CzechTrade

Report 2024

Five continents, countless export opportunities. Together, we've nourished international markets throughout 2024.

The graphics for this year's annual report are based on our New Year's card, created in an unconventional way – in collaboration with the talented illustrator **Barbora Balgová**, who is also a CzechTrade client.

We operate actively across five continents, and we have symbolically depicted these foreign markets, full of dynamism and drive, as leopards, tigers and jaguars. **In the years ahead, we shall continue to enthusiastically serve them the very best of Czech exports.**

The visual development of the document's design and layout was handled by designer **Vojtěch Obrovský** from **S&K PUBLIC spol. s r.o. agency.**

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CzechTrade Profile

CzechTrade is a national pro-export agency that facilitates international trade and deepens cooperation between Czech and foreign companies.

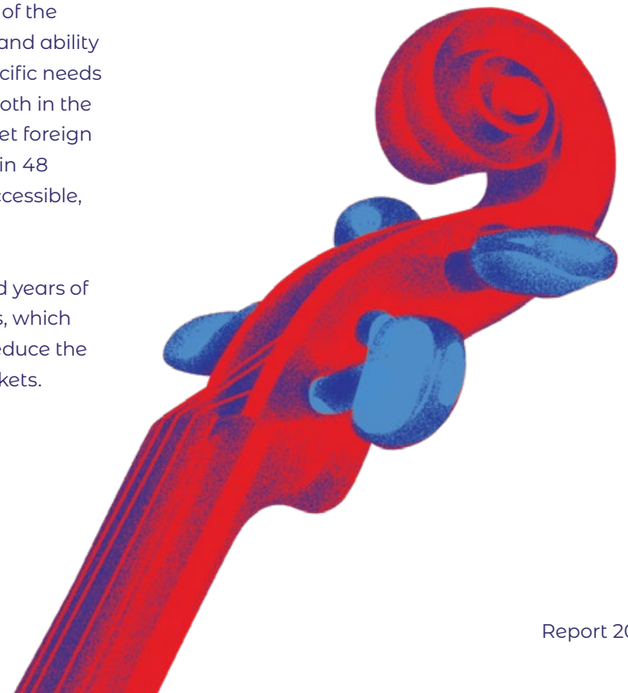
During its 27 years of operation, it has established itself as a reliable partner for Czech companies on their way towards business and investment success abroad.

CzechTrade offers a wide portfolio of interconnected services to companies at various stages of export readiness. The key advantage of the agency is its comprehensive approach and ability to individually adapt services to the specific needs of clients. CzechTrade experts operate both in the Czech Republic and directly in the target foreign territories through a network of offices in 48 countries. This makes export support accessible, efficient and professional.

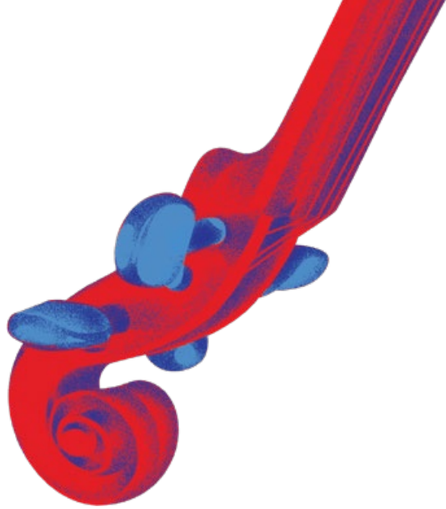
A great added value is the expertise and years of experience of the foreign office directors, which helps clients save time and costs and reduce the risks associated with entering new markets.

CzechTrade has also held an ISO quality certificate since 2002 and regularly undergoes recertification audits. Well-established internal processes ensure a high standard of service and consistently high client satisfaction.

The CzechTrade agency was established by the Ministry of Industry and Trade in 1997.



