

CzechTrade

Wow!

**Report
2023**

**A successful
year...**

Interesting





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CzechTrade Profile

The CzechTrade agency is a national pro-export organisation established by the Ministry of Industry and Trade, with the aim of developing international trade and mutual cooperation between Czech and foreign entities. Over the 26 years of its existence, the Agency has become a reliable partner for Czech companies on their way to success in overseas business and investment.

CzechTrade provides a wide portfolio of services to Czech companies with various degrees of export readiness. The main advantage is that the services are interdependent and comprehensive. Information and assistance services are provided by experts both in the Czech Republic and directly in the foreign markets where CzechTrade operates through its extensive network of offices in more than fifty countries over five continents.

Thanks to this, CzechTrade is able to provide professional export support that is lightning fast and, above all, readily accessible to Czech companies.

The most important added value of working with CzechTrade is the expertise and long-term experience of the agency's foreign representatives, which results in proven savings in time and costs and also minimises the risks associated with international trade.

CzechTrade has held the ISO quality certificate since 2002 and regularly undergoes recertification audits. The agency's management processes guarantee the quality of the services provided as well as customer satisfaction.

Vision and Core Values

In 2023, CzechTrade prepared a new strategy for the period 2023–2026. Its objectives are in line with the objectives of the Export Strategy of the Czech Republic 2023–2033, which was approved by the Czech Government in July. One of the aims of CzechTrade is to continue to improve and expand its services. It will also focus on maintaining and expanding its foreign network so that it is available to exporters in territories where they need professional support, especially in more remote and challenging countries. In addition, CzechTrade is significantly modernising its sectoral approach. By using the unique technological skills of Czech companies and identifying relevant opportunities abroad, it is redefining promising sectors.

VISION

To be the main and preferential partner for both established and emerging companies, especially technology-oriented firms, when starting projects and activities that will ensure their sustainable growth in global markets.

MISSION

To use its unique mandate and competences to help small and medium-sized companies create, define, prepare and implement their ambitions on an international market.

VALUES

- Result focussed
- High degree of expertise
- Proactive approach to opportunities
- Teamwork

OBJECTIVES

- 1. Effective, accessible and professional support for companies in the field of internationalisation and export**
 - Customer experience
 - Developing cooperation with the surrounding area
 - Modernising the sectoral approach
- 2. Continuous improvement of services, products and the CzechTrade agency's foreign network**
 - Maintaining and expanding the foreign network
 - Digital service innovation
 - Development of professional services

Main Projects and Partnerships

- **BusinessInfo.cz**
Since 2001, CzechTrade has been the manager of the official portal for business and export
- **Client Centre for Export**
Since 2014, this has been a joint contact point for CzechTrade, the Ministry of Industry and Trade, and the Ministry of Foreign Affairs for exporters
- **Shared foreign network of CzechTrade and CzechInvest**
Both agencies provide services in 13 countries; through the offices of CzechTrade in 9 countries, and CzechInvest in 4 countries
- **Regional Network – REK Project**
Cooperation between CzechTrade and CzechInvest in the regions of the Czech Republic, with regional export consultants operating in 7 regions
- **NOVUMM, NOVUMM KET Projects**
Since 2016, CzechTrade has been providing support to small and medium-sized enterprises to take part in foreign exhibitions and trade fairs
- **Design Centre CzechTrade**
A national platform providing state support for design and acting as guarantor in the field of design
- **Cooperation between the Prague Technology Centre and CzechTrade as part of the EEN network**
Activities to support the development, competitiveness and internationalisation of small and medium-sized enterprises from the Czech Republic
- **ETPO**
Active membership in European Trade Promotion Organisations and regular exchange of experience with foreign trade promotion agencies
- **CERN**
Since 2008, CzechTrade has been involved, through its coordinator, in providing information on public procurement tenders issued by CERN (European Organization for Nuclear Research)





Services

SERVICES FOR CZECH EXPORTERS

We help Czech companies trade successfully in international markets through offices abroad backed by our local experts.

