



ACTIVITY REPORT

2015

**CZECH TRADE
PROMOTION
AGENCY**



**CZECHTRADE PROMOTION
AGENCY** IS A CO-FINANCED
AGENCY OF THE MINISTRY
OF INDUSTRY AND TRADE.
SINCE 1997, IT HAS BEEN
A PARTNER TO CZECH
COMPANIES ON THEIR PATH
TO EXPORT SUCCESS.

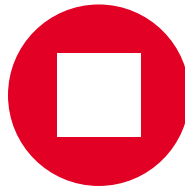




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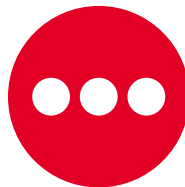
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LADIES AND GENTLEMEN, DEAR READERS,

We have had a successful year together, when Czech industry and exports did unexpectedly well. Czech export reached the highest volume in history, almost four trillion Czech crowns with a y-o-y growth of 6.4 percent. These data definitely confirm the competitiveness of our companies on European and other markets. If we ask what stands behind this success, we cannot omit the fixed exchange rate of the Czech crown, the historically low price of oil and many other influences, but above all the proactive policy of the government in support of export.

An extremely important role was also played by CzechTrade, whose Annual report for 2015 you are now reading. CzechTrade is, for Czech exporters, a key, and in some regions even vital tool for support of exports, especially for small and medium-sized enterprises. In almost twenty years of its existence, it has provided services to more than 40,000 companies and within the last two years the volume of these assistance services has been absolutely record-breaking. For that matter, this is proven by 122 successful cases in 2015, which is 18% more than in 2014.

In 2015 the agency also successfully completed the project of Specialised Fairs and Exhibitions, paid from OPPI funds, where within the new grant title of OPPIK it has already prepared three new projects for launch in support of participation of Czech companies at foreign fairs – NOVUMM, NOVUMM KET and DESIGN.

I am delighted that CzechTrade is poised to achieve great results again this year, and personally I am looking forward to further fruitful cooperation towards the success of Czech exporters.

A handwritten signature in blue ink that reads "Jan Mládek".

JAN MLÁDEK

Minister of Industry and Trade



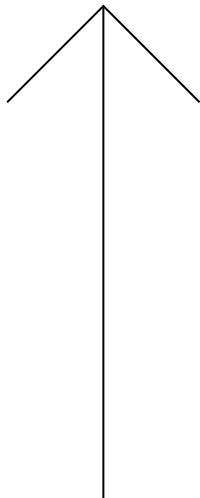
AGENCY PROFILE



CZECHTRADE WAS FOUNDED ON 1 MAY 1997 BY DECISION OF THE MINISTER OF INDUSTRY AND TRADE AS A TRADE PROMOTION ORGANIZATION CO-FINANCED BY THE STATE. CZECHTRADE BECAME THE NATIONAL EXPORT PROMOTION ORGANIZATION AIMED AT DEVELOPING INTERNATIONAL TRADE AND MUTUAL COOPERATION BETWEEN CZECH AND FOREIGN ENTITIES.

THE AGENCY OFFERS CZECH COMPANIES 19 YEARS OF EXPERIENCE ON FOREIGN MARKETS. IN ADDITION TO ADVISORY AND INFORMATION SERVICES, IT ALSO OFFERS SERVICES AND PROJECTS TAILORED TO MEET CUSTOMERS' REQUIREMENTS AND NEEDS. CZECHTRADE TAKES ACCOUNT OF THE READINESS OF EXPORTERS, THE BUSINESS STRATEGY AND PARTICULAR COMMODITY, AS WELL AS EXPORT POTENTIAL. THE GREATEST ADDED VALUE OF COOPERATION WITH CZECHTRADE IS THE EXPERTISE AND EXTENSIVE EXPERIENCE OF ITS FOREIGN REPRESENTATIVES. IN ADDITION TO THAT, CZECHTRADE HAS A UNIQUE SYSTEM OF EXPORT OPPORTUNITIES ON FOREIGN MARKETS AT ITS DISPOSAL.

CZECHTRADE SUPPORTS THE GROWTH OF CZECH EXPORTERS THANKS TO A SPECIALISED EDUCATIONAL PROGRAM, IN WHICH IT APPLIES THE KNOWLEDGE OF TOP EXPERTS, SPECIALISTS AND LECTURERS. EXPORTERS THUS OBTAIN UP-TO-DATE INFORMATION CRUCIAL FOR DECISION-MAKING, PREPARING AND IMPLEMENTING A SUCCESSFUL ENTRY ONTO FOREIGN MARKETS.





IMPORTANT EVENTS OF 2015



FOREIGN OFFICES

During the year there was a replacement of managers at seven CzechTrade foreign offices. To improve their recruitment, we used a method that determines the right candidates to be sent abroad based on the identification of key competencies (success factor index). At the beginning of the year, there was a replacement at the Russian offices in Moscow and St. Petersburg, followed in the summer by Yekaterinburg, and the office in Shanghai obtained reinforcement (grew in personnel). In September the agency sent new management to Riga (Latvia), Almaty (Kazakhstan) and Mumbai (India).

At the end of the year, CzechTrade started preparations for expansion of its international network with a subsidiary (office) in Singapore.

MEETING POINT OF CZECHTRADE AGENCY

Between 17 and 18 February 2015 CzechTrade held its 13th annual event Meeting Point at the Dorint Don Giovanni Hotel in Prague. Exporters had a chance to individually express their export intentions not only with 48 of its foreign representatives but also with specialists from the field.

Due to extremely high interest, the event with selected foreign offices was prolonged to Thursday 19 February, when it took place directly at the agency headquarters. Among the most desired countries were: China, Chile, South Africa, Kazakhstan, Hungary, Great Britain and the United Arab Emirates.

The representatives of 315 Czech companies made sure not to miss the opportunity to speak to the managers of all the offices in person. This was a great opportunity for 47 of the companies who were contacting CzechTrade for the first time.

EXPORT GUIDES TO NEW TERRITORIES

For the exporters to be able to fully use the potential that they are given by foreign markets, they need to have practical and relevant information at their disposal. The agency passes this valuable know-how of foreign offices to exporters in the form of export guides. Brochures familiarise them with the environment in Morocco, Thailand and India.

SOURCING DAYS

CzechTrade organised a number of supplier forums at which the representatives of Czech companies could meet buyers from national and multinational chains or concerns. The growth in the number of events of this type confirms the popularity of Sourcing Days and their success is evidenced by Czech companies, which have managed to make deals with foreign counterparts.

CZECHTRADE HEADS TO THE REGIONS

The aim of the series of four conferences called the "Future of Czech Export", which the agency organised in cooperation with the E15 newspaper, was to introduce not only its own services to the wide entrepreneurial public but also the services of others – the Ministry of Industry and Trade (MIT), Ministry of Foreign Affairs (MFA), EGAP and ČEB. The most attractive part of the program was always the



collective presentation by a foreign representative of CzechTrade with a company that used its services and succeeded on the foreign market. The events took place in Plzeň, Ostrava, Brno and Ústí nad Labem.

EXPO 2015

On 1 May, the gates of the Milan Expo 2015 opened and the city became the centre of the world for six months. The central topic of the world exposition was "Food for the Planet, Energy for Life". In addition to national pavilions, the organizers also prepared expositions dedicated to clusters and associated by topic, which is why pavilions with rice, cocoa, coffee, fruit and vegetables, spices or e.g. grains were to be seen.

During the national days, the countries shared their own traditions, expertise, technology and culture with the participants. The Czech Republic prepared a rich program, which started on 1 May with the commencement of Czech participation in the national pavilion. The concept of Czech National Day followed the main theme of the World Exposition while maintaining the direction pavilion's direction of "Laboratory of Life and Land of Fantasy".

The collective from the foreign office of the CzechTrade agency in Milan also participated substantially in the rich program of the Czech pavilion.