Vision and Core Values



In 2024, the Agency continued to implement its medium-term strategy for the period 2023–2026, which is fully aligned with the Export Strategy of the Czech Republic 2023–2033. The key objective was to improve the quality of services and optimise the foreign network so that exporters receive targeted support, especially in more remote and challenging territories.

CzechTrade's sectoral approach has been modernised – the agency has defined promising sectors according to the technological advantages of Czech companies and current foreign demand. In these areas, it then provides specialised support to exporters in target markets.

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

Main Projects and Partnerships

— **BusinessInfo.cz**
Since 2001, CzechTrade has been the guarantor of the official portal for business and export, which provides entrepreneurs with verified information, guidance and practical advice.

— **The Client Centre for Export**
A joint contact point run by CzechTrade, the Ministry of Industry and Trade and the Ministry of Foreign Affairs, it has been providing fast and expert support to exporters in one place since 2014..

— **Shared foreign network of CzechTrade and CzechInvest**
The unique collaboration of the two agencies operates in 14 countries around the world. Services are provided in 9 countries through CzechTrade offices and in 5 territories through CzechInvest.

— **CzechTrade and CzechInvest**
They jointly operate in the regions of the Czech Republic through the regional network – REK project. A network of regional export consultants, who provide support directly at companies' places of business, is available in 7 regions.

— **Design Centre CzechTrade**
The national platform for state support of design helps companies to use design as a tool for competitiveness and innovation. CzechTrade also acts as a guarantor for the design sector.

— **ETPO – European Trade Promotion Organisations**
CzechTrade is an active member of the international network of European trade promotion agencies. Thanks to the exchange of experience, it strengthens its know-how and tracks current trends in export promotion.

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**
  specialised detailed foreign refinement of a 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 2 and NOVUMM2KET programmes
- **CzechTrade Design Centre**
  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
- Identifying and making 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 2024

In 2024, CzechTrade supported thousands of export activities of Czech companies – in the form of contracts, consultations, professional events and specialised projects.

Client services and individual support

- **1,287** clients from among Czech companies
- **1,628** orders, of which 1,531 performed abroad
- **97** free Market Entry services
- **17** services for startups
- **248** confirmed export successes
- Average service quality score **1.1** (on a scale of 1–4), according to 393 questionnaires

Personal consultations and events in the Czech Republic

- **2,367** consultations during CzechTrade Meeting Point event in Prague and Brno and during the economic diplomats' meeting

Export education

- **66** seminars, conferences and trainings courses
- **2,559** participants

Participation of companies at foreign events

- **61** joint expositions at trade fairs for 300 companies
- **32** sector missions for 192 companies
- **8** Sourcing Days: 137 Czech companies, 39 foreign buyers, 269 B2B meetings

Export opportunities and tenders

- **304** foreign inquiries published on BusinessInfo.cz, of which 284 from foreign offices
- **259** tenders processed:
  - 178 public contracts for CERN
  - 53 tenders from the Ukrainian Prozorro platform
  - 28 contracts from EBRD projects in Ukraine

Digital channels and information service

- **1,633** subscribers to the CzechTrade Daily newsletter
- **620** active company profiles in the Directory of Exporters
- **864** news reports from foreign markets for Czech companies
- **962** news reports from the Czech Republic for foreign partners
- **337** enquiries answered via the Export Client Centre

Projects co-financed by the European Union

- **77** recommendations for providing subsidies from the NPO – DESIGN CREDITS programme for SME cooperation with designers from the CzechTrade Directory of Designers
- **49** SME participation at 7 international trade fairs within the NOVUMM 2 project (OP TAK)
- **40** SME participation at 6 international trade fairs within the NOVUMM2KET project (OP TAK)