- **Information services for exporters**
 - guidebooks for exporters, market analyses, news from foreign markets
- **Professional consulting**
 - export industry sector consultancy, consultations and strategic planning with CzechTrade specialists in local markets
- **Individual services ensured by**
 - specialised detailed foreign refinement of the company's export business plan, connecting it to the right business partners, verification of interest in the client's product in the given market
- **Presentations of Czech companies abroad**
 - B2B events, joint participation of companies at international exhibitions and trade fairs
- **Export education**
 - courses, conferences, seminars, customised education for companies both in person and online

- **Projects co-financed by EU funds**
 - projects to support small and medium-sized enterprises partly financed from EU funds and the NOVUMM and NOVUMM KET programmes
- **Design Centre CzechTrade**
 - support for industrial design and creative industries

SUPPORT FOR FOREIGN COMPANIES TO ESTABLISH CONTACT WITH CZECH COMPANIES

CzechTrade provides services for foreign companies to connect them with their Czech counterparts via its global network of foreign offices.

- Information about trade in the Czech Republic
- Identification and compilation of a list of potential suppliers of products and services
- Mediation of B2B meetings and finding suitable business partners
- Sourcing Days – organised one-to-one business meetings for foreign companies with matched Czech partners

Main Results for 2023

- **1,364** clients among Czech companies
- **2,360** orders, of which **1,421** orders were processed by CzechTrade's foreign offices
- **2,534** personal meetings between CzechTrade foreign office managers and Czech companies at Meeting Point CzechTrade events in Prague and Brno, and during the meeting of economic diplomats in Prague
- **48** joint company presentations at exhibitions and trade fairs for **224** companies
- **41** business missions for **211** companies
- **8** Sourcing Days during which **171** Czech companies met with **41** foreign buyers in **443** B2B meetings
- **189** free Market Entry services
- **21** services for startups (new from 2023)
- **5** CzechTrade Export Alliances which have brought **52** companies together
- **4** export incubators
- **242** client-confirmed successful export cases
- **1.1** rating for the quality of services provided on a scale of 1–4 (1=best)
- **72** export-oriented seminars, conferences and training sessions for **2,455** participants
- **1,493** subscribers to the CzechTrade newsletter per day
- **594** company profiles in the Exporters' Directory
- **210** entities in the Designers' Directory
- **1,047** news articles about foreign markets for Czech companies at www.czechtrade.cz
- **1,088** news articles about the Czech Republic for foreign partners at www.czechtradeoffices.com
- **225** inquiries from foreign companies published at www.businessinfo.cz, of which **219** inquiries were from CzechTrade offices abroad
- **225** tenders identified and processed by CzechTrade staff, of which **171** tenders were for CERN, **43** tenders were from the Ukrainian Prozorro platform and **11** tenders were under EBRD projects financed in Ukraine
- **419** Czech entrepreneurs' enquiries were handled by the Export Client Centre
- **126** SMEs were given support to take part in **12** international trade fairs abroad as part of the NOVUMM project
- **58** SMEs were given support to take part in **9** international trade fairs abroad as part of the NOVUMM KET project



