



CzechTrade

CZECH TRADE
PROMOTION AGENCY

2014

CZECHTRADE

IS A CONTRIBUTORY ORGANIZATION
OF THE MINISTRY OF INDUSTRY AND TRADE.
IT HAS BEEN ASSISTING CZECH COMPANIES
WITH THE SUCCESS OF THEIR EXPORTS
SINCE 1997.

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AGENCY PROFILE

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CzechTrade was established 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.

CzechTrade has been expanding and promoting its activities in order to be the first choice of exporters, to whom it can offer 18 years of experiences in foreign markets.

In addition to foreign network services, CzechTrade offers information and assistance services to exporters through consultants in the Czech Republic as well as professionals in foreign offices. CzechTrade also offers services in the field of industrial design and export education. The result is comprehensive export promotion which is as rapid as possible and easily available to Czech companies.

WE ARE CONVERSANT IN FOREIGN MARKETS.

Main added values of CzechTrade services

- ▶ Presence of foreign representatives of CzechTrade in individual territories
- ▶ Unique and verified information from foreign markets
- ▶ Business contacts abroad created on a long-term basis
- ▶ Unique concept of services in almost 50 countries
- ▶ Efficient assistance from the state in the form of saving expenses and exporter time
- ▶ Status and reputation of a government agency
- ▶ Complex services for all stages of exporter development
- ▶ Professional export consulting

CzechTrade Agency is certified according to ISO 9001:2008.

"Our mission is to facilitate the entry and expansion of Czech companies in foreign markets. Our vision is that CzechTrade services are the first choice for them."

Radomil Doležal, General Director of CzechTrade

The Organisation of CzechTrade

The agency's management is in charge of fulfilling CzechTrade's mission. The levels of management are as follows:

Ing. Radomil Doležal, MBA, General Director

Ing. Milan Ráž, Director of Section of Services for Exporters

Ing. Lenka Sokoltová, MBA, Director of Internal Services Section

Ing. Zuzana Synková, Director of Export Intelligence and Marketing

Mgr. Petr Kraselovský, Director of EU Funds and Commercial Events

Status as of 31st December 2014

CzechTrade's Branch Specialists

As of the 31st of December 2014, 17 export consultants were in charge of looking after CzechTrade's clients. They are divided into 5 professional teams. Each company can easily find its export consultant correspondingly to the branch in which it operates.

Construction, consumer goods and services

Construction and building materials, furniture industry, paper industry, printing, timber and woodworking, agriculture and forestry, glassware, jewellery and small goods, textile, clothing and leather industry services.

Head of Dept.: Ing. Ludmila Brodová (who was replaced by Ing. Martin Hlavnička in mid-February 2015)

Electro, ICT, Transportation and Handling Technology

Electronics and electrical engineering, software and ICT services, automotive industry, other transport equipment, handling equipment and facilities; municipal and handling equipment, aerospace, weapons and ammunition. Head of Dept.: JUDr. Michal Nedělka

Energy, resources, environment

Energy and renewable energy, water, waste and the environment, raw materials and semi-finished products.

Head of Dept.: Mgr. Alice Fibigrová, MBA

Living sciences, chemistry and plastics

Medical equipment, chemicals and pharmaceuticals + biotechnology, food processing, plastics and rubber.

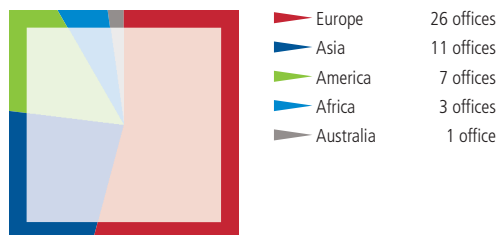
Head of Dept.: PhDr. Adriana Dohnalová

Engineering and metalworking

Mechanical Engineering – production of machines, machined components and structures made of metal, capital equipment, casting and forging, metallurgy. Head of Dept.: Ing. Václav Štika

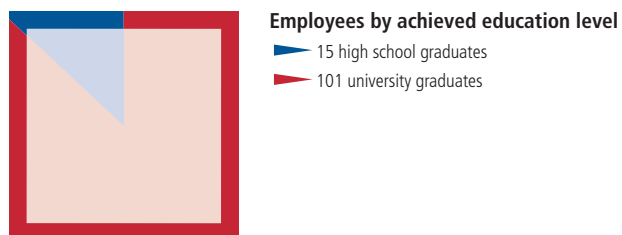
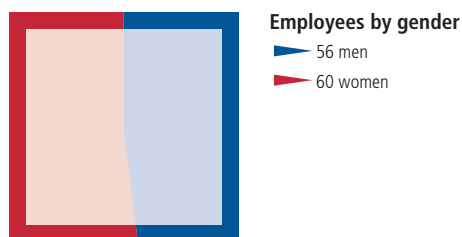
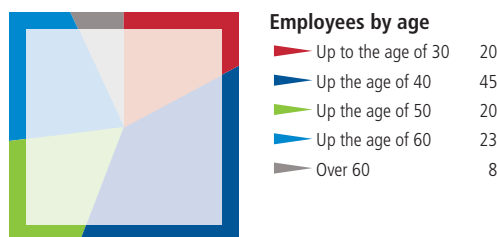
CzechTrade Foreign Offices

CzechTrade offers their services to companies in 45 foreign offices in 48 different countries spanning 5 continents.



CzechTrade Employees

As of the 31st of December 2014 the agency had 116 employees.





Europe

Belgium (CEBRE): Brussels
 Bulgaria: Sofia
 Montenegro: Podgorica
 France: Paris
 Croatia: Zagreb
 Italy: Milano
 Latvia, Lithuania, Estonia: Riga
 Hungary: Budapest
 Germany Düsseldorf
 The Netherlands, Luxembourg: Rotterdam
 Poland: Warsaw, Katowice
 Austria Vienna
 Romania: Bucharest

Russia: Moscow, St. Petersburg,
 Yekaterinburg
 Serbia: Belgrade
 Spain Madrid
 Sweden, Denmark, Norway, Finland:
 Stockholm
 Turkey: Istanbul
 Ukraine Kiev
 U.K., Ireland: London

Africa

Egypt: Cairo
 Morocco: Casablanca
 South Africa: Johannesburg

America

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

Asia

Azerbaijan: Baku
 China: Beijing, Chengdu, Shanghai
 India: Mumbai
 Indonesia: Jakarta

Israel: Tel Aviv
 Kazakhstan: Almaty
 Thailand: Bangkok
 United Arab Emirates: Dubai
 Vietnam: Ho Chi Min City

Australia

Australia, New Zealand: Sydney



IMPORTANT EVENTS OF 2014

March

Toll free line for Ukraine and a Russia's sanctions specials

In March 2014 the toll free phone line was established for Czech companies that export to Ukraine or otherwise operate on the local market. Its aim is to provide maximum support to exporters and useful information due to the situation in Ukraine.

