



**Czech Trade Promotion Agency**

2013

# CzechTrade

is the national export promotion organisation aimed at developing international trade and mutual cooperation between Czech and foreign entities.

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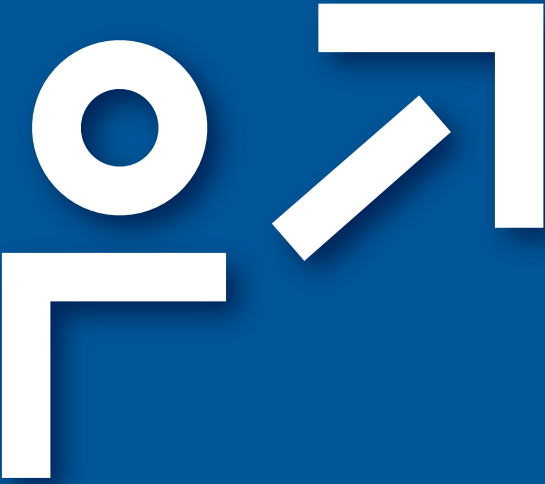
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# Agency Profile

CzechTrade was founded on 1 May 1997 by the Minister of Industry and Trade as a trade promotion organisation co-financed by the state. CzechTrade became the national export promotion organisation aimed at developing international trade and mutual cooperation between Czech and foreign entities.

Since its establishment, CzechTrade has been a stable partner of Czech exporters. We now offer 17 years of experience in foreign markets to entrepreneurs.

CzechTrade offers information and assistance services to exporters through consultants in the Czech Republic as well as professionals in foreign offices. The result is comprehensive export promotion which is as rapid as possible and easily available to Czech companies.

The portfolio of services provided by CzechTrade consists of four main categories that include Information, Educational services, Consulting services and services of our Foreign Offices.

Since 2013, these services have been offered in the form of so-called export packages: Basic, Business and Plus. Each package consists of different types of services to be suitable for each exporter.

CzechTrade actively supports SMEs and entrepreneurs as well as the diversification of Czech export in the form of a discounted price of export packages.

In 2013, a new concept, the CzechTrade Export Club was created, which offers superior services to entrepreneurs.

At the end of 2013, CzechTrade offered services that covered 37 countries around the world through a growing International Office Network.



# Important Events of 2013

## The Agency recently began offering its services in the form of discounted export packages

Thanks to the packages, the portfolio of services became more accessible to small and medium-sized businesses. At the same time, it promotes export to priority countries and countries of interest according to the Export Strategy of the Czech Republic 2012-2020.

## New foreign offices opened

In 2013, 4 new offices were opened abroad. That way, Czech companies were able to start using the services of the Agency in Argentina (Buenos Aires), Morocco (Casablanca), Australia (Sydney) and in Israel (Tel Aviv). At the same time, representatives working abroad in Dubai, Vienna, Riga, Bucharest and Ekaterinburg were replaced.

In 2013, the services of CzechTrade were used by companies

in **37** countries

## The project titled Joint Participation in Specialized Exhibitions and Trade Fairs Abroad 2013–2014 (SVV2) was launched

The project aims to improve the marketing readiness particularly of SMEs in foreign markets. The implementation of trade fairs within the SVV2 Project began in October 2013.

## The project titled Design for Competitiveness 2013–2014 was announced

The project focuses on strengthening the international competitiveness of industrial businesses through the use of design in the innovation process.

## The website titled Directories of Designers was launched

The new website [www.designers-database.eu](http://www.designers-database.eu) allows free registration of designers from European Union member states.

## CzechTrade launched the project News for Export

In 2013, a new sub-portal Export Intelligence was launched on [BusinessInfo.cz](http://BusinessInfo.cz). This is the first portal focused only on exporters and it offers information services of export promotion institutions and other organizations ready to help develop Czech export.

Export Intelligence:  
information, contacts and  
**services** for export

## The Agency contributed to the publication of the Czech Exporter magazine

In 2013, CzechTrade worked with the publisher Economia on the publication of 10 issues of the export magazine Czech Exporter. Individual issues focused on various territories: Southeast Asian countries, Kazakhstan, Mexico, Russia, China and Japan, Serbia and Croatia, Brazil, Turkey, Israel and the United Arab Emirates.







## Information Services

Since 2013, CzechTrade has been also focusing on providing high-quality information services to Czech exporters. The objective is to promote their competitiveness and the diversification of Czech export through the coverage of priority market and markets of interest. The target group mainly consists of small and medium-sized businesses.

### 1. Free news

### 2. Individual analytical services

### 3. Superior information service

#### The centre of information services offers:

- Free news from foreign markets and key sectors through the new News for Export website;
- Individual analytical services within the Plus export package;
- Superior information services for clients and members of the Export Club through the CzechTrade Client Zone.

The objective is to provide exporters and clients of CzechTrade with all necessary information, services and contacts in a structured manner, in one place and time. Both sub-portals Export Intelligence and Client Zone are part of the BusinessInfo.cz website.

#### Export Intelligence and Client Zone of CzechTrade

The sub-portal Export Intelligence is available at BusinessInfo.cz. The goal is to provide quality information in the following areas:

- Latest news from abroad;
- Information on foreign trade and economy;
- Sectoral and territorial analyses.

Furthermore, the sub-portal offers unique guides to export in connection with specific contacts, organisations and portfolios of their services.

The CzechTrade Client Zone is a new tool for clients intended to facilitate exporters' access to services and their utilization. At the same time, a version for members of the Export Club is being developed. The result is more efficient services of CzechTrade thanks to the new on-line features.

#### CzechTrade Export Club

In 2013, a new concept of the CzechTrade Export Club was created. It brings benefits in all types of services offered by CzechTrade to its members: presentation abroad, superior information service, educational events specialized in export and follow-up individual consulting.

#### Export Opportunities

CzechTrade focuses on the comprehensive processing of export opportunities – whether it is the administration of foreign inquiries or organising the Sourcing Days and incoming business missions. These opportunities are an effective way of how to connect Czech exporters to specific foreign clients as well as a real potential for winning contracts.

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***"Our company does not actively seek out foreign contacts. For this reason, we welcome the activities of CzechTrade, which sent us a foreign contact to establish possible business cooperation. In 2013, communication with this partner began and this year we expect to develop mutual business activities."***

**Zdeněk Odehnal, Triodon**

## BusinessInfo.cz

The basic part of the information network for entrepreneurs and exporters is the website **www.BusinessInfo.cz** that falls under the Ministry of Industry and Trade. CzechTrade is in charge of its coordination and implementation. The website integrates information from key ministries and public administration institutions in one place and subsequently provides it to entrepreneurs and exporters.

Summary of territorial information from more than 150 countries, export opportunities updated daily, interactive forms for launching a business and a database of subsidies are published at BusinessInfo.cz.

Now you can also find  
**video guides**  
and reports at the website

## Export Education

The Export education of CzechTrade offers educational events specializing in international trade to Czech companies. The Agency organises one-day and multi-day workshops, courses, conferences and other forms of education.

- Specialized workshops • Territorial workshops
- Export conferences • Customized corporate training

Unique professional, sectoral and territorial knowledge of lecturers contribute to the professional growth of Czech exporters and to increasing the competitiveness of Czech companies. Leading lecturers, experts and territorial specialists provide current information relevant to decision making, preparation and successful entry into foreign markets. They teach Czech companies how to export based on shared information, practical training and successful examples from practice.

*"The workshop was very valuable for my two colleagues and I, and we will put the gained knowledge into practice. We really liked the approach of the lecturer and we would like to attend other workshops that you offer."*

Miroslava Sekaninová, Moravia Propag

## Services of International Office Network for Czech Exporters

In 2013, the process of creating an international network for the Ministry of Industry and Trade, which consisted of foreign offices of CzechTrade and CzechInvest, continued.