THE CZECHTRADE FOREIGN NETWORK HAS BEEN PROVIDING SERVICES IN 54 COUNTRIES ON 5 CONTINENTS

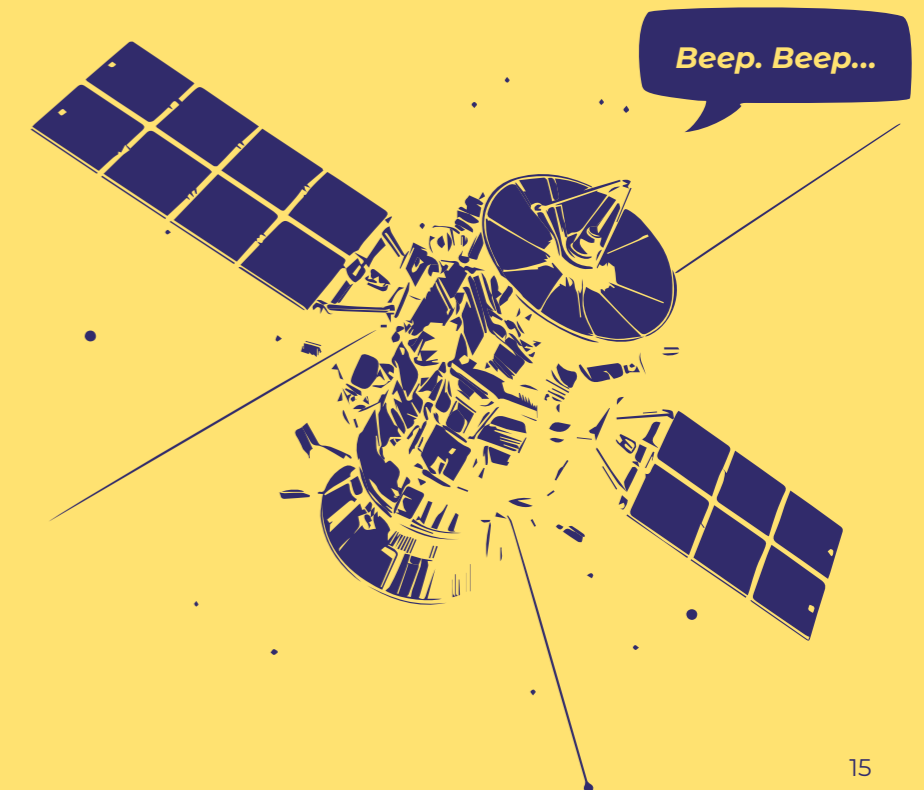
As of 31 December 2023, the CzechTrade global network provided services to support Czech exports through 54 foreign offices located in 46 countries. Due to the expanded presence of some foreign offices, Czech companies could use services in 64 countries around the world. In 2023, the cooperation with CzechInvest continued and both agencies operate abroad through a joint network. In addition to export activities, CzechTrade provides investment offers and startup projects in 9 foreign offices. CzechInvest, on the other hand, provides services for exporters in Seoul, Tokyo, San Francisco and New York. CzechTrade's foreign offices are divided into 9 regional centres. This division allows for the efficient management of the individual offices operating in particular regions.

