



REPORT

CZECHTRADE



2022





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AGENCY PROFILE CZECHTRADE

The CzechTrade Agency is a national pro-export organisation established by the Ministry of Industry and Trade, with the aim of developing international trade and mutual cooperation between Czech and foreign entities. In 2022, the agency celebrated 25 years of its existence and during that time it has become a reliable partner of Czech companies on their way to business and investment successes abroad.

CzechTrade provides Czech companies with different levels of export readiness with a wide portfolio of services, whose main advantage is their interdependence and complexity. Information and assistance services are provided by experts in the Czech Republic and directly in foreign markets where CzechTrade operates through its own extensive network of offices in more than fifty countries on five continents. Thanks to this, CzechTrade is able to provide professional export support that is as quick as can be and, above all, easily accessible to Czech companies.

The most important added value of the cooperation with CzechTrade is the expertise and long-term experience of the agency's foreign representatives, which results in proven savings in time, costs and minimisation of risks associated with international trade. CzechTrade has held the ISO quality certificate continuously since 2002 and regularly undergoes recertification audits. The agency's management process organisation guarantees the quality of services provided and customer satisfaction.

VISION AND CORE VALUES

The agency's vision is to be the partner of choice for Czech companies, especially small and medium-sized enterprises, in the field of supporting the internationalisation of their business activities.

Core values:

- **Result orientation** – setting ambitious and clearly defined goals, working systematically to achieve them
- **Professionalism** – providing high quality services based on many years of experience and knowledge of foreign markets
- **Opportunity** – creating and seizing opportunities even when obstacles arise, good knowledge of potential risks and their management
- **Cooperation** – targeted formation of beneficial relationships with other partners in the field of internationalisation support, teamwork within the agency



MAIN PROJECTS AND PARTNERSHIPS



- **BusinessInfo.cz** – since 2001, CzechTrade has been the manager of the official portal for business and export
- **Client Centre for Export** – a joint contact point of CzechTrade, the Ministry of Industry and Trade and the Ministry of Foreign Affairs since 2014
- **Shared foreign network of CzechTrade and CzechInvest** – provision of services of both agencies in 23 countries, through CzechTrade offices in 19 countries and CzechInvest offices in 4 countries
- **NOVUMM, NOVUMM KET and Design for Competitiveness projects** – since 2016, CzechTrade has been providing support to SMEs for participation in foreign exhibitions and fairs and in the field of design from the Operational Programme ‘Entrepreneurship and Innovations for Competitiveness’ (OP PIK)
- **Design Centre CzechTrade** – a national platform for the state support of design and a guarantor for design
- **Cooperation of the Prague Technology Centre and CzechTrade within the EEN network** – activities for the support of development, competitiveness and internationalisation of small and medium-sized enterprises from the Czech Republic
- **Memorandum of Cooperation between the Czech Institute of Informatics, Robotics and Cybernetics CTU (Czech Technical University), Faculty of Information Technology CTU and CzechTrade** – cooperation in the Demand and Supply Ukraine 2022 project
- **CzechTrade’s involvement in Mironet’s “Computers for Children” project** – providing 30 laptops for Ukrainian students from a secondary school in Dnipro
- **ETPO** – active membership in European Trade Promotion Organisations and regular exchange of experience with foreign trade promotion agencies







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

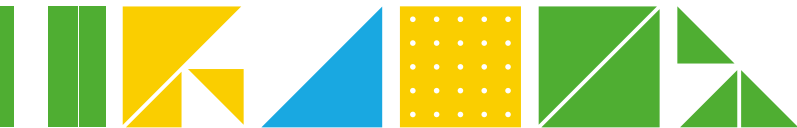
courses, conferences, seminars, customised education for companies both in person and online