CzechTrade offered services using 46 foreign representatives worldwide.

Since 2013, these services have been offered in the form of Basic and Business export packages designed for beginner and experienced exporters; however, they also meet the individual needs of each client and respect the details of a specific target market and industry. The Plus package includes assistance services abroad mainly according to the individual instructions of the client or rather long-term services.

The client can rely on the professional services of foreign representatives who provide services while using the knowledge of the local market and environment and experience from the territory acquired during their long-term stay in the area.

Foreign representatives provide comprehensive support to exporters in entering the foreign market, establishing a branch or expanding production.

Companies can choose from a wide portfolio of services ranging from providing information, establishing business contacts, providing marketing support, organising promotional events to assistance in the territory.

*"It is amazing how the foreign representative can arrange for us to meet with so many important people. Hats off to the organization, everything was perfectly scheduled, everything was ready at the right time and at the right place. It was a pleasure to work with such a skilled professional."*

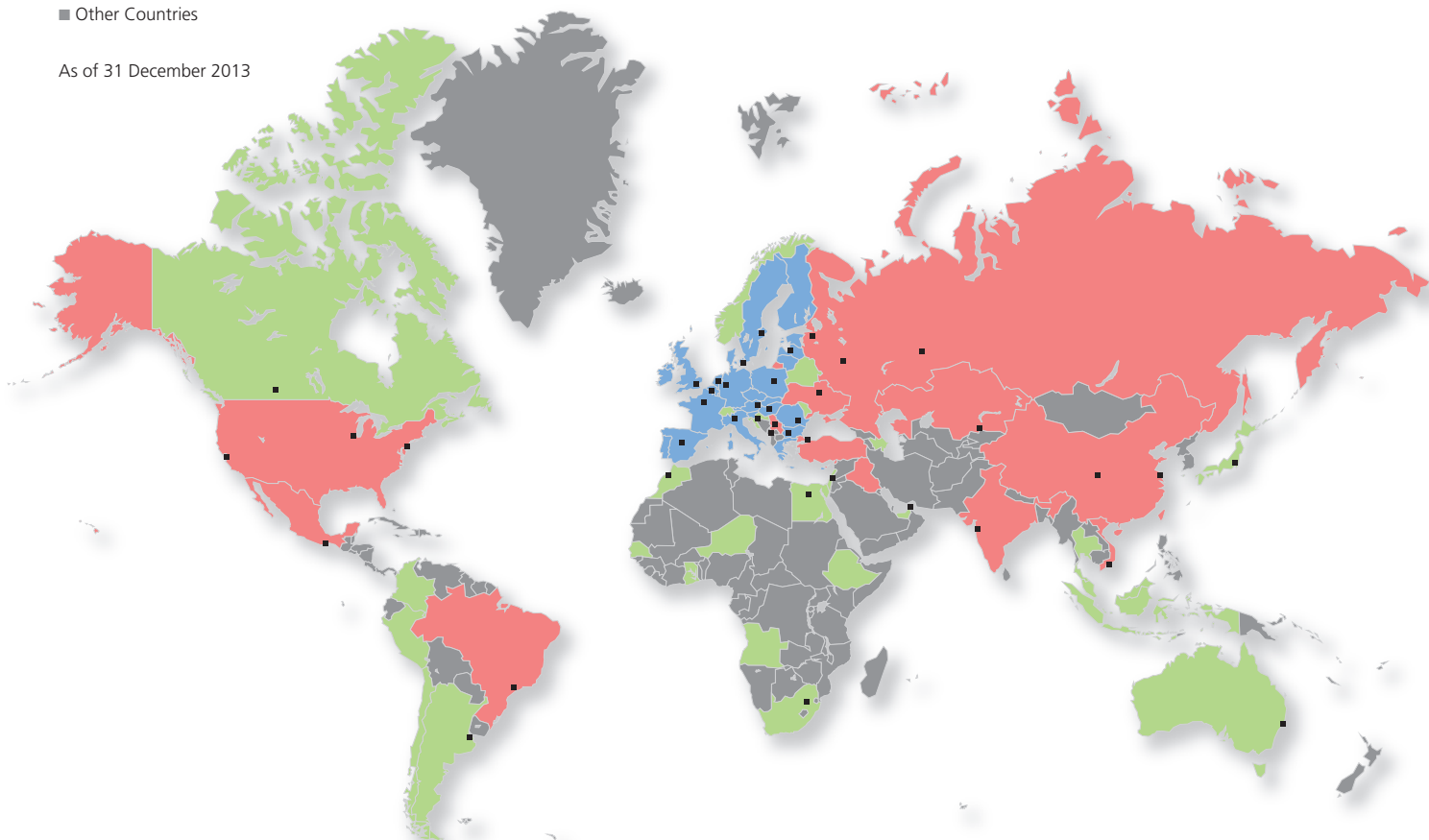
Julo Aszalay, MPOWER



## Overview of International Office Network

- Priority Countries, Export Strategy of the Czech Republic 2012–2020
- Countries of Interest, Export Strategy of the Czech Republic 2012–2020
- European Union Member States
- Other Countries

As of 31 December 2013



### EUROPE

Belgium (Brussels)  
Bulgaria (Sofia)  
Montenegro (Podgorica)  
Denmark (Copenhagen)  
France (Paris)  
Croatia (Zagreb)  
Italy (Milan)  
Latvia (Riga)  
Hungary (Budapest)  
Germany (Düsseldorf)  
Netherlands (Rotterdam)

Poland (Warsaw)  
Austria (Vienna)  
Romania (Bucharest)  
Russia (Yekaterinburg, Moscow,  
St. Petersburg)  
Serbia (Belgrade)  
Spain (Madrid)  
Sweden (Stockholm)  
Turkey (Istanbul)  
Ukraine (Kiev)  
United Kingdom (London)

### AFRICA

Egypt (Cairo)  
South Africa (Johannesburg)  
Morocco (Casablanca)

### AMERICA

Argentina (Buenos Aires)  
Brazil (Sao Paulo)  
Canada (Calgary)  
Mexico (Mexico City)  
USA (Chicago, New York, San Francisco)

### ASIA

China (Chengdu, Shanghai)  
India (Mumbai)  
Israel (Tel Aviv)  
Japan (Tokyo)  
Kazakhstan (Almaty)  
United Arab Emirates (Dubai)  
Vietnam (Ho Chi Minh City)

### AUSTRALIA

Australia (Sydney)



## Services of International Office Network for Foreign Clients Abroad

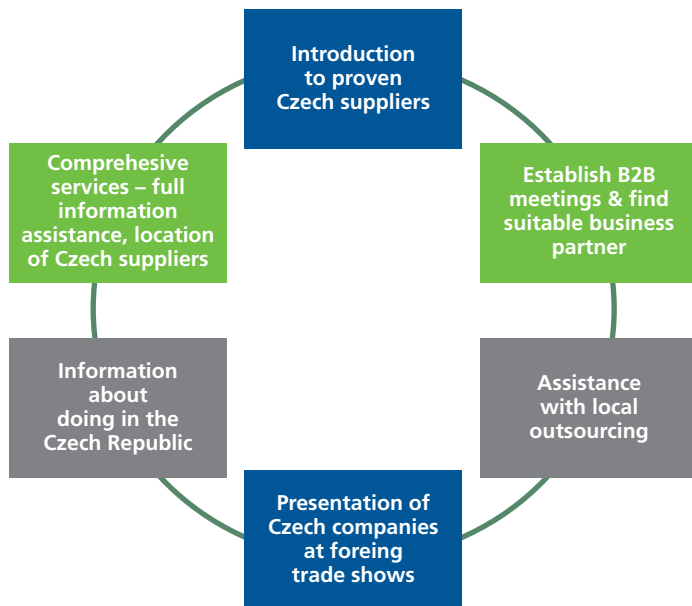
The CzechTrade agency is an official contact partner for those foreign companies looking for qualified Czech-based suppliers of products and providers of services.

