

REPORT CZECHTRADE



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CZECHTRADE PROFILE

The CzechTrade agency is a national organisation for export support established by the Ministry of Industry and Trade with the objective of developing international trade and mutual cooperation between Czech and foreign entities.

Thanks to over twenty years of experience, the agency has become an expert in supporting Czech exporters as well as being their long-term partner on their path to export success. CzechTrade provides a wide portfolio of mutually interconnected and comprehensive services, which is a real advantage. Setting up basic management processes in the agency helps to improve the quality of services provided as well as customer satisfaction. It also improves strategic and risk management. CzechTrade has been a holder of an ISO quality certificate continuously since 2002, and it regularly passes recertification audits.

VISION AND KEY VALUES

The agency has the vision to be the first choice of Czech companies, especially small and medium-sized ones, in a partnership aimed at the support of the internationalisation of their business activities.

CzechTrade's key values include goal orientation as well as a focus on professionalism, opportunities and cooperation. In practice, this means setting clearly defined objectives and systematic work aimed at their achievement. The agency also consistently monitors the quality of the services provided. These high-quality services have been built on many years of experience and knowledge of foreign markets, as well as on long-term relationships. Furthermore, the agency is bound by its status as a government agency. CzechTrade focuses on new business opportunities and their implementation even in the event of obstacles. It knows the potential risks well and can manage them professionally. The agency's highest priority is the customer. It also focuses on the targeted establishment of mutually beneficial relationships with other partners in the field of export promotion. Last but not least, it is very important for the agency that the people in the agency create a team with enough space for the development of the talent of individual members.

MAIN PROJECTS AND PARTNERSHIPS

— BusinessInfo.cz

since 2001, CzechTrade has been the administrator of the official portal for business and export

— Export Client Centre

the joint contact point of CzechTrade, the Ministry of Industry and Trade and the Ministry of Foreign Affairs for exporters since 2014

— Shared foreign network of CzechTrade and CzechInvest

providing services of both agencies in 23 countries

— CzechTrade Design Centre

national platform of state design support and guarantor for the field of design

— ETPO

active membership in European Trade Promotion Organizations and regular exchange of experience with foreign trade promotion agencies

SERVICES



SERVICES FOR CZECH EXPORTERS

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

INFORMATION SERVICES FOR EXPORTERS

guidebooks for exporters, market analyses, news from foreign markets

PROFESSIONAL CONSULTING

export industry sector consultancy, consultations and strategic planning with CzechTrade specialists in local markets

INDIVIDUAL SERVICES ENSURED BY

specialised detailed foreign refinement of the company's export business plan, connecting it to the right business partners, verification of interest in the client's product in the given market

PRESENTATIONS OF CZECH COMPANIES ABROAD

B2B events, joint participation of companies at international exhibitions and trade fairs

EXPORT EDUCATION

courses, conferences, seminars, customised education for companies both in person and online

PROJECTS CO-FINANCED BY EU FUNDS

projects to support small and medium-sized enterprises partly financed from EU funds and the NOVUMM and NOVUMM KET programmes

CZECHTRADE DESIGN CENTRE

support for industrial design and creative industries

SUPPORT FOR FOREIGN COMPANIES TO ESTABLISH CONTACT WITH CZECH COMPANIES

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

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

MAIN RESULTS FOR 2021



1 786 clients obtaining free assistance services in connection with COVID-19

937 paid contracts for **573** Czech companies implemented by CzechTrade foreign offices

1.12 service quality rating on a scale from 1 to 4

successful export cases confirmed by **144** companies

743 export opportunities, including **482** inquiries by foreign companies and **200** tendering procedures, **2** investment opportunities and **59** offers published via the BusinessInfo.cz portal

1 816 news items from the Czech Republic for foreign audiences at www.czechtradeoffices.com

1 551 news items from foreign markets for the Czech audience at www.czechtrade.cz

1 167 daily subscribers to the CzechTrade online service

3 800 participants to **59** export-oriented workshops and conferences

9 Sourcing Days meetings, which took place between foreign purchasing managers and Czech companies, **324** potential suppliers were selected for negotiations from **393** Czech companies

3 organised trade fairs within the NOVUMM project for **22** companies in the period from September to December, **4** organised trade fairs within the NOVUMM KET project for **22** companies in the period from October to December, the planned trade fairs did not take place in the first half of the year due to pandemic measures

21 implemented SME projects within the framework of the preferential “Individual cooperation with a designer” service

30 partnerships with Czech companies at international trade fairs under the banner of CzechTrade for **189** companies