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

Design Centre CzechTrade

support for industrial design and creative industries

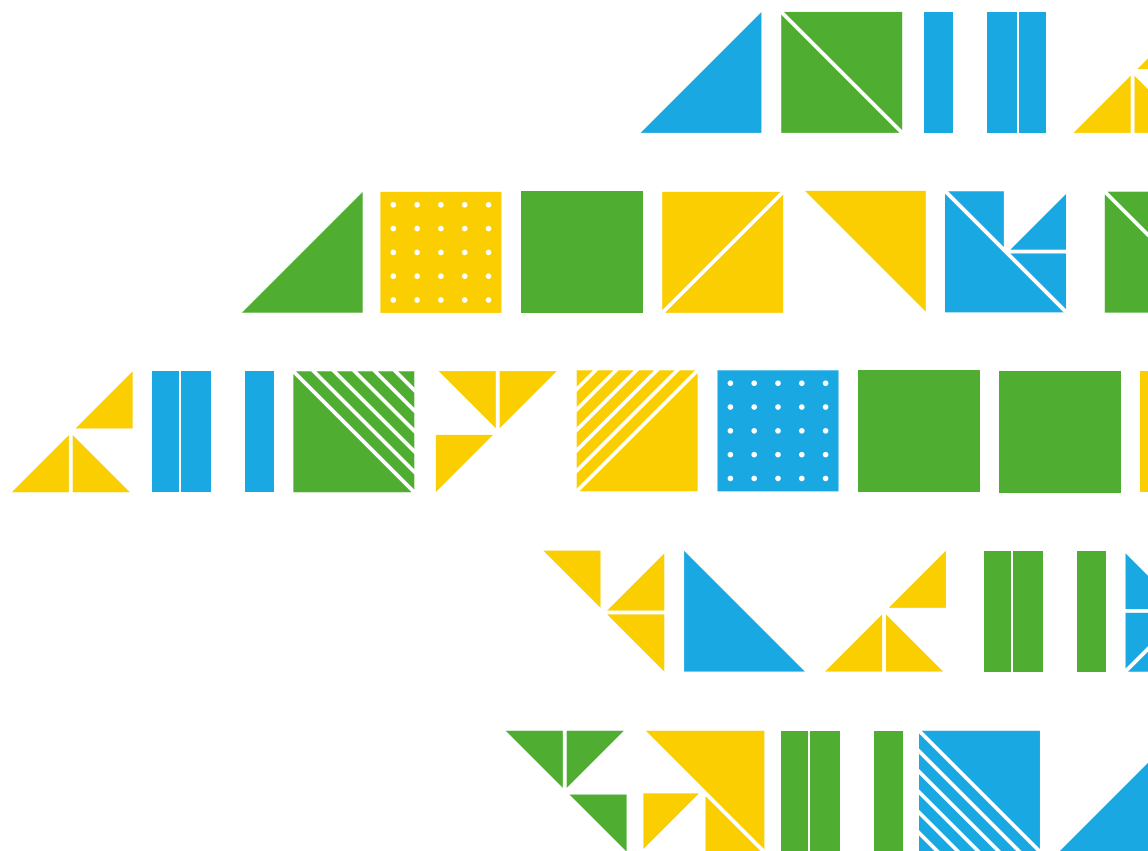


SUPPORT FOR FOREIGN COMPANIES TO ESTABLISH CONTACT WITH CZECH COMPANIES

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







1,086 clients from among Czech companies

2,124 orders, of which **1,526** orders were implemented by CzechTrade's foreign offices

72 export-oriented seminars and conferences for **2,810** participants

147 successful export cases confirmed by clients

1.09 degree of evaluation of the quality of services provided on a scale of 1 to 4 (1 = best)

699 export opportunities sourced globally and published on www.businessinfo.cz, of which **388** were inquiries from foreign companies, 241 tenders, 69 bids and 1 investment opportunity

1,204 pieces of news from foreign markets for Czech companies at www.czechtrade.cz

1,458 pieces of news from the Czech Republic intended for foreign partners at www.czechtradeoffices.com

550 Czech entrepreneurs' enquiries handled by the Export Client Centre

12 meetings of foreign buyers held with **327** Czech companies during Sourcing Days

63 joint Czech presentations under the CzechTrade banner for **304** companies

25 business missions for **172** companies

31 discounted services of Individual Cooperation with an SME designer provided as part of the DESIGN project

2 national expositions of the CzechTrade Design Centre for **25** companies

99 events of supported SME's participation in **12** international trade fairs abroad as part of the NOVUMM project

