

# CZECH FOCUS

Magazine of the Association for Foreign Investment



Number 1/2007



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## RoboCzech

Focus on Czech Robotics and Automation

# Association for Foreign Investment



Your roadmap to quality services  
in the Czech Republic

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## The Association for Foreign Investment

represents a group of Czech service companies with local experience that support the entry of foreign investors into the Czech Republic and provide a wide range of professional services to foreign investors entering the local market.

The primary aim of the AFI is to ensure that the entry of foreign investors into the Czech market is as smooth and easy as possible. Companies from the AFI group are experts in the fields of advisory services, consultancy, project services and auditing. These companies also offer investors related services after the start of their business operations in the Czech Republic.

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Dear Readers,

"How beautiful!" There is no doubt that all Japanese share this sentiment when they see Prague Castle, Charles Bridge and Vltava River, surrounded by other elegant architecture. They are able to gain even deeper appreciation for Czech culture, history, and technical skills by witnessing this scenery. Those elements vary from the Japanese ones, and in a way, that's why they are so attractive for the Japanese people. Both Japan and the Czech Republic have long histories, but the interaction between these two countries was quite limited in the past. Probably the biggest reasons were simply geographical distance and in modern history, the Cold War.

However, there is currently an amazing trend occurring between Japan and the Czech Republic, which is unprecedented in history. Approximately 150,000 Japanese tourists visit the Czech Republic every year, and there are many opportunities to enjoy Czech culture in Japan, in such forms as animation and classical music. The first multifaceted interaction between the two countries has been launched and the relationship has rapidly been getting closer. I believe one of the most remarkable things is the emergence and growth of economic relations between both countries. At the present time, the number of Japanese-affiliated companies in the Czech Republic is 193 (manufacturers: 76, non-manufacturers: 117). The accumulated amount of investment by Japanese manufacturers in the "Green Field" is the second largest, with Germany in the lead. Moreover, compared with the number of Japanese manufacturers in other European countries, the number in the Czech Republic is already the fourth largest. (Top Three: Britain, France and Germany).

In the Czech Republic, the main sectors of Japanese manufacturing are the Automobile and Electronics Industries. The Japanese companies in these sectors are very competitive worldwide, and their function in the Czech Republic is so much more than simply assembly-line work. To keep their competitiveness in the global market (especially in the challenging European Market), they need sufficient skill, technology, and investment in their factories and machinery. Furthermore, because those Japanese manufacturers are located in this country, many Japanese non-manufacturing companies also invest here. They contribute to the Czech economy by creating employment opportunities and by introducing new business models.

What does the future hold for Japan and the Czech Republic in terms of their economic relations? I think it is very important that the Czech government continues improving its business environment by carefully listening to the opinions of private sectors including the existing Japanese affiliated companies. If the Czech Republic continuously provides a good business environment, Japanese manufacturers can consider adding new functions such as R & D in this country. Additionally, more Japanese non-manufacturing companies will be attracted to this country. It is preferable that the investment flow be reciprocal between the two countries, and to this end, Japan welcomes direct investment from the Czech Republic. I hope that Czech companies recognize that investment in Japan can be a big business opportunity for them, for many reasons. Japan is the world's second-largest market and the country can be an integral gateway to other Asian markets. I eagerly look forward to the future developed relationship between our two countries and am confident that it will provide vast benefits for everyone concerned.

*Mineo Hiyazaki  
Director General  
Praha Branch*

*Japan External Trade Organization (JETRO)*



Dear Readers,

Foreign companies invested tens of billions of dollars in our country last year. CzechInvest alone has taken part in 771 projects worth 18.5 billion dollars. Restructuring of industry is complete and the time is approaching when it will be necessary to start exploiting the country's newly gained advantages. The Czech Republic wants to become more accommodating toward sophisticated technologies and will thus be more open to projects of cooperation in the field of research and development. We want to offer investors the intellectual potential and creative capability of our engineers and scientists, who in countless cases have shown their ability to not only absorb the latest advanced technologies, but to creatively contribute to their development. I am convinced that definite cooperation in science and research and the creation of joint research and development teams can substantially contribute to the extraordinary improvement and value of foreign investments in the Czech Republic and spur development of economic relations.

Czech universities have undergone fundamental changes in the past decade. They are now able to dynamically respond to the needs of industry and to the specific requirements of foreign investors while maintaining their tradition of high-quality education. Today there is extensive direct research collaboration with clear, positive results. In the case of Japanese investments, for example, this involves cooperation between Hitachi and the Institute of Physics of the Academy of Sciences of the Czech Republic, and Toyota's collaboration with the Czech Technical University (CTU) in the field of research, about which Dr. Schoichiro Toyoda said in May last year on the occasion of being awarded an honorary doctorate from CTU: "We selected your university to do advanced research in the computer vision field. We consider your top workers engaged in this research area to be irreplaceable."

Research in the area of robotics and automation has a long tradition in the Czech Republic. Indeed, the word "robot" is of Czech origin, having first been used by Karel Čapek in his play "R.U.R." in 1920. As in Japan, robotics research has always been at the centre of attention in the Czech Republic. The country is currently home to teams of researchers producing internationally acclaimed results. These teams are engaged in, for example, machine perception for robotics, communication in natural speech, and collective robotics, in which teams of robots or mixed teams of robots and people assist during rescue operations, etc. In 2003, a Czech robot won the prestigious international Robocup Rescue competition.

Similarly, industrial automation has a long tradition in our country, with strong research and unique industrial applications. Therefore, it is natural that the most significant global firms in the area of industrial automation, such as Honeywell, Rockwell Automation, ABB and Siemens, were among the first companies to invest in research units in the Czech Republic. In 2005, Prague hosted more than 2,700 participants during the congress of the International Federation for Automatic Control which, among other things, made it possible to present the strength of domestic research in the area of automation.

Together with our Japanese colleagues, we believe that research in the area of robotics will bring not only useful solution in industrial automation, but will also provide a fundamental breakthrough in the area of programming and software technology in general. So why not join forces and find solutions together?

*Prof. Ing. Vladimír Mařík, DrSc.  
Head of the Department of Cybernetics  
Czech Technical University in Prague*



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# RoboCzech

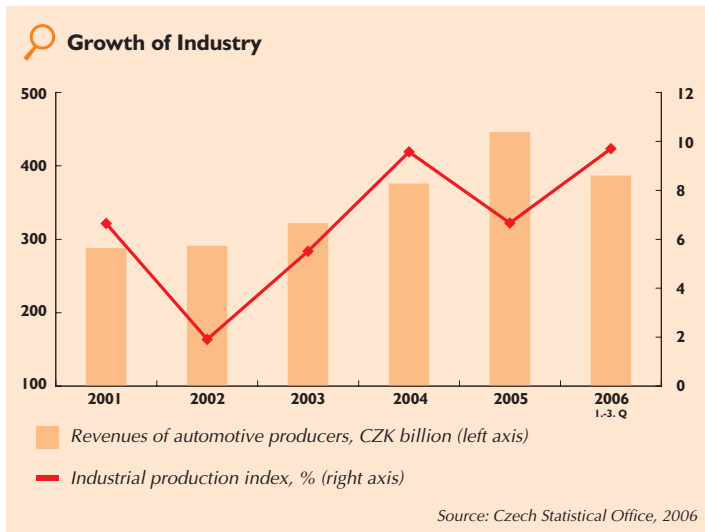
Over the past 15 years, the Czech Republic has become a preferred destination for many production capacities. The deep-rooted perception of the Czech Republic as a “cheap assembly hub” is now rapidly changing. In connection with the overall conversion of its economy, the Czech Republic is currently more often seen as a suitable place for outsourcing technical demanding solutions for production automation and sophisticated robotics, as well as an ideal location for establishing technology centres. The Czech Republic is gradually transitioning into a country in which inventive development teams engage in a wide portfolio of activities ranging from design, development and production of the most various components of automation and robotics solutions, through systems for the integration of large production units.