CzechTrade operates worldwide via 46 international representatives, provides a wide range of business support and networking services. Offers free and confidential services.

## CzechTrade On-line Services

### Czech Business Partner Search

CzechTrade team will find a suitable Czech partner for long-term collaboration (new product development, production and other industrial cooperation in the Czech Republic). Czech Business Partner Search is a unique service provided by CzechTrade to clients abroad. CzechTrade has a team of specialists that are capable of finding a new Czech-based supplier of goods and services to suit the needs of the client.



The company seeking a Czech supplier can also complete the on-line form on the web page of [www.czechtradeoffices.com](http://www.czechtradeoffices.com) by selecting the Home page at their country or the nearest country. The next step is to open Czech Business Partner Search and specify their requirements.

### Czech Exporter's Directory

Czech Exporters Directory is the official on-line database of Czech exporters and the easiest tool to help you find potential business partners in the Czech Republic.

Features of the Czech Exporters Directory:

- Product and company presentations
- Available in 13 foreign languages
- Sorted by product or company
- Output available in a PDF document with the company's profile

Directory is available on-line at <http://exporters.czechtrade.cz/en>.

### BusinessInfo.cz

The government business portal provides a comprehensive source of information for companies that are looking for guidance, assistance and business opportunities in the Czech Republic.

It helps foreign companies to:

- Establish and run a business in the Czech Republic
- Find Czech legislation (in English)
- Find trade partners and producers
- Obtain useful information to prepare a business trip to the Czech Republic

### Designers database CzechTrade

The directories are used for international presentation of designers and also as a list of designer service providers for manufacturing businesses as part of the CzechTrade's Design for Competitiveness 2013–2014 project.

[www.designers-database.eu](http://www.designers-database.eu).

## Marketing Events in the Czech Republic

CzechTrade organises consultations and meetings for Czech companies in various Czech cities. It uses various types of events:

- Consultation Day – territorially focused consultation of representatives of companies with an employee of a foreign office taking place in regions of the Czech Republic;
- Meeting Point – centrally organized individual consultations between companies and our international representatives;
- Matchmaking (B2B) – mediation of meetings between foreign entities (sales representatives, distributors, buyers) with potential domestic suppliers:
  - Incoming missions,
  - CzechTrade Sourcing Days.

## Presentation of Czech Companies Abroad

CzechTrade organizes joint participation of Czech companies at foreign exhibitions and trade fairs. This way, Czech companies can use not only the official events organised by the Ministry of Industry and Trade of the Czech Republic, but also two other forms of presentation:

- Presentations at international trade fairs under the name of CzechTrade. This is a personal or catalogue-based presentation of companies in the joint Booth at an international trade fair which is provided within the services of CzechTrade. Joint participation reduces the cost of presenting the company at trade fairs in the territories of interest. Employees of foreign offices provide standard and individual services to the exhibitors before the event as well as during and after the trade fair.
- Joint Participation in Specialized Exhibitions and Trade Fairs Abroad 2013-2014 (SVV2). Personal participation of companies in foreign trade fairs with the use of financial support from the European Structural Funds (OPEI), specifically from the Marketing programme, for details see page 22.

*"On behalf of Avex Steel Products, I would like to thank representatives of CzechTrade for the smooth running of the trade fair in St. Petersburg, for their help and assistance. We were very happy with how the agency organised the trade fair and we will definitely participate in future events under the auspices of CzechTrade."*

**Lucie Prášková, Avex Steel Products**

## Alliances

CzechTrade continues to support export alliance as a means for increasing competitiveness and thus the chances of Czech exporters to succeed in foreign markets.

Hundreds of Czech exporters partnered according to their areas of specialization and product portfolio. It pays off when entering especially more demanding and distant markets together and attracting foreign partners with a comprehensive range of products and services. Numerous alliances were created with direct or indirect support of CzechTrade. Currently, 17 export alliances actively cooperate with CzechTrade.

Support for their activities has recently focused mainly on the possible participation in trade fairs offered by CzechTrade but also on SVV2 where the company can obtain grants to participate. Representatives of alliances are among the proposers of these subsidized trade fairs. Of course, there is also the possibility of support through individual assistance and other services of CzechTrade.

CzechTrade organises meetings of alliances with representatives of the Ministry of Industry and Trade. During these meetings, their mutual cooperation, methods of offered assistance, presentation abroad, PR support and work of individual coordinators of alliances among employees of CzechTrade are evaluated.



# Overview of the Main Results

## Intensive Cooperation with Companies

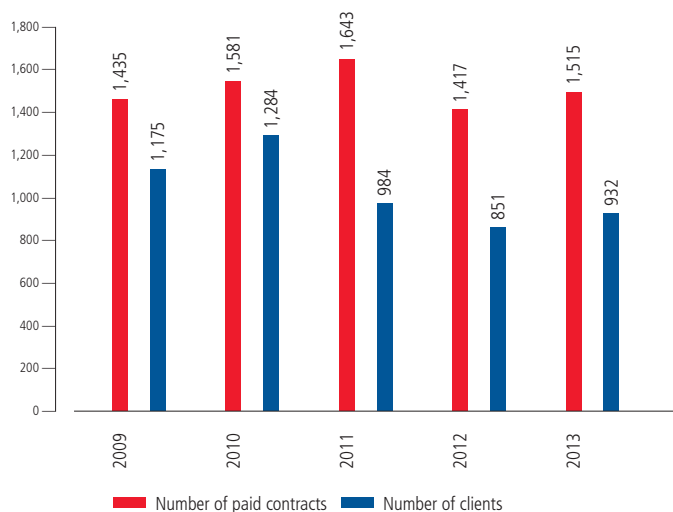
During 2013, CzechTrade intensively worked with clients. There were a total of 3,274 meetings that the Agency records in its information system.

The total sales of CzechTrade for paid services reached the amount of CZK 26,199,000 in 2013, which is a 7% increase over the previous year.

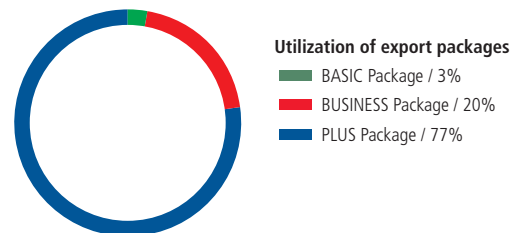
CzechTrade completed

**1,515** paid contracts for  
932 Czech companies

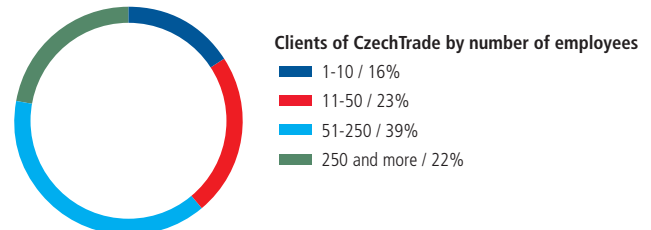
Development of the numbers of contracts and clients of CzechTrade



Services are offered in the form of the Basic, Business, and Plus export packages



80% of clients of CzechTrade are SMEs



## Information Services

### Export opportunities

Traditionally, services most successful with the clients of the Agency are services focusing on the provision of current information and obtaining verified contacts.

This is also demonstrated by the increasing number of visitors on all websites operated by CzechTrade as well as a greater interest in export opportunities, greater satisfaction of companies with incoming missions and the Sourcing Days and a growing interest in membership in the CzechTrade Export Club.