58 supported SMEs' participations in **8** international trade fairs abroad as part of the NOVUMM KET project

4 CzechTrade Export Alliances

1,359 subscribers to the CzechTrade online service per day

561 companies in the Exporters' Directory

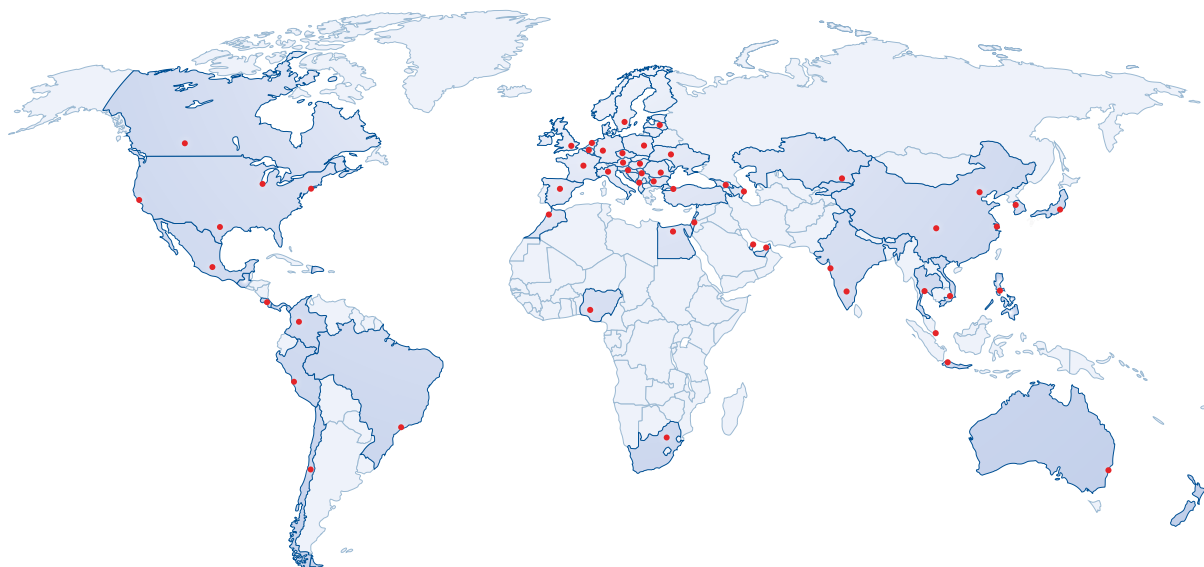
146 designers in the Designers' Directory

2,558 media outputs





THE CZECHTRADE FOREIGN NETWORK HAS BEEN PROVIDING SERVICES IN 56 COUNTRIES ON 5 CONTINENTS



● Countries where CzechTrade provides services

● CzechTrade office

www.czechtradeoffices.com

CZECHTRADE FOREIGN NETWORK



As at 31 December 2022, the CzechTrade foreign network provided services to support Czech exports through 49 foreign offices located in 44 countries. Due to the expanded presence of some foreign offices, Czech companies could use services in another 12 countries, i.e. in a total of 56 countries around the world.

In 2022, the cooperation with CzechInvest continued and both agencies thus operate abroad through a joint network. In addition to export activities, CzechTrade provides investment offers and start-up projects in 9 selected foreign offices. CzechInvest, on the other hand, provides services for exporters in its foreign representative offices in Seoul, Tokyo, San Francisco and New York.

CzechTrade's foreign offices are divided into 9 regional centres. This division allows for efficient management of the individual offices operating in a particular region.