### Stable base

Over the long term, the branch structure of Czech GDP has shown that an approximately 54% share is held by industrial producers, which employ roughly 40% of the workforce. In the European context, the good technological level of companies combined with the high-quality technical training in the Czech Republic offers not only a prospective market for automation technology, but also an attractive source of innovations and creative solutions that are usable in the design, organisation and management of industrial production. The Czech Republic has traditionally held a strong position in the sectors of automation and regulation of power, investment engineering and electrical engineering.



Illustrative photo, ŠKODA AUTO



### The automotive sector sets the trend

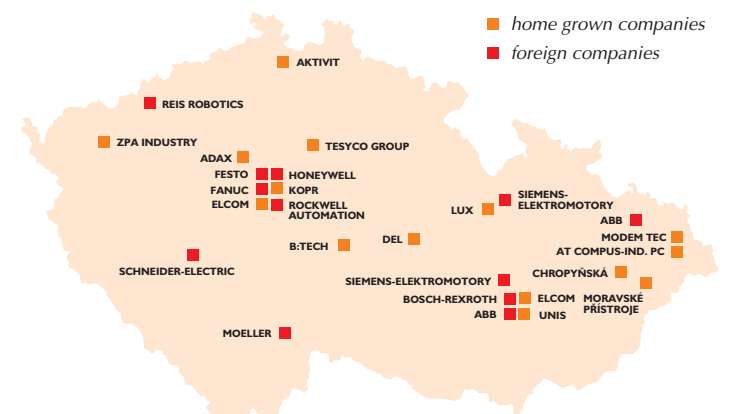
The current, continual growth of industrial production – strengthened primarily by the positive development of the automotive sector – is reflected in the business of companies engaged in delivering robotic applications and automation. Customer demands for maximum overall improvement of production processes have grown with the constant endeavour to continually increase productivity growth. Due to their innovative nature, carmakers and their suppliers represent the world largest market for firms that supply roboticised workplaces and automated solutions. Four out of ten robotic installations can be found at carmakers or at their Tier I suppliers. The situation in the Czech Republic is in line with this global trend.

The massive inflow of investments into new production capacities, of which 46% was implemented in the automotive sector in 2006, underscores the interest in technically demanding production applications. Automobile manufacturers and their suppliers must diversify and upgrade their technical equipment in connection with innovations in individual models and the introduction of new products to the market. In the Czech Republic, this trend has been particularly apparent in connection with the roll-out of Škoda Auto’s Superb, Octavia and Roomster models. Modern Czech milestones in the delivery of robotics and automa-

tion are represented by the expansion of Škoda Auto and the investment of the Toyota-Peugeot-Citroen-Automobile consortium in Ověčary, as well as by the related development of their domestic suppliers and the entry into the country of a broad spectrum of renowned producers (Benteler, Karsit, Cadence Innovation, Valeo, Hayes-Lemmers, Brano-Group, etc.).

Another undeniable stimulus is the CZK 30-billion investment of Hyundai Motor Company announced in 2006. Hyundai’s fifth car plant, which will be located near Frýdek-Místek in the North Moravia region of the Czech Republic, together with incoming suppliers and Czech companies, comprises a further impetus for the expansion of production capacities and development of the national market of industrial applications.

### Selected companies in the Robotics and Automation



Source: CzechInvest, 2007

### Selected companies in the Robotics and Automation

Company	Customer	Realization
Adax, s. r. o.	Valeo, Rakovník (CZ) Valeo, Rakovník (CZ)	Audi - Complete production line Production-line transfers
Aktivita, s. r. o.	Siemens VDO Automotive, Trutnov (CZ) TRW Car, Dačice (CZ)	Exhaust-valve assembly line Audi - Front Arm assembly line
Del, a. s.	Škoda Auto, Mladá Boleslav (CZ) TPCA, Ovčáry, (CZ)	Integration of 4 robots, Line-cycle increase Toyota welding line
Elcom, a. s.	TPCA, Ovčáry (CZ) Iveco-Karosa, Vysoké Mýto (CZ)	Compensation filters for rolling-mill Refurbishment of compensation switchboards
Chropýňská strojírna, a. s.	Volkswagen, Bratislava (SK) Škoda Auto, Kvasiny, (CZ)	Scraper chain conveyors Car-door assembly
Kopr, s. r. o.	Škoda Auto, Kvasiny, (CZ) Benterler, (CZ)	Skoda Superb - Side-panel punching machine Bumper BMW E60 - working place - welding
Tesyco Group, a. s.	Suzuki Magyarorszag, Estergom (H) Suzuki Magyarorszag, Estergom (H)	Waxing line Glazing Robot
ZPA Industry, a. s.	Daimler Chrysler, Sindelfingen (D) VW Mexico, Puebla, (MEX)	Three new line-loaders New paintshop

Source: CzechInvest, 2007

The entire range of resident firms understood that they were able to find suitable partners in the Czech Republic that are familiar with technological trends, understand their requirements for reliability and are capable of effectively integrating discrete production operations into logical chains with added value.

Competitive pressure and the endeavour to optimise costs in all cost headings of every firm operating in the EU contribute to the overall growth of interest in effective and reliable solutions. Companies' ongoing efforts to satisfy their own specific production requirements and their interest in the development of individual production know-how have led to the fact that a full range of renowned firms see Czech solutions as important tools for increasing their productivity.

### Unlocking intellectual potential in automation

In the field of production automation, there are always current issues relating to the development of industrial robots and such robots are presently used in the hundreds of applications. The academic sphere and the field of research and development in the Czech Republic are closely connected with this. In the Czech Republic, there are currently 70,000 technical-universities students and students who study technical subjects at other universities in the country and there is a remarkable number of faculties and department involved both in research and educational activities in this field. Almost 9,000 university graduates in technical and scientific subjects enter the workforce every year, of which more than 6,000 study primarily engineering or information technology.

#### Liberec

##### Technical University of Liberec

##### **The Department of Software Engineering, Faculty of Mechatronics and Interdisciplinary Engineering Studies**

This department deals mainly with the applicable fields of study: e.g. control structure for data operation, hardware architecture, database systems, artificial intelligence, etc. for optimal control of intelligent robots, computer aided information management in administration, technology and natural phenomena.

##### **Department of Applied Cybernetics, Faculty of Mechanical Engineering**

Instruction is focused on automation of engineering works and automation of technical-process control. The department is currently concentrating on analysis and synthesis of regulation circuits with numerical regulators, design and setting of parameters of numerical PSD regulators, creation of control programs in the LabView development environment, etc.

#### Prague

##### Czech Technical University

##### **Department of Instrumentation and Control Engineering, Faculty of Mechanical Engineering**

For a number of years, the department has been engaged in R&D of primary tactile sensors used in robotics (grasping heads of robots for regulation of grasping power and control of correct grasping), in biomedical applications, construction and geophysical models.

##### **Department of Control Engineering, Faculty of Electrical Engineering**

The department focuses on automatic control of engineering, physical, medical, transport and other systems in the broadest sense from theory, modeling,

and design, through algorithms, software and hardware, networks and communication, automation, robotics, to practical applications, industrial implementations and their impact on society.

Its research activities cover fields like: robust, predictive and optimal control, polynomial methods and algorithms, distributed and embedded systems, industrial and medical applications, nano-control and many others. The Department is included in two prestigious nationwide Research Centers projects: Center for Applied Cybernetics (devoted to applied and industrial research in control engineering in a direct interaction with cybernetics and robotics) and the Control Engineering Laboratory in Josef Božek Centre of Combustion Engines and Automobiles (focused on control systems in a car, in particular active suspension control via linear elektromotor).