Worth mentioning from the calendar of events are the Day of Water conference, promotion of Czech hops, malt and beer, and workshops on Doing business in the Czech Republic and the Day of Czech Technologies in water management, the entrepreneurial mission of the Vysočina region or presentation of KavalierGlass glassblowers.

CZECHTRADE IS A MEMBER OF THE INTERNATIONAL BEDA ORGANISATION (BUREAU OF EUROPEAN DESIGN ASSOCIATIONS)

In 2015 the CzechTrade agency participated in the international SEE Design, Innovation and Policy Conference in Brussels. Its representatives presented a project called Design for Competitiveness 2013–2014 to more than 160 members in the audience and joined the discussion forum. CzechTrade actively participated in research

activities in the area of support of design, which are implemented by PDR – Cardiff Metropolitan University, UK, a significant world organization specialising in design and applied research, and participated in the publication of the SEE Design Policy Monitor 2015, which maps future trends in the area of design policy and support programs.

EXPORT RESEARCH

An export survey conducted by the Association of Small and Medium-sized Enterprises and Entrepreneurs of the Czech Republic (AMSP ČR) from May confirmed that CzechTrade is aiming its services in the right direction.

Almost 50% of the surveyed companies exports even outside of the EU.

↳ CzechTrade is strengthening its presence in China and SE Asia, and interest in Turkey and SAE is increasing significantly.

Companies most often think about the USA as new potential territory.

↳ CzechTrade is preparing to strengthen its presence in the USA.

On the other hand, a challenge for the future will be the fact that based on results, 96% of surveyed companies know CzechTrade, but only 25% have used its services.

MEMORANDUM OF COOPERATION WITH THE VŠE FACULTY OF INTERNATIONAL RELATIONS

VŠE (University of Economics) students have the option of gaining both professional and practical experience within internships at CzechTrade. The formal culmination of cooperation was the signing of a memorandum between the agency and the Faculty of International Relations in June. In 2015, nine students made use of internships at the agency headquarters. In the autumn semester, eight students participated in internships at foreign offices in Germany, UAE, USA, Egypt, Italy, Russia and Australia. CzechTrade is the ideal partner for the faculty, because its activities fit perfectly into the expert profile of the graduates.

CZECHTRADE PRESENTATION AT THE INTERNATIONAL ENGINEERING TRADE FAIR IN BRNO

From 14 September, visitors were expected at a collective stand with a stunning new design not just by the representatives of CzechTrade, but also by those from the MIT, MFA, CzechInvest and SST. On Monday, ten foreign representatives of the agency participated in B2B negotiations at an event called Contact Contract, which was held by the Regional Chamber of Commerce in Brno.

On Tuesday, a Meeting Point was held. Twenty-five representatives of foreign offices were accompanied by three managers from the economic departments of embassies, a specialist in export financing from the ČEB and colleagues from the Client Centre for Export. More than 90 Czech companies participated in the event. The range of special events was supported by seminars and conferences organised by the Department of Export Education of CzechTrade. These were aimed at supporting exports and business opportunities in Thailand, India, Iraq, RSA, Egypt, Morocco, UAE and Israel. In total, more than 200 companies participated in the special events.

MEDIA CAMPAIGN

On 1 October, CzechTrade launched a media campaign, the aim of which was to raise awareness about its services and persuade companies of their effectiveness. A creative concept called "CONQUEROR" was chosen for the campaign. The point of communication is highlighted by the headline "We help you to win on foreign markets". The new slogan that accompanies the entire campaign says "Expert for your export". Indeed, CzechTrade is an expert in exports for Czech companies in the true sense of the word. The campaign is being conducted until May 2016.

UNCONVENTIONAL FORMS OF PROMOTING CZECH COMPANIES

Foreign representatives of CzechTrade are seeking even more innovative ways to support Czech exporters. Tibor Bial, the head of the foreign office in Budapest, combined the presentation of Czech companies with an "old boys" hockey match between Hungary and the Czech Republic. During the event, held in early November, they managed to sell out an entire hockey stadium and a video clip from the

venue was broadcast four times by Hungarian state television. 120 VIP guests attended the event. The outcome was successful networking between the companies.

18TH DHL UNICREDIT EXPORT AWARD

In November, the results of the 18th DHL UniCredit Export Award were announced. CzechTrade was the patron of the competition for the eighteenth time. Czech exporters competed in four categories (Medium-sized Enterprise, Small Enterprise, Exporter of the Territory – Latin America, and Global Exporter). Two other categories were announced by CzechTrade.

The winner in the category of the Most Successful Client was BIKE FUN International, s.r.o. The award for the second new category, Export Story of the Year, went to the production team of Kovobel.

MEETINGS WITH IMPORTANT CLIENTS

At the end of November, CzechTrade held a meeting with its most important clients. The event was held at Sovovy mlýny. Representatives of almost seventy companies had the opportunity to take part in a commented exhibition of artists František Kupka and Toyen at the Kampa Museum and speak to top officials from the agency. The agency wanted to take this opportunity to thank them for their year-long cooperation and introduce its plans for the coming year of 2016.

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CZECHTRADE SERVICES



CZECHTRADE'S SERVICES OFFER COMPREHENSIVE ASSISTANCE TO EXPORTERS IN EXPANDING TO FOREIGN MARKETS

ADVISORY AND INFORMATION SERVICES

Advisory services focused on starting a business and development of business on foreign markets

- ↳ Initial export consultation
- ↳ Skype consultation days and videoconferences
- ↳ Consultations with representatives of foreign offices in Prague and in the regions

Current information from foreign markets

- ↳ BusinessInfo.cz and its Foreign Trade section – official portal for business and export implemented by CzechTrade
- ↳ News from abroad and analyses
- ↳ CzechTrade daily newsletter – daily free e-mail subscription with a current overview of foreign business opportunities (daily.czechtrade.cz)
- ↳ Export guide – clear information about particular territories, their specific aspects and trading in the given territory, useful and practical advice and experience of our foreign office representatives

INDIVIDUAL SERVICES: SERVICES AND PROJECTS TAILORED TO MEET CUSTOMERS' REQUIREMENTS AND NEEDS

Territory analysis

- ↳ Basic economic and statistical data
- ↳ Foreign trade and information about the position of the Czech Republic on the market
- ↳ Identification of opportunities and threats, specialised trend indicators, potential options
- ↳ Finding out information about competitors
- ↳ Basic price research (with regard to the availability of information for the specific product or service)
- ↳ Identification of distribution channels
- ↳ Recommendation of suitable forms of entering the market, possibility of establishing a company, legal forms
- ↳ Other information in accordance with the individual assignment

Long-term export assistance

- ↳ Use of the facilities of offices abroad

- ↳ Preparation of negotiations with stakeholders, assistance at meetings and other support when travelling to the territory
- ↳ Assistance when selecting the local representative
- ↳ Support in dealing with state authorities or during registration/certification of products
- ↳ Ongoing provision of information from the sector supplemented with conclusions and recommendations
- ↳ Sending of up-to-date inquiries from the sector with comments
- ↳ Monitoring of competition, access to the information sources CzechTrade foreign offices in the territory
- ↳ Surveys of fairs and exhibitions, support in organizing presentations or participation in fairs and exhibitions
- ↳ Other activities based on an agreement and according to the possibilities of the given office

Approaching potential business partners and verification of their interest in a product or service

- ↳ Procurement of business contact details according to the defined criteria (specification of target groups) and scope using local databases and other information sources
- ↳ Updating of contact details and identification of competent persons
- ↳ Approaching the identified companies and presenting the client's product range
- ↳ Distribution of the client's promotional materials (via e-mail and regular mail to potential takers)
- ↳ Re-approaching and subsequent affirmation of interest in the product
- ↳ Recommendation of further procedure
- ↳ Drawing up of the final report

Organization of business meetings

- ↳ Arranging and organization of business meetings between the client and stakeholders of foreign companies
- ↳ Meeting itineraries
- ↳ Ensuring logistics and possible assistance and interpretation at meetings based on the client's requirements