Regional centre	Foreign office	Extended competency
North America and Australia	USA – Chicago	
	USA – San Francisco ●	
	USA – New York ●	
	Canada	
	Australia	New Zealand
Latin America	Colombia	
	Peru	
	Mexico ●	
	Chile ●	
	Brazil	
India and South-East Asia	Thailand	
	India – Bangalore ●	
	India – Mumbai	
	Indonesia	
	Singapore ●	
	Vietnam	

Regional centre	Foreign office	Extended competency
China	China – Shanghai	
	China – Chengdu	
	China – Beijing	
	South Korea ●	
	Japan ●	
Central Europe	Benelux ●	
	Belgium	
	Germany	
	Austria	
	Hungary	
	Poland	
North-Western Europe	UK	Ireland
	France ●	
	Baltics	
	Scandinavia	
Southern Europe and Balkan	Spain ●	
	Italy ●	
	Croatia	Slovenia
	Serbia	
	Romania	
	Montenegro	Albania, Bosnia and Herzegovina
	Bulgaria	
Russia and CIS	Azerbaijan	
	Georgia	
	Ukraine	
	Kazakhstan	Kyrgyzstan
Middle East and Africa	Marocco	
	United Arab Emirates	
	Turkey	
	Egypt	
	Nigeria	
	Israel ●	
	South Africa	