Most export opportunities for the reporting period 2010-2013 were obtained in 2013. There was a 17% increase compared to 2012. In terms of foreign inquiries as well as tenders, there was an annual increase in the number of gained opportunities (for tenders it was nearly 29%).

Most opportunities were mediated from Germany, Austria, Russia, Great Britain, Italy and the Netherlands.

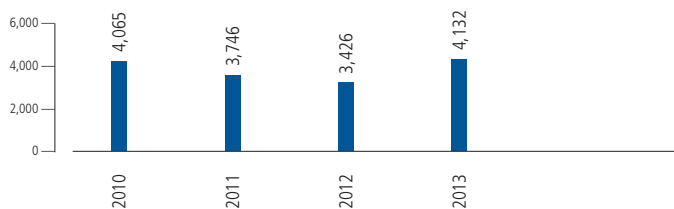
Export opportunities mostly related to sectors such as mechanical engineering (production of machinery), machining components and metal structures, food processing, domestic glass, jewellery and small goods and services.

In 2013, CzechTrade mediated

**4,132**  
export opportunities

	Inquiries	Tenders	Investment Opportunities	Offers	TOTAL
2010	1,592	1,971	60	442	4,065
2011	1,310	1,929	28	479	3,746
2012	974	1,879	30	543	3,426
2013	1,043	2,645	36	408	4,132

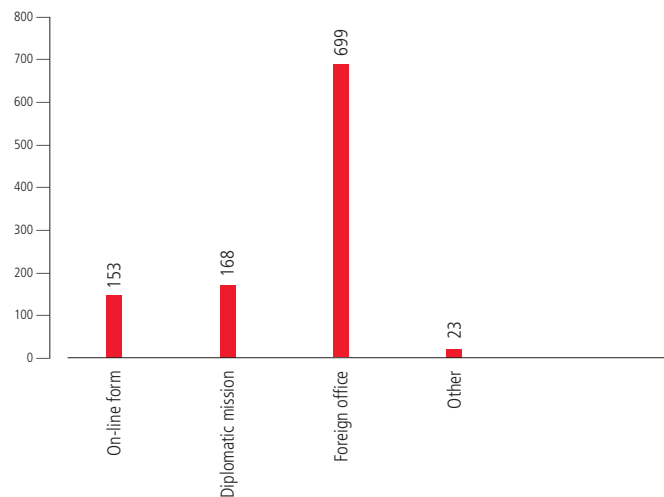
Development of Export Opportunities 2010–2013



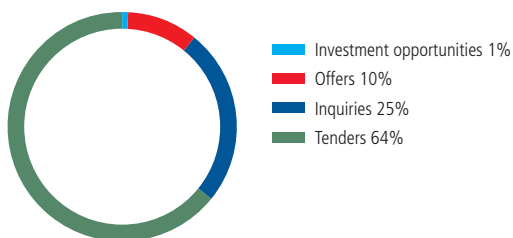
Inquiries from Abroad by Source

	On-line form	Diplomatic mission	Foreign office	Other
2010	346	335	808	103
2011	198	184	875	53
2012	165	222	554	33
2013	153	168	699	23

Sources of Export Opportunities in 2013



Structure of Export Opportunities in 2013





## BusinessInfo.cz

The content of the website, which was completely technologically changed in 2012, underwent extensive development in 2013. New interactive forms that can be filled out and sent on-line were prepared. Following the new Civil Code, legal texts for entrepreneurs were completely updated. The sub-portal Export Intelligence and updated Summary Territorial Information were created. The website began to provide more multimedia content such as video spots.

### Portal Visitors

Year	Total visits		Views		Registered users
	Monthly average	Daily average	Monthly average	Total	Average monthly increase
2014 (1Q)	306,510	10,217	796,609	19,934	60
2013	228,365	7,508	525,552	19,869	37

The sub-portal Export Intelligence was created in collaboration with partner organizations from the public and commercial sectors. Its goal is to provide quick information on foreign markets, current contacts and a service map to exporters. Together with the associated CzechTrade Client Zone, both sub-portals will form a complete information one-stop-shop in connection with on-line export support.

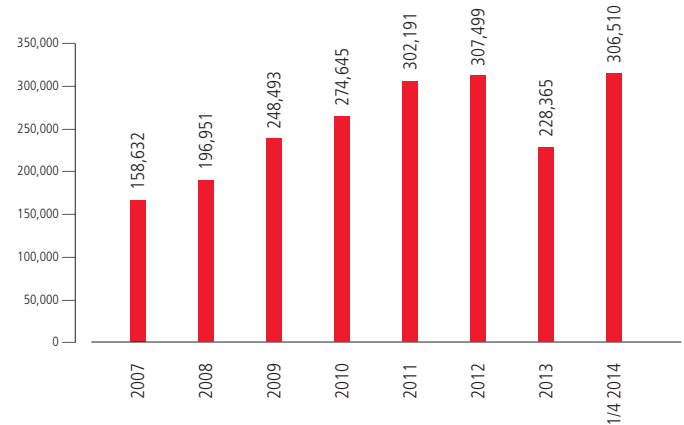
In 2013, a sub-portal for exports called

# Export Intelligence

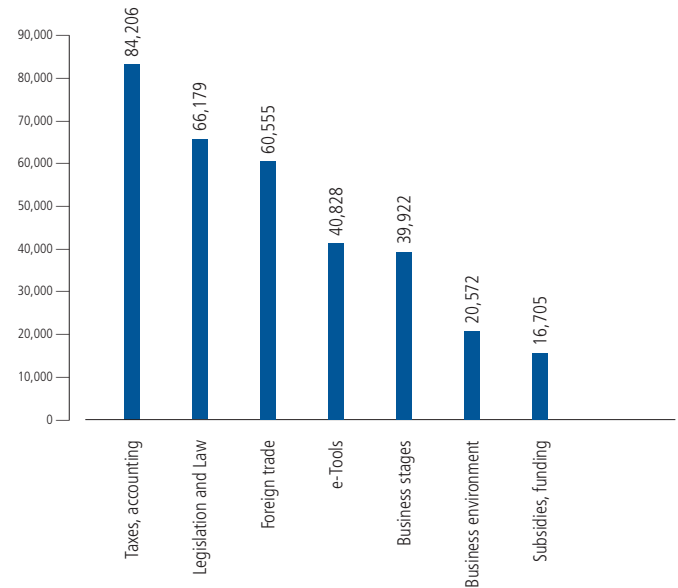
was launched

In the context of a technological change and the new structure of the content of the portal, the methodology for collecting data on visitors changed. This is related to lower annual number of visitors in 2013 compared to 2012, but the long-term trend is upward.

### Average monthly visitors to BusinessInfo.cz



### Most visited sections of BusinessInfo.cz



## Export Education

In 2013, CzechTrade organised a total of 48 professional, territorial and corporate workshops in Prague and in regions of the Czech Republic within its export education – 1 specialized course and 4 export conferences. 760 representatives of Czech companies participated in workshops and courses. The workshops focused on topics such as customs regulations in international trade, marketing, finance, specifics of business negotiation, competitiveness, exporters' minimum legal knowledge etc. Territorial workshops covered topics such as Ukraine, USA, Russia, Great Britain, Turkey and China. Export conferences attended by a total of 270 representatives of companies included territories such as Russia, Brazil, Mexico, Serbia, Kazakhstan, etc. Satisfaction of participants with educational events was reflected by an average rating of 1.19 (1=best, 5=worst).

### CzechTrade organised

# 53

educational events  
for 1,030 participants

In 2013, there was another annual Course of Business Diplomacy which consisted of 32 workshops and was attended by a total of 42 representatives of CzechTrade and CzechInvest, the Ministry of Industry and Trade and the Ministry of Foreign Affairs. Furthermore, internal training of employees of export promotion institutions was carried out through advanced courses, coaching and other development activities.