B2B events in the Czech Republic and abroad

- ↳ Sourcing days (arranging and organization of B2B meetings with foreign buyers)
- ↳ Organization of networking events and trade and sector business missions abroad



Exhibitions and fairs abroad

- ↳ Presentation of Czech companies at fairs abroad within the collective stand of CzechTrade

Determining the creditworthiness of foreign business partners

- ↳ Mediation of the relevant information from reputable specialised agencies
- ↳ Translation and interpretation of identified information according to monitored parameters

BUSINESS OPPORTUNITIES: UNIQUE AND UP-TO-DATE SYSTEM OF TRADE OPPORTUNITIES ON FOREIGN MARKETS

- ↳ Sourcing days: organization of personal meetings between Czech suppliers and foreign partners in the Czech Republic
- ↳ Inquiries by foreign companies for goods and services from Czech suppliers
- ↳ Offers of foreign suppliers for Czech takers
- ↳ Tenders from the World Bank and CERN

EXPORT EDUCATION

Educational events on foreign trade topics

- ↳ One-day and multi-day seminars
- ↳ Comprehensive courses
- ↳ Export conferences
- ↳ Discussion forums
- ↳ Customised corporate training

Education of Czech companies in the area of export

- ↳ Practical training
- ↳ Success stories
- ↳ Sharing information

ORGANIZATION OF CZECHTRADE

MANAGEMENT

Ing. Radomil Doležal, MBA, CEO
Ing. Milan Ráž, Director of Services for Exporters
Ing. Lenka Sokolová, MBA, Director of Internal Services
Ing. Zuzana Synková, Director of Marketing and Analyses
Mgr. Petr Kraselovský, Director of EU Funds and Commercial Events
(state as of 31 December 2015)

CZECHTRADE SECTOR SPECIALISTS

Twenty-two consultants took care of the clients as at 31 December 2015. They are divided by CzechTrade into five field teams, so that every company can easily find its export consultant according to the field in which it conducts business.

Construction, consumer goods and services – Construction and building materials, furniture industry, paper industry, printing, timber and woodworking industries, agriculture and forestry, utility glass, jewellery and small goods, textile, clothing and leather industries, services.

Team leader: Ing. Martin Hlavnička

Electronics, ICT, transport and handling equipment – Electronics and electrical engineering, software and ICT services, automotive, other vehicles, handling equipment and facilities, communal and handling equipment, aerospace, weapons and ammunition.

Team Leader: JUDr. Michal Nedělka

Energy, resources, environment – Energy + renewable sources, water, waste and environment, raw materials and semi-finished products.

Team Leader: Mgr. Alice Fibigrová, MBA

Life sciences, chemistry, plastics, medicine and food – Medical equipment, chemicals and pharmaceuticals + biotechnology, food processing, plastics and rubber.

Team Leader: PhDr. Adriana Dohnalova

Engineering and metalworking – Engineering – manufacturing of machinery, machined components and structures made of metal, capital investments, foundry and forging, metallurgy.

Team Leader: Ing. Vaclav Štika

CZECHTRADE FOREIGN OFFICES

At the end of 2015, CzechTrade offered services at 46 foreign offices in 49 countries.

Europe: 23 foreign offices

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

Africa: 3 foreign offices

Egypt: Cairo
 Morocco: Casablanca
 South Africa: Johannesburg

America: 7 foreign offices

Argentina: Buenos Aires
 Brazil: Sao Paulo
 Chile: Santiago de Chile
 Canada: Calgary
 Columbia: Bogota
 Mexico: Mexico City
 USA: Chicago

Asia: 12 foreign offices

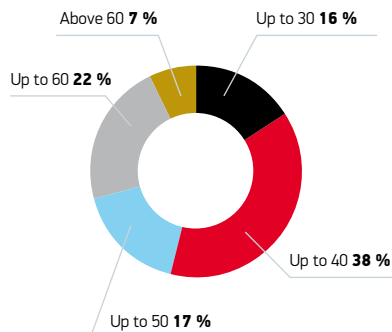
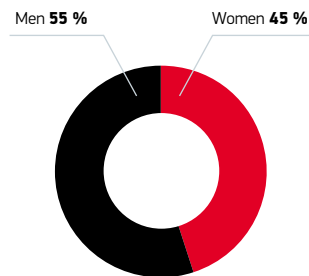
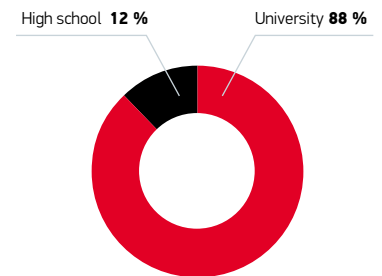
Azerbaijan: Baku
 China: Beijing, Chengdu, Shanghai
 India: Mumbai
 Indonesia: Jakarta
 Israel: Tel Aviv
 Kazakhstan: Almaty
 Thailand: Bangkok
 Singapore: Singapore
 United Arab Emirates: Dubai
 Vietnam: Ho Chi Minh City

Australiasia: 1 foreign office

Australia, New Zealand: Sydney

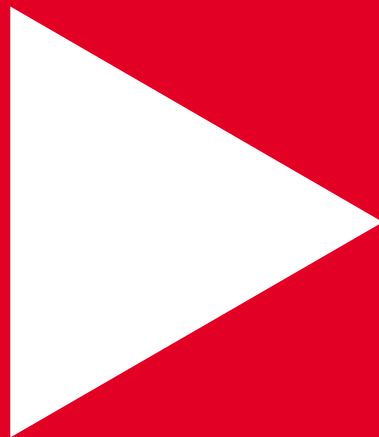
CZECHTRADE EMPLOYEES

As of 31 December, CzechTrade had 108 employees.

Employees by age**Employees by gender****Employees by education**

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OVERVIEW OF THE MAIN RESULTS

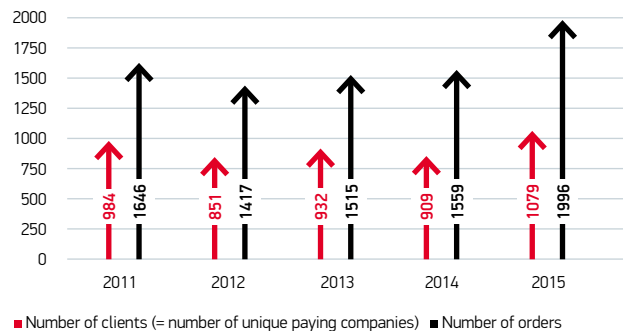


MAIN RESULTS OF CZECHTRADE

↳ In 2015, 2,140 companies used the service of CzechTrade.

↳ CzechTrade implemented 1,996 orders in total.

Trends in the number of CzechTrade clients and orders



↳ CzechTrade foreign offices implemented 1643 individual orders for a total of almost CZK 50 mil CZK based on the needs and requirements of companies. The said companies evaluated their service with a score of 1.23 points (on a 4-point scale).

↳ The services of CzechTrade foreign offices brought cost savings to 75% of clients, time savings to 84% of clients, and an incredible 99% of clients would recommend their services to business partners. They most value the minimization of risks when entering a foreign market.

↳ In 2015, the companies confirmed 122 success cases to CzechTrade, resulting from the use of its services, worth a total of CZK 1.3 billion.

↳ CzechTrade organised 47 professional, territorial and company seminars in Prague and in the regions of the Czech Republic, as well as 8 export conferences. The very high level of satisfaction with educational events is expressed by an average point score of 1.14

(5-point scale) and rising interest in educational events, proven by more than 1,350 participants.

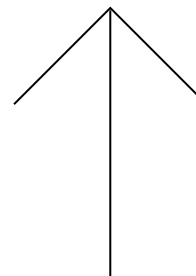
↳ CzechTrade employees processed more than 1,000 foreign inquiries and 437 offers, published 1,717 foreign projects and tenders and 53 investment opportunities. At 11 Sourcing Days in the course of the year, 250 companies in total participated in B2B – Matchmaking Meetings with foreign buyers.