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

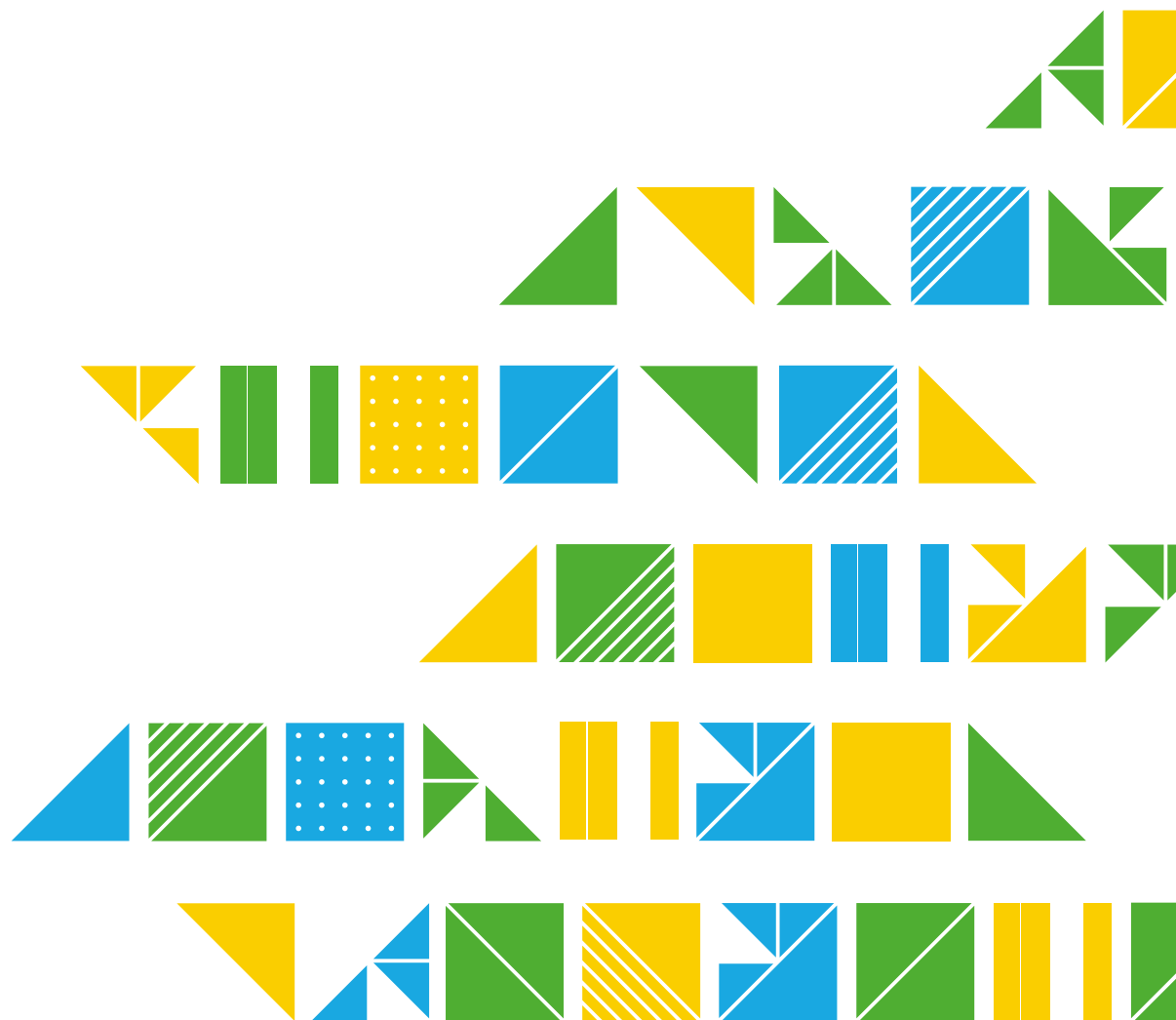
ROTATION OF FOREIGN OFFICES MANAGERS



In 2022, the staff of CzechTrade foreign offices in Azerbaijan, France, Indonesia, Austria and Belgium – CEBRE – was replaced.