Workshops, courses	2012	2013
Number of educational events	46	49
	(44 workshops, 2 courses)	(48 workshops, 1 course)
Number of participants	540	760

Export conferences	2012	2013
Number of events	5	4
Number of participants	420	270

Total events – comparison	2012	2013	Increase in %
Number of educational events	51	53	4%
Number of participants	960	1,030	7%
Revenue	CZK 771,140	CZK 804,805	4.5 %

## Services of the International Office Network

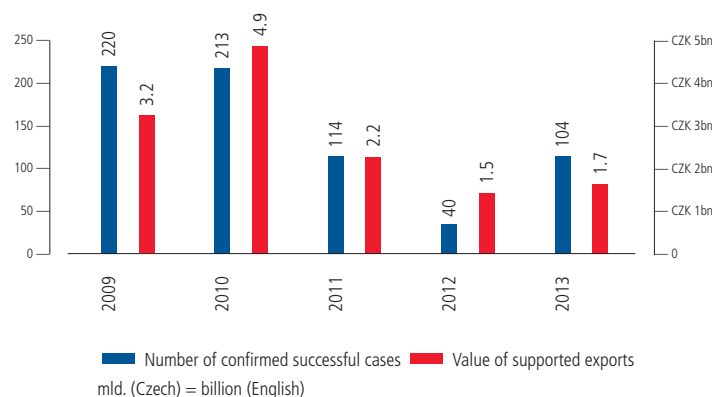
The total sales of foreign offices in 2013 amounted to CZK 24,627,499.

Based on the requirements of Czech companies, 1,176 paid contracts were processed of which 589 contracts out of CzechTrade events took place abroad and 587 contracts resulting from individual services, including consulting days and participation in territorial workshops organised in cooperation with foreign offices. In terms of the number of contracts, Czech companies were mainly interested in Germany, Russia, Kazakhstan and Turkey.

Representatives of foreign offices published a total of 2,965 articles from the territories including not only export options but also economic data on Czech and foreign CzechTrade websites.

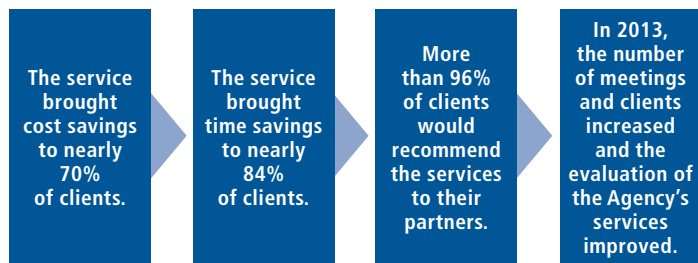
In 2013, Czech companies confirmed 104 successful export cases in the total value of exports to foreign countries in the amount of CZK 1,755,964,108. The largest volume of confirmed supported exports of Czech companies headed to Kazakhstan, China, South Africa, Germany and Russia. Exports to these countries accounted for 82% of exports achieved in cooperation with CzechTrade.

### Number of successful cases and the volume of supported exports in 2009–2013

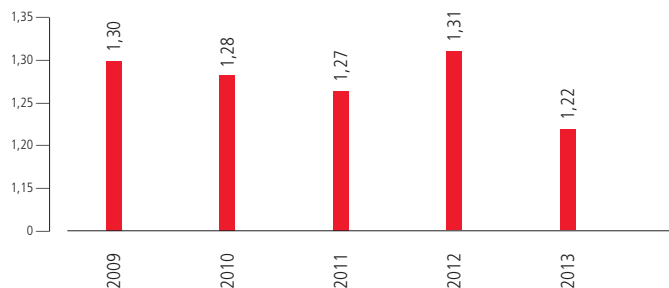


Satisfaction with the services of foreign offices is best illustrated by the results of satisfaction questionnaires filled out by representatives of Czech companies after completion of contracts.

#### Assessment of Added Value of Services of Foreign Offices 2013



#### Satisfaction Index Development 2009-2013

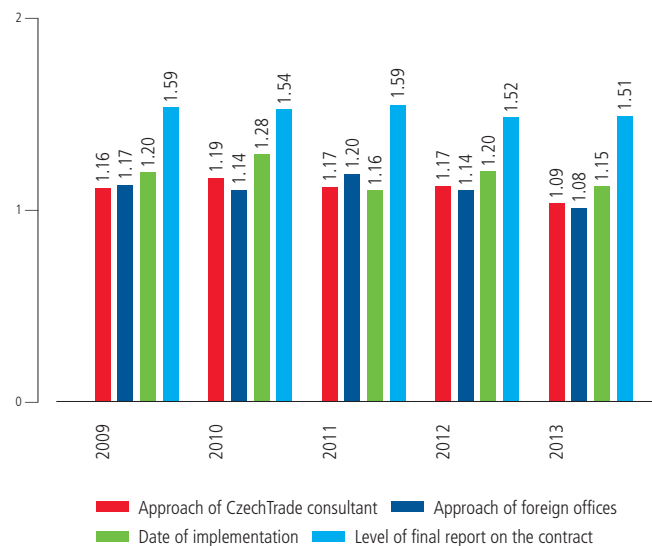


Companies rated the services provided in cooperation with foreign offices with the rating

# 1.22

Rating: 1 = best, 4 = worst

#### Partial evaluation of satisfaction with the CzechTrade contract

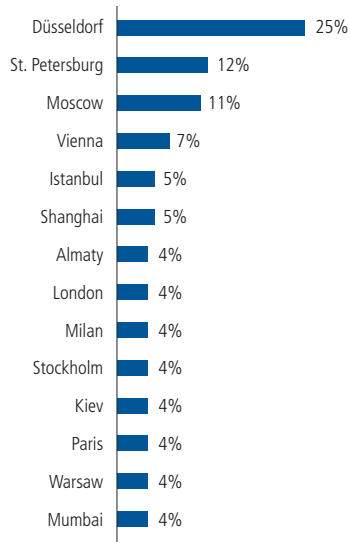


Clients using services offered by CzechTrade appreciate quality, professional level of outputs and a helpful approach and all of that within the agreed deadline. They mainly evaluated obtained verified contacts, knowledge of the local environment and market as very beneficial which allows them to avoid basic mistakes in the given territory.

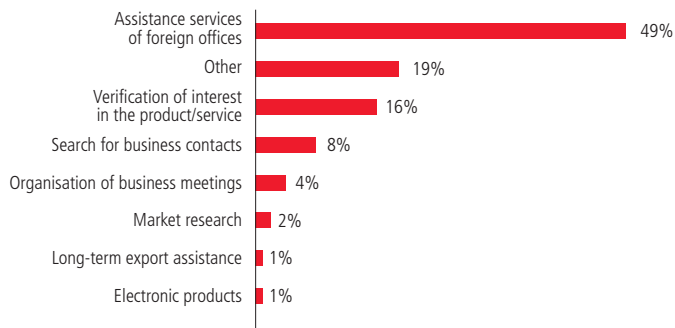
#### Number of Foreign Representatives



The structure of contracts shows that the greatest interest was in services of the following foreign offices



#### Contracts in 2013 by type of service



CzechTrade would like to

# thank

all those who dedicate their time to filling out satisfaction questionnaires and thus contribute to the improvement of our services

## Marketing Events in the Czech Republic

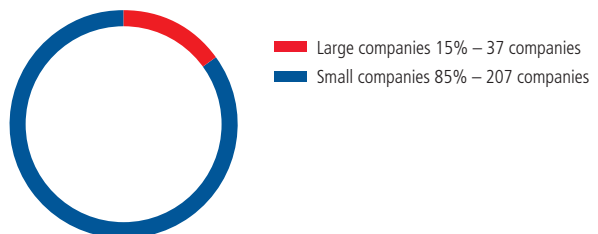
### Meeting Point CzechTrade

CzechTrade organised the 11th Meeting Point CzechTrade in collaboration with the Ministry of Industry and Trade.