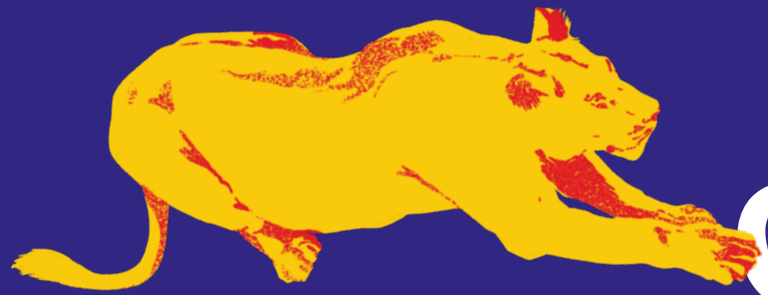
Joint export activities

- **5** export alliances comprising 43 companies
- **4** export incubators for 10 companies

BusinessInfo.cz portal

- **4,927,794** views per year
- **3,649,197** unique visitors per year
- **410,649** average monthly views
- **14,341** newsletter subscribers

Foreign Network



03

As of 31 December 2024, CzechTrade's foreign network included 59 offices operating in 48 countries. Some offices enjoy extended coverage, thanks to which the Agency was able to provide export support in a total of 66 countries.

For more efficient coordination, the international network was divided into 9 regional centres. These managed the activities of the individual offices within their respective regions.

Overview of CzechTrade foreign offices in 2024

Regional centre	Foreign office
North America and Australia	FO USA – Chicago
	FO USA – Austin
	○ FR USA – New York
	○ FR USA – San Francisco
	FO Canada – Calgary
	○ FO Canada – Toronto
	FO Australia and New Zealand
Latin America	FO Colombia
	FO Peru
	● FO Mexico
	FO Chile
	FO Brazil
	FO Central America and the Caribbean
Central Indo-Pacific	FO Thailand
	● India – Bengaluru
	FO India – Mumbai
	FO Indonesia
	● FO Singapore
	FO Vietnam
	FO Philippines
East Asia	FO China – Shanghai
	FO China – Beijing
	FO Japan – Osaka
	○ FR Japan – Tokyo
	○ RO South Korea
Northwestern Europe	FO United Kingdom and Ireland
	● FO France
	FO Baltic states (Latvia, Lithuania, Estonia)
	● FO Scandinavia (Sweden, Norway, Finland, Denmark)

Regional centre	Foreign office
Southern Europe and the Balkans	● FO Spain
	● FO Italy
	FO Croatia and Slovenia
	FO Serbia
	FO Romania
	FO Western Balkans (Montenegro, Republic of Albania, Bosnia and Herzegovina)
	FO Bulgaria
Eastern Europe and Central Asia	FO Azerbaijan
	FO Georgia and Armenia
	FO Ukraine – Kiev
	FO Ukraine – Lviv
	FO Kazakhstan and Kyrgyzstan
	FO Uzbekistan
Central Europe	● FO Benelux (Netherlands, Luxembourg, Belgium)
	● CEBRE
	FO Germany – Dusseldorf
	FO Germany – Munich
	FO Austria
	FO Hungary
	FO Poland
Middle East and Africa	FO Morocco
	FO UAE
	FO Türkiye
	FO Egypt
	FO Nigeria
	● FO Israel
	FO RSA
	FO Qatar
	FO Saudi Arabia

Cooperation with the CzechInvest agency continued in 2024. Both institutions operate abroad within a common network:

— In addition to export services, CzechTrade also provides support for investment projects and startups at 9 offices.
— CzechInvest offers services to exporters at 5 representative offices.

Changes to the foreign network in 2024

During the year there were changes in the management of eight offices: Serbia, Italy, Romania, Bulgaria, Kazakhstan, South Africa, Vietnam and Peru.

At the same time, four new offices were opened:

— Japan (Osaka)
— Saudi Arabia (Riyadh)
— South Korea (Seoul)
— Uzbekistan (Tashkent)

● CzechTrade Foreign Offices (FO) carrying out CzechInvest activities
○ CzechInvest Foreign Representation (FR) providing CzechTrade export services
● CEBRE – Czech Business Representation to the EU

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Employees

Organisational Structure

Valid from 1 July 2024

CEO

- Internal Auditor
- Human Resources Department
- External Relations

Section **Foreign Network**

- Foreign Offices
- Department of Marketing and Strategy

Section **Services for Exporters**

- Export Consultants
- CZ Regional Network
- Export Education

Section **Internal Services**

- EU Funds and Creative Industries Department
- ICT
- Financial Accounting
- Departmental Budgets and Operations
- Support for Foreign Offices

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Economic Report 2024

The CzechTrade agency closed the year 2024 with an improved profit of CZK 10.2 million. Of this, 88% consists of funds for use in the following year's budget.