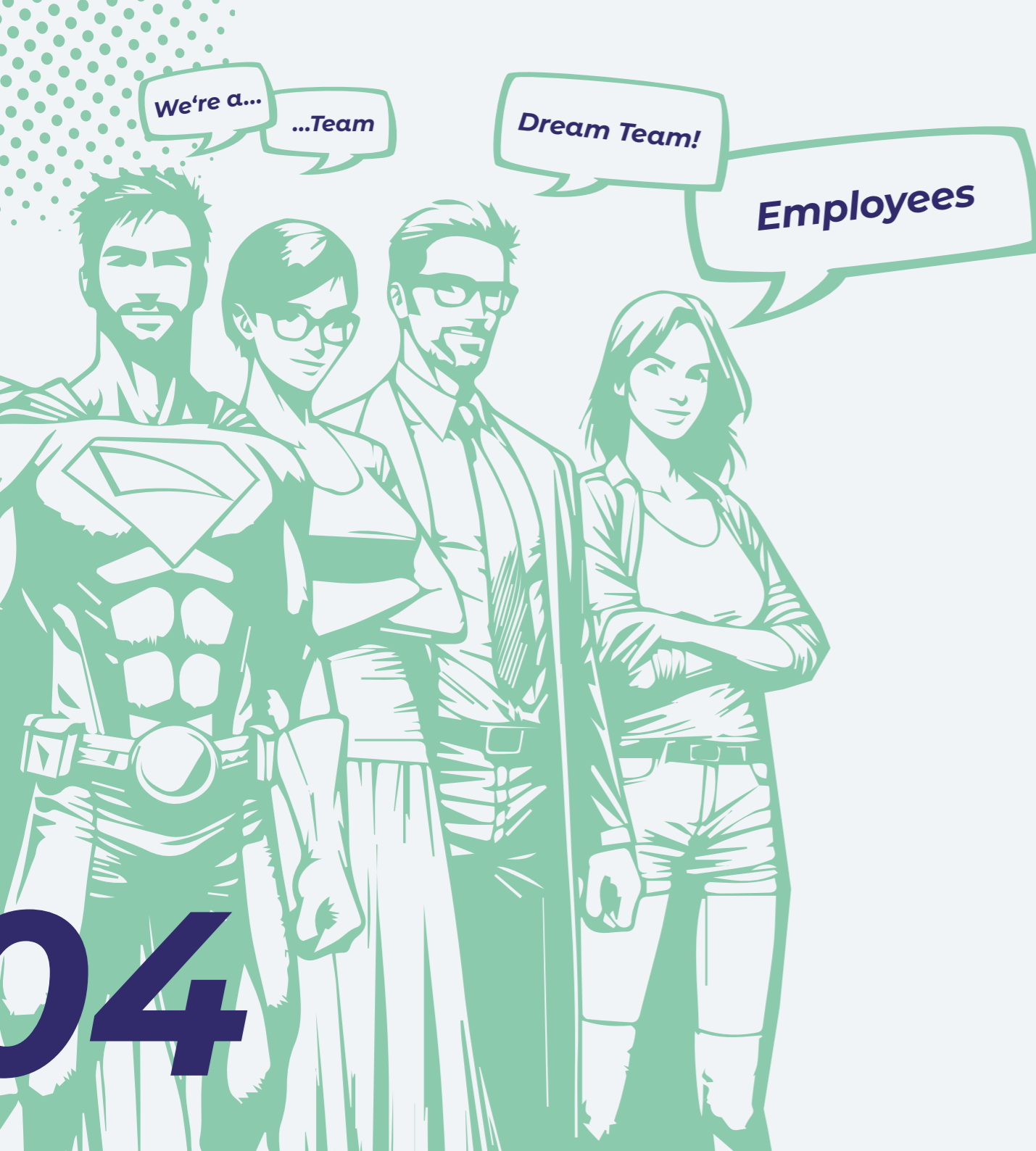
Table of foreign offices and their activities:

Regional Centre	Foreign Office	Regional Centre	Foreign Office
North America and Australia	USA – Chicago	Northwestern Europe	United Kingdom and Ireland
	USA – Austin		● France
	● RO – New York		Baltics
	● RO USA – San Francisco		Scandinavia
	Canada		● Spain
Latin America	Australia and New Zealand	● Italy	Croatia and Slovenia
	Colombia	● Serbia	Romania
	Peru	● Western Balkans (Montenegro, Republic of Albania, Bosnia and Herzegovina)	Bulgaria
	● Mexico	● Azerbaijan	Georgia and Armenia
	● Chile	● Eastern Europe and Central Asia	Ukraine – Kiev
Central Indo-Pacific	Brazil	Ukraine – Lviv	Kazakhstan and Kyrgyzstan
	Central America and the Caribbean	● Morocco	UAE
	Thailand	● Turkey	Egypt
	● India – Bangalore	● Middle East and Africa	Nigeria
	India – Mumbai	● Israel	South Africa
East Asia	Indonesia	Qatar	● CzechTrade Foreign Offices (FO) carrying out CzechInvest activities
	● Singapore	● CzechInvest Representative Offices (RO) providing CzechTrade export services	
	Vietnam		
	Philippines		
	China – Shanghai		
Central Europe	China – Beijing		
	● RO South Korea		
	● RO Japan		
	● Benelux		
	Belgium / CEBRE		
Central Europe	Germany – Düsseldorf		
	Germany – Munich		
	Austria		
	Hungary		
	Poland		

Rotation of Foreign Office Managers

In 2023, there were staff changes in eleven CzechTrade foreign offices: India (Bangalore), Morocco, Sweden, Colombia, Australia, Egypt, China (Beijing), USA (Chicago), the Netherlands, Austria and Germany (Düsseldorf). In addition, CzechTrade opened five new foreign offices that year, namely in Germany (Munich), USA (Austin), the Philippines (Manila), Qatar (Doha) and Ukraine (Lviv).