##### **Department of Mechanics, Biomechanics and Mechatronics (Division of Mechanics and Mechatronics), Faculty of Mechanical Engineering**

The Division provides the most advanced courses in the field of mechanics of systems of bodies, mechanics of machines, mechanical vibration, experimental methods, statistical mechanics, etc. The main research topics of the Division are kinematics and dynamics of planar and spatial constrained mechanical systems (CMS), vibration diagnostic, rotor and mechanism balancing, and vibration technique. There has been a focused effort on the description of mechanical systems for the automated assembly of equations of motions. The aim is to create software products for efficient analysis of mechanical systems with both rigid and flexible links including real constraints. Special attention is paid to the synthesis and optimization of mechanical systems. Some recent publications are provided.

#### Charles University

##### **Department of Software Engineering, Faculty of Mathematics and Physics**

Together with the Robonika civic association, this department is the organiser of the Czech national round of the Eurobot competition, which will be held during the Robotic Days in Pratur (April/May 2007). The three best teams will advance to the Finals in La Ferté-Bernard, France in May 2007. This is the tenth year of the Eurobot competition, with the Czech National Cup dating back to 2004. Czech teams have taken part in Eurobot since 2001.

#### Brno

##### University of Technology

##### **Department of Computer Systems, Faculty of Information Technology**

1) Industrial Automation Group – focused on automation of devices, production lines, technological processes and buildings, real-time control including soft and hard real-time systems.

2) The Control Group – the main objective of the Control Group is implementation of control algorithms into industrial programmable controllers and testing of real processes.

3) The Measurement Group – focusing on measurement of electric and non-electric quantities, sensor design and construction, data collecting and processing.

4) Intelligent Systems Research Group – theoretical research focused on soft computing, application research focused both on hardware agents/robots and on SW agents/softbots and their AI communities; a related separate field of research deals with biometric systems.



## **Institute of Production Machines, Systems, and Robotics, Faculty of Mechanical Engineering**

This institute takes part in the solution of many interesting tasks and ensures instruction in the following fields: machine tools and forming machines, industrial robots and handlers and production systems.

### **Ostrava**

#### **Technical University of Ostrava**

##### **Department of Measurement and Control, Faculty of Electrical Engineering and Computer Science**

The specialisations of the Department of Measurement and Control include industrial automation and robotics, information technologies in control systems, measurement and control in biomedicine, multimedia signal processing, and automated measuring systems.

##### **Department of Robotics, Faculty of Mechanical Engineering**

This department provides in three fundamental disciplines: 1) construction of robots, handlers and their peripherals, design methodology, 2) design of production systems with industrial robots, design of robotic workplaces, reliability, maintenance and diagnostics of robotic workplaces and 3) mathematical models of industrial-robot kinematics and dynamics, robot control systems and sensorial subsystems. The department offers system and engineering solutions for customised tasks associated with the design of robotic workplaces and automated production systems.



Technical University of Ostrava - Explorer

### **Other sector-related departments:**

#### **ZLIN**

##### **Tomas Bata University**

Department of Applied Informatics, Faculty of Applied Informatics

• <http://web.fai.utb.cz>

Department of Automation and Control Technology, Faculty of Applied Informatics • <http://web.fai.utb.cz>

#### **PARDUBICE**

##### **University of Pardubice**

Department of Process Control and Computer Technology, Faculty of Chemical Technology

• <http://www.upce.cz/fakulty/fcht/fcht-katedry/fcht-katedry-krpvt/>

#### **LIBEREC**

##### **Technical university of Liberec**

Department of Measurement, Faculty of Mechatronics and Interdisciplinary Engineering Studies • <http://rssm.fm.tul.cz/lab/indexen.htm>

Department of Control Engineering, Faculty of Mechatronics and Interdisciplinary Engineering Studies • <http://www.fm.tul.cz/~krt/enframe.htm>

Department of Manufacturing Systems, Faculty of Mechanical Engineering

• <http://www.kvs.vslib.cz/>

#### **PRAGUE**

##### **Institute of Chemical Technology Prague**

Department of Computing and Control Engineering, Faculty of Chemical Engineering • <http://uprt.vscht.cz/>

#### **BRNO**

##### **University of Technology**

Department of Control and Instrumentation, Faculty of Electrical Engineering and Communication

• <http://www.uamt.feec.vutbr.cz/index.html.en>

Institute of Automation and Computer Science, Faculty of Mechanical Engineering • <http://autnt.fme.vutbr.cz/main.php>

Department of Intelligent Systems, Faculty of Information Technology

• <http://www.fit.vutbr.cz/units/UIFS/en>

#### **OSTRAVA**

##### **VŠB - Technical University of Ostrava**

Department of Hydromechanics and Hydraulic Equipment, Faculty of Mechanical Engineering • <http://www.338.vsb.cz/2default.htm>

Department of Control Systems and Instrumentation, Faculty of

Mechanical Engineering • <http://www.352.vsb.cz/english/index.html>

### **Growth potential**

Approximately 7,000 robots and industrial handlers had been installed in the former Czechoslovakia by 1990. Within the exchange of fixed assets, however, most of these were removed from operation or replaced with new units at the beginning of the 1990s. Of course, this does not change the fact that knowledge and experience relating to the applications and development of industrial robots are still widely available across all sectors in the Czech Republic.

Although the automotive sector is, due to its requirements for precision, always a significant customer in terms of implemented volume, the possibilities of other sectors and branches, such as the food industry and electronics, to underpin growth potential should not be overlooked.

In the European context, there is a call for broader application of automation in sectors dominated by SMEs and thus growth in the efficiency of these companies. Automation and increased efficiency in the production of smaller series present a challenge for companies producing automation and robotics technologies.

When supplying these technologies to SMEs, it is of course necessary to place greater emphasis on individual cost items, structuring and concepts of upgrades of the delivered production solutions. The attractiveness of the Czech Republic as a destination for demanding investments is thus growing and more opportunities are opening up for Czech producers, primarily as a result of favourable cost conditions and the general characteristics of the competitive environment.

### **Location for success**

While a wide range of renowned companies such as ABB, Fanuc, Siemens, Festo, Schneider Electric and Reis Robotics have chosen the Czech Republic for their investments, there are also many dynamic home-grown firms operating here whose customised solutions are rapidly being embraced by customers.

After establishing branches in Italy, Germany, UK, France, Belgium and Spain, FANUC opened its branch for Central and Eastern Europe in Prague.

**FANUC Robotics Czech s.r.o.** was established on 16 September 2004 as a branch of FANUC Robotics Europe. From its Prague offices, FANUC Robotics Czech s.r.o. covers the region encompassing the Czech Republic, Slovakia, Poland, Hungary and Slovenia.

**Schneider-Electric's** production plant in the South Bohemian town of Písek is among the company's largest operations in Europe. The plant employs 610 people, making it one of the region's predominant employers. Schneider-Electric set up shop in the Czech Republic in 1993 when the state-owned enterprise Elektropřístroj Písek was privatised. In 1998, the concern decided to invest CZK 580 million in the construction of a new factory focused on the assembly of electromechanical instruments. In the course of 2002, the company underwent a further expansion and transferred production from Ireland to the Czech Republic. The original focus on production exclusively for Czech customers gradually changed. In 2006 the Telemecanique brand contributed to the company's 18% year-on-year growth in exports.

Another example of a well-considered establishment of operations in the Czech Republic is that of Moeller, which in 2006 ranked 21<sup>st</sup> in the "Exporter of the Year" competition. **Moeller** is diversifying its activities in the Czech Republic to include the production of instruments and a branch responsible for trade in the countries of Eastern Europe and the former Soviet Union. The company's plant in Suchdol nad Lužnicí produces small household circuit-breakers, residual current devices and distribution boards, and is also engaged in the development of new products. Covering a total area of 50,000 m<sup>2</sup>, the plant was built in 2001 with the total investment amounting to CZK 650 million. With 1,169 employees, the company is one of the most significant employers in the South Bohemia region.