In relation to the sanctions against Russia, a section for entrepreneurs was set up on BusinessInfo.cz, which focuses on government information related to the sanctions.

May

A new Modern design of the BusinessInfo.cz web portal

The BusinessInfo.cz website for entrepreneurs was completely redesigned in May. It offers users electronic business forms in PDF format (which can be completed directly on the Internet) and video manuals or online options to ask editors or experts from the Ministry of Industry and Trade (MIT). The portal publishes information in five languages and thus also serves as a useful source of information for foreign entities.

July

Radomil Doležal was appointed as the new General Director of CzechTrade

On the 1st of July, Radomil Doležal was appointed to be the new General Director of the agency. He took over the management role at CzechTrade from Milan Ráž, who had been appointed General Manager of the agency by the Minister in February of the same year. On the 1st of July, MIT transferred foreign offices back under CzechTrade management.

September

Helping European companies to do business in the Czech Republic

Your Europe Portal is an information project which benefits entrepreneurs from all over Europe. EU member states process information about their business conditions which may be used by Czech companies if they wish to start doing business in an EU country. CzechTrade is actively involved in the creation and promotion process on behalf of the Czech Republic.

October

Client centre for export

In cooperation with the Ministry of Foreign Affairs (MFA) and MIT

the Client Centre for Export (KCPE) was opened in autumn 2014 on the premises of CzechTrade. At the same time, a new catalogue of state services was introduced for Czech exporters. Thanks to KCPE, comprehensive information and advice both in the area of B2B and B2G and G2G are provided through the foreign offices of CzechTrade and Czech embassies in more than 90 countries in total.

During 2014

New territories for CzechTrade clients

During the year a net of foreign offices was extended to Thai Bangkok, Indonesian Jakarta, plus a second office in Poland and Turkey (Katowice and Ankara) and a third Chinese office in Beijing, as well as Santiago de Chile (Chile), Bogota (Colombia) and Baku (Azerbaijan). By the end of 2014, the agency opened the door for Czech exporters in 48 countries.

International cooperation

In 2014 CzechTrade signed a total of five memoranda of understanding or cooperation, including four with China and one with Kazakhstan. Two memoranda related to cooperation in the aviation industry in China, whereby on the basis of another memorandum of cooperation, a Czech Tech China Centre was established in Nanopolis, the industrial park in Suzhou, China. The subject of the fourth Memorandum of Understanding (MOU) with China refers to cooperation between Czech and Dondhai businesses in the manufacturing and the processing of crystal.

The memorandum signed by the National Export and Investment Agency of Kazakhstan and CzechTrade concerns cooperation and mutual support in the field of trade in all industrial sectors.

CzechTrade is a member of BEDA – The Association of EU design organisations.

**45 CZECHTRADE FOREIGN OFFICES
OFFER THEIR SERVICES
IN 48 COUNTRIES**

AGENCY SERVICES



Information Services for Exporters

CzechTrade provides high-quality information services to Czech exporters. The objective is to promote their competitiveness and the diversification of Czech export.

Export intelligence is primarily targeted at emerging economies outside the European Union. CzechTrade information services include free news, individual analytical services and superior information services.

The Centre of Information Services offers:

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

Export Opportunities

CzechTrade focuses on the comprehensive processing of export opportunities – whether it is the administration of foreign inquiries or organising of B2B events (Sourcing Days and incoming business missions).

CzechTrade also further mediates information on investment opportunities, foreign inquiries and tenders, including tenders from international organisations such as CERN, ESO and the World Bank.

CzechTrade Export Club

The growing portfolio of members benefit from the advantages the club brings in all types of services offered by CzechTrade: presentation abroad through the Directory of exporters, superior information service, educational events specialized in export and individual consulting. The club also creates a unique environment for exchanging experiences and member contacts.

Export Intelligence and Client Zone on-line

Both sub-portals News for Export and Client zone are part of the BusinessInfo.cz website. 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.

CzechTrade provides information in the following areas: latest news from abroad, information on foreign trade and economy, sectoral and territorial analyses. In 2014, CzechTrade launched new formats such as "country profiles" (current data on the condition of selected economies) and "doing business" (evaluation of doing business conditions in selected countries).

The CzechTrade Client Zone is a unique 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 exists. The result is more efficient services thanks to the new on-line features.

BUSINESSINFO.CZ

The web portal BusinessInfo.cz is an essential part of the information network for entrepreneurs and exporters implemented by CzechTrade. The portal integrates information from key ministries and public institutions, and subsequently provides them to entrepreneurs and exporters.

The foreign trade section focuses on the most important information for Czech exporters provided by the state administration and other entities. BusinessInfo.cz inter alia publishes Summary territorial information from more than 150 countries worldwide, updated daily export opportunities and a calendar of international trade fairs and exhibitions with Czech participation.

Export Consulting and Services of the Foreign Network

CzechTrade services respect individual needs of each client and specific characteristics of each target market and industry. Clients can rely on the professional services of experienced foreign offices as well as experts at the CzechTrade headquarters. Branch-specialist consultants are ready to discuss export plans and recommend a suitable method for cooperation with CzechTrade.

CzechTrade representatives abroad provide a wide range of free services and subsequent paid specialised services tailored to particular companies. The biggest advantage for a company is the physical presence of foreign CzechTrade offices in a territory and associated knowledge of the local environment and know-how, connections to important contacts and a proven ability to obtain verified first-hand information.

CzechTrade foreign offices offer comprehensive support to Czech exporters when entering foreign markets, establishing branches or expanding production. Companies may choose from a wide range of services such as provision of information, establishing business contacts, providing marketing assistance, organisation of promotional events and long-term assistance in the territory.

Services which rank as the most highly in demand include:

- finding business partners;
- checking the interest of a foreign partner in offered products/services;
- checking business partner (value);
- long-term assistance at meetings, organisation of meetings;
- B2B and presentation events, networking;
- individual export consulting both in Prague and the regions;
- current information and news from foreign markets.

CzechTrade foreign offices also form an important source of particular export opportunities. These include enquiries from foreign companies, tenders and investment opportunities. Great emphasis is placed on assisting in the development of these export opportunities and organising subsequent B2B events.

Marketing Events in the Czech Republic

CzechTrade carries out consultations and workshops for Czech companies throughout the Czech regions.

Consultation day – territorially focused consultations of representatives of companies with the selected staff of CzechTrade foreign offices, which take place in the Czech regions.