The volume of its revenues increased by CZK 12.5 million year-on-year thanks to higher participation in foreign trade fairs. Income from paid individual services also grew, by CZK 3.4 million. Total revenue from CzechTrade services amounted to CZK 64.7 million. Total revenue amounted to CZK 423.6 million, of which the contribution from the founder for activities amounted to CZK 334.3 million.

The Agency managed the allocated funds in a prudent and balanced manner. Including structural funds, costs amounted to CZK 413.4 million.
The main cost items were: services (CZK 288 million), personnel costs (CZK 86.7 million), depreciation (CZK 13.8 million).

Investments in 2024 amounted to CZK 22.7 million:

— Intangible fixed assets (CZK 14.3 million): expansion of internal information systems, generational renewal of the intranet and web presentations, optimisation of internal processes, expansion of cooperation with the Ministry of Foreign Affairs and modernisation of the BusinessInfo.cz portal.
— Tangible fixed assets (CZK 8.4 million): provision of IT services as part of the generational renewal of data centre equipment and the enhancement of hardware performance and speed, renewal of the vehicle fleet for the foreign offices in Paris, Vienna, Munich, Düsseldorf and Rabat.

The Agency has successfully cleared the projects financed from OP PIK (NOVUMM and NOVUMM KET) and launched three new projects from OP TAK: NOVUMM 2, NOVUMM2KET and Design for Competitiveness 3.

Key economic indicators for the Agency for the period 2021–2024

Items	2021	2022	2023	2024
Total revenue	**333,443**	**380,136**	**414,507**	**423,575**
Revenues from services	22,433	54,661	52,149	64,673
Other other sales and income	10,721	13,292	11,479	9,147
Including CzechTrade revenues (funds and others)	10,341	6,628	3,601	7,682
Including EU funds revenues	380	6,664	7,878	1,465
Contribution to operational costs	300,289	312,183	350,878	349,755
Including a contribution to the Agency's activities	284,958	289,417	328,561	334,275
Including funding of structural funds	15,331	22,766	22,317	15,480
Total costs	**330,702**	**373,701**	**397,185**	**413,398**
Consumed purchases	7,349	5,418	7,805	7,069
Services	210,321	243,961	250,810	288,011
Personnel costs	70,674	71,220	80,748	86,734
Depreciation	16,457	16,064	18,132	13,836
Other costs including fund clearance	25,901	37,038	39,689	17,748
Including clearing EU funds	15,711	29,430	30,195	16,946
Profit/Loss	**2,741**	**6,435**	**17,322**	**10,117**

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What they said about CzechTrade

The feedback and experiences of those cooperating with CzechTrade provide important insight into the quality of services and direction of the Agency.

Selected quotes come from companies, partner organisations and employees themselves.

Company Representatives

Exporters appreciate the direct support, expert guidance and results that cooperation with CzechTrade brings when expanding to foreign markets.

Gantry Rail s.r.o.

"Thank you for a very good job in organising the Mission of Czech Mechanical Engineering Manufacturers to Azerbaijan, which took place in December 2024. Allow me to highlight in particular the excellent organisation, overview and knowledge of the territory. The programme of the whole event was demanding and meticulously prepared. I very much appreciated the fact that it was directed at end customers."

Jozef Mráz
CEO

Hanna Maria Therapy s.r.o.