### ABB Robotics European Arc Welding Center

The Robotics Division of ABB s.r.o., a leading global producer of robots, launched the operation of its new European Arc Welding Center in Ostrava on 2 January 2007. The center is the result of cooperation between ABB's Robotics Division and Kocks, which is now completely a part of ABB s.r.o., Czech Republic. The purpose of the center is to develop, produce and deliver standardised welding booths for customers in Europe and will be run by the current general manager of Kocks Ostrava, Mr. Ivo Láta. The initial aim is to produce 100 booths making the company one of the largest players in this field in Europe. Kocks' long experience in the production of welding booths combined with ABB's know-how in the area of robotics and applications for welding will make the newly established unit a highly competitive player in the European market. Thanks to its location in the Czech Republic, ABB will become a more cost-effective and productive unit.

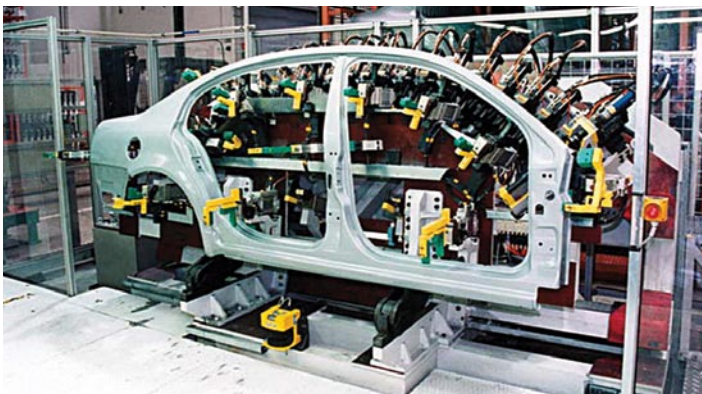
Source: [www.abb.cz](http://www.abb.cz)

**Reis Robotics**, a German producer of fully automated presses and peripheral devices for industrial robots, has factories in six other countries, including the Czech Republic. The company's Czech branch, Reis Robotics CR, s. r. o. in Chomutov, North Bohemia, was founded in 1994 and primarily produces subassemblies for the company's products.

The spectrum of production automation in the Czech Republic is as broad as the concept itself. With 14,000 employees, **Siemens** is one of the largest employers in the Czech Republic. Many of these employees work in the company's factories for the production of drive mechanisms, Siemens Electric Machines in Drásov, near Brno, and Siemens Electromotors Mohelnice and Frenštát, which are engaged in the production of low-voltage asynchronous electric motors. It is very probable that Siemens drive elements came from the Czech Republic.

In 1991 **Rockwell Automation** began cooperating on the development of new technologies with the Department of Cybernetics at the Czech Technical University. Two years later, two independent laboratories were established within the company, employing roughly 50 researchers. Under the leadership of Professor Vladimír Mařík graduates of various academic laboratories are involved in the creation of new, creative solutions. In 2001, Rockwell Automation acquired the systems integration division of the company Spel and thus gained a team of more than 70 highly qualified workers with extensive experience in the implementation of complex projects and turnkey deliveries in the area of industrial automation.

**LUX** was founded in 1992 through the privatisation of the state-owned company TESLA. LUX's traditional development and production activities involve machines for the electrical-engineering industry, semiconductor applications and capacitors. The company also develops and delivers automatic assembly lines and robotised workplaces for the automotive industry and, newly, production devices for RFID technology. LUX took third place in CzechInvest's 2001 Supplier of the Year competition. The company's inventive team of 80 employees generates annual turnover of nearly EUR 7 million, while its products satisfy the needs of even demanding Japanese clients.



KOPR - Single-purpose side panel punching machine

**KOPR** was established in 1992 as a design office and in June 2000 received the ŠKODA AUTO award for quality. The company's team of 48 employees specialises in complete deliveries of robotised workplaces, welding jigs, single-purpose machines and control devices for spot and fusion welding in vehicle bodies. The

### Rescue Robot

Development of the Beetle firefighting robot began as an academic project at the Faculty of Mechanical Engineering of the Czech Technical University. První Robotická, s. r. o. was established in 2000 as an academic spin-off with the purpose of successfully completing the project. At the same time, an office was established for the design of machinery, electronics and software. The resulting robot, Beetle I, is globally unique in its range of parameters and can handle objects weighing up to 150 kg, cut cables, hoses and ropes, explore hazardous areas and fight fires. Development was focused primarily on the capability to eliminate the danger of exploding pressure tanks. The Beetle I robot is used by the Prague Fire Department.



Source: [www.roboticka.cz](http://www.roboticka.cz)

company delivers its solutions – including design, documentation, production, assembly, introduction into operation, training services and assistance during launch of production – to carmakers and Tier I suppliers. Its turnover currently amounts to roughly EUR 3 million.

**Aktivit** is also a holder of the ŠKODA AUTO award for quality. A good example of the complicated installations that the company has implemented is the assembly line at Siemens VDO Trutnov, which is comprised of manually serviced assembly stations linked to a fully automated part of the line with a final tester. Part of the line involves sophisticated technologies for automatic laser-welding of the clapper valve; precise positioning of welds is achieved with the use of a CCD camera. Another interesting installation is the high-speed line at TRW Dačice, which performs complete assembly of automotive components and subsequent testing of the properties of the assembled components on the order of hundredths of millimetres.

Since its establishment in 1991, **Moravské přístroje** has concentrated on the development and support of high-tech products in the area of electronics and software. The Control Panel and Control Web range of systems for the rapid development of applications for industry, laboratories and schools has been continually developed over more than 15 years and has become the most widely used tool in this field in the Czech Republic. Control Web enables control of small hydroelectric generators as well as large-scale enterprise distributed applications with tens of thousands of measuring points and containing hundreds of operator panels working on a number of computers connected to a network. Control Web can also work as a program bridge between SQL databases, web browsers and GSM networks. Thanks to its unlimited programmability, Control Web can be utilised wherever computers are used for visualisation, monitoring, control of processes and technologies, and for communication with the outside world.

**ModemTec** is engaged in the development and production of devices for communication over existing 230V/50Hz low-voltage electric lines (Powerline Communication – PLC). These devices are currently among the world's most advanced technologies for narrow-band communication over power grids and offer reliable operation up to a distance of several kilometres without the necessity of relays. The use of PLC technology eliminates the need to lay new cable. ModemTec's products (PLC modems) can be used not only for data transfer in high-interference industrial environments (available RS232, 422, 485 series interfaces), but also in the area of remote meter-reading (electricity, water, gas, heat) and transfer of binary, analogue and digital values.

**UNIS** was established with Czech capital in May 1990. The company's activities are focused on several fields, including implementation of automated systems for controlling expansive technology units in the power, heating, petrochemical and chemical industries, pharmacy and other branches of industry, development of software tools for rapid application development (RAD) for Embedded microcontrollers – Processor Expert technology, and development and production of special electronics for controlling critical applications in aviation, the automotive industry and robotics. UNIS achieves very attractive results in the development and production of control units for micro-turbines and power electronics.

Authors: *Cristina Cernusca and Pavel Chovanec, CzechInvest*





# The Japanese Sun Rises in the Czech Republic

When you mention Japan, most Czechs think of Mount Fuji (or Fujisan, as the Japanese call it), bustling Tokyo, Ikebana flower arrangement and bonsai trees, sushi and sashimi, sumo wrestling and, of course, the world's most advanced computer, television and camera technology.

## Good relations since 1918

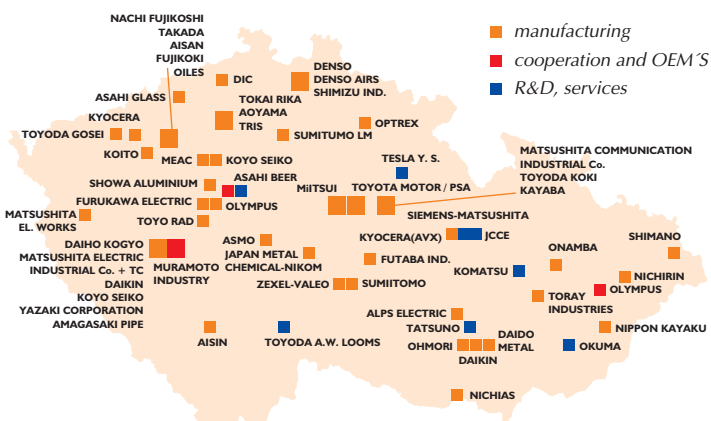
Japan and the Czech Republic have enjoyed good relations for decades and in all areas. This relationship dates back to the establishment of Czechoslovakia in 1918. In April of that year, T.G. Masaryk, chairman of the Czechoslovak National Council (CNC), met in Tokyo with representatives of the Japanese Ministry of Foreign Affairs. In September 1918, the Japanese government officially recognised the CNC as the sovereign power over the allied Czechoslovak army. Formal diplomatic relations between Czechoslovakia and Japan were established in 1920. Diplomatic relations were raised to embassy level in February 1957.