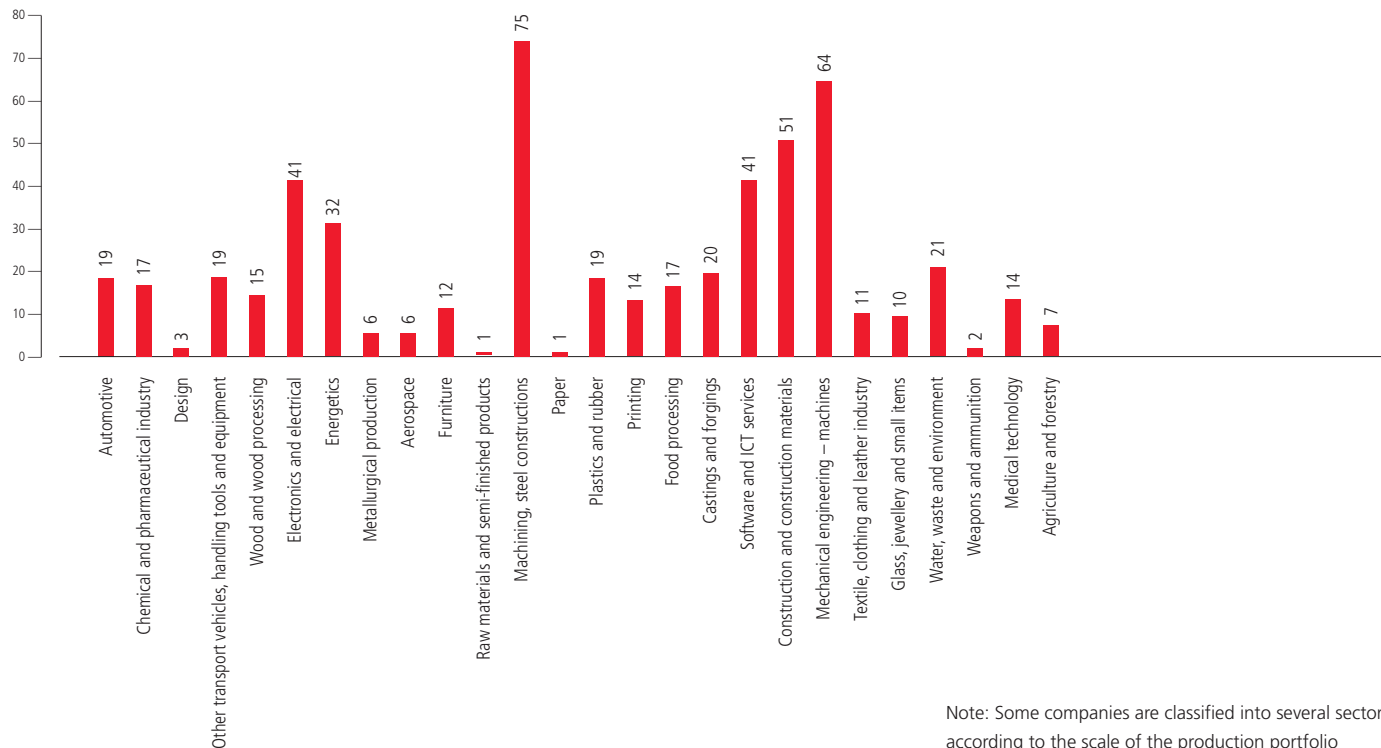
587 half-hour meetings with foreign representatives took place at the event which was attended by 244 companies. Czech firms consulted their export plans in the relevant territories with us.

A similar event, but at a lower scale, was organised by CzechTrade also in the autumn within accompanying activities at the International Engineering Fair in Brno.

### Distribution of Participants in the Meeting Point in Prague by Company Size



## Companies that Participated in the Meeting Point in Prague by Sectors



Note: Some companies are classified into several sectors according to the scale of the production portfolio

## Incoming missions in 2013

### • Business mission from Mexico, 27 September 2013

CzechTrade was approached by the Mexican Embassy in Prague that organized a trip of the Mexican business delegation through selected European countries. Representatives of Mexican companies were interested in the automotive industry and components for the automotive industry. Therefore, CzechTrade organized a meeting in Výfuky Tyll for them.

### • Visit of Moskollektor from Moscow, 5 December 2013

CzechTrade was approached by the European-Russian Business Association (ERBA). The goal was to find a suitable Czech business partner from the area of construction and maintenance of underground collectors in cities for the Russian company Moskollektor. CzechTrade found a suitable partner and organized a meeting with Kolektory Praha. The Russian delegation was very satisfied with the services of CzechTrade and thanked for organizing a meeting with such a partner and for the rewarding experience from the meetings and cooperation.

## Sourcing days 2013

### • Sourcing Day OBI, Plzeň 30 May 2013

The event was initiated by the foreign office in Düsseldorf that offered to organise it for employees of OBI. In 2013, 22 Czech companies participated. The event was first held in 2012, but for other industries.

### • Engineering Sourcing Day, Plzeň 6 June 2013

The event was also initiated by the foreign office in Düsseldorf. In cooperation with the Centrum für Supply Management, 13 German companies were invited to Plzeň and 83 Czech companies participated.

Incoming missions and Sourcing Days were attended by a total of

**188** Czech companies

## Presentation of Czech Companies in International Trade Fairs

In 2013, CzechTrade held 60 joint participations in international trade fairs. As the table shows, most of them took place in priority countries of the Export Strategy of the Czech Republic.

424 participants, of which 80% were SMEs, used the opportunity to present themselves under the flag of CzechTrade. Most trade fairs were in the areas of engineering, food processing and the environment.

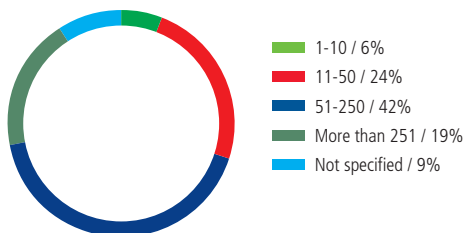
Under the name of CzechTrade,

**424** companies presented themselves at 60 events

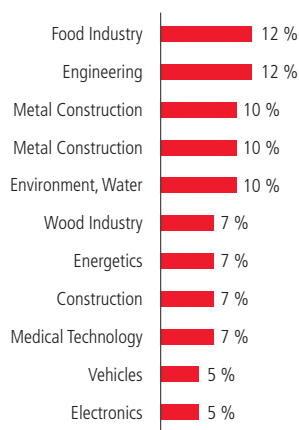
## Number of participations at trade fairs by country

Priority countries	Countries of interest	EU countries
Brazil 4	Croatia 2	Belgium 1
China 4	SAR 1	France 2
India 1	UAE 1	Italy 2
Kazakhstan 2		Latvia 2
Mexico 3		Germany 5
Russia 11		Netherlands 2
Serbia 2		Poland 2
Turkey 2		Austria 2
Ukraine 3		Sweden 1
USA 1		Great Britain 2
Vietnam 2		
<b>Total 35</b>	<b>Total 4</b>	<b>Total 21</b>