↳ CzechTrade organised 110 collective participations of Czech companies at foreign fairs and 8 business missions to 39 countries in total. 782 participants made use of these opportunities.

↳ Within the project for Collective Participation at specialised exhibitions and trade fairs, supported from European structural funds, about 645 companies presented themselves at 30 foreign fairs.

↳ Users of the BusinessInfo.cz portal viewed 8,350,793 pages in total. Users of CzechTrade websites viewed 633,618 pages during the year.

↳ CzechTrade issued 32 press releases. Media monitoring traced 896 media outputs about the agency in total, of which 9% were generated on the basis of press releases, 16% were published thanks to good relations between the PR agency and the media, and 20% were generated from contractual cooperation between CzechTrade and the media. 39% of outputs had a positive tone and 60% a neutral one.





OTHER RESULTS OF CZECHTRADE

EXPORT OPPORTUNITIES

An added value to CzechTrade services is the targeted search: a team of specialists look up Czech partners for foreign companies based on specific orders which are obtained directly from particular companies abroad. The sources are CzechTrade foreign offices and embassies of the Czech Republic. Another advantage is speed – instant and thorough processing of every inquiry is a priority for CzechTrade. The aim is to hand over the information to the relevant Czech companies as soon as possible. Inquiries are published on the BusinessInfo.cz portal, but the easiest way for companies to get current inquiries is by means of the CzechTrade daily newsletter. The result is the effective linking of foreign inquirers and Czech companies. The output of the service is the pairing of inquiring parties and their potential business partners, meaning a two-way transfer of contacts.

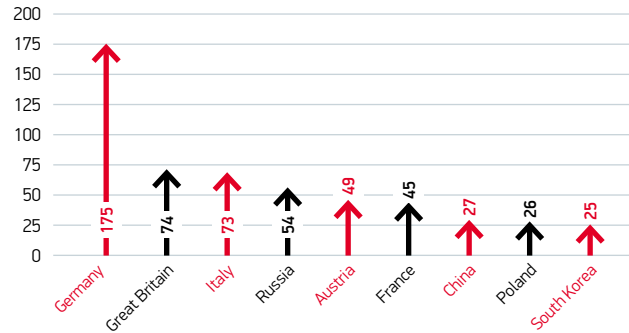


“ I’m very satisfied with the foreign inquiry service. The list of inquiries is well arranged, I was met with a very willing response to queries and received answers to my

questions immediately. When there was a need to obtain details, I was informed additionally via phone.”

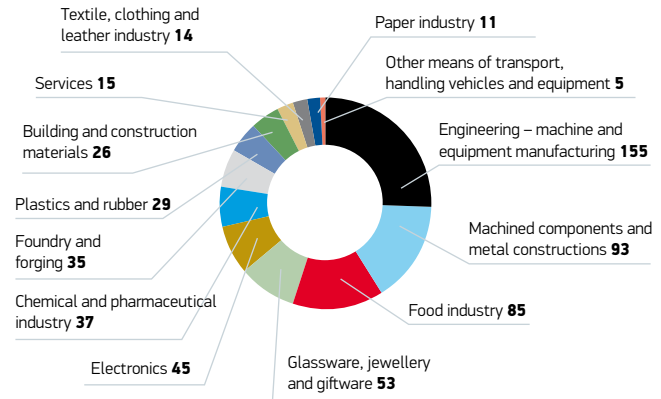
Martin Mach, Nutricius, s.r.o.

Inquiries Top countries from 2015

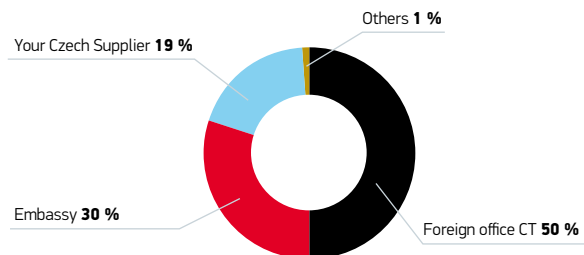


In 2015, CzechTrade employees processed over 1000 foreign inquiries.

Inquiries Top sectors 2015



Inquiries by supplier 2015



CzechTrade also processes other business opportunities that efficiently connect Czech exporters to particular foreign clients and represent real contract potential. Among them are investment opportunities, foreign offers and tenders, including tenders from international organizations such as CERN, ESO and the World Bank.

In 2015, CzechTrade administrated 437 offers, and published 1,717 foreign projects and tenders and 53 investment opportunities.

SOURCING DAYS AND INCOMING MISSIONS

Thanks to its foreign offices, CzechTrade obtains contacts for buyers that Czech companies would have trouble contacting. Comprehensive service is a matter of course, including verified contacts, assistance in preparing for meetings, assistance during meetings and follow-up communication with buyers. Sourcing days are often followed by a visit from the buyers to selected manufacturing plants in the Czech Republic.

In 2015, CzechTrade held eleven Sourcing Days with the participation of more than 250 Czech manufacturers.

CZECHTRADE DAILY

More than 3,800 clients use this online service. Based on the defined criteria, clients receive daily e-mails with up-to-date business information from abroad, the latest business opportunities and an overview of events held by CzechTrade abroad and at home, as well as offers of export education.

BUSINESSINFO.CZ PORTAL

The BusinessInfo.cz portal, the implementation of which was entrusted to CzechTrade, is the core part of the information network for entrepreneurs and exporters. The portal integrates information from key ministries and public administration institutions in one place and subsequently provides it to entrepreneurs and exporters. The Foreign Trade section brings together the most important information for Czech exporters provided by the state administration and other entities. Among other things, BusinessInfo.cz offers summaries of territory data published by more than 150 countries and updated daily, export opportunities and a calendar of international trade fairs and exhibitions with Czech participation. In 2015, 813 answers to business queries from users were processed.



“Our company will be participating in the event for the fourth time already. Thanks to participation in previous years, we have managed to close deals with three German

companies. I consider these meetings to be one of the most meaningful forms of support from the state.”

Jan Tománek, Trading and Manufacturing Director, HTP s.r.o.

In the course of 2015, the portal homepage underwent graphic editing and the Foreign Trade section was completely restructured to make it more navigable and comprehensible for users, and to better reflect the new direction of the cooperation between MIT, MFA and CzechTrade. A dedicated page for the Client Centre for Export was also created within this cooperation, and a new database of the “Map of Sector Opportunities” was compiled in collaboration with the MFA, aimed at approximating trends and export opportunities emerging on global markets.

Within the portal, great attention is paid to the stories of successful Czech exporters, which serve as inspiration for other Czech companies with the potential to conquer foreign markets.

The Foreign Trade section, along with the Taxes and Legislation section, was the most visited part of the BusinessInfo.cz portal in 2015 – with a monthly average of 48,363 visits.

The average monthly turnout as a whole was 219,061 visitors and the average number of page views was 695,899 per month. An important trend in 2015 was the increased 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)

The CCE is located at the CzechTrade headquarters, where specialists from the MFA, MIT and CzechTrade are available to

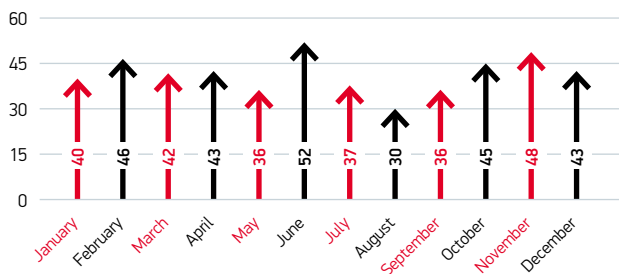


OVERVIEW OF THE MAIN RESULTS

exporters. Information about the Client Centre is available at the Businessinfo.cz viewed. Its specialists can be contacted via telephone and e-mail, or directly during a personal visit to the CzechTrade headquarters. The CCE offers state services to exporters in a well-arranged catalogue of services of the Unified Foreign Network. The catalogue offers services which, depending on their nature, are the responsibility of the Ministry of Foreign Affairs, the Ministry of Industry and Trade, or CzechTrade. The result is a comprehensive range of state services in more than 90 countries around the world, including European Union member states.