Visits to Japan by the highest-ranking representatives of Czechoslovakia, and later the Czech Republic, contributed to the development of good bilateral relations in the 1990s. This is particularly true of then President Václav Havel's state visit in April 1992 and December 1995. Vaclav Klaus, a former prime minister – and now president – of the Czech Republic visited Japan in 1996 and the last Prime Minister, Jiří Paroubek, attended EXPO 2005 in the Aichi prefecture as part of his official visit in June 2005. In recent years, the Czech Republic has also welcomed important visitors from Japan. In June 2002, Emperor Akihito and Empress Michiko came to the Czech Republic, which was the first such visit in the country's history. Another historical first occurred in September of the following year, when Prime Minister Junichiro Koizumi visited Prague. Part of Mr. Koizumi's visit involved the signing of the Joint Declaration on the Direction of the Strategic Partnership between the Czech Republic and Japan.

Interest in the further development of bilateral relations was again confirmed during President Václav Klaus's recent visit to Japan in February 2007, which involved meetings with the Japanese emperor, Prime Minister Shinzo Abe, and representatives of Keidanren, the Federation of Japanese Economic Organisations. During his stay in Tokyo, President Klaus opened a Business Forum where representatives of a range of Japanese and Czech firms were able to meet and negotiate.

Both countries have eliminated visa requirements for all types of passports for stays of up to 90 days for non-business purposes. Negotiations on the possibility of establishing and launching direct air connections between Prague and Japan are also underway.

## Selected Japanese Investors in the Czech Republic



Source: CzechInvest, 2007

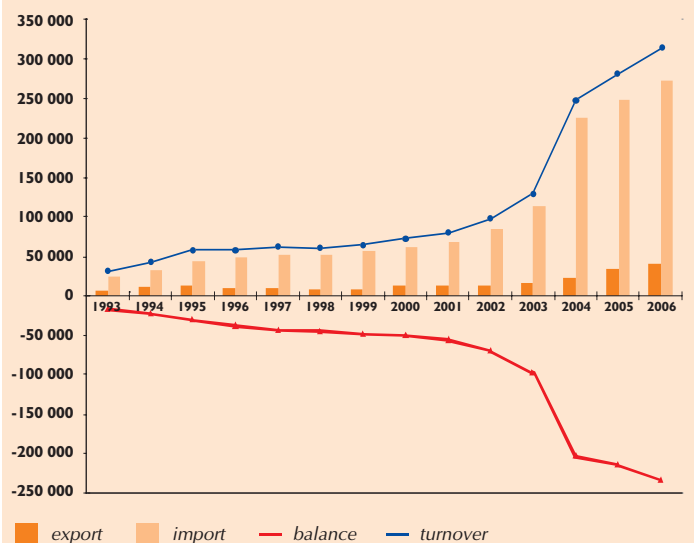
## Rapid development of bilateral economic relations

Czech-Japanese economic relations are developing at a rapid pace. In terms of trade volume and total turnover, Japan ranks 15th among the Czech Republic's foreign business partners. Total turnover in 2006 reached USD 3 billion. This notwithstanding, the balance of trade is distinctly passive for the Czech Republic. The growing trade-balance deficit is largely due to the large number of new investment projects of Japanese firms, which import technical equipment from Japan for their new production plants.

Today the Czech Republic is home to the largest concentration of Japanese investments in Central and Eastern Europe. Currently, 185 Japanese firms are registered in the country (up from 58 in 2000). Between 1993 and January 2007, Japanese companies invested approximately USD 3.13 billion altogether. The proportion of Japanese investments in the total inflow of foreign direct investment into the Czech Republic, mediated by CzechInvest, amounts to 18%, which from this perspective puts Japan in second place behind Germany.

Of the above-mentioned 185 Japanese firms, 72 operate in the manufacturing sector, three in research and development, 106 in trade and four in other sectors. Japanese firms employ, or plan to employ in the near future, approximately 37,000 people in the Czech Republic (compared to 9,900 in 2000).

## Bilateral trade 1993-2006 (in USD thousand)



Source: Czech Statistical Office, 2007

## The largest Japanese investment project in Central Europe

The largest Japanese investment in the Czech Republic involves the joint venture of the carmakers Toyota Motor Corporation and PSA Peugeot Citroën in Kolín, which has created 3,000 direct jobs and nearly 7,000 more in related services. With an investment amount of over EUR 1 billion, this is also the largest investment project in Central Europe.

CzechInvest is currently involved in negotiations on a further 46 Japanese investment projects.





*Toyota Motor Corporation and PSA Peugeot Citroën in Kolín*

### Panasonic opened the door to the Czech Republic

The turning point in the inflow of foreign direct investment from Japan came about with Panasonic's project in Plzeň, which was officially announced in February 1996. This successful project opened the door for the Czech Republic in terms of attracting Japanese investments and introduced a new offer and invitation for Japanese firms that came later. A second wave of investments from Japan was set in motion with the acceptance of a government memorandum on investment incentives (1998) and subsequent approval of the Investment Incentives Act (2000). The decision of Toyota and PSA Peugeot-Citroën to locate their new joint production plant for small cars in Kolín only confirmed that the Czech Republic has a favourable investment environment conducive to the successful business activities of foreign investors.



*Panasonic company in Plzeň*

### Cooperation and partnership

In the 1990s, cooperation between Czech and Japanese firms expanded in the areas of manufacturing and licensed production of OEM products, without the establishment of new enterprises. Examples of such industrial cooperation include Toyota Tsusho's collaboration with Praha Gear in the production of transmissions for industrial robots, Hitachi Seiko with TOS Holice in the manufacture of machine tools, Hitachi Metal with Moravské železářny in the production of iron castings, Kawasaki Heavy Industries with ABB & PBS Brno in the production of gas-turbine motors, and a range of others. A large part of the products resulting from such cooperative partnerships is intended for export to European markets and, in some cases, even to Japan. Moravia IT, Elmarco, Zoner and Y-soft are among the Czech companies that have already started doing business in Japan.

In accordance with the previously mentioned Declaration on Strategic Partnership between the Czech Republic and Japan, the Czech Republic considers the further development of bilateral relations and cooperation in the above-mentioned areas to be among its priorities. From the current results of these contacts, it is apparent that there is great potential for effective cooperation here. This is evidenced particularly by the decision of both sides to continue organising the Czech-Japan Science and Technology Days.

The first such event took place on the initiative of the Czech Embassy in Tokyo on 24 May 2005 (Czech Science and Technology Day). The second event was successfully held in Prague from 15 to 17 May 2006 under the auspices of then Prime Minister Jiří Paroubek and the Deputy Prime Minister for the Economy, Jiří Havel. Of the 140 participants in last year's event, 53 were Japanese.

In cooperation with the Japanese organisation JETRO, Keidanren, the Japanese Embassy and other governmental bodies, the third edition of the Czech-Japan Science and Technology Days is being prepared for 22 - 24 May 2007. CzechInvest is coordinating the organisation and preparation of this event in cooperation with the Ministry of Foreign Affairs and the Czech Technical University. Over 130 experts from both countries are again expected to participate. This annual event clearly contributes to the strengthening of cooperation and contacts between both countries in this area.