Meeting Point CzechTrade – centrally organised individual consulting for companies involving all staff at CzechTrade foreign offices.

Presentation of Czech Companies Abroad

Joint participation at Foreign Exhibitions and Trade Fairs

CzechTrade arranges joint participation of Czech companies at foreign exhibitions and trade fairs. This way, apart from official participations organised by MIT, Czech companies can utilise these other two forms of presentation.

Presentations at international fairs under the auspices of CzechTrade

This involves a personal or a catalogue-band company presentation at a joint booth at a foreign trade fair, provided as part of the CzechTrade services. Joint participation reduces the costs of a company's presentation at trade fairs in the territories of interest. CzechTrade foreign office staff provide exhibitors with standard and customised services before the event, during the fair, as well as follow-up services.

Joint participation at specialised exhibitions and fairs abroad, 2013-2014 (SVV2) and Design for Competitiveness 2013-2014 (Design)

Through CzechTrade, companies can take part in person at foreign exhibitions and fairs abroad with the support of European Structural Funds (OPPI), namely marketing, for more information see page 21.

Export Education

CzechTrade offers educational events to Czech companies on the topic of international trade.

- Expert seminars;
- Territorial seminars;
- Export Conferences;
- Tailored company training.

Through top trainers, experts and territorial specialists, Czech exporters are provided with up to-date information relevant for decision making, preparation and successful entry onto foreign markets.

CzechTrade educational events instruct Czech companies on how to export on the basis of shared information, practical training and successful practical examples. It uses the extensive know-how of CzechTrade foreign offices.

**PRACTICAL AND UP-TO-DATE
INFORMATION IMPORTANT FOR
DECISION MAKING, PREPARATION
AND SUCCESSFUL ENTRY ON TO
FOREIGN MARKETS.**

Projects Implemented by CzechTrade and Financed from European Funds

In 2014 CzechTrade implemented three projects financed by European funds.

The Joint participation in specialised exhibitions and fairs abroad, 2013-2014 (SVV2) project

The SVV2 project is implemented by CzechTrade and is financed by the Operational Programme Enterprise and Innovations (OPPI) with a 15% share of the state budget. Through joint participation at selected exhibitions and trade fairs abroad, the aim of the project is to provide favourable services aimed at increasing competitiveness of products and services of companies based in the Czech Republic. The target group are professional (business) organisations and companies, especially small and medium-sized enterprises.

The Design for competitiveness 2013-2014 project

In 2014, CzechTrade continued supporting the implementation of effective use of industrial designs as one of the innovative tools to increase the competitiveness of small and medium-sized companies on foreign markets. The Design for Competitiveness project is designed as an internal CzechTrade project within OPPI.

The Strengthening project for international competitiveness of Czech companies in the field of space technology (The Space project)

The Space project was another internal CzechTrade project financed by OPPI in 2014. This project has helped strengthen the international competitiveness of enterprises based in the Czech Republic on foreign markets, it helped raise company awareness about programmes in the field of space technologies and seek out manufacturers of the most advanced technologies crucial for the Czech Republic and their own innovation and development. It also aimed to assist in preparing applications to join space technology and professional consulting programmes in the field of marketing and the internationalisation of the products of enterprises, which had something to offer in this regard.

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SUMMARY OF THE MAIN RESULTS
AND ASSESSMENTS OF PROJECTS

Information Services for Exporters

Export Intelligence and Client Zone

In 2014, Export Intelligence focused on analysing current opportunities for Czech exporters worldwide. Free news and analyses from foreign markets (CIS, ASEAN, Africa, Scandinavia and Latin America regions) were published through the News for Export website.

As the lack of information about distant markets is a common reason why exporters neglect otherwise very promising markets, CzechTrade developed detailed analyses focusing on the growing markets of Kazakhstan, Mexico, Azerbaijan, India, Brazil and Turkey, which are available on the Export intelligence portal under the heading of Information service.

In 2014, new information formats were launched such as "country profiles" (current data on the condition of selected economies) and "doing business" (evaluation of doing business conditions in selected countries).

CZECHTRADE MEDIATED MORE THAN **3,200** EXPORT OPPORTUNITIES.

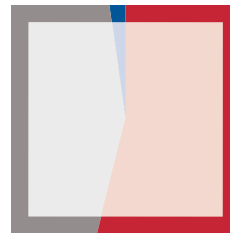
Export Opportunities

Using our own tools, such as foreign offices and specialised databases, CzechTrade is acquiring and further processing specific export opportunities. These include inquiries from foreign companies, tenders and investment opportunities – 3,243 of these were processed in the last year.



Foreign inquiries by Sectors

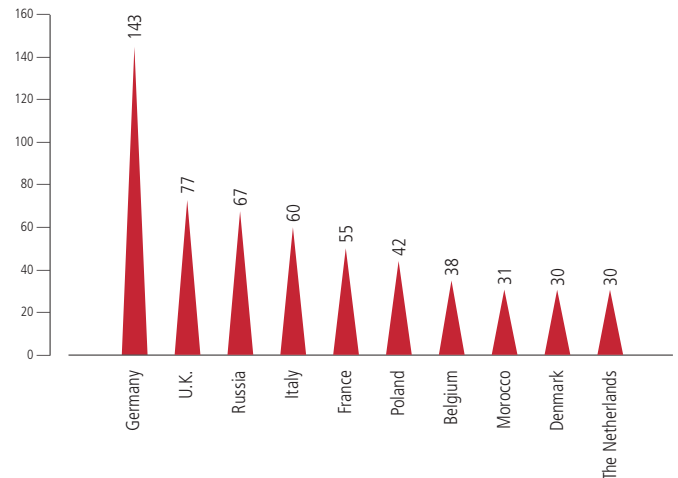
Machinery / Engineering	17 %
Machined components	15 %
Food processing industry	11 %
Textiles industry	8 %
Plastics	7 %
Glass	7 %
ICT	7 %
Services	7 %
Construction	6 %
Furniture	5 %
Foundry industry	5 %
Chemical industry	5 %



Structure of Export Opportunities

Inquiries and offers	54 %
Investment opportunities	44 %
Tenders	2 %

Foreign Inquiries by the TOP 10 Territories



B2B events

CzechTrade assists and helps in the development of export opportunities and organise B2B events.

Sourcing Day

Based on active approaches by CzechTrade foreign offices, in 2014 the agency organised two Sourcing Day type events with foreign companies.

April 2014 sourcing day REWE (in the Czech Republic: BILLA, Penny Market)

REWE representatives from Germany and Austria arrived at an event organised by CzechTrade in the Czech Republic. They were interested in finding new food suppliers for supermarket chains. The event was attended by 25 Czech producers of milk and dairy products, meat and meat products, bakery products, confectionery and canned vegetables.