In 2015, the CCE received 498 queries in total. Interest in services has been stable throughout the entire term of its operation. The same applies to the structure of required services – by default, the most highly-sought is “preparation for business dealings”, which is requested by 64% of companies, “detailed market research” (20%) and “information for exporters” (9%).

Number of queries of the CCE in 2015



EXPORT EDUCATION

CzechTrade offers educational events to Czech companies in the form of sectoral or territorial seminars, export conferences and company training tailored to specific needs.

Czech companies are learning to export based on shared information, practical training and success stories, and use know-how of employees of foreign offices of CzechTrade agency to achieve that.

In 2015, a total of 47 sectoral, territorial and company seminars were held in Prague and in the regions of the Czech Republic, as well as eight export conferences.

More than 1,350 representatives from Czech companies participated in these events.

Professional seminars were aimed at topics such as INCOTERMS, financial tools for export, social media, internet marketing, specific aspects of business negotiations, successful presentation, goods of dual use, protection of intellectual property, effective promotional materials, business etiquette, etc.

Territorial seminars and conferences particularly concerned China, Germany and Iran, which generated the most interest on the part of entrepreneurs, followed by UAE, Egypt, Israel, RSA, Morocco, Algeria, Thailand, India, Ukraine, Italy, Romania, Hungary, Russia, Azerbaijan, Australia, Great Britain, Scandinavia and other countries.

Not only the main program and the presentations of particular lecturers are interesting and beneficial; the lively discussions taking place during breaks and individual consultations are equally relevant.

An average point score of 1.14 (on a scale where 1 = best, 5 = worst) and an increasing number of participants testify to the high satisfaction with educational events.

“ For me, the seminar concerning the use of social media in business was by far the most interesting and beneficial course by CzechTrade that I have ever completed. The chosen lecturer was excellent – great presentational skills and appropriate linking of the seminar topic with the current situation on the market and a broader context.”

Pavel Nosek, RUBENA, a. s.



Within internal education, another year of the business diplomacy course took place in 2015, consisting of a number of attendance seminars, e-learning courses and case studies. 42 participants from CzechTrade, CzechInvest, the Ministry of Industry and Trade and Ministry of Foreign Affairs participated in the course. Also within the scope of internal education, the Export Academy library was shared, cooperation was established during the participation of employees of pro-export institutions at sectoral and territorial seminars offered by CzechTrade and the Diplomatic Academy of the Ministry of Foreign Affairs, and professional workshops were implemented.

EXPORT CONSULTING AND FOREIGN NETWORK SERVICES

CzechTrade services cater to the individual needs of each client and respect the specific aspects of the individual target markets well

as the sector. The client can rely on the professional services of experienced foreign representatives, as well as the experts at the agency headquarters. Industry-specialised consultants are ready to discuss export plans and recommend suitable procedures for cooperation with CzechTrade.

CzechTrade representatives abroad provide a number of free services and paid follow-up specialised services for specific companies tailored to their needs. The greatest benefits to companies is presented by the physical presence of foreign CzechTrade representatives in the given territory and their knowledge of the environment and know-how associated with it, ties to important contacts and the ability to obtain verified information first hand.

Comparison of basic indicators of activities of foreign offices of the CzechTrade agency

Indicator	2013	2014	2015
Number of inquiries of foreign offices	1 176	1 290	1 643
Number of clients	739	764	898
Number of successful cases	104	103	122
Value of supported export	CZK 1.7 bn	CZK 6.851 bn	CZK 1.3 bn
Return on satisfaction questionnaires	49 %	43 %	49 %
Evaluation of services	1,22	1,24	1,23

The usage of individual services in 2015

Service	Total revenue	Number of inquiries	Number of clients
Territory analysis	80 000 CZK	2	2
Service package – BUSINESS	203 000 CZK	11	11
Service package – PLUS	271 500 CZK	5	5
Long-term export assistance	677 100 CZK	33	33
Business contacts(without verification)	653 900 CZK	54	41
Organization of business dealings	238 100 CZK	21	19
Other services	1 014 800 CZK	61	40
Verification of interest in a product/service	2 287 900 CZK	121	90
Trade fair survey	85 000 CZK	4	2
Foreign market survey	455 500 CZK	11	7
Foreign events	38 805 451 CZK	753	468
Assistance services	4 222 670 CZK	361	298
Consultation day	13 300 CZK	19	19
Seminars	108 000 CZK	102	102
Determining the creditworthiness of the company	1 900 CZK	1	1
Total	49 918 518 CZK	1 643	1 212



” The CzechTrade foreign in St. Petersburg helped solve a complaint from our customer based in St. Petersburg. Swift and well-researched advice consisting of the provision of all the

necessary information based on Russian legislation, which we found very difficult to navigate, saved us EUR 25,000. Without the help of CzechTrade, we would hardly have found the right arguments. Thank you once again for this flawless service to us exporters.”

Ing. Soňa Hrušková, Export Manager, Dibaq, a.s.



” Our start-up in new regions was facilitated by cooperation with state trade promotion agency CzechTrade. We received excellent feedback from the CzechTrade office in

Budapest, managed by Michal Holub, who contributed his knowledge and well-prepared market analyses several times, often very efficiently.”

Michal Dvořáček, Engineering Test Institute, s.p.

At the end of 2015, 46 foreign offices CzechTrade were available to Czech companies, offering services in 49 countries.

The office in Ankara, Turkey was closed in the course of the year, but on the other hand a new office in Singapore began operation.

In 2015, the services of the CzechTrade foreign offices were used by 1,212 companies, for which a total of 1,643 inquiries were implemented.

In 2015, Czech companies showed the most interest in attending foreign trade fairs and business missions, followed by assistance services and verification of interest in a product/service

SATISFACTION WITH FOREIGN OFFICE SERVICES

Companies evaluate the services provided by CzechTrade foreign offices (FO) with a 1.23 point score on a 4-point scale (1 = best, 4 = worst).

CzechTrade services generated cost savings for almost ¾ of clients (72%), time savings for 84% of clients, and 99% of clients would recommend the services to their business partners.

Partial satisfaction rating of a CzechTrade contract

Year	Consultant	FO	Deadline	Output	Overall
2011	1.17	1.20	1.16	1.59	1.27
2012	1.17	1.14	1.20	1.52	1.31
2013	1.09	1.08	1.15	1.51	1.22
2014	1.14	1.13	1.18	1.58	1.24
2015	1.16	1.09	1.17	1.53	1.23

Clients, who used the services of CzechTrade, appreciate the high quality and professionalism of outputs defined in accordance with individual requirements and needs, as well as the responsive and flexible approach of employees. Perceived as very beneficial were procured verified contacts and knowledge of local environment and market, which allow them to avoid basic mistakes in the given territory.

SUCCESSFUL CZECHTRADE CLIENTS

In 2015, companies confirmed 122 successful cases arising from the use of CzechTrade services worth a total of CZK 1.3 bn.

The most confirmed success stories were generated by CzechTrade agencies in Düsseldorf (25), Almaty (14), London (11) and Vienna (10).

The highest cumulated volume of confirmed cases is reported by CzechTrade foreign offices in Budapest (CZK 455.5 mil), Johannesburg (CZK 162.6 mil), Stockholm (CZK 137.5 mil), Almaty (CZK 121.3 mil), Shanghai (CZK 117.6 mil) and Düsseldorf (CZK 103 mil).



“Several years ago, we launched cooperation with CzechTrade to identify suitable partners and sellers of our bicycles on foreign markets. As a result, we have managed to ramp

up cooperation with major companies, especially in Norway and Denmark and most recently also in Great Britain.”

Martin Guráš, Business Manager, BIKE FUN International s.r.o.

Success stories according to sector and quantity

The largest volume of success stories was confirmed by companies in the engineering, food processing and construction sectors.