### The Czech Republic in Japan: beer and crystal

In addition to the Czech Embassy in Tokyo, its trade section and honorary consulate in Kobe, the Czech Republic has also been represented by CzechInvest's office in Yokohama since November 1997. Since it opened, this office has successfully mediated 69 projects of Japanese firms investing in the Czech Republic.

CzechTourism, the travel industry development agency, and the Czech Center agency for culture and trade also have offices in Tokyo. The early opening of the Tokyo branch of the Chamber of Commerce of the Czech Republic was announced during President Klaus's visit to Japan in February of this year. The goal of the Chamber is to assist, in cooperation with other agencies, Czech economic entities conducting business in the Japan and vice versa.

The Czech Republic as a country has traditionally been known in Japan through its classical music (a Smetana-Dvořák-Janáček society is active there), excellent beer (we export not only beer to Japan, but also hops and malt), high-quality mechanical-engineering products, as well as through famous Czech athletes (V. Čáslavská at the 1964 Tokyo Olympics, tennis players I. Lendl, M. Navrátilová, H. Mandlíková). Most Japanese also remember the Czech hockey team's gold-medal performance at the Nagano Winter Olympics in 1998.

Traditional Czech glass is also very well-known in Japan. This popularity can be attributed to the fact that, since the EXPO 1970 world's fair in Osaka, at the end of each of six sumo wrestling tournaments a large crystal cup is presented to the winner on behalf of the Czech ambassador in Japan. This ceremony is watched by millions of Japanese television viewers.



*Presentation of a Czech cut-glass cup to the winner of a sumo wrestling tournament in Nagoya.*

*Author: Josef Lébl, CzechInvest*

# The Greatest Investment

At the end of last year, when the new, highly modern 1<sup>st</sup> International School of Ostrava was opened, the city's mayor, Petr Kajnar, remarked that in terms of the entry of new investors, the international school is just as important as the highway leading into the city. Regardless of their nationality or country of origin, all parents want their children to receive the best possible education. A family may move from country to country, from culture to culture and it is necessary to face many problems and concerns associated with this.



*Illustrative photo*

The Czech Republic is addressing the needs of such families. Due to the country's briskly developing investment environment, new foreign and international schools are growing at an unprecedented rate, offering extensive educational opportunities for children from abroad. For example, the aforementioned 1<sup>st</sup> International School of Ostrava, which, among other things, was part of the agreement concluded between the government and the carmaker Hyundai, offers education in the English language to children from preschool to secondary school. One institution thus handles the educational needs of children aged three to eighteen. The British International School in Prague even offers care for children from the age of 18 months. The prestigious Deutsche Schule Prag is among the other international schools providing similarly comprehensive education.

Naturally, the largest number of international schools, approximately 45, are in the capital city. Parents in Prague can enrol their children in schools that offer three levels of education in one institution – pre-elementary, elementary and secondary. In Prague, parents can choose from schools providing instruction in, for example, English, German, French, Russian or Japanese.

Bumble Bee – the School of Creative Children, for example, offers a very interesting programme for the youngest children. The school's philosophy is based on the undirected, natural emergence of children's talents, supporting their creativity, absorption in play and the ability to communicate with their peers. The English College in Prague, whose patrons are former Czech president Vaclav Havel and Prince Charles, is also noteworthy. This school teaches children between the ages of 13 to 19 in the English language and in the English style. Part of the curriculum is comprised of the International General Certificate of Secondary Education (IGCSE) and International Baccalaureate (IB) exams. Students can continue their education at one of the country's traditional institutes of higher learning such as Charles University, which offers programmes in English for foreign students, as do the well-known Anglo-American College and the University of New York in Prague, where students can receive a Bachelor's or Master's degree.

A great advantage lies in the fact that many international schools in the Czech Republic are part of worldwide networks of similar schools. If a family moves often, such a network gives the children the opportunity to continue their studies in essentially the same school. This is naturally more pleasant for children, as their teachers have the same demands and requirements. An example of such an institution is The International School of Prague, whose philosophy is to instil children with a sense of responsibility and decency while placing emphasis on their creative thinking, critical judgement and ability to effectively communicate.



*1<sup>st</sup> International School of Ostrava*

Parents' requirements for extracurricular and free-time activities are clearly met by, for example, the International School of Music and Fine Arts in Prague. Under the supervision of the school's professional staff, who use progressive yet entertaining methods in their lessons, students can devote

## International schools - what you should know in the Czech Republic

- Foreign and international schools in the Czech Republic can originate in connection with a diplomatic mission or consulate. The establisher can also be a legal entity with its registered office outside the Czech Republic or a individual who is a citizen of a foreign country.
- Before enrolling children in a foreign school in the Czech Republic, it is necessary to know whether the school is recognised by the Ministry of Education, Youth and Sport of the Czech Republic or by an equivalent institution abroad. Some foreign schools may not be recognised by either side!

- If the school is recognised in the Czech Republic, it is entered in the register of schools, which can be found on the Ministry's website at [www.msmt.cz](http://www.msmt.cz). At some schools, students may concurrently receive both Czech and foreign certificates.
- If a foreign school established in the Czech Republic is not entered in the register of schools, students can only receive foreign certificates. In the event that such students continue their education at a Czech school, they may request recognition of their foreign education in the Czech Republic – validation.
- According to the law, validation of documents pertaining to education can be performed only if the foreign school is recognised by another country.

*Source: Czech Ministry of Education, Youth and Sports, 2007*





Illustrative photo

themselves to dance, music or visual arts. Several times a year, children have the possibility to demonstrate their skills at a range of family and public concerts or to perform with classical and jazz ensembles. These exceptional meetings are inspiring experiences for everyone, enabling children to meet with artists from around the world. Providing instruction in English, German, French and Czech, this school simply has something for everyone.





The teaching methods of most foreign schools are set up according to the curriculum of the specific home countries, or the institutions use a combination of globally recognised teaching processes. The composition of teaching staffs is based on the same principle. A given school's staff is comprised of either native speakers or very well-qualified instructors from various countries.

Students at international schools come into contact with a range of different cultures. In the Czech Republic, of course, they can count Czechs among their friends, as most international schools have a certain number of local students.

In the field of international education, the Czech Republic definitely has something to offer. Jan Ámos Komenský, a Czech thinker and educator who in his time was known as the Teacher of Nations, once said, "Only people educated at school are truly people." These words are undeniably true even today and thanks to its broad offer of schools, the Czech Republic is a beautiful place where citizens of the world's nations can come together, learn and grow.

ed.

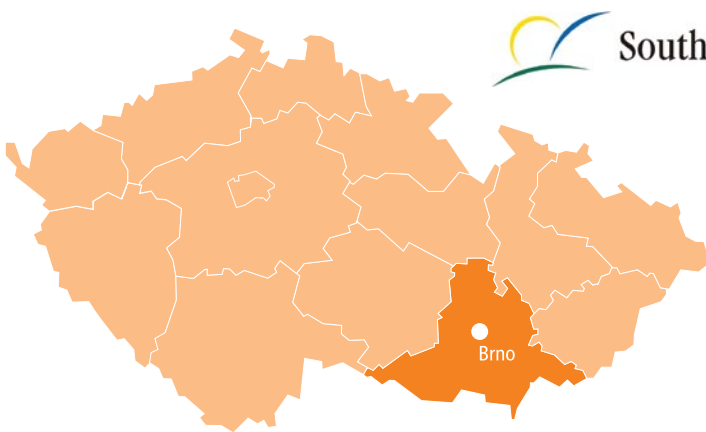
### Selected International Schools in the Czech Republic