June 2014 Sourcing day Tschechien, Pilsen

Representatives of nearly 50 Czech companies attended meetings with 8 German companies. The German companies were interested in engineering cooperation, electrical engineering products and plastics industries.

"Over the course of one single day, we met directly with the purchasing managers of several German companies thanks to CzechTrade. Under normal circumstances, similar meetings would require many hours of searching for contacts, sending offers and travelling."

Luboš Souček, Export Manager of TVD – technical production

Incoming Business Missions

CzechTrade organises meetings with selected Czech manufacturers for foreign companies. In 2014, these events were initiated both by CzechTrade foreign offices and embassies of the Czech Republic.

March 2014 Osprey Tunnels, U.K.

This company builds large greenhouses worldwide and was looking for suppliers of welded tubes and anchoring flanges. Through CzechTrade its representatives visited Steel profile and DIOSS Nýřany.

November 2014 Nomin Holding, Mongolia

Representatives of the Nomin Holding retail chain were interested in food, mainly dairy and meat products, sweets and canned vegetables. Negotiations with such potential suppliers as MADETA, Mlékárna Hlinsko, Kostelecké uzeniny, Efko, Opavia, EMCO, Mocca, POEX took place at CzechTrade headquarters.

December 2014 SAMSUNG, Korea

Group of representatives visited the CzechTrade headquarters in Prague, where they were handed a list of selected companies from various fields of their interest. They involved Czech companies in the fields of investment engineering, energy and petrochemicals.

CzechTrade Export Club

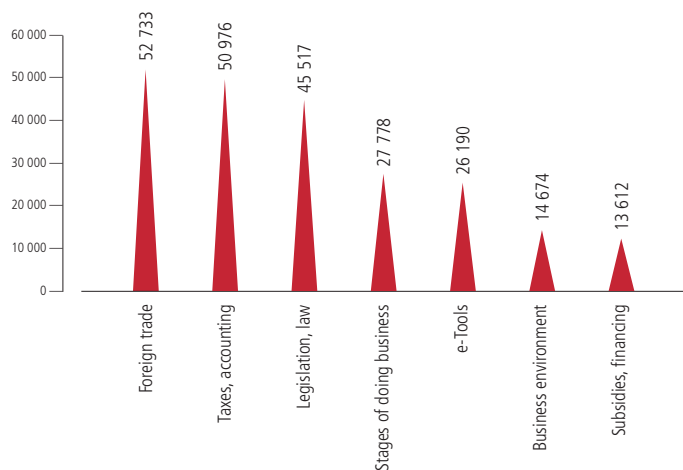
In 2014, profiles of members of the Export Club in the on-line Exporters Directory were viewed by 75,000 foreign visitors. CzechTrade organised two unique educational videoconferences for club members, focusing on the territories of Bulgaria, Serbia, Turkey, Chile and Colombia. Over the course of the year, club members were sent three editions of electronic newsletters informing them about activities in the club. CzechTrade specialists prepared 29 comprehensive territorial analyses, the full wording of which is only available to CzechTrade Export Club members. By the end of the year the CzechTrade club had 100 members.

Portal BusinessInfo.cz

In 2014 CzechTrade devoted great efforts to develop the Foreign trade section on BusinessInfo.cz. As a result of these efforts the section became the most visited web page of the portal. Great attention is currently being paid on the portal to sharing the success stories of Czech exporters, which serve as an inspiration for other Czech companies with the potential to break into foreign markets.

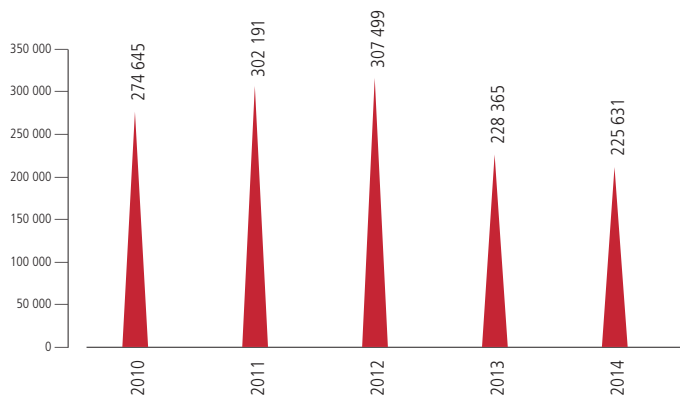
IN ADDITION TO TAX AND LEGISLATION SECTIONS, **THE FOREIGN TRADE SECTION** WAS THE MOST VISITED SECTION ON BUSINESSINFO.CZ IN 2014 – **WITH A MONTHLY AVERAGE OF 52,733 VISITORS.**

Most Visited Sections



Average monthly website traffic amounted to 225,631 visitors per month.

Average Monthly Visitors



One important trend in 2014 was an increase of the number of page views during one visit. This means that people spend more time on the website and view a larger amount of content.

Views – Monthly Average

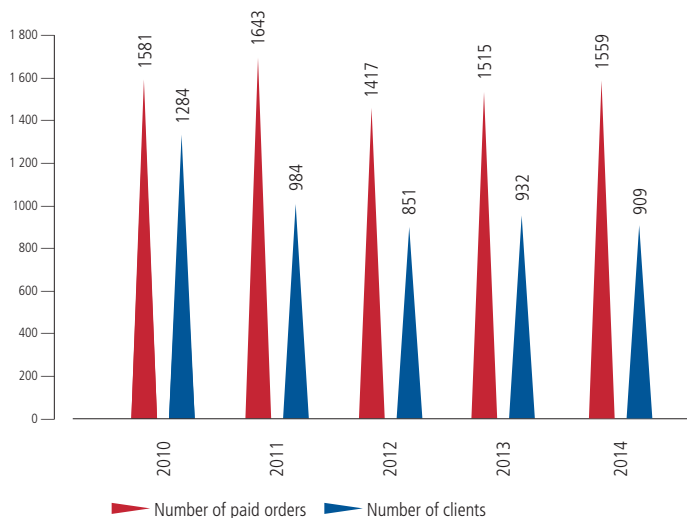
2012	651,733
2013	525,552
2014	611,705

Export Consulting and Services of the Foreign Offices Network

The foreign offices network is a key tool for exporter support. As of the 1st of July 2014, foreign offices were transferred from the administration by MIT back under the management of CzechTrade. This signalled an important step which led to more efficient management of the foreign network. In 2014 the foreign network expanded into new territories. New offices were opened in Latin America (Colombia and Chile), in Azerbaijan, Southeast Asia (Indonesia and Thailand) and in response to the increased interest of Czech exporters, offices in China (Beijing), Turkey (Ankara) and Poland (Katowice) have been reinforced.