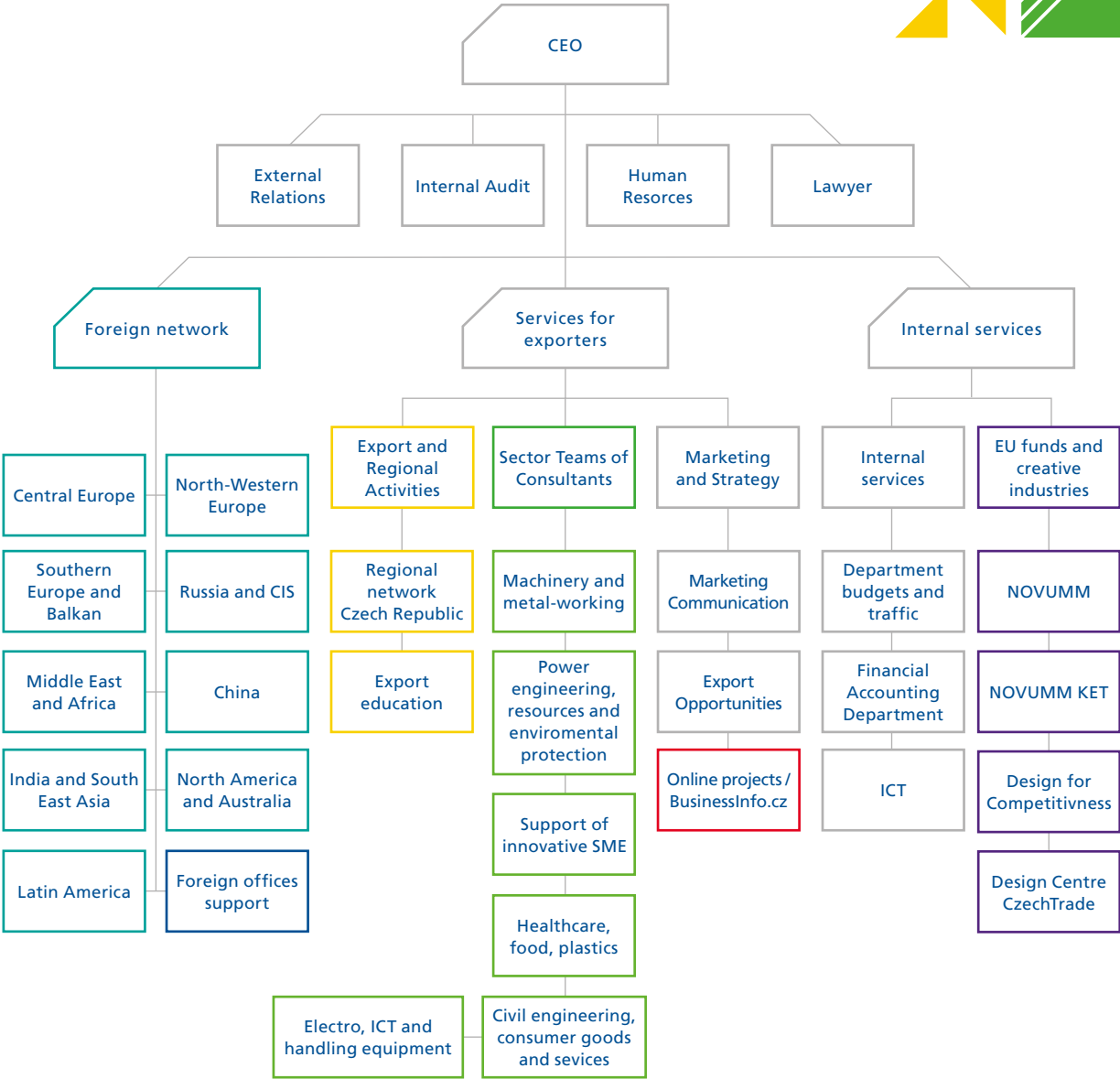
In February, CzechTrade closed two offices in the Russian Federation. A new office in Georgia, based in Tbilisi, was opened in May. In December 2022, the CzechTrade foreign office in Chengdu, China was closed.