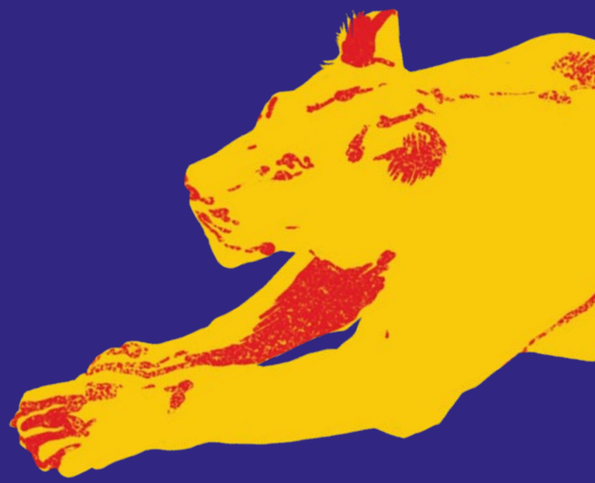
"We conducted a business trip to Latin America where we used the services of CzechTrade's foreign offices in Bogotá and Santiago de Chile. In both cases, we were met with a very friendly approach, and although the format of the meetings was very different in Colombia and Chile, in both instances the cooperation was excellent and exemplary. My sincere thanks, specifically in Bogotá, to Ms. Hanková Palinková and Mr. Buček, as well as Mr. Jílek and Mr. Glisník in Santiago de Chile, for their considerable assistance in helping me to navigate this territory and in organising business meetings. We very much appreciate the work done and believe that the promising negotiations and new contacts will result in the implementation of exports to this territory."

Hanna Maria Tomášková
Owner and CEO

PRAGUE CLINICS EUROPEAN DOCTORS L.L.C

"We opened our first clinic in Dubai with doctors who are graduates of leading Czech medical schools. We focus on family medicine and paediatrics, but we will soon be expanding to other fields. We started preparing the clinic two years ago, which is when we first met Vladislav Polách. He helps us to connect with local and Czech companies and individuals who already have experience in the market or are about to enter it. CzechTrade's Dubai office provides support in company formation, accounting and legal services, promotion and digital marketing. Vladislav Polách is a professional with excellent communication skills and market knowledge, and it is a pleasure to work with him."

Ing. Tomáš Janovský
CEO



Representatives of Partner Organisations

Cooperating institutions affirm the contribution of CzechTrade to the development of the export environment, the internationalisation of companies, and the education of a new generation of experts.

Faculty of International Relations, Prague University of Economics and Business

"Thanks to our long-standing collaboration with CzechTrade, our students have a unique opportunity to gain practical experience abroad, which strengthens their adaptability, independence and intercultural understanding. These competencies significantly facilitate their transition from the academic to the professional environment."

Eva Grebe
Coordinator of IDS, Work Placements and Executive Academy, Faculty of International Relations, Prague University of Economics and Business

CzechTrade Client Council

"I see CzechTrade as a flexible, professional and open agency that listens to exporters' needs. The establishment of the Client Council in 2024 is an important step towards ensuring that company feedback is heard and has a direct impact on the Agency's strategy and services. I believe this platform will contribute to making export support even more tailored to the real needs of the market."

Antonín Koplík
Chairman of the CzechTrade Client Council
Managing Director of MORAM CZ, s.r.o.

Czech Toys Export Alliance

"Thanks to collaboration with CzechTrade in Milan, our export alliance of Czech toy manufacturers has gained key knowledge of the market, legislation and business practices in Italy. CzechTrade accelerated our entry into the local market and helped organise presentations and B2B meetings. Joint support and experience-sharing have increased the credibility and competitiveness of Czech toy manufacturers abroad."

Miroslav Kotík
Chairman of Czech Toys Export Alliance

Agency Employees

A look at the daily work of those who ensure the Agency's operation and provide professional services to exporters around the world.