An 18% increase to year-on-year interest of exporters in services of the CzechTrade agency was reported in 2014. On the whole 1,559 contracts for 909 Czech companies were implemented.

Development of Number of Orders and Clients of CzechTrade



CzechTrade foreign offices were involved in 1,290 contracts; during 2014 they worked for 764 Czech companies totalling almost 42,000 hours of work.

Number of contracts of foreign offices	1 290
Number of successful cases	103
Value of supported exports in CZK	6 851 219 523
Return rate of satisfaction questionnaires	43 %
Assessment of services provided by foreign offices	1,24

Czech companies are still mostly interested in the services of European foreign offices, for example: Düsseldorf reports 187 implemented projects, Moscow – 76, London – 68, St. Petersburg – 67 and Dubai – 61 contracts.

Increasingly, companies are interested in the possibilities of exporting to Turkey, UAE, Brazil, Kazakhstan, Scandinavia, China and Australia.

The biggest sales from contracts were recorded by the foreign offices in Düsseldorf, Moscow, Dubai, London, Rotterdam, Stockholm, Istanbul, Sao Paulo, Almaty and Warsaw.

Most services were implemented by CzechTrade foreign offices in connection with company participation at foreign events. Great interest on behalf of Czech companies was also reported in relation to assistance and consulting days. See the following table to view information on the use of each type of services by foreign offices:

Foreign Office Services, Most Frequently Used by Clients:

	Number of contracts	Revenues
Events	520	CZK 21,224,720
Assistance services	192	CZK 1,764,410
Seminars	86	CZK 76,080
Consulting day	85	CZK 73,600
Package of services – BUSINESS	74	CZK 1,180,971
Checking Interest in a Product/Service	70	CZK 1,239,000
Package of services – PLUS	69	CZK 1,380,860
Business contacts (without verification)	34	CZK 277,100
Organisation of business meetings	20	CZK 323,900
Long-term export assistance	12	CZK 261,000

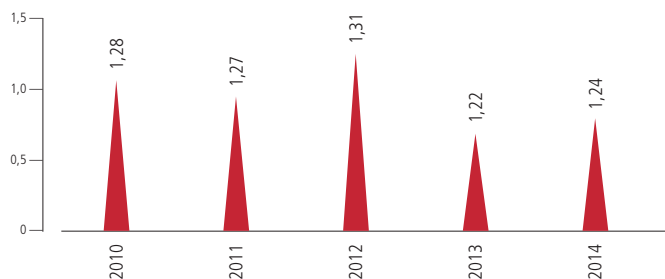
Satisfaction with Services

The satisfaction with the services of the foreign offices of CzechTrade is clearly illustrated by the results of satisfaction questionnaires, which were completed by representatives of Czech companies on entering into contracts.

CZECHTRADE IS GRATEFUL TO ALL,
WHO TAKE THEIR TIME TO
COMPLETE SATISFACTION FORMS
THUS CONTRIBUTE TO THE
IMPROVEMENT OF **OUR SERVICES**

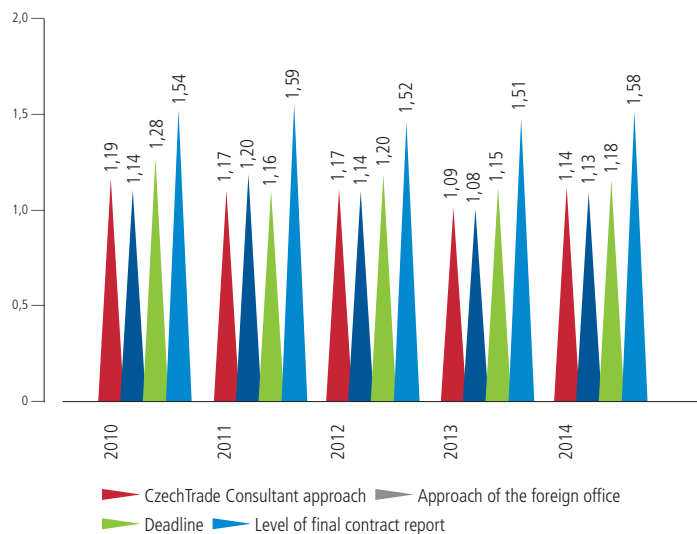
Almost three quarters of clients (71 %) said CzechTrade services helped them save costs, 84% clients appreciated the time-saving benefits the services offered, and a whopping 97% of customers would recommend the services to their business partners.

Development of Satisfaction Index



Companies rated services provided by CzechTrade foreign offices on a four point scale mark with an average of 1.24 points (1 = the best, 4 = the worst).

Partial Assessment of Satisfaction with the CzechTrade Contract



Clients, who have used CzechTrade services, appreciate the high quality and professional level of outputs defined according to their individual requirements and needs, as well as the accommodating and flexible approach of staff. They especially appreciated obtaining verified contacts, local environment and market knowledge allowing them to avoid fundamental mistakes in a given territory.

"During our business mission we were provided with professional services and superior facilities by the head of the St. Petersburg office. We appreciate the accommodating approach to all our requirements, perfect organisation and administration of business meetings, their personal participation in negotiations with St. Petersburg companies and the full package of complementary services. At the same time we valued the services that preceded our visit, comprising the search for business partners."

Antonín Klap, Executive, Trade Invest Slapy

Successful Cases of CzechTrade Clients

In 2014, companies confirmed 103 successful cases which originated from using CzechTrade services, with a total value of CZK 6,851,219,523. The most successful cases were generated by the CzechTrade foreign offices in Düsseldorf, St. Petersburg and Stockholm. The highest values of assisted exports were reported in successful cases with the help of foreign offices in Moscow, Düsseldorf and Zagreb.

TOP 3 – Foreign Offices by Volume of Successful Cases

	Value of contracts	N. of suc. cases
CzechTrade Moscow	CZK 6,269,020,000.00	5
CzechTrade Düsseldorf	CZK 89,621,594.00	20
CzechTrade Zagreb	CZK 82,500,000.00	2

TOP 3 – Foreign Offices by Number of Successful Cases

	Value of contracts	N. of suc. cases
CzechTrade Düsseldorf	CZK 89,621,594.00	20
CzechTrade St. Petersburg	CZK 44,135,393.00	11
CzechTrade Stockholm	CZK 11,827,240.00	10

TOP 10 – Number of Successful Cases by Sectors

The highest numbers of successful cases were generated in the fields of machinery engineering, construction and electronics and electrical engineering.