Name of school	Location	More information	Levels of education provided			
			pre-elementary	elementary	secondary	university
 <b>ENGLISH</b>						
The International School of Prague	Prague	<a href="http://www.isp.cz">www.isp.cz</a>	x	x	x	
The British International School	Prague	<a href="http://www.bisp.cz">www.bisp.cz</a>	x	x	x	
The English International School	Prague	<a href="http://www.eisp.cz">www.eisp.cz</a>	x	x		
The English College	Prague	<a href="http://www.englishcollege.cz">www.englishcollege.cz</a>		x		
Anglo-American College	Prague	<a href="http://www.aac.edu">www.aac.edu</a>				x
Global Concepts International School	Prague	<a href="http://www.globalconcepts.cz">www.globalconcepts.cz</a>	x			
International School of Music & Fine Arts	Prague	<a href="http://www.musicschoolprague.com">www.musicschoolprague.com</a>				
Riverside School	Prague	<a href="http://www.riversideschool.cz">www.riversideschool.cz</a>		x	x	
The International Montessori School of Prague	Prague	<a href="http://www.montessori.cz">www.montessori.cz</a>	x	x	x	
Bumble Bee Preschool	Prague	<a href="http://www.bumblebee.cz">www.bumblebee.cz</a>	x			
University of New York	Prague	<a href="http://www.unyp.cz">www.unyp.cz</a>				x
Meridian International School	Prague	<a href="http://www.meridianedu.cz">www.meridianedu.cz</a>	x	x		
The International School of Prague - Olomouc branch	Olomouc	<a href="http://www.isp.cz">www.isp.cz</a>	x	x		
1 <sup>st</sup> International School of Ostrava	Ostrava	<a href="http://www.is-ostrava.cz">www.is-ostrava.cz</a>				x
 <b>GERMAN</b>						
Deutsche Schule Prag	Prague	<a href="http://www.dsp-praha.cz">www.dsp-praha.cz</a>	x	x	x	
Österreichische Schule Prag	Prague	<a href="http://www.oesp.cz">www.oesp.cz</a>		x	x	
Die Grundschule der deutsch-tschechischen Verständigung	Prague	<a href="http://www.gtmskola.cz">www.gtmskola.cz</a>		x		
Thomas Mann Gymnasium	Prague	<a href="http://www.gtmskola.cz">www.gtmskola.cz</a>				x
Zweisprachiges Gymnasium Znojmo	Znojmo	Tel: +420 515 226 563				x
 <b>FRENCH</b>						
Lycée Français de Prague	Prague	<a href="http://www.lfp.cz">www.lfp.cz</a>	x	x		
Ciel bleu - Blue Sky	Prague	<a href="http://www.modrenebe.cz">www.modrenebe.cz</a>	x			
 <b>JAPANESE</b>						
School of the Japanese Embassy	Prague	<a href="http://www.jschool.cz">www.jschool.cz</a>		x		

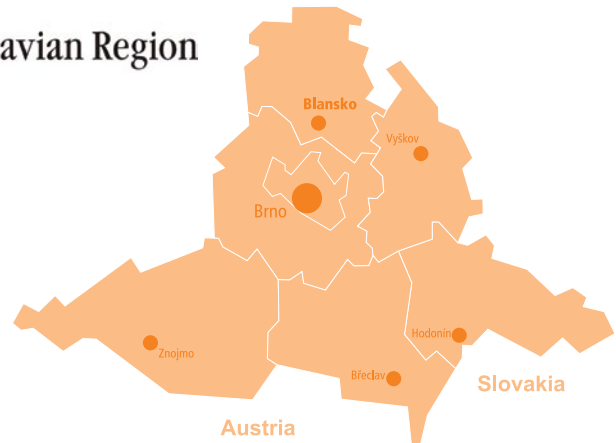
Source: CzechInvest, 2007

# The South Moravian Region – Diversity, Contrasts and Enormous Potential

South Moravia is a dynamically developing region whose GDP far surpasses the EU-25 average. The region's prosperity is founded on the presence of research and development institutes and universities at the top European and, in many fields, global level that closely cooperate with local industrial enterprises.



South Moravia's location within the Czech Republic



Map of South Moravia

## Basic Data

Land area	7,197 km <sup>2</sup>
Population	1,130,358 (third largest region in the Czech Republic)
Population density (pers./km <sup>2</sup> )	157
Unemployment rate	10,80%
GDP growth	5,70% (2005)
Regional capital	Brno (second largest city in the Czech Republic)

Source: City Invest Czech 2006-2007

## A region of contrasts

Due to its geographic position, South Moravia is a region full of contrasts and variety. The region's location in the southeast of the Czech Republic, where northern and southern Europe come together, offers advantages that have been demonstrated many times in the past.

Brno, the capital of South Moravia, is a centre of advanced technology with huge potential in science and research, a number of high-quality institutes of learning and highly developed industry. Yet South Moravia also contains purely agricultural areas with low added value for the region's combined GDP.

Of course, the region's varied landscape influences how these rural areas are utilised. The features of the land include the vast cavern complex of Moravský kras and the forested hills in the northern part of the region. To the south, we find primarily level fields, meadows and vineyards with riparian forests along the Dyje River.

## A paradise of the manufacturing in the north

South Moravia is among the regions of the Czech Republic that have significant economic potential. Taking into account the industrial tradition of Brno and its surroundings, the manufacturing industry continues to play a dominant role in the region's economy, with a 25% share of South Moravia's gross added value. Electrical engineering is the region's leading branch

of industry, having overtaken the more traditional mechanical engineering sector.

The districts of Blansko, Vyškov, Brno-venkov have preserved their strong social and economic traditions. These districts are home to a number of illustrious firms such as TOS Kuřim, Minerva Boskovice (a sewing-machine manufacturer), Adamovské strojírný a.s. (polygraphic machines), Zetor Brno (tractors – having survived a significant decline, Zetor is now among Brno's most important employers), Královopolská a.s. Brno (equipment for the chemical and petrochemical industries, underground storage tanks, heat exchangers, pipes, reactors, industrial furnaces, pressure tanks, cranes and hoisting devices) and, of course, the former Ist Brno Machine Works, which today is part of Alstom Power and continues to hold an important



Brno Exhibition Centre



position in the field of power engineering (equipment for power generation – turnkey delivery of industrial boilers, heating plants and power plants).

The composition of the manufacturing industry in South Moravia is very broad. In terms of revenues from industrial activities, however, four branches – electrical engineering, food-processing, metal-working, and mechanical engineering – are dominant in the region, accounting for more than two-thirds of manufacturing revenues. The northern areas of the region also form an important centre of forestry and wood-production.

### Picturesque vineyards in the south

South Moravian agriculture is also on a high level. Agricultural land covers 60% of the region, of which 84% is arable. The specialty of South Moravia is wine-making at the European level (over 96% of the Czech Republic's vineyards are in the region). The wine-making industry here is characterised by a large number of small producers and typical wine cellars. Cultivation of fruits and vegetables also has a strong tradition in the region.



Illustrative photo

### Diversity in education

South Moravia ranks second in the Czech Republic in terms of educational opportunities. Due to close cooperation between schools and the business sector, manufacturing firms and research and development laboratories have an abundant supply of qualified specialists. Furthermore, the high level of education in South Moravia attracts a large number of students from other regions of the Czech Republic and from abroad. Thanks to good employment opportunities and a high standard of region (healthy environment, sufficient supply of quality housing, top-notch healthcare and education, a broad spectrum of leisure activities) university graduates often stay in the region and thus contribute to its further development.

The region is home to 12 universities with a combined student body of over 60,000. The most prestigious of these is Masaryk University, the largest institute of higher learning in all of Moravia and the second largest in the country. This acclaimed Central European centre of learning currently has nine faculties with more than 200 departments, institutes and clinics.

South Moravia's oldest university is the Brno University of Technology. This institution, whose origins date back to the first half of the 19th century, currently offers technical education in eight faculties. Approximately 8,000 students attend the renowned Mendel University of Agriculture and Forestry in Brno, which provides instruction in three faculties. Among the other important schools in the region, we must mention the Janáček Academy of Music and Performing Arts and the University of Veterinary and Pharmaceutical Sciences.

### From production to advanced technology centres

Due to the truly broad spectrum of educational opportunities available in South Moravia, the region offers an abundance of skilled specialists. This supply of qualified people is put to good use by a range of foreign investors that have implemented projects in the region.