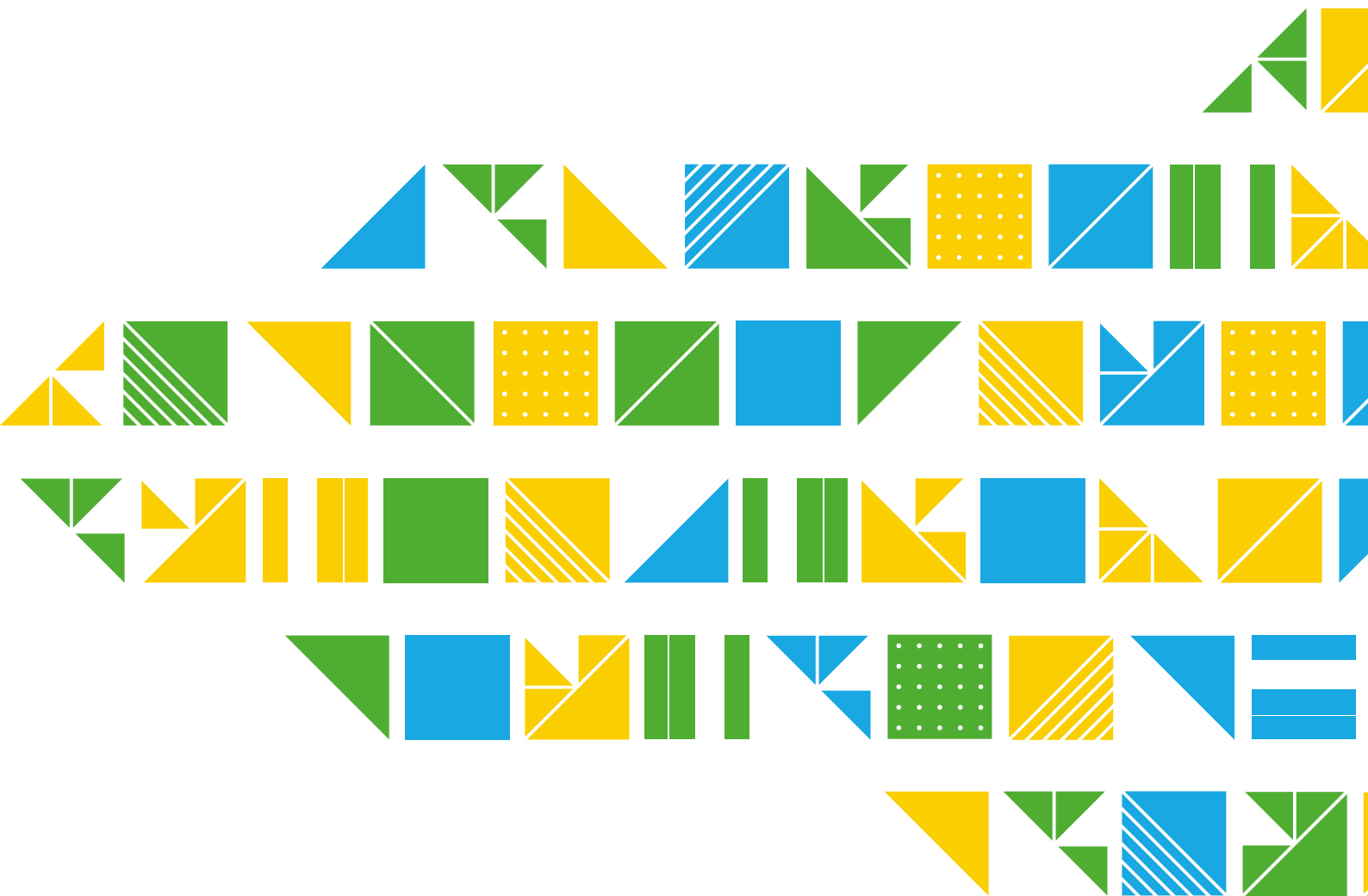


ORGANISATIONAL STRUCTURE



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) the industrial design support (DESIGN FOR COMPETITIVENESS) and Design Centre CzechTrade
- Foreign offices support





ECONOMIC REPORT 05

The agency ended 2022 with an improved profit for the year of CZK 6.4 million (compared to CZK 2.7 million in 2021), half of which is accounted for by funds transferred to the organisation's budget for purposes, i.e. mainly for foreign offices, which will be reflected in costs only in 2023. The total volume of own sales increased by CZK 32.3 million compared to 2021 as a result of the strengthening of paid individual services and an increase in the number of foreign trade fairs, reaching the amount of CZK 54.7 million. The agency's total revenue amounted to CZK 380.1 million, out of that, the agency's operating contribution from the founder amounted to CZK 289.4 million.

The agency's total costs amounted to almost CZK 373.7 million, including Structural Funds (SF), with the largest amount spent on services (CZK 244 million), personnel costs (CZK 71.2 million) and depreciation (CZK 16 million). Expenditure by quarter was balanced and economical.

In the year under review, investment purchases amounting to approximately CZK 15.9 million were made. Intangible fixed assets (IFA) accounted for CZK 4.1 million of the total, tangible fixed assets (TFA) accounted for CZK 11.8 million. The intangible fixed assets were acquired to expand the internal information system and to secure internal information systems in accordance with the Cyber Security Act. Another motivation for the acquisition of the intangible fixed assets was to computerise internal processes and ensure the continued functioning of the websites. The tangible fixed assets were acquired by the headquarters to ensure the provision of IT services; a generational renewal of data centre equipment and a strengthening of hardware performance and speed were implemented. As part of the fleet renewal, a new company vehicle was purchased and, in line with cybersecurity requirements, a large volume shredding machine was purchased.

In 2022, the agency continued successfully in three SF OPPIK projects NOVUMM, NOVUMM KET and Design for Competitiveness, which also contributed to the increase in costs and revenues of the organisation.

Items	2019	2020	2021	2022
Total revenues	418,408	332,206	333,443	380,136
Revenues from services	58,193	9,940	22,433	54,661
Other revenues including structural funds	27,176	16,100	10,721	13,292
<i>Including CzechTrade revenues (funds and others)</i>	18,288	9,440	10,341	6,628
<i>Including EU funds revenues</i>	8,888	6,660	380	6,664
Contribution for operation	333,039	306,165	300,289	312,183
<i>Including the contribution for the agency operation</i>	285,891	297,033	284,958	289,417
<i>Including structural funds financing</i>	47,148	9,132	15,331	22,766
Total expenses	416,957	323,839	330,702	373,701
Consumed purchases	7,950	7,017	7,349	5,418
Services	256,272	204,044	210,321	243,961
Personal expenses	73,752	74,382	70,674	71,220
Amortisation	14,456	16,047	16,457	16,064
Other expenses, including funds clearing	64,527	22,348	25,901	37,038
<i>including EU funds clearing</i>	56,036	15,792	15,711	29,430
Profit/Loss	1,451	8,366	2,741	6,435

Table of revenues and expenses, in thousands CZK



WHAT IS SAID

ABOUT

CZECHTRADE

08

... REPRESENTATIVES OF PARTNER ORGANISATIONS

"If you compare CzechTrade with other offices or large companies in terms of audit performance, it is obvious at first glance that all participants in the audit are committed to achieving satisfaction and benefit for the client. The willingness to improve is a matter of course in every workplace and is generously supported by the entire management. By defending the ISO 9001 certificate over the long term, CzechTrade demonstrates to its clients and its founder that quality is being checked in all management processes on a regular basis."