Machinery – production of machines and equipment	23
Building construction and building materials	13
Electronics and electrical equipment	8
Healthcare equipment	7
Food industry	6
Energy industry	6
Machined components and metal parts	5
Plastics and rubber	5
Other means of transportation, handling devices and equipment	4
Furniture industry	4
Glassware, bijouterie and small merchandise	4

TOP 10 – Value of Successful Cases by Sectors

The highest amount of supported exports was recorded in agriculture and forestry, the construction and food industries.

Agriculture and forestry	6,214,320,000
Building construction and building materials	107,482,253
Food industry	86,525,282
Aviation industry	86,187,500
Machinery – production of machines and equipment	74,877,592
Energy industry	74,192,000
Other	56,458,700
Luxurious goods	46,150,000
Wood-processing industry	32,120,000
Other means of transportation, handling devices and equipment	13,631,000

The most successful cases were confirmed by companies from the Zlín region.

	Number	Value
Zlín region	25	98,242,664
Moravian-Silesian region	16	36,804,309
The Capital City of Prague	13	175,690,893

The greatest value of supported exports was declared by companies from the South Bohemian Region.

	Number	Value
South Bohemian Region	3	6,235,520,000
The Capital City of Prague	13	175,690,893
Pardubice region	6	123,029,152

Presentation of Czech Companies Abroad

Joint Participation at Foreign Exhibitions and Trade Fairs

In 2014 the foreign offices in cooperation with the CzechTrade headquarters organised joint pavilions for Czech companies at 88 trade fairs in 32 countries all around the world.

The most joint presentations of companies under the CzechTrade label took place in Russia, Germany, Brazil, Poland, China, Turkey, UAE and in the UK.

TOP Destinations (number of events):

Russia	12
Germany	8
Brazil, Poland	6
China, Turkey, UAE, UK	4
Mexico, Ukraine, U.S., the Netherlands	3

Most fairs, at which Czech companies presented themselves, were in the sectors of mechanical engineering, food processing, metal structures, and in the power supply and construction industry.

Joint Participation at Trade Fairs by Sectors

	Number
Engineering	16
Food industry	12
Metal structures	10
Energy industry	9
Construction	9
ICT software	6
Electrical engineering	5
Aviation industry	5
Water industry, environment	4
Furniture industry	4
Agriculture	4
Healthcare equipment	3
Plastics	1

"Your final report from the catalogue presentation at the Expodefensa 2014 fair in Bogota, Colombia offered us valuable information; we especially appreciated the newly acquired contacts, which we will use for our further business activities in South America."

*Jaroslava Kociánová,
International Sales Manager, RETIA*

The opportunity to present themselves at international fairs under the CzechTrade label was used by 498 participants in 2014. 80% of participants belonged to small and medium-sized enterprises.

Breakdown of Participants by Number of Employees in %

001 – 010 employees	17
011 – 050 employees	29
050 – 250 employees	34
251+ employees	20

IN 2014 CZECHTRADE PRESENTED **2,000** COMPANIES AT **164** EVENTS ABROAD

CzechTrade also provides marketing support to companies abroad by organizing joint participations as a part of the Joint participation project at specialised exhibitions and trade fairs (SVV2). In 2014 it organised 76 events, which were attended by more than 1,500 small and medium-sized enterprises. For more information about the project results go to page 21.

Marketing Events in the Czech Republic

Consulting Day

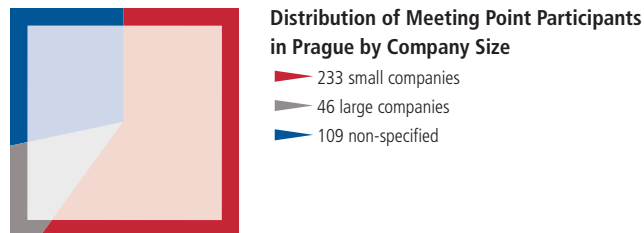
In 2014, CzechTrade organised 14 consulting days for more than 80 companies. The consulting days mostly took place in Moravia, namely in Ostrava, Brno, Zlín, Olomouc and Jihlava but also in Plzeň, Ústí nad Labem and České Budějovice.

CzechTrade Meeting Point

In collaboration with MIT, which at that time operated a network of foreign offices, CzechTrade organised the twelfth year of the event called Meeting Point CzechTrade in February 2014. More than 1,000 half-hour meetings were held with foreign representatives at this event, which was attended by a record number of 388 companies. Representatives of Czech companies consulted their export plans for their current or planned export territories.

1,024 HALF-HOUR MEETINGS WERE HELD DURING THE TWO DAYS MEETING POINT EVENT

A similar smaller-scale event was organised by CzechTrade in autumn as part of the activities held at the International Engineering Fair in Brno. It was attended by 19 foreign CzechTrade offices.



Distribution of Participants by Company Size

Number of employees	Number of companies
001 – 010	67
011 – 050	68
051 – 250	98
> 251	46
Non-specified	109

"We have been cooperating with CzechTrade for a long time. In 2014, we took part in the Light+Building trade fair in Frankfurt and subsequently ordered assistance services aimed at Israel and Sweden. I have to highlight the willingness and the activities done by CzechTrade employees, both in Israel and in Sweden, where we started our cooperation following the Meeting Point event in Prague. I have been very satisfied with the proactive approach of CzechTrade staff and look forward to our further cooperation."

Petra Macháčková, Sales Manager, LAMBERGA

Companies, Participating at the Meeting Point Event in Prague by Sectors

	Number of companies
Machined components and metal parts	109
Machinery – production of machines and equipment	103
Building construction and building materials	89
Electronics and electrical equipment	73
Software and ICT services	60
Energy industry	48
Water, wastes and environment	35
Automotive industry	30
Chemical and pharmaceutical industry	29
Food industry	25
Casting and forging	25
Plastics and rubber	24
Healthcare equipment	24
Other means of transportation, handling devices and equipment	23
Wood-processing industry	20
Printing	17
Aviation industry	15
Agriculture and forestry	15
Furniture industry	14
Textiles, clothing and leather industry	11
Glassware, bijouterie and small merchandise	10
Metallurgical production	5
Raw materials and semi-finished products	5
Weapons and ammunition	5
Capital equipment	3
Biotechnologies	2
Nanotechnologies	2
Design	1
Paper processing industry	1
Services	286
Other	130

Note: Some companies have been classified in multiple disciplines in terms of the scope of their production portfolio

Export Education

In 2014, CzechTrade implemented 47 professional, territorial and corporate workshops and 6 export conferences in Prague and the Czech regions.

WORKSHOPS WERE ATTENDED BY **1,052** CZECH COMPANIES

The workshops were focused on topics that are particularly important for the SME segment: legal aspects of trade, financial strategy and planning, effective communication of exporters, marketing, business etiquette, protection of industrial property etc.