Industry	Number
Engineering – machinery and equipment production	24
Food processing	15
Construction materials and building	14
Energy	12
Plastics and rubber	8
Machined components and metal structures	6
Other vehicles, handling vehicles and equipment	4
Aviation industry	4
Castings & forgings	4
Glassware, jewellery and giftware	4
Textile, clothing and leather industry	3
Automotive	2
Electronics & electrical equipment	2
Furniture industry	2
Raw materials and semi-finished products	2
Weapons and ammunition	2
Agriculture and forestry	2

Success stories according to sector and value

The largest volume of success stories were confirmed by companies in the other vehicles, energy and food processing sectors.

Industry	Value in CZK
Other vehicles, handling vehicles and equipment	593 631 190
Energy	272 407 354
Food processing	75 674 150
Engineering –machine and equipment manufacturing	69 830 905
Luxury goods	58 000 000
Design	54 920 000
Construction materials and building	37 456 915
Aviation industry	34 109 008
Plastics and rubber	17 696 072
Woodworking	14 300 000



OVERVIEW OF THE MAIN RESULTS

Success stories according to service

The most success stories for our clients are generated from the use of foreign office services and participation in the collective stands at foreign trade fairs and business missions.

Service type	Quantity	Value
Inquiry	71	693 124 795
Action	57	260 471 407
Request	7	7 417 879

Success story according to region

The most success stories were confirmed by companies from Prague, while the greatest volume was generated from the Plzeň region.

Region	Quantity	Value
City of Prague	22	132 419 150
Moravian-Silesian region	17	331 259 955
Zlín region	17	49 850 415
South Moravian region	14	24 024 613
Vysočina region	9	23 226 722
Plzeň region	8	459 382 620
Hradec Králové region	6	79 052 400
Pardubice region	6	34 306 125
Ústí nad Labem region	6	11 873 290
Olomouc region	5	36 231 490
South Bohemian region	4	42 603 946
Central Bohemian region	4	18 888 558
Karlovy Vary region	2	4 428 287
Liberec region	2	57 659 500

PRESENTATION OF CZECH COMPANIES ABROAD

CzechTrade organizes the collective participation of Czech companies at exhibitions and fairs abroad.

PRESENTATION AT FOREIGN TRADE FAIRS UNDER THE BANNER OF CZECHTRADE

Within the framework of CzechTrade services, companies can partake in personal or catalogue presentation at the collective stand at trade fairs abroad. Collective participation reduces the costs for company presentations at trade fairs in territories of interest. Employees of CzechTrade foreign offices provide assistance services to exhibitors before, during and after the event.

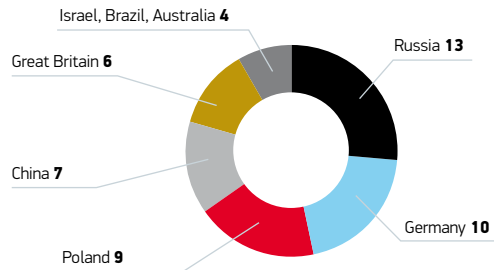
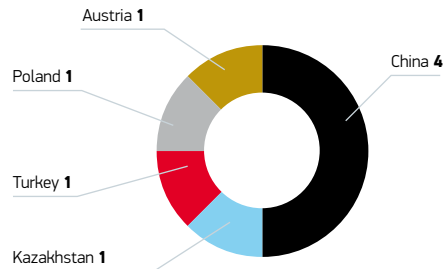
In 2015, the foreign offices singled out and together with CzechTrade headquarters implemented 110 collective participations at trade fairs and eight foreign missions of Czech companies at events in 39 countries around the world, which is 34% more than in 2014.

“ We hope that the trade fair will allow us to find new partners, not just in Lithuania but in the entire Baltic region. We attended this event for the first time, visitation was great and the negotiations we conducted here could, by our estimations, launch our business involvement in the region.”

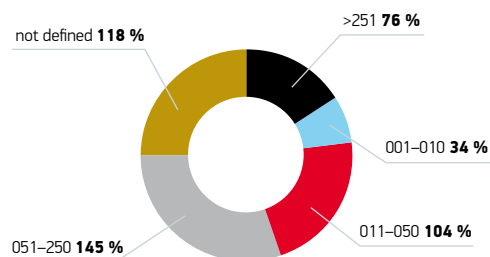
Pavel Prachař and Jakub Hurda, CZ PLAST s.r.o.
RESTA 2015

“ We attended the Budma trade fair for the second time now, following successful presentation last year. In the meantime, we managed to successfully start sales in Poland. Thanks to our participation this year, we will be launching new products on the market that will strengthen our position and we will of course obtain more interesting contacts for future development on the Polish market.”

Pavel Kulesa, Statical, s.r.o.
BUDMA 2015

TOP destinations according to number of trade fairs**Destination of business missions organised by CzechTrade**

- Czech mining technology, general energetics, technology,
- Power plant equipment manufacturing ● Energy ● Energy ● Engineering

Division of participants at foreign trade fairs and business missions according to number of company employees

Overview of categories of trade fairs and business missions attended by companies participated in 2015 with the support of CzechTrade.

Sector	Number
Agribusiness	1
Automotive	5
Biotechnology	2
Design	4
Other vehicles, handling vehicles and equipment	9
Wood and woodworking industry	1
Electronics & electrical equipment	3
Energy	19
Metallurgical processing	1
Chemical and pharmaceutical industry	2
Aviation industry	4
Luxury goods	2
Furniture industry	2
Raw materials and semi-finished products	1
Machined components and metal structures	9
Others	1
Paper industry	1
Plastics and rubber	4
Polygraphy	2
Food processing	15
Castings & forgings	1
Services	2
Software and ICT services	4
Construction materials and building	15
Engineering - machine and equipment manufacturing	22
Textile, clothing and leather industry	4
Glassware, jewellery and giftware	2
Water, waste & environment	9
Weapons and ammunition	3
Sanitary ware	10
Agriculture and forestry	7

The opportunity to present the company at foreign fairs under the banner of CzechTrade was used by 782 participants in total in 2015, i.e. by 57% more than in 2014.



OVERVIEW OF THE MAIN RESULTS

Overview of sectors of trade fair and business mission participants	
Sector	Number
Automotive	43
Biotechnology	5
Design	2
Other vehicles, handling vehicles and equipment	19
Wood and woodworking industry	24
Electronics & electrical equipment	88
Energetics	85
Metallurgical processing	11
Chemical and pharmaceutical industry	37
Investment units	5
Aviation industry	14
Furniture industry	12
Nanotechnology	1
Raw materials and semi-finished products	3
Machined components and metal structures	186
Other	137
Paper industry	4
Plastics and rubber	51
Polygraphy	17
Food processing	43
Castings & forgings	43
Services	363
Software and ICT services	69
Construction materials and building	127
Engineering - machine and equipment manufacturing	168
Textile, clothing and leather industry	18
Glassware, jewellery and giftware	15
Water, Waste & Environment	49
Weapons and ammunition	7
Sanitary ware	30
Agriculture and forestry	18

COLLECTIVE PARTICIPATION AT SPECIALISED TRADE FAIRS AND EXHIBITIONS ABROAD 2013–2014 (SVV2)

Through CzechTrade, companies were able to participate in person at foreign exhibitions and trade fairs in 2015 with support from European structural funds (OPPI), particularly from the Marketing programme.

The SVV2 project was implemented by CzechTrade and financed from the Operational Programme for Enterprise and Innovation (OPPI), with a 15% share of state budget funds. The aim of the project was to provide target groups – sector organisations and individual business (especially SMEs), by means of the collective participation at selected specialised trade fairs and exhibitions abroad, with discounted services aimed at improving the competitiveness of products and services from companies based in the Czech Republic on foreign markets. 2 146 entities in total (including CzechTrade), of which 1,682 SMEs, 260 major corporations and 84 professional organizations participated in 120 trade fairs held in 40 countries around the world and gained support worth CZK 232,953,443 in total. The implementation of trade fairs within the SVV2 project began in October 2013 and was terminated in June 2015.