## Participants in joint participations – by number of employees



## Implemented participation in trade fairs – by sectors of trade fairs



**17 export alliances associate  
a total of**

**444** companies

Overview Alliances under the Auspices of CzechTrade

Alliance Name	Section/Commodity	Number of members
1 Czech Mining Technology	Equipment for mining and mineral processing	13
2 Association of Engineering Technology	Technology	46
3 Czech ICT Alliance	Information Technology	168
4 Czech Water Alliance	Water management	17
5 Atomex Group	Production of equipment for mechanical and electrical engineering	20
6 Czech NBC Team	Personal protective equipment	10
7 Czech Space Alliance	Technology for space industry	15
8 Czech surface finishes	Surface finishing of materials	6
9 Bohemia Line	Woodworking machinery	4
10 Czech Health & Safety Alliance	Tools for the disposal of accidents, natural disasters and the consequences of the use of CBRN 7	7
11 Czech Communication Group	Telecommunication	3
12 First Czech Health Alliance	Full range of medical supplies	6
13 Association of Manufacturers and Suppliers of Medical Devices	Full range of devices, special technologies, projects	94
14 Sans Souci Czech glass alliance	Glass and ceramic manufacturing	8
15 Czech Power Team	Energy engineering	8
16 Czech Valves Alliance	Industrial valves for energy	4
17 Czech Art of Glass	Glassmaking	15 + 15 associated

As of 31 December 2013

## Projects implemented by CzechTrade and financed from European funds

### Project Joint Participation in Specialized Exhibitions and Trade Fairs Abroad 2013–2014

Joint Participation in Specialized Exhibitions and Trade Fairs Abroad 2013–2014 (SW2) is a project implemented by CzechTrade and financed by the operational programme Enterprise and Innovation with a 15% share of funds from the state budget.

The aim of the project is to provide discounted services focused at improving the competitiveness of products and services of companies based in the Czech Republic in foreign markets to target groups, i.e. to professional (sectoral) organisations and individual companies (particularly small and medium-sized), through joint participation in selected specialized trade fairs and exhibitions.

The total amount of approved funding for the project amounts to CZK 235,485,362 including VAT. The plan is to support a total of 90 trade fairs with a minimum number of 1,260 participants.

By the end of 2013 – during the second phase of the project – 14 trade fairs were held in 11 countries, in which a total of 175 entities including CzechTrade were supported of which 124 (i.e. 70.9%) participated in a joint display. In separate display, 51 participants were presented by their production specialization. On average, 12.5 companies attended the trade fair. The majority of supported entities were SMEs (78.9%), large businesses accounted for 8.0% and professional organisations for 5.1%. In terms of the number of supported entities, the most successful trade fair was Heim und Handwerk in Munich with 33 exhibitors.

### Satisfaction of Participants in Trade Fairs Organized in 2013

99% of participants received all information when requesting assistance.  
98% of participants did not encounter any major problems when requesting assistance.  
94% of participants will request assistance for the next year's trade fair.  
92% of participants believe that their participation in the trade fair increased the visibility of the company in the marketplace.

*"Within SVV2, this is the second time we are using the possibility of subsidized participation in international trade fairs. In both cases, we evaluate our participation as very successful in terms of the establishment of business contacts."*

DAPE

*"As a Czech manufacturer of brass fittings, our presentation at an international trade fair helped us showcase new product lines of brass fittings ECO and TOP. In terms of obtaining support from the SVV project, we can invest the funds, which we would otherwise invest in promoting at this trade fair, in the development of new technologies that will lead to a higher efficiency of the production process."*

S.V.I.S. Trade

**175** companies  
were presented at 14 international  
trade fairs



## Design for Competitiveness

In 2013, CzechTrade launched an internal project titled Design for Competitiveness 2013-2014 (Design) within the Operational Programme Enterprise and Innovation (OPEI).

The aim of the project is to continue to promote the effective use of design as one of the innovative tools for increasing competitive and export capabilities of small and medium-sized companies and their advancement to the segment with higher added value.

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*"Thanks to my registration in the CzechTrade Directory of Designers, I have the opportunity to work for companies that would either not seek services of a designer or would seek them from other providers. Given that CzechTrade supports Czech export, I have a greater potential to get my work also beyond the borders of the Czech Republic."*

Josef Vlk, designer

The total project budget amounts to CZK 10,002,036. The amount of CZK 6,735,470 is allocated in the first Call for Applications for the Design Project, which was published on 20 September 2013.

**Individual collaboration with a designer has been**

initiated **13** companies

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*"The development of a product costs about half a million CZK and its introduction into mass production may sometimes take a year or longer. It is not a small amount for a small company. Therefore, we welcome the opportunity to apply to the Design for Competitiveness 2013–2014 Project."*

Pavel Řiha, Aton

13 business entities that initiated collaboration with a designer require aid in the total amount of CZK 728,000 CZK, which is 11% of the total amount of allocated funds.

During the first phase, activities aimed at the publication and distribution of the first issue of the Design Newsletter were initiated. The finalization and distribution of the Design Newsletter will take place in the second phase of the project in 2014.

In 2013, CZK 48,501 was allocated. The aid will be paid to the registered and assigned business entities based on the fulfilment of the project conditions in 2014.

The CzechTrade Directory of Designers [www.designers-database.eu](http://www.designers-database.eu), which is used for free international promotion of designers from EU member states and also as a list of suppliers of designer services, for which aid can be obtained from the Design Project.

Currently, the directory has over 90 designers classified in sectors ranging from electronics and machines to furniture, glass and medical technology in its database. The acquisition of new designers is free and is still ongoing. The condition is at least one implementation, i.e. start of industrial manufacturing of product(s) as designed by the designer.

## **Strengthening the International Competitiveness of Czech Companies in the Field of Space Technology (Universe)**

Since 2011, CzechTrade has been actively focusing on assisting businesses that have the opportunity to participate in space programs.

One of the internal projects financed from the Operational Programme Enterprise and Innovation 2007-2013 within CzechTrade is the Universe Project.

This project helps to strengthen the international competitiveness of businesses based in the Czech Republic in foreign markets, to increase awareness of companies in the Czech Republic of programs in the field of space technology and to seek out manufacturers of the latest technologies and technologies crucial for the Czech Republic with their own innovations and development. It also aims to assist in the preparation of applications for admission to space technology programs and professional consultation in the field of commercialization and internationalization of products of businesses that have something to offer in this area.

**We support the participation of Czech companies in the programs of the**

**European  
Space  
Agency**

As part of this project, the following activities aimed at SMEs were carried out in 2013:

**Activities of the CzechTrade Expert Manager** – provision of standard CzechTrade consulting services to businesses in applying for admission to space technology programs and in the commercialization and internationalization of products resulting from participation in space technology programs.

**BIC ESA Workshop** – In cooperation with the Department of Space Technologies and Satellite Systems of the Ministry of Transport, the workshop Business Incubation Centres, European Space Agency (BIC ESA), focusing on incubation centres operating in the sector of space activities of the European Space Agency (ESA) took place on 27 March 2013.

**Consultation day the Ministry of Transport of the Czech Republic** – During this meeting, representatives of the Ministry discussed the general framework of ESA space tenders even in conjunction with the European Union and the subsequent process of participation in ESA tenders, including the benefits for the Czech Republic.

**Manuals** – Translations of materials were secured for companies interested in participating in ESA tenders. First, it was the document titled "Best Practices for the Selection of Subcontractors by Prime Contractors in the frame of ESA's Major Procurements", which is intended to facilitate the access of these applicants to these tenders. As another supporting document, the companies were given the translated material titled "The new on-line registration process within EMITS The New Tenderers" which provides detailed instructions for registration in ESA tenders via the EMITS registration portal (EMITS = ESA tender registration system).

**Cycle of brochures** – In the second half of 2013, the preparation of a cycle of brochures (CZECH SPACE SECTOR catalogue) was initiated in cooperation with the Ministry of Transport of the Czech Republic. These brochures will list companies and institutions that are involved in space technology. Data collection and preparation of the first part of the catalogue, which focuses on activities of the Czech Space Alliance, began in December 2013. Other follow-up cycles will be released in 2014.





