together with CzechTrade headquarters, they implemented 116 collective participations and 4 foreign missions of Czech companies at trade fairs in 43 countries around the world, which is 4 more than in 2015. The opportunity to present the company at foreign fairs under the banner of CzechTrade was used by 666 participants in total in 2016.

### **CZECHTRADE OPERATES WORLDWIDE VIA 51 FOREIGN OFFICES**

#### **EUROPE: 23 FOREIGN OFFICES**

##### **PRESENCE IN 27 COUNTRIES**

Belgium (CEBRE): Brussels  
Bulgaria: Sofia  
Montenegro: Podgorica  
France: Paris  
Croatia: Zagreb  
Italy: Milan  
Latvia, Lithuania, Estonia: Riga  
Hungary: Budapest  
Germany: Düsseldorf  
The Netherlands, Luxembourg: Rotterdam  
Poland: Warsaw, Katowice  
Austria: Vienna  
Romania: Bucharest  
Russia: Moscow, St. Petersburg, Ekaterinburg  
Serbia: Belgrade  
Spain: Madrid  
Sweden, Denmark, Norway, Finland: Stockholm  
Turkey: Istanbul  
Ukraine: Kiev  
Great Britain, Republic of Ireland: London

#### **SOUTH AMERICA: 5 FOREIGN OFFICES**

##### **PRESENCE IN 5 COUNTRIES**

Argentina: Buenos Aires  
Brazil: Sao Paulo  
Chile: Santiago de Chile  
Columbia: Bogota  
Peru: Lima

#### **NORTH AMERICA: 3 FOREIGN OFFICES**

##### **PRESENCE IN 3 COUNTRIES**

Canada: Calgary  
Mexico: Mexico City  
USA: Chicago

#### **AFRICA: 3 FOREIGN OFFICES**

##### **PRESENCE IN 3 COUNTRIES**

Egypt: Cairo  
Morocco: Casablanca  
South Africa: Johannesburg

#### **ASIA: 15 FOREIGN OFFICES**

##### **PRESENCE IN 11 COUNTRIES**

Azerbaijan: Baku  
China: Beijing, Chengdu, Shanghai, Guangzhou  
India: Mumbai, Bangalore  
Indonesia: Jakarta  
Iran: Teheran  
Israel: Tel Aviv  
Kazakhstan: Almaty  
Thailand: Bangkok  
Singapore: Singapore  
United Arab Emirates: Dubai  
Vietnam: Ho Chi Minh City

#### **AUSTRALIA: 1 FOREIGN OFFICE**

##### **PRESENCE IN 2 COUNTRIES**

Australia, New Zealand: Sydney

## EXPORT EDUCATION OF CZECHTRADE

Several educational and development events on the international trade topic, such as specialised and territorial seminars, export conferences and forums and customised corporate trainings, were organised for Czech companies in 2016. Both the seminars and the conferences are aimed at the field of international trade and soft skills, and they both outline the specifics of the business environment and the up-to-date information from the chosen fields and territories.

Forty-seven specialised and territorial seminars, conferences and forums were organised in Prague and other regions of the Czech Republic in 2016. More than 1,170 participants from Czech companies took part in the events.

## INTERNAL PROJECTS OF CZECHTRADE IN 2016

Thanks to EU programmes, foreign entities can meet Czech companies and their products at prestigious international trade fairs.

The following projects of the CzechTrade agency: NOVUMM (New marketing models of participations in trade fairs), NOVUMM KET (New marketing models of participations in trade fairs in the field of key enabling technologies) and DESIGN (Design for competitiveness 2016-2018) are co-financed by the European Union via the Operational Programme for Enterprise and Innovation for competitiveness. (The managing authority is the Ministry of Industry and Trade.)

Small and medium-sized enterprises based outside the capital city of Prague are provided with De Minimis aid within the NOVUMM a NOVUMM KET projects via non-financial business support. The companies do not obtain money from the CzechTrade agency but are provided with services for participation in international events. The projects include 150 trade fairs across various fields of industry in Europe and outside. The call for submitting applications was announced on 1 July 2016, and the application reception began on 18 July 2016.

Internal project DESIGN offers non-financial business support of professional designers from the Designer directory as well as support of participation in foreign fairs and exhibitions focused on design promotion. The implementation of accompanying events such as interactive seminars, contact forums, conferences and workshops is part of the project. The call for submitting applications was announced on 15 November 2016, and the application reception began on 21 November 2016.

## ORGANISATION OF CZECHTRADE

### MANAGEMENT

- Ing. Radomil Doležal, MBA, General Director
- Ing. Milan Ráž, Director of Services for Exports
- Ing. Lenka Sokolová, MBA, Director of Internal Services Section
- Ing. Zuzana Synková, Director of Marketing and Analyses
- Mgr. Petr Kraselovský, Director of EU Funds



## CZECHTRADE SECTOR SPECIALISTS

Twenty consultants took care of the clients as at 31 December 2016. They are divided into five field teams by CzechTrade so that every company can easily find its export consultant according to the field in which it is conducting business.

- Construction, consumer goods and services
- Electronics, ICT, transport and handling equipment
- Energy, resources, environment
- Life sciences, chemistry, plastics, medicine and food
- Engineering and metalworking

## REFERENCES

*"On behalf of the Bravida team we would like to thank you for arranging our supplier days and taking very good care of us in Prague. We found the meetings very interesting and are now planning for the next steps."*

**Gabrielle Shröder**, Import Manager, Bravida Sverige

*"My impression from this year's Sourcing Day is much better than the last year. We met 18 companies. Although there is a lot of work ahead of us, I am sure our trip to Plzeň was not useless."*

**Christoph Trembaczowski**, purchasing manager, STABILUS

*"All preparations, planning and your splendid hospitality made for very nice working days for me and for Elena. Thank you! Many thanks for preparing all samples to us. We will make sure they will find the right Category Manager. We will now start our internal process together with our Category Managers and present all suppliers we met. We are hopeful that this will lead to future discussions with CZ companies to evaluate future opportunities. Some of the companies have already sent us e-mails!"*

**Gabriella Bragée**, GRANNGÄRDEN

*"Let me thank the foreign office of CzechTrade at Istanbul for flawless preparation and professional organisation of the business meetings in Turkey. Thanks to your team, I managed to meet all the agreed business partners. I highly appreciate the fact that managers with decision-making powers came to the agreed meetings. I have some of my own experience and know how difficult it is to organise such meetings."*

**Pavel Bošan**, Roltechnik

*"In the past, we used to be traditional suppliers of motorcycle chains to Vietnam. Together with CzechTrade, we took part in a fair in Ho Chi Min City in order to renew this tradition. We managed to get a lot of valuable contacts. Thanks to them, we have got a contract in Malaysia, and we are waiting for chain supply contracts from a Vietnamese partner worth CZK 2.5 million."*

**Ludmila Michálková**, Production and Sales Manager of ČZ řetězy

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