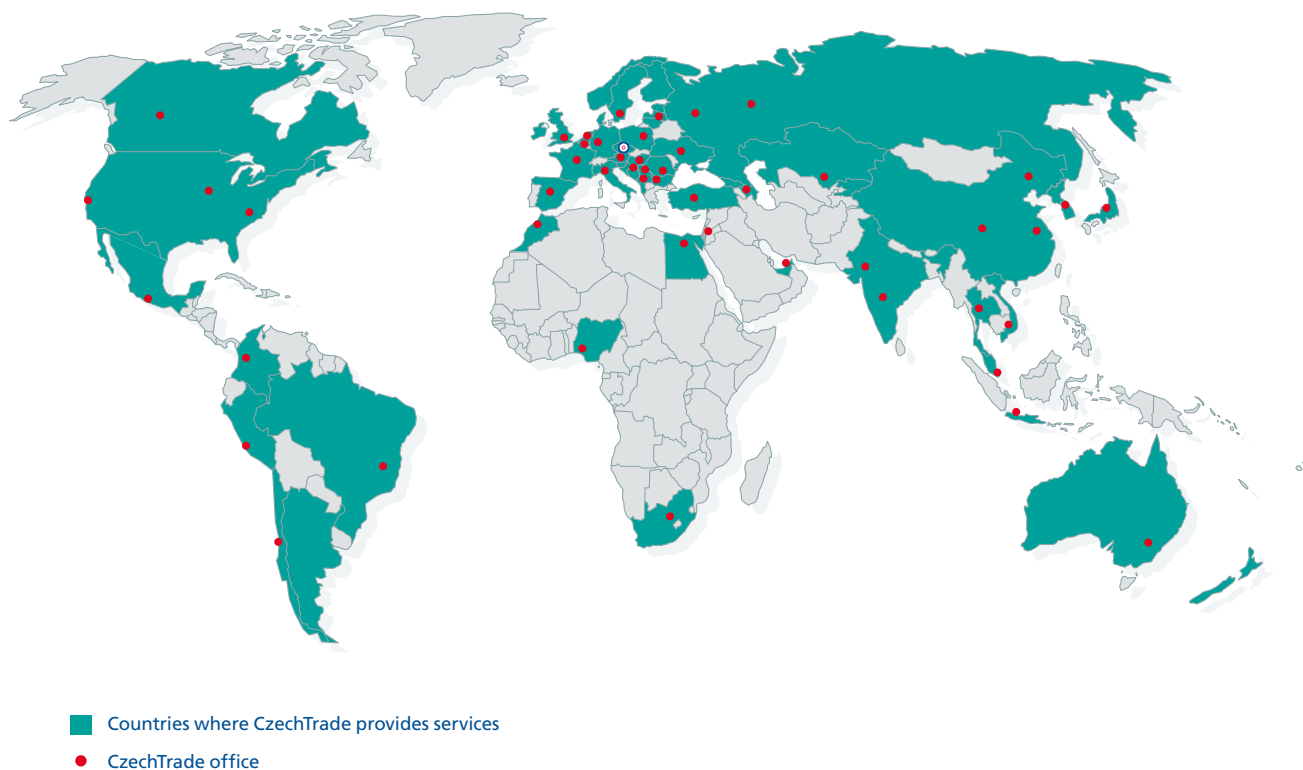
723 responded questions entrepreneurs/businessmen asked at the Client Centre for Export

3 issues of the Český export a podnikání(Czech Export and Business) magazine

FOREIGN NETWORK



THE CZECHTRADE FOREIGN NETWORK HAS BEEN PROVIDING SERVICES IN 57 COUNTRIES ON 5 CONTINENTS.



www.czechtradeoffices.com

CZECHTRADE FOREIGN NETWORK

As of 31st December 2021, the CzechTrade foreign network provided its services in 57 countries around the world.

The offer has been extended to include investment and start-up projects in 14 selected foreign offices of CzechTrade, thanks to the cooperation with the CzechInvest agency. On the other hand, CzechInvest provides its services to exporters in foreign representative offices in Seoul, Tokyo, San Francisco and New York. Both agencies provided their services concurrently in 22 countries.

Foreign offices are divided into 9 regional centres. This type of division allows for an efficient management of the individual offices operating in a particular region.