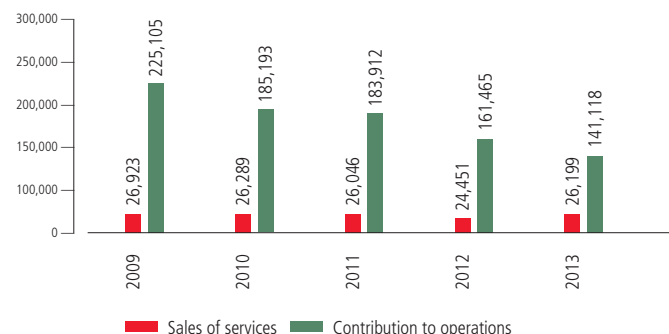
# Financial Results for 2013

As in previous years, CzechTrade operated with the entrusted assets efficiently and recorded an improved profit of CZK 12.7 million. Total sales amounted to CZK 26.2 million and the Agency again proved that it is capable of significantly contributing to covering the costs of its operations using the funds obtained from the sale of its own services and the reserve fund.

The largest share in the sales is represented by foreign offices that account for more than 95% (which is 13% more compared to the previous year) mainly due to their successful events and individual contracts. The share of sales in the operating expenses also increased to 18.6%. All revenues generated by CzechTrade accounted for 30.3% of the contribution of the Ministry of Industry and Trade which is the highest in its history.

In the reporting year, the CzechTrade continued with the implementation of approved projects of the structural funds (OPEI – Operational Programme Enterprise and Innovation, OPHRE – Operational Programme Human Resources and Employment, IOP – Integrated Operational Programme), which also contributed to the increase in revenues of the organization.

Development of sales in relation to contribution to the operations of CzechTrade (in thousands CZK)



## Financial Results of CzechTrade for 2009-2013 (in thousand CZK)

	2009	2010	2011	2012	2013
<b>Total Income</b>	<b>258,016</b>	<b>455,768</b>	<b>461,598</b>	<b>445,369</b>	<b>318,086</b>
Revenue for services	26,923	26,289	26,046	24,451	26,199
Other revenues and income including settlement of EU funds	5,988	16,450	119,140	117,517	44,303
Total contribution to operations	225,105	413,029	316,412	303,401	247,584
of which contribution to operations	225,105	185,193	183,912	161,465	141,118
of which financing of structural funds		227,836	132,500	141,936	106,466
<b>Total costs</b>	<b>256,594</b>	<b>455,767</b>	<b>458,395</b>	<b>443,616</b>	<b>305,416</b>
Consumed purchases	9,420	9,908	10,003	7,687	7,481
Services	177,222	142,452	137,758	135,716	123,466
Personnel expenses	54,651	50,025	49,447	48,263	40,475
Depreciation	11,691	11,142	10,835	11,337	9,411
Other costs including settlement of EU funds	3,610	242,240	250,352	240,613	124,583
<b>Financial result</b>	<b>1,422</b>	<b>1</b>	<b>3,203</b>	<b>1,753</b>	<b>12,670</b>



# Annual Report of the Czech Trade Promotion Agency/CzechTrade on the Activities in the Field of Information

## According to Section 18 of Act No. 106/1999 Coll., on Free Access to Information, as amended, for 2013

In 2013, CzechTrade received a total of 8 written requests for information pursuant to Act No. 106/1999 Coll., on Free Access to Information (hereinafter referred to as the "Act"), of which it was possible to assess 5 requests as requests for information under this Act. In the case of three requests, the applicant was asked to supplement their requests pursuant to the provisions of Section 14, item 5a of the Act. In all cases, the applicants failed to fulfil the request of the authority. For this reason, CzechTrade suspended the relevant requests and did not assess the relevant submissions as requests filed under the Act on Free Access to Information.

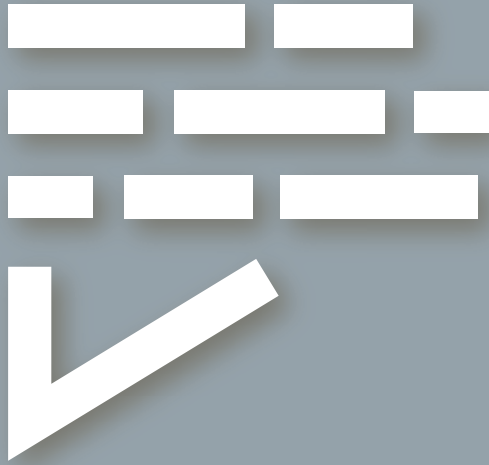
A complaint was delivered to CzechTrade together with one request pursuant to the provisions of Section 16 of the Act. It was processed as unfounded.

## Disclosure of Information through the CzechTrade Website

On the CzechTrade website [www.czechtrade.cz](http://www.czechtrade.cz), section Disclosed Information, all information within the meaning of Act No. 106/1999 Coll. are published in a manner allowing remote access as well as responses to requests for information, including information on any decision to reject the request.

In the section Required Information, information specified in Decree No. 442/2006 Coll. is published. This Decree specifies the structure of the information published regarding the obliged entity in a manner allowing remote access and the Annual Report of CzechTrade.

Number of requests for information submitted	8
Method of processing a request for information	information to the request provided under the provisions of Section 14 of the Act
Number of responses issued	5
Number of notifications of deferment of the request issued	3
Number of appeals against a decision to reject a request	0
Number of complaints filed pursuant to Section 16a	1
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





# Final Word

In terms of the achieved results, I can assess the year of 2013 as positive. We are pleased with the interest of exporters who use the services of CzechTrade primarily for the acquisition of verified contacts for potential foreign partners, but also for the mediation of the knowledge of the local environment and market. This service allows companies to avoid rookie mistakes in the relevant territory and to reduce unnecessary costs. Mainly the Basic, Business and Plus export packages, which originated so that especially small and medium-sized businesses can use them without any problems, are enjoying success.

What are the plans of CzechTrade for 2014?

The decision of the Minister of Industry and Trade is that CzechTrade and CzechInvest will not merge. This strongly supports the perception of our organization as a stable partner for exporters for the following period. A clear definition of its role in support of exports will allow it to not only develop the existing services for exporters, but also to prepare new projects and to support them.

I would be happy if exporters perceived CzechTrade as a reliable partner that can offer more than 17 years of experience and extensive territorial and industry-related knowledge. With its services, CzechTrade will primarily accommodate small and medium-sized businesses to whom it will continue to offer affordable export packages and support their export activities in priority countries and countries of interest in accordance with the Export Strategy of the Czech Republic. However, more services will be available for free. This mainly includes the export information service such as analyses of selected and the most popular export markets. Support for the presentation of companies abroad in the form of EU projects will also be significant.

We plan to organize a discussion meeting of companies in the CzechTrade Export Club, meetings of export alliances, export conferences and meetings with experts from abroad. We want to create ample opportunities for obtaining the opinions and constructive suggestions regarding managing and directing CzechTrade.

At the same time, we are going and will continue to go towards the views of our partners who also provide services and information to exporters and include the Confederation of Industry of the Czech Republic, the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic, the Czech Chamber of Commerce, export alliances and other entities. It is necessary to share the opinions of companies. These suggestions could lead to the creation of a range of services for exporters for 2015.

My goal and wish is that CzechTrade is a stable and reliable partner for exporters. To be perceived by companies as a client-oriented agency that is open to communication. To develop in accordance with the requirements of exporters. To offer services that are of interest to exporters in the territories where they are needed.



Milan Ráž  
Managing Director in Charge

**Your Partner  
for Business  
in the Czech Republic**





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