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Organisational Structure

Valid from 1 July 2023





Economic Report 2023

CzechTrade also achieved good economic results. It ended 2023 with an improved profit of CZK 17.3 million (CZK 6.4 million in 2022), 80% of which are funds that will be used in the organisation's budget and reflected in this year's costs. Compared to 2022, the volume of its revenues decreased by CZK 2.5 million as a result of implementing fewer foreign trade fairs; more positively, paid individual services increased by CZK 3.8 million. Total services amounted to CZK 52.1 million. The agency's total revenue amounted to CZK 414.5 million, of which the contribution from the founder for running the agency amounted to CZK 328.6 million.

The agency managed the allocated funds in an efficient and balanced manner. The total cost amounted to CZK 397.2 million, including the EU structural funds. Services (CZK 251 million), personnel costs (CZK 80.7 million) and depreciation (CZK 18.1 million) accounted for the largest share.

As every year, last year the CzechTrade also made investment purchases amounting to approximately CZK 10.1 million, of which intangible fixed assets (IFA) accounted for CZK 5.1 million and tangible fixed assets (TFA) accounted for CZK 5


million. The intangible fixed assets were acquired primarily to secure the internal information systems in accordance with the Cyber Security Act. Another reason was digitising internal processes and ensuring the websites, continued functioning. The tangible fixed assets were acquired to ensure the provision of IT services, which included a generational renewal of the data centre equipment and enhancing the performance and speed of hardware. The headquarters purchased new company vehicles for the foreign offices in Bucharest (ROU), Istanbul (TR), Madrid (ES), Sofia (BG) and Stockholm (SE). A new company vehicle for the Tbilisi Foreign Office and a power generator for the Johannesburg office were purchased to support operations there.

In 2023, the agency successfully continued two SF OP PIK projects – NOVUMM, NOVUMM KET – and completed the Design for Competitiveness project. These projects also contributed to the increase in the organisation's costs and revenues.

Items	2020	2021	2022	2023
Revenues	332,206	333,443	380,136	414,507
Revenues from services	9,940	22,433	54,661	52,149
Other sales and revenues	16,100	10,721	13,292	11,479
Including CzechTrade revenues (funds and others)	9,440	10,341	6,628	3,601
Including EU funds revenues	6,660	380	6,664	7,878
Contribution to operational costs	306,165	300,289	312,183	350,878
Including a contribution to the agency's activities	297,033	284,958	289,417	328,561
Including Structural Funds financing	9,132	15,331	22,766	22,317
Total expenses	323,839	330,702	373,701	397,185
Consumed purchases	7,017	7,349	5,418	7,805
Services	204,044	210,321	243,961	250,810
Personnel costs	74,382	70,674	71,220	80,748
Depreciation	16,047	16,457	16,064	18,132
Other expenses, including funds clearing	22,348	25,901	37,038	39,689
Including EU funds clearing	15,792	15,711	29,430	30,195
Profit/Loss	8,366	2,741	6,435	17,322

Costs under Control



An illustration of a conference room. A speaker in a suit stands at a podium on the left, gesturing towards a large audience seated in rows of chairs. A large speech bubble above the speaker contains the text 'What They Said about CzechTrade'. To the left of the speaker, a large number '06' is displayed. The room has a curved ceiling with circular patterns and a patterned wall behind the speaker.

06

What They Said about CzechTrade

Representatives of Partner Organisations

"The German sourcing and purchasing association BME and CzechTrade have together been successfully organising Sourcing Day Tschechien for nine years. Together, we have managed to create a 'win-win' environment between German and Czech companies, and have initiated new successful business relationships. German companies need qualified partners. And we at BME are glad that CzechTrade is our partner. Working together we have helped build bridges between companies to a very high standard."