Regional centre	Foreign office	Extended competency
North America and Australia Regional Director: Jan Kubata / Luboš Matějka	Chicago	
	San Francisco	●
	New York	●
	Canada	
	Australia	● New Zealand
Latin America Regional Director: Jiří Jílek	Colombia	
	Peru	●
	Mexico	●
	Chile	●
	Brazil	●
India and South-East Asia Regional Director: Ladislav Graner	Thailand	
	India – Bangalore	●
	India – Mumbai	●
	Indonesia	
	Singapore	●
	Vietnam	
China Regional Director: Aleš Červinka	South-East China – Shanghai	
	South-West China – Chengdu	
	Northern China – Beijing	
	Japan	●
	South Korea	●
Central Europe and the Baltic Region Regional Director: Adam Jareš	Latvia	Lithuania, Estonia
	Germany	
	Austria	●
	Hungary	
	Poland	

Regional centre	Foreign office	Extended competency
North-Western Europe Regional Director: Vítězslav Blažek	UK	Ireland
	France ●	
	Belgium	
	Netherlands ●	Luxembourg, Belgium
	Sweden	Norway, Finland, Denmark
Southern Europe and Balkan Regional Director: Martin Hlavnička	Spain ●	
	Italy ●	
	Croatia	Slovenia
	Serbia	
	Romania	
	Montenegro	Bosnia and Herzegovina, Albania
	Bulgaria	
Russia and CIS Regional Director: Štěpán Jílek	Russia – Moscow	
	Russia – Ekaterinburg	
	Azerbaijan	Georgia
	Kazakhstan	Kyrgyzstan
	Ukraine	
Middle East and Africa Regional Director: Jiří Mašata / Vladislav Polách	Morocco	
	United Arab Emirates	
	Turkey	
	Egypt	
	Nigeria	
	Israel ●	
	South Africa	

- CzechInvest foreign representative offices providing export services to CzechTrade customers
- CzechTrade Foreign Offices also performing activities for CzechInvest customers

ROTATION OF FOREIGN OFFICES MANAGERS

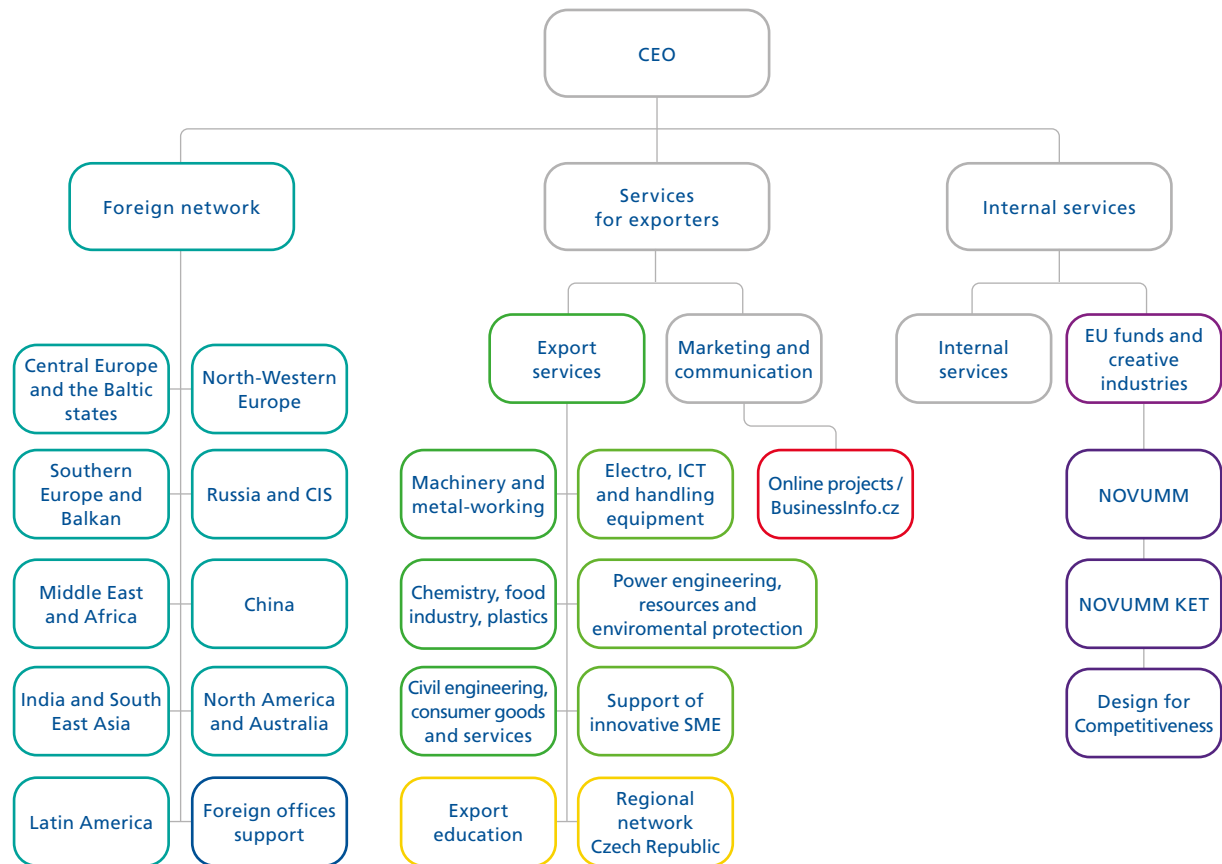
In 2021, personnel exchanges took place in twelve CzechTrade foreign offices: Thailand, Belgium, Azerbaijan, Romania, the USA, Turkey, the UAE, Brazil, Spain, Israel, the Netherlands and Germany.