The project of Collective Participation at specialised exhibitions and trade fairs abroad for 2013–2014 was successfully concluded on 30 November 2015. Subsequently, the preparation of follow-up projects was initiated for a new programming period within OP PIK.

The total approved funds for extension of the SVV2 project amount to CZK 313,795,708. The plan was to support 120 trade fairs with a total minimum number of 1,680 participants. Implementation of trade fairs within the SVV2 project began in October 2013. CZK 85.6 mil was spent to implement events held in 2015.

645 companies presented themselves at 30 foreign trade fairs in 2015.

In 2015, 30 trade fairs were held in 18 countries within the SVV 2013–2014 project, at which 645 entities in total were supported, including CzechTrade. Of these, 246 (i.e. 38.1%) were involved in a collective exposition. 399 participants presented themselves in separate expositions.

On average, a record-breaking 21.5 companies attended the trade fairs. The decisive share of supported entities consisted of SMEs (80.3%), while major companies accounted for 10.9% and professional organizations 4.2%. The most successful trade fair in terms of visitor numbers was Coneco/ Racioenergia in Bratislava, with 105 exhibitors.

Evaluation of participation according to exhibitors themselves:

- ↳ 99% of participants did not encounter any problems on the part of CzechTrade during the trade fair
- ↳ 95% of participants evaluate the communication and implementation of the event by CzechTrade to be good
- ↳ 98% of participants obtained complete information when requesting support
- ↳ 98% of participants did not encounter any serious problem when requesting support
- ↳ 99% of participants will request support again for the next year of the trade fair
- ↳ 95% of participants believe that their participation at the trade fair contributed to the visibility of the company on the market

“ We appreciate the support from CzechTrade very much, and thank them for their excellent cooperation at the AMBIENTE 2015 trade fair in Frankfurt am Main. We would be happy for any future possibility to participate in a trade fair with a similar topic.”

Miroslav Hornik jr., NB ART, s.r.o.
AMBIENTE 2015

SUPPORT OF INDUSTRIAL DESIGN

The year 2015 saw the final phase of the internal project “Design for Competitiveness” 2013–2014, through which CzechTrade supported the innovations of product design by SMEs. This project, co-funded from the European Union structural funds within the operational programme Business and Innovation 2007–2013, was successfully concluded in 2015 and preparations for the follow-up

Design for Competitiveness 2016–2018 project were initiated. The aim of the project was to make it possible for SMEs to increase their chances on foreign markets by means of quality design and effective promotion.

The project made it possible for 184 small and middle-sized enterprises to obtain relevant information in the area of industrial design, to effectively promote industrial design abroad and to initiate individual cooperation with professional designers. The total costs incurred for the implementation of the project reached CZK 7,624,450.

90% of the supported companies have already launched their new / innovated products or are preparing to manufacture them.

62% of the companies used the services of a professional industrial designer for the first time.

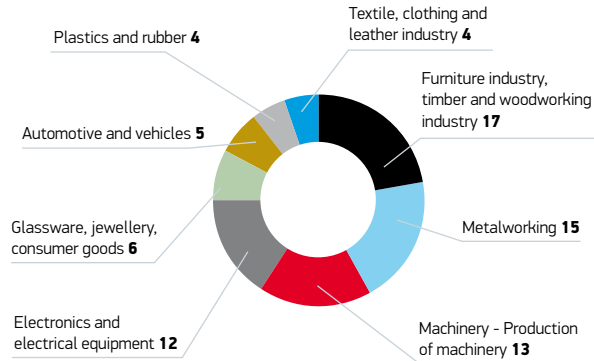
A selection of implemented concepts within the project is presented in the publication called “Design for Competitiveness”, which includes stories of successful cooperation between companies and industrial designers and texts by design management professionals. Its electronic version is available on the CzechTrade website.

Division according to volume of support of product design innovations in%	
Region	Percentage
South Moravian region	26
Central Bohemian region	12
Zlín region	11
Moravian-Silesian region	9
Vysočina	7
Hradec Králové region	7
South Bohemian region	6
Olomouc region	6
Pardubice region	5
Ústí nad Labem region	4
Liberec region	4
Plzeň region	2
Karlovy Vary region	1



OVERVIEW OF THE MAIN RESULTS

TOP sectors – successful implementation of individual cooperation between companies and designers (number of events supported)



“ I want to thank the whole CzechTrade team for its support, which brought our company not only positive results regarding the design of our machines, but also advanced the

manufacturing possibilities of our company as such. We have created a new series of machines which, due to their functional design, has significantly strengthened our brand on international markets. We feel the effect of this support and will feel it for many years to come.”

Vítězslav Šulák, MBA, SULAK Glass Working Machinery, s.r.o.

CZECHTRADE DESIGNER DIRECTORY

The electronic directory is a great aide not only when searching for industrial designers, but also for promoting design abroad. The English version of the directory is posted on the www.czechtradeoffices.com portal, which provides information about CzechTrade services abroad.

42 of the designers from the CzechTrade Designer Directory were involved in the Design for Competitiveness 2013 – 2014 project.





NETWORK OF CZECHTRADE FOREIGN OFFICES

46 offices with operations in 49 countries around the world



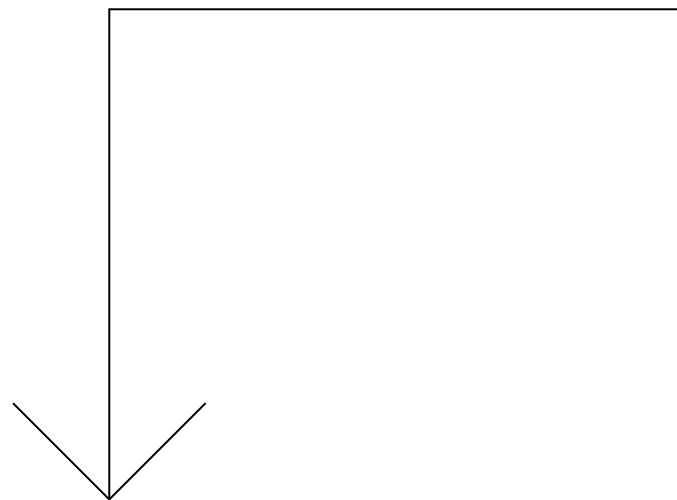
FINANCIAL RESULTS

CzechTrade concluded 2015 with an improved financial result of CZK 13.9 mil, although roughly one third this amount consisted of funds transferred to the organisation's budget for purposes which will be implemented no sooner than in 2016. The total volume of revenues exceeded the previous record-breaking year by almost CZK 21 mil and reached CZK 51.2 mil, which allowed for a minimum reliance on funds created by the agency in previous years.

The agency's total costs amounted to CZK 437.8 mil including structural funds, most of which was spent on services (231.7), EU projects (118.4) and personnel costs (60.4). The spending of funds was balanced and economical across the annual quarters.

In the reviewed year, capital investments were made worth approximately CZK 16 mil, of which CZK 6.8 mil were spent on 13 vehicles, CZK 9 mil on IT assets and the rest on the acquisition of a new franking machine for the headquarters (nearly CZK 135,000).

In 2015 the agency also closed and invoiced approved projects within the OPPI and IOP structural funds, which were completed in 2014 but billed in 2015. These projects also contributed to an increase in the organisation's revenues.



Financial results of CzechTrade for the period from 2011 to 2015 (in CZK '000)

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

* including structural funds

**ANNUAL REPORT OF ACTIVITIES
IN PROVISION OF INFORMATION**



Annual report of the Czech Trade Promotion Agency / CzechTrade on activities in the area of provision of information pursuant to provision of Section 18 of Act No. 106/1999 Coll., on Freedom of Information, as amended, for 2015.