Josef Štegr

Chief Auditor, TAYLLORCOX

"For cluster members and SMEs in general, help abroad is essential. That is why I would especially like to commend your foreign staff that I have worked with so far. Their drive, personal approach and friendliness. What is essential for us is that they are able to quickly pick up information and know-how in our technical sector, to conduct professional negotiations with foreign partners in the local language and often help beyond the scope of the agreed service. In terms of information and content value, I would also like to commend the BusinessInfo.cz portal."

Petr Tomášek

Czech Aerospace Cluster

... COMPANY REPRESENTATIVES

"I would like to thank CzechTrade Poland for the organisation, preparation and, last but not least, personal participation in the meeting with representatives of the DOZ pharmacy network in Warsaw. We believe that we will be able to start cooperation with the Polish chain and reach a win-win deal together."

Libor Koblic

Foreign Trade Director, Biomedica, spol. s r.o.

"We have travelled with CzechTrade several times to important foreign exhibitions and conferences. Thank you very much for your proactive approach, which really helps us to open up the world. We are looking forward to further cooperation full of wonderful moments, useful information and great people."

Klára Tvarožková

Marketing Specialist, Lightigo s.r.o.

"I would like to thank the CzechTrade agency, especially the director of the Moroccan office, Tamer El-Sibai, for his excellent assistance during the preparations and for his overall support and care during the food fair in Casablanca. Without his proactive approach and interpretation into Arabic, we would have had a hard time securing the samples on time. The event was very beneficial for our company. Africa is still an unknown market for us, so we plan to use the initial experience and information gained in further export expansion."

Petra Overall

Senior Export Manager, OXALIS, spol. s r.o.

... AGENCY EMPLOYEES

"I joined CzechTrade shortly after it was founded, without knowing that I would be associated with the agency for the rest of my professional life. We have come a long way since then. We started with four foreign offices. Today there are fifty on five continents. The name of the agency has become very well known in the business community, and the steady interest in consultations, services and cooperation are proof of how companies perceive and need us. I am delighted to see a new generation of colleagues coming up who are extremely well educated, energised and very eager to get to work both in the Czech Republic and especially abroad. I have had the opportunity to get to know all of them over more than twenty years, their insight and knowledge never cease to surprise me and make me confident that CzechTrade will still have a lot to offer in the future."

PhDr. Adriana Dohnalová

Senior Export Consultant
Healthcare, food, plastics

"CzechTrade is where my heart belongs. Over a period of 14 years, many of my colleagues and clients have become my friends. I am very grateful and proud to have been able to represent Czech companies in Germany for many years, and now I am helping them to expand into the Netherlands. Every day I can witness the huge potential of skilful and innovative entrepreneurs that our country has. Every client is

a new challenge that writes a different export story, and I'm always learning something new. Even though we are a government organisation, we maintain internal management and performance evaluation comparable to the corporate environment. We are very close to our clients and I believe that we succeed in fulfilling our mission "CzechTrade Connecting People and Businesses." Today, in almost 60 countries around the world."

Mgr. Adam Jareš

Director of the Regional Centre Central Europe

"When I look back at the years I have been working at CzechTrade, I see very colourful years. How many ministers have been replaced, how many ideas have emerged, and how many surprises have the legislators thrown at us? And what was never missing? Quirky humour in peculiar situations, sometimes challenging exchanges of opinions, but also a get-together over a beer after successfully completed projects. What, on the other hand, was missing quite often? Enough people in the right place at the right time, timely information or maybe just plain boredom. After all, I think everyone should experience a half-day of boredom once a year. After such a boring half-day,

the rest of the year is a mad rush, and it can be handled much easier and with more gratitude for not being bored. And a look into the future? Basically, I see the same thing there that I see looking back. A lot of work, a lot of unique humour, and people worth staying the course with."

Jan Hančl

vedoucí oddělení ICT





CONNECTING
CZECH AND
WORLDWIDE
BUSINESSES

Report CzechTrade 2022

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