Territorial workshops and conferences covered Russia, Italy, USA, Germany, UK, Austria, Vietnam, Mexico, Brazil, Azerbaijan, Kazakhstan, etc.

A high level of satisfaction with educational events was reflected in the average score of 1.15 (on a scale where 1 = best, 5 = worst), and in the increasing number of participants attending workshops and conferences.

As part of internal training, another yearly course in Business Diplomacy took place in 2014; it included 36 seminars and was attended by a total of 39 participants from CzechTrade and CzechInvest, MIT and MFA. Furthermore, the internal training of export promotion institutions was organised through special workshops, coaching, e-learning courses, case studies, etc.

"The workshop has been very valuable both for me and my two colleagues and we will definitely use the acquired knowledge in practice. We liked the approach of the lecturer very much and will attend other seminars offered by you. Regarding quality and high standards, we will be happy to receive further offers which are organized by you in order to attend other workshops in the field of export education."

Miroslava Sekaninová, Moraviapropag

Projects Implemented by CzechTrade and Financed from European Funds

Joint Participation at Specialized Exhibitions and Trade Fairs (SVV2)

Overall, the approved funds of the extended SVV2 project correspond to CZK 313,795,708. The plan was to support 120 fairs with a total minimum number of 1,680 participants. Trade fairs began to be implemented as part of the SVV2 project in October 2013. CZK 202.9 million was spent on the implementation of these events carried out in 2014.

1,326 COMPANIES WERE PRESENTED IN 76 FOREIGN TRADE FAIRS IN 2014

In 2014, 76 trade fairs were held in 28 countries as a part of the SVV2 project. A total of 1,326 entities were supported, including CzechTrade, 689 (i.e. 51.8 %) of them were presented at a joint exhibition. Depending on their production focus, 673 participants took advantage of the possibility to present themselves at separate booths. On average, 17.4 companies took part in one trade fair. The majority of the entities that were supported were SMEs (77.4%), followed by large enterprises (13.8%) and professional organisations (3.6%). Coneco Racioenergia in Bratislava was ranked as the most successful fair in terms of attendance, with 89 exhibitors.

Assessment of participation by exhibitors.

- 99% of the participants encountered no problems on behalf of CzechTrade during the exhibition
- 93% of the participants rated communication and implementation services by CzechTrade as good
- 99% of the participants obtained all the requested information when they asked for assistance
- 94% of the participants did not encounter any serious difficulties when asking for assistance
- 97% of the participants will also ask for assistance at next year's trade fair
- 92% of the participants believe that their participation at the trade fair contributed to better visibility of the company on the market

"I would like to take this opportunity to express my gratitude for the assistance we obtained from CzechTrade through our joint participation at the Light and Building 2014 trade fair in Frankfurt, but especially for the way the exhibition was handled smoothly."

Ivo Čepický, ATEH, Light and Building 2014, Frankfurt

Design Project for Competitiveness

In 2014 CzechTrade continued to implement assistance for using design as a tool to increase the competitiveness of industrial enterprises on foreign markets.

The overall budget for implementing the project amounts to CZK 10,002,036. The project plans to involve 205 companies in its core activities.

96 COMPANIES INITIATED INDIVIDUAL COOPERATION WITH A DESIGNER.

"It is not enough just to come to the market with unique technology. Only product with a good design is able to draw people's attention. The task for the designer included enhancements to the design characteristics and mobility in addition to a more attractive appearance of the product. It paid off to look for a material that would be lighter and more suitable for export and combining these together our product was then easily assembled by a customer thousands of miles away."

Jaroslav Veselý, the author of a unique educational system for young children called MAGIC BOX and owner of PROJEKTMEDIA

During 2014, CzechTrade carried out two international events, at which companies and designers from the field of interior design were presented. In September, Czech design was presented to a Parisian audience at one of the most important trade fairs – MAISON&OBJET. In October, Czech design was hosted by the Austrian Blickfang. Hence, CzechTrade has enabled 11 Czech companies and designers to promote their products at major international events focusing on design.

Four professional educational events on the theme "Industrial design as a part of comprehensive branding" were held as part of the project. Case studies were used in seminars as well as best practices were shared and participants had the opportunity to get actively involved through guided discussions. Training events included expert consultations focusing on the role of a design in innovation and company business strategies. Seminars were attended by 89 representatives from small and medium-sized manufacturing companies and more than 80% said they would use the information and knowledge acquired in practice.

During the two phases, CzechTrade issued four editions of its Design Newsletters. The aim was to provide information on promoting industrial design and motivating readers to collaborate with industrial designers.

The process of acquiring new designers in the CzechTrade Directory took place in 2014. The directory of designers currently contains 115 active profiles of industrial and product designers from the Czech Republic, Slovakia and the Netherlands.

"At the seminar we learned about the Design for competitiveness project. Based on this inspiration, we submitted an application to take part in this project and established a partnership with the designer from the CzechTrade Designers Directory. It has also given us the ability to improve our existing products. This resulted in a new collection that will appeal not only to us but also – and which is the most important – to our customers."

Eva Torčíková, NanoTrade

The Project Referred to as Strengthening the International Competitiveness of Czech Companies in the Field of Space Technologies (The Space project)

A number of activities in relation to small and medium-sized enterprises were implemented as part of this project. During 2014, advice was given out in relation to requests of enterprises to join the space technology programs.

In February 2014, the "Cooperation with partners in new technologies 2014" workshop took place at Letná's Olympic Park; it was attended by 22 representatives of companies and institutions.

WE SUPPORT THE PARTICIPATION OF CZECH COMPANIES IN ESA PROGRAMMES

As part of the June European Space Solutions Conference participants were familiarised with the potential use of space technologies and applications based on the European navigation system Galileo, EGNOS and the Copernicus European programme for Earth observation.

The aim of the seminar "The involvement of Czech entities in space activities", which was created in cooperation with the Technology Centre AS CR and with the support of Space Technologies and Satellite Systems of the Ministry of Transport of the Czech Republic, was to encourage participants to get involved in European Union space programmes.

In 2014 the complete series of the Czech Space Sector catalogue was implemented. The three parts of the supporting promotional material are linked to the White Paper on Space and map out the major players in the area of space technologies in the Czech Republic, with the potential to participate in ESA programmes.

"I really appreciated the fact that this project has made it possible for companies, represented in the Association of Czech Space Alliance, to be presented in a series of catalogues issued as part of the project activities. This project allowed us to map out and promote Czech companies involved in space technology. In this way they can promote Czech high-tech technologies and services around the world – namely in Japan, Korea, Thailand, UAE, Brazil and throughout Europe and the U.S. "

Petr Bareš, President of the Czech Space Alliance

The background features a central point from which several triangular shapes radiate outwards. A large blue triangle is in the top-left corner. A dark grey triangle is in the bottom-right corner. The remaining space is filled with various shades of grey and white triangles, creating a dynamic, geometric pattern.