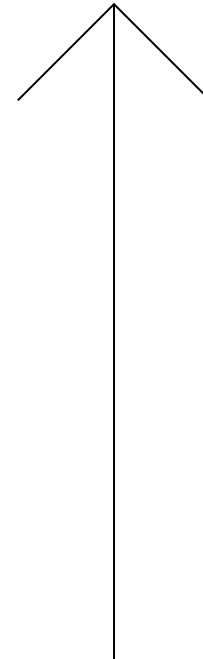
Number of requests for information submitted	2
Method of processing a request for information	Information to the request provided under the provisions of Section 14(5)(a)
Number of responses issued	2
Number of notifications of deferment of the request issued	0
Number of appeals against a decision to reject a request	0
The number of complaints filed pursuant to Section 16a	0
Number of exclusive licenses granted	0
Number of requests for information subject to a fee	0
Number of decisions to reject a request reviewed by the court	0

In 2015, the Agency received a total of two written requests for information pursuant to Act No. 106/1999 Coll., on Freedom of Information (hereinafter referred to as the "Act"), of which two could be assessed as requests for information under this Act.

PUBLISHING INFORMATION VIA AGENCY'S WEB PAGE

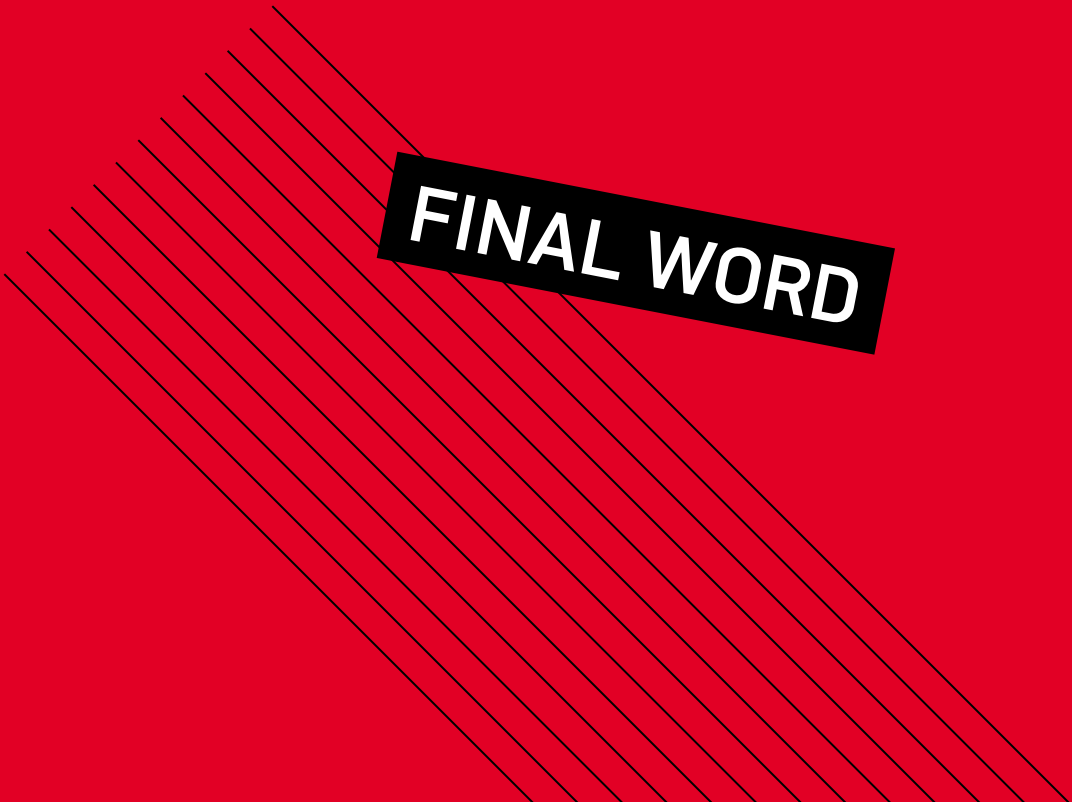
The CzechTrade website at www.czechtrade.cz, in the Published Information section, publishes all the information in the meaning of Act No. 106/1999 Coll., as well as responses to requests for information, including information about potential decisions to reject the request, in a manner allowing remote access.

The compulsory information section publishes the information defined in Decree No. 442/2006 Coll., which stipulates the structure of information published about the obliged entity in a manner allowing remote access, as well as the annual reports of CzechTrade.





FINAL WORD



DEAR LADIES AND GENTLEMEN,

In 2016, we would like to focus more on successful exports by our clients, which should be the logical result of increased activity by our foreign offices. From now on, we will monitor not only their number and volume, but also other parameters, e.g. the company's export experience, whether it is a traditional Czech product or a new product, whether the company enters conventional markets or more complicated territory. We want to medialize the successes of Czech companies on foreign markets even more, and thus motivate and inspire other potential exporters.

In March 2016, we launched a program called Export Coaching, through which we hope to bring the services of CzechTrade closer to small and medium-sized businesses in the regions. In various areas of the Czech Republic, we organize export forums within this program where leaders from foreign countries present European territories as well as territories beyond Europe. Furthermore, we have created a network of five regional export managers, who focus on the needs of local companies. For those interested in export, we provide comprehensive services starting from initial consultations directly in the region, through the detailed processing of a strategy at our headquarters, to successful penetration of the selected foreign markets. I believe these activities in the regions will be reflected in companies' interest in our services.

The third priority for 2016 is to expand the portfolio of target markets, which we want to make accessible to Czech companies. Towards the end of 2015, we had already launched preparations to expand the overseas network, with more branches in Singapore and Iran, the opening of a second office in Bangalore, India, and a fourth office in Canton, China. We plan to open another office in tropical Africa, in Lagos, Nigeria, while also strengthening the overseas office in USA, due to the enormous interest of Czech companies in this territory.

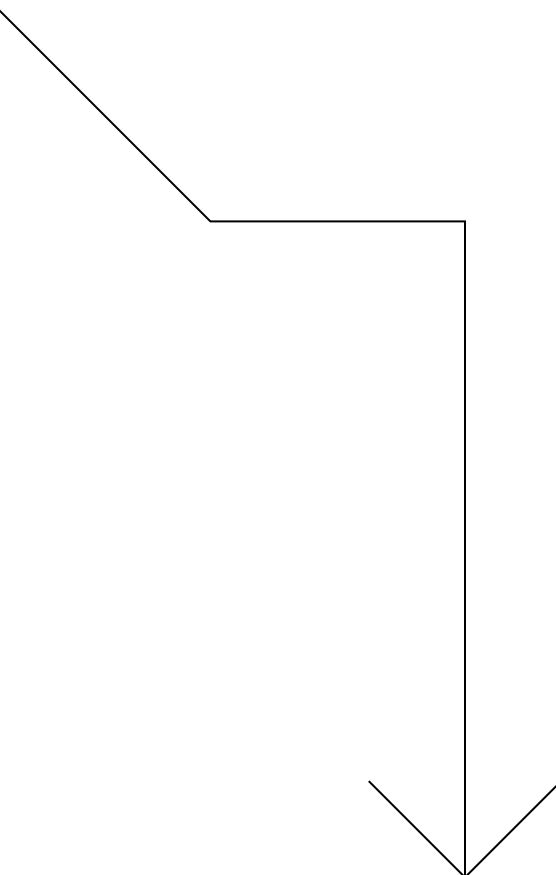
Finally, I would like to thank the founders of CzechTrade, the Ministry of Industry and Trade, for its support and for creating conditions that allow the agency to operate. Many thanks to our partner organizations for their cooperation not only in the area of export promotion.

I would also like to thank the clients of the CzechTrade for their support in 2015 and I believe their success will inspire other companies, which CzechTrade is ready to assist in entering foreign markets.



A handwritten signature in blue ink, appearing to read 'Radomil Doležal', written in a cursive style.

RADOMIL DOLEŽAL
CEO of CzechTrade





Dittrichova 21, 128 01 Praha 2
info@czechtrade.cz, www.czechtrade.cz