Two foreign offices moved in December 2021. These are the office in Morocco, which moved from Casablanca to Rabat, and the office in the Netherlands, which moved from Rotterdam to The Hague.

EMPLOYEES

04

ORGANISATIONAL STRUCTURE



Organisation structure legend:

- The foreign network consisting of foreign offices established in regional centres (1–9)
- Sales teams consisting of industry-specialised export consultants (1–6)
- Department providing educational services and consultation to companies in the regions (regional export consultants)
- Implementation of the business and export BusinessInfo.cz portal, which is managed by the Ministry of Industry and Trade
- Projects financed from EU funds intended to support companies at foreign exhibitions and fairs (NOVUMM a NOVUMM KET) and the industrial design support (DESIGN FOR COMPETITIVENESS)

ECONOMIC REPORT

05

The agency achieved an improved economic result of CZK 2.7 million in 2021. These funds will be used in 2022 mainly for costs within EXPO Dubai and also for foreign events. In 2021, the agency continued to provide free services in the first six months. Although foreign trade fairs were cancelled due to the COVID pandemic, the volume of own revenues increased by CZK 12.5 million compared to 2020. In addition, 1 786 orders for CZK 27.8 million were made as part of free services.

The total costs of the agency reached CZK 331 million, including the structural funds, to which services worth CZK 210 million contributed the most, including the costs of moving to the agency's new office and personnel costs, which amounted to CZK 70.7 million.

Investments worth CZK 10.2 million were made in the given year. Investments were made mainly in the acquisition of software - for the expansion of the internal information system and its security in connection with the Cybersecurity Act in the amount of CZK 7.6 million. There was also a planned renewal of the WiFi solution, the purchase of switches, backup power supplies, rack cabinets and a purchase of one company car in the amount of CZK 2.6 million.

In 2021, the agency continued to implement three OPPIK structural fund projects, which also contributed to the increase in the organisation's costs and revenues, although these projects were also reduced as a result of the pandemic.

CZECHTRADE BUSINESS RESULTS IN 2018–2021 (CZK 000)

Items	2018	2019	2020	2021
Total revenues	416 449	418 408	332 206	333 443
Revenues from services	59 509	58 193	9 940	22 433
Other revenues including structural funds	16 979	27 176	16 100	10 721
<i>Including CzechTrade revenues (funds and others)</i>	4 131	18 288	9 440	10 341
<i>Including EU funds revenues</i>	12 848	8 888	6 660	380
Contribution for operation	339 961	333 039	306 165	300 289
<i>Including the contribution for the agency operation</i>	290 518	285 891	297 033	284 958
<i>Including structural funds financing</i>	49 443	47 148	9 132	15 331
Total expenses	402 924	416 957	323 839	330 702
Consumed purchases	8 703	7 950	7 017	7 349
Services	243 359	256 272	204 044	210 321
Personnel expenses	66 170	73 752	74 382	70 674
Amortisation	15 044	14 456	16 047	16 457
Other expenses, including funds clearing	69 648	64 527	22 348	25 901
<i>Including EU funds clearing</i>	62 291	56 036	15 792	15 711
Profit/Loss	13 525	1 451	8 366	2 741

WHAT THEY SAID ABOUT CZECHTRADE



... BUSINESS REPRESENTATIONS

"Czech Water Alliance has been cooperating with CzechTrade for a long time, and the traditionally high standard of the cooperation was further enhanced by the signing of a Mutual Cooperation Agreement this year. Thanks to this, the catalogues and presentation video of the CWA and its members were professionalized. Many thanks therefore go to both the marketing department under the leadership of Hanka Tocolová and the administrator for CzechTrade, Bohuslav Květoň. We thank the entire team of CzechTrade employees and highlight the work of foreign offices with which we communicate within export activities most often. We consider their help to be irreplaceable."