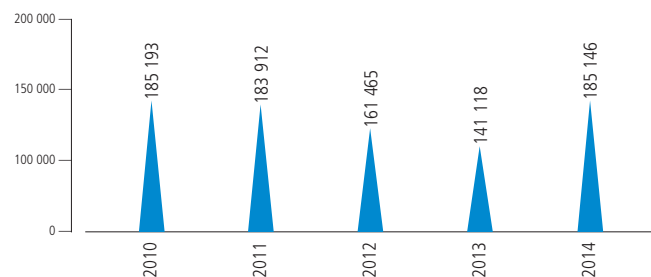
FINANCIAL RESULTS
FOR 2014

As in previous years, CzechTrade operated with the entrusted assets efficiently and recorded an improved profit of CZK 1.4 million. Total sales amounted to CZK 30.4 million, which helped to offset the extra costs of the agency in 2014, together with the involvement of reserve funds created by the Agency in previous years.

Although compared to 2013 sales volume increased by 16%, its share in terms of operational contributions slightly decreased. This can be explained by the significant annual increase in operating contributions by 31.2% generated by the transfer of foreign office funding back to the agency's budget and the expansion of CzechTrade foreign network with eight new offices. A significant cost item consisted in services to the amount of CZK 207,832,000 which primarily involved increased costs for exhibition events, rent abroad and other foreign office costs.

In 2014, the Agency continued with the implementation approved projects of the Structural Funds (OPEI, OPHRE, IOP / in 2014 terminated), which also contributed to the increase in revenues of the organisation.

Contribution Development of the Agencies Operations 2010–2014 (in thousands CZK)



Financial Results of CzechTrade for 2010-2014 (in thousands CZK)

Items	2010	2011	2012	2013	2014
Total revenues	455,768	461,598	445,369	318,086	469,408
Revenues for services	26,289	26,046	24,451	26,199	30,428
Other revenues and incomes	16,450	119,140	117,517	44,303	54,100
Total contribution of MTI	413,029	316,412	303,401	247,584	384,880
of which contribution to operations	185,193	183,912	161,465	141,118	185,146
of which financing of structural funds	227,836	132,500	141,936	106,466	199,734
Total costs	455,767	458,395	443,616	305,416	467,995
Consumed purchases	9,908	10,003	7,687	7,481	8,504
Services	142,452	137,758	135,716	123,466	207,832
Personal costs	50,025	49,447	48,263	40,475	48,313
Depreciation	11,142	10,835	11,337	9,411	12,211
Other costs including settlement of EU funds	242,240	250,352	240,613	124,583	191,135
Settlement of EU funds	227,836	241,142	233,994	119,591	184,289
Profit (loss)	1	3,203	1,753	12,670	1,413



ANNUAL REPORT
ON THE ACTIVITIES
IN THE AREA OF PROVISION
OF INFORMATION

Czech Trade Promotion Agency / CzechTrade Annual Report on the Activities in the Area of Provision of Information according to Section 18 of Act No. 106/1999 Coll. on Free Access to Information, as amended, for the year 2014

In 2014 CzechTrade received a total of two written requests to provide information pursuant to Act No.106/1999 Coll., on Free Access to Information (hereinafter referred to as "Act"), of which not a single request could be assessed as a request for information under this Act. In the case of both delivered requests, the applicant was asked to supplement them according to the provisions outlined in Section 14, subsection (5) letter (a) of the Act. In both cases, the applicant failed to fulfil the request of the authority. Due to this fact, CzechTrade suspended the relevant requests and did not assess the relevant submissions as requests applied under the Act.

Disclosure of Information through the Website of CzechTrade

On the CzechTrade website www.czechtrade.cz, section Published information, all information are available within the meaning of Act No. 106/1999 Coll. as well as responses to requests for information, including information on any decision to reject the request.

In the section "Required information" are available information according to the list specified in Decree No. 442/2006 Coll. This Decree specifies the structure of the information published regarding the obliged entity in a manner allowing remote access and the Annual Reports of CzechTrade.

Number of requests for information submitted	2
Method of processing a request for information	application suspension under the provisions of Section 14 of the Act
Number of responses issued	0
Number of suspended statements on request issued	2
Number of appeals filed against the decisions to reject a request.	0
Number of complaints filed pursuant to Section 16a	0
List 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

Ladies and Gentlemen

Please allow me to share my evaluation of another year in the life of CzechTrade. A long time has passed since 1997 when the agency was established and a number of changes have been made which have clearly shifted CzechTrade far ahead. Quiet years have alternated with those that brought vital watersheds over the years. 2014 emerged as a year during which a great deal of important things took place. One major change involved the transfer of the network of foreign offices back under the auspices of CzechTrade. The network was also expanded to other territories.

The network of foreign offices is undoubtedly the main instrument of the agency. CzechTrade provides flawless market knowledge, well-established business relationships and information hardly traceable from conventional sources to Czech entrepreneurs through their representatives in nearly 50 countries.

However these are not only services of foreign offices. Exporters are assisted by professional consultants at the headquarters, who are profiled by sectors and can competently advise and evaluate the company's export plan. Exporters take part in events organised by CzechTrade abroad to a great extent, using a wide variety of events through export education and gradually appreciate the need to have the most accurate and verified information from foreign markets before commencing export activities. Although 2014 was a year full of major changes, the agency's achievements were excellent, as evidenced by the specific figures mentioned in the report on the activities of CzechTrade you are holding in your hands. For me personally, my six months spent managing the agency rewarded me with a completely new experience and it was interesting to compare the environment of a government organisation with the environment of international companies, from which I come.

CzechTrade is now at a stage where it can strengthen its brand and further develop its services to exporters. It has created conditions to be seen by exporters as the first place where they can turn if you are planning to enter or expand into foreign markets.

Looking ahead to 2015, I hope that CzechTrade can properly respond to the turbulent international environment and help maintain the position of exporters in the countries where it makes sense to seek out suitable new alternative markets. It is also important to come closer to small and medium-sized enterprises in the regions and to convince them that CzechTrade is the right partner for them for export. On the top of this, it is necessary for the agency to clearly communicate its value-added and offer services in a form that will be attractive for Czech exporters.

Finally, I would like to thank all CzechTrade clients, partners and last but not least, the staff of the agency and wish everyone continued success in 2015 and beyond.



Ing. Radomil Doležal, MBA
CzechTrade General Director



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