Foreign Network

"During my time in the private sector, I regarded CzechTrade as a professional institution. The idea of helping Czech exporters to open new markets appealed to me so much that in 2014 I became part of the team. I started in Colombia, now I'm working in Chile, where I'm capitalising on my experience in the Latin American region. Our support to companies is concrete, fast and brings results – not only in exports, but also in investments abroad. We consider the water management mission to Chile to be the key project of 2024, one which has opened up new business opportunities. What motivates me most about working for CzechTrade is direct contact with companies, their export successes and the opportunity to participate in building the Czech Republic's reputation abroad. We are one team: colleagues from headquarters and foreign offices pull together, and work is more than just a profession for us."

Jiří Jílek
Director of the Latin America Regional Centre and Director of the Santiago de Chile Foreign Office

Marketing and Strategy

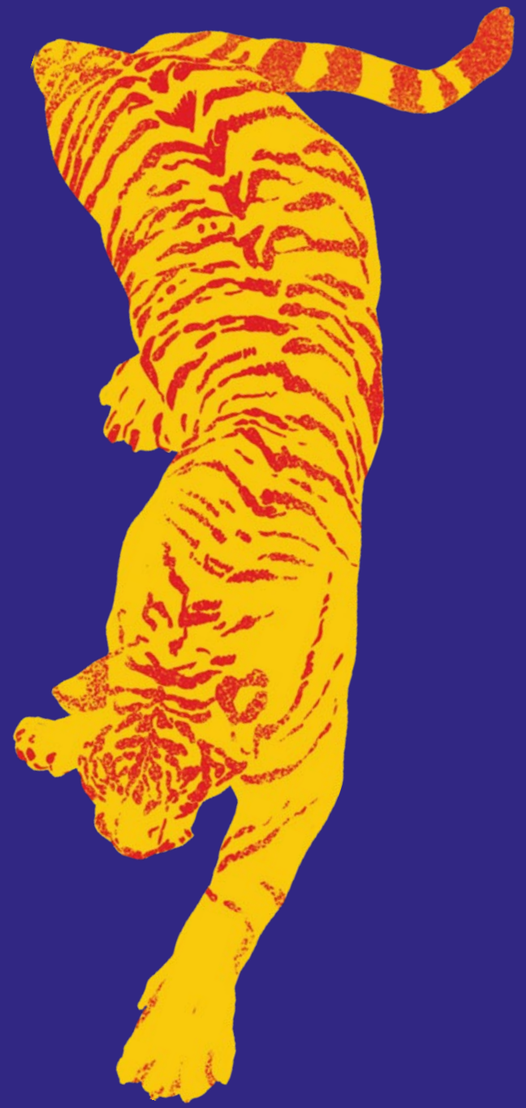
"What I still enjoy about working at CzechTrade is that no two days are the same. Even after almost twenty years and four different positions, I have the space to move forward, to use my experience and to see that my work is meaningful, for example, in how the perception of our brand is changing. Teamwork is a great strength of CzechTrade. Every project is a collaborative effort where nothing works without cooperation. The most significant professional experience of the last few years has been running the Future of Export Summit. which I am in charge of. Intense preparations, dozens of meetings with speakers and then the moment when it all comes together and the auditorium comes alive. When my host dropped out at the last minute last year, I replaced him without hesitation – that's what CzechTrade is all about: flexibility, trust and a team you can rely on."

Hana Toclová
Head of Marketing Communications

Services for Exporters

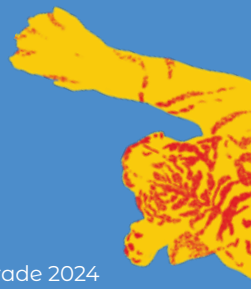
"What I appreciate most about working at CzechTrade is the diversity of companies we work with, from startups to established exporters. Each of them comes to us with different strategies and goals, which we are actively involved in developing. Another interesting feature is the opportunity to work on multiple projects in parallel, often with technologically advanced companies. The agency's strength lies in its people: experts with deep knowledge of individual markets who help companies address specific challenges. Foreign offices play a key role as they provide up-to-date information and contribute to effective and targeted support for Czech exporters."

Miroslav Mandák
Senior Export Consultant – Engineering



CzechTrade

We look forward to working together in 2025.



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