Olaf Holzgrefe

Head of International Relations, BME

"There has been long-lasting cooperation between ourselves and the CzechTrade Design Centre in joint projects. This culminated in June 2023 with the successful Design for Business conference that was attended by 80 guests, and we expect to build on this in 2024. The help given in inviting business partners to the Czech Design Day in Paris, which was held in cooperation with the Association of Czech Industrial Design and the Embassy of the Czech Republic, is another demonstration of our close relationship. Last but not least, it is worth mentioning that 96% of our members make use of CzechTrade services, such as consultations with representatives of the foreign network, the offer of joint participation in trade fairs and the use of subsidy programmes such as Design Credits."

Michaela Trnková

Manager of the Association
of Czech Industrial Design

Company Representatives

SILISAN, spol. s r.o.

"Thanks to the professional work of your CzechTrade office in Budapest (HU), we first gained an overview of the FMCG sector and the major players operating in Hungary, together with contacts to the people in charge. Moreover, during the initial meeting we benefited from assistance and simultaneous interpretation, which significantly contributed to the rapid completion of a business transaction for the supply of food products."

Ladislav Ištok

Business Development Manager
www.silisan.cz

JASO Trade s.r.o.

"Our company, JASO Trade, is engaged in the production of luxury American-type coffins, which are mainly intended for export. Based on a report from the Spanish CzechTrade office, we decided to visit the FUNER MOSTRA funeral trade fair in Valencia, to ascertain the options for entering this market. Marek Zmrzlík, head of the Madrid office, actively helped us to arrange meetings with potential clients and he personally helped with translations during negotiations. We believe that with this help and support we will be able to establish cooperation with future clients in Spain."

Ing. Milan Novák

Managing Director
www.americkerakve.cz

Hilding Anders Česká republika a.s.

"Thank you for the opportunity to participate in the Meeting with Austrian Business Agents organised by your Austrian office together with the panel of business agents at the Austrian Chamber of Commerce in Vienna. We were very pleasantly surprised by the perfect organisation, approach, preparation and overall concept of this event, especially the maximum support from the Embassy."

Radka Kotyková

Public & Internal Manager
www.hildinganders.com



Agency Employees

"From the very beginning of my time at CzechTrade, through my work both at the Prague headquarters and currently at the foreign office in Colombia, I have had the opportunity to get to know a number of very inspiring people, clients and business partners from whom you can learn something new every day. Apart from its broad range of activities, what I appreciate about CzechTrade is the professionalism, dynamism and commitment that all of its employees bring to help support Czech companies. Whether at home in the Czech Republic or in foreign offices all over the world. As one of the youngest managers of our offices, I also appreciate the fact that there are equal opportunities for all and I am proud to represent Czech companies and their interests on the other side of the world in a market as distant as the Colombian one."

Nikola Hanková Palinková

Manager of the
CzechTrade Colombia Foreign Office

"When I joined the agency in 2001, I had no idea I would still be here to this day. I started in the Support Department for Regional Information Points, then in the Support Department for Foreign Offices. Both involved economics, which was what most attracted me and was where I found my calling. Finance is an interesting and varied field of work that, although it often doesn't seem like it, always presents new challenges that require creative solutions. The results and satisfaction in my work are also due to the stable team of colleagues I have and with whom I work across all of the agency's departments. I'm delighted to be part of such a useful organisation and to be able to contribute to its tasks. I'm aware that the most important thing for the agency are the clients for whom it was set up and to whom it provides its services. I believe that it will continue to be successful in its activities and I want to contribute to this personally."

Lenka Kolman Sokolová

Manager of Internal Services

"The ingenuity and skill of Czech industrialists and innovators is fascinating. That is why I have devoted a significant part of my professional career to popularising Czech science, research and innovation. The culmination of my long-term efforts was the presentation project Czech Innovation Expo. Before I started looking for another interesting challenge, I got a job offer from CzechTrade. Back then, it was already a modern Western-style export agency. The potential of the institution, the team spirit, the well-organised service facilities, all this contributed to my decision at the end of 2018, one that I do not regret. Working for CzechTrade offers ample room for creativity and professional development. So I can continue finding new ways to popularise Czech innovative solutions abroad, to the benefit of Czech exports."

Jan Špunda

Export Consultant – Senior
Department of Digital, New Technologies
and Startups



**We look forward
to working together
in 2024**



CzechTrade

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