Ing. Jiří Marek

Chairman of the Czech Water Alliance (CWA)

"We appreciate the cooperation and systematic support of CzechTrade, from the phase of founding our alliance through the preparation of marketing materials and graphic designs to support in participating in foreign events. Together, we promote the principle of a comprehensive presentation of the Czech Republic's industry capabilities, and our mutual partnership helps us to develop new business opportunities. We would like to highlight Jan Špunda and Dóra Egressy, who do a great job for us. We are extremely satisfied with the existing cooperation and we believe that we will be successful together in the years to come."

Kristýna Kludáková

Elements For Smart City

... COMPANY REPRESENTATIVES

"Without the CzechTrade Mexican office, we would most likely not have been able to enter the local market. We really value your help and thank you very much for it. The main advantage of your presence in the territory is certainly the knowledge of the market, conditions and related consulting activities. I assume that if you mediate contact with a Mexican company, you have checked it and the exporter thus takes less risk."

Petr Němeček

Export Manager at BOHEMIA SEKT, s.r.o.

"In Peru, we have done a lot of work with Mr. Martin Roszbach so far. I really appreciate his helpfulness, willingness and personal approach. Thank you for the perfect service. Without cooperation with CzechTrade, we would have had no chance in Peru, because the state background is very important for companies there and creates a better impression for our company."

Jitka Cenková

Business Development Director at FIDE s.r.o.

"Thanks to the people from CzechTrade, we have established contacts with a number of potential partners not only from the European Union, but also from the United States or Japan. The patronage gives our TUGI applicator a certain amount of credibility, which is crucial in the medical field."

Milan Eyberger

Business Development at PROMOTON s.r.o.

"We noticed the offer to equip the Swiss CERN on the CzechTrade website. Subsequently, we processed the assignment and we were soon contacted directly by the research centre that we had got into the group of the final three candidates. In the end, after several online negotiations, CERN chose us as its supplier."

Petr Mudra

Managing Director of ARBYD CZ s.r.o.

"The cooperation between CzechTrade and Babičkářství, from which Familium arose, began five years ago, so our relationship can be described as long-term. Thanks to the careful, intensive, analytical and very professional work of the CzechTrade foreign office in Düsseldorf, we managed to find a partner who brought our books to the counters of German booksellers."

Monika Kopřivová

The founder of Familium s.r.o.

"We are happy that thanks to the CzechTrade agency we were able to present Czech technologies, products and services directly in Kazakhstan. The energy sector there needs to invest in technologies that help mitigate the impact on the environment, and we are happy to be able to contribute to these goals."

Michal Belianský

Business Manager at ZVVZ-Enven Engineering, a.s.

... AGENCY EMPLOYEES

"In 2019, I joined CzechTrade as an export consultant, and I knew from the first day that working in this agency was exactly what I was looking for. I especially appreciate the agency's dynamism, flexibility and professionalism of the entire team in the Czech Republic as well as in foreign offices. Personally, I really appreciate that CzechTrade gives young people an opportunity and at the same time they value professionally experienced colleagues. This composition works great and makes the agency unique. I currently work in a foreign office in the USA and help Czech companies succeed in this market. I like that the work is varied and brings new challenges and opportunities for professional growth. We have been cooperating with many clients for a long time and I am glad that I can be a part of their journey to the American dream. My biggest motivation is the success of each individual client we have helped, and I look forward to new successful stories of Czech exporters that will emerge from the Export Incubator in Chicago."

Markéta Šebelová

Deputy Director of the Foreign Office of CzechTrade USA (Chicago)

*“Professionalism and competence.
This is how I perceive the mission of the
CzechTrade agency in the area of business
development, support of internationalization
and international trade. It is therefore an
honour for me to work in it and to be
a part of providing comprehensive services
for strengthening the international
competitiveness of Czech small and medium-
sized enterprises by facilitating their entry
and operation in foreign markets.”*

Martina Handrlicová

*Project manager for the NOVUMM KET project
financed from the OP PIK*

*“During my seventeen years in the CzechTrade
agency, I have had the opportunity to meet
a number of very interesting clients and
business partners thanks to my work at the
Prague headquarters and in the foreign
office. For me, these have become and still
are an inspiration, a driving force and a great
motivation for my work and personal life.
The service for CzechTrade has also enriched
me with a significant deepening of my
professional knowledge. Last but not least,
I must say it is an honour and pleasure for me
to work with exceptional colleagues, many of
whom have become my lifelong friends.”*

Vladimír Degťar

*Head of the branch team for engineering
and investment units*



www.czechtrade.cz
info@czechtrade.cz

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