### Brno-Tuřany Airport: a gateway to the world

The introduction of regular international routes to Brno-Tuřany Airport has doubled the importance of South Moravia. Even though the region already has a highly developed transportation infrastructure, regular international air service represents the opening of a true gateway to the world for South Moravia. A direct connection to London has been in operation since 2005, with routes to Munich and Prague launched a year later. And there is now talk of a route to Moscow. Investors have taken notice of Brno-Tuřany's expanded capabilities, resulting in greater interest in South Moravia.



Lednice

Road and rail transport also offers an effective way to get around. Highly advanced Pendolino trains run from Ostrava, Břeclav and Prague, while the D1 highway from Prague and the D2 from Bratislava make for convenient travel by car. Vienna is easily accessible, and will be even more so from 2011 thanks to a new highway that is being planned.



Podyjí National Park

### Research potential

#### Czech Technology Park Brno

- provides a total of 190,000 m<sup>2</sup> of mixed commercial space for offices, research and light industry.

[www.technologypark.cz](http://www.technologypark.cz)

#### JIC - South Moravian Innovation Center

- is an organisation comprised of universities and regional authorities.
- builds comprehensive infrastructure to support innovative enterprises.

[www.jic.cz](http://www.jic.cz)

#### ICRC – International Clinical Research Center Brno

- technology park specializing in medical science research and industrial application.
- will be the world's third international research centre in the field of natural sciences.
- the guarantor of the project is the Mayo Clinic ([www.mayoclinic.org](http://www.mayoclinic.org)).

[www.gate2biotech.com](http://www.gate2biotech.com)

### Tourism: Surprising opportunities

South Moravia offers copious opportunities for spending one's free time. Sight-seeing, fishing and bicycling are just a few of the activities available to tourists, primarily in the south of the region, where you will find the Vranov Dam, Podýjí National Park, the Pálava Protected Landscape Area, Lednice (a UNESCO heritage site) and the Nové Mlýny reservoirs. The Moravský kras Protected Landscape Area offers visitors expansive complexes of stalactite caverns, including the Macocha chasm. Another of the region's world famous sites is Slavkov-Austerlitz, where three emperors once met on the battlefield. Hunters of mammoths

left tracks here at the dawn of human history (Dolní Věstonice, the region's most famous archaeological site). Other unique archaeological sites (for example, Mikulčice) give evidence of the Great Moravian Empire's glory and wealth. Organisers of corporate events can take advantage of the dozens of congress, training and other useful facilities in Brno with total capacity for over 9,000 visitors. In addition, each year the city hosts over 40 international trade fairs at the Brno Exhibition Centre.

Author: Patrik Reichl, CzechInvest

### Selected Investors in the South Moravian Region

Investor	Location	Country	Sector
ACER Computer	IT	Taiwan	Brno
ADC Telecommunications	electronics	USA	Tuřany, Slatina
Aguna	precision engineering	Switzerland	Brno
BenQ	electronics	Taiwan	Brno
Blata	automotive	Czech Republic	Blansko
Bomar	engineering	Austria	Brno
Bosch	electrical machinery	Germany	Černovice
Celestica	electronics	Canada	Ráječko
Daido Metal	precision engineering	Japan	Brno
Daikin Industries	precision engineering	Japan	Brno
Delimax	food processing	Czech Republic	Hodonín
DII Group	electronics	Ireland	Brno
EKOL	general purpose machinery	Czech Republic	Líšeň
Emerson Copeland	domestic appliances, electrical equipment	USA	Mikulov
Flextronics	electronics	USA	Brno
GigaByte Technology	high tech repair center - IT	Taiwan	Brno
Goldmann-Druck-International	printing	Austria	Břeclav
GRUPO RECYDE	parts for motor vehicles	Spain	Ždánice
Honeywell	precision engineering	USA	Brno
I.Q.A.	pharmaceutical	Czech Republic	Modřice
IBM	computer and related activities, other	USA	Brno
IMI Overseas Investments	other	Great Britain	Modřice
Infosys Technologies	other	India	Brno
J.P.Plast	plastic	Czech Republic	Kyjov
KARL BACHL	plastic	Germany	Modřice
KORFIL	chemical	Czech Republic	Hustopeče
Linde + Wiemann	automotive	Germany	Břeclav
LogicaCMG	customer contact center	Great Britain	Brno
Lohmann & Rauscher International	health services	Austria	Slavkov u Brna
Lufthansa	call center	Germany	Brno
MERGON GROUP	plastic, rubber	Ireland	Brno
Nová Mosilana	textile	Czech Republic, Italy	Brno
Ohmori Technos	engineering	Japan	Brno
Otis/United Technologies Corporation	engineering	USA	Břeclav
Pegas	textile	Czech Republic	Znojmo
PEGAS NONWOVENS	chemical	Czech Republic	Znojmo
PPG Industries	financial & accounting operations	USA	Modřice
Quaprotek International Providing Service	metalworking	Germany	Pohořelice
Saint-Gobain Vertex	construction materials	Germany	Znojmo
SAP	shared services center	Germany	Brno
SIAD Czech	chemical	Italy	Rajhradice
Siemens	electronics	Germany	Drásov
Symbol Technologies	shared services center	Great Britain	Hodonín, Brno
Synthon International	pharmaceutical	Netherlands	Blansko
Tescan	electronics	Czech Republic	Brno
Textron	automotive	USA	Hodonín
Tyco	electrical engineering, other	USA	Kuřim, Brno
ZPD Hodonín	wood-processing	Czech Republic	Hodonín



**300**  
ČVUT  
1707–2007

## Three Hundred Years of Training Top Technical Specialists in Prague

During the entire 2006/07 academic year, the Czech Technical University (ČVUT/CTU) in Prague is commemorating 300 years of its existence. "Through the celebrations we aim to popularise CTU in the Czech Republic and abroad, to showcase the high professional and scientific level of the university's laboratories through demonstrations of the social and cultural maturity of CTU's academic community," says Professor František Vejražka, vice-rector for public relations at CTU.

Careful preparations of the scheduled commemorative events began in 2003. The highlight of the schedule was Technology Week, which took place from 15 to 19 January 2007 with the participation of President Václav Klaus, government officials, rectors of foreign universities, members of the diplomatic corps and representatives of religious bodies, Czech industry and other important personalities from the fields of science, research and education.

### President Václav Klaus receives an honorary degree

The social calendar of Technology Week kicked off on 16 January with a concert of the Czech Philharmonic conducted by Petr Vronský at Prague's Rudolfinum. The concert programme featured masterworks from the world of classical music, including Brahms's Academic Festival Overture, Smetana's Vltava and Šárka, and Dvořák's Symphony No. 9 in E minor "From the New World".

On the following day, 17 January, a celebratory session of the Scientific Council of CTU was held at the Bethlehem Chapel, during which honorary doctorates were awarded to those who have made personal contributions in the area of science, technology, management or politics. The title of Doctor honoris causa of CTU in Prague was conferred on Stuart E. Graham, president of Skanska AB of Sweden, Josef Kittler, a professor at the University of Surrey in Great Britain, and Václav Klaus, President of the Czech Republic.



*President Václav Klaus receives an honorary degree*

### Three hundred years of science and technology in the Czech Republic

On 18 January 1707, Emperor Josef I issued a decree ordering the Czech General Estates to found an engineering school in Prague based on a petition addressed to the emperor by Christian Josef Willenberg, an imperial engineer. Three centuries later, CTU commemorated this day with a Gala session of the Academic Senate and Scientific Council in the Spanish Hall of Prague Castle.

Guests from Czech and foreign universities and representatives of political and cultural life enjoyed this very prestigious event. Speakers included President Václav Klaus; European Commissioner for Education, Training and Culture, Ján Figel; Professor Václav Havlíček, Rector of CTU; Dana Kuchtová, Minister of Education, Youth and Sport of the Czech Republic; and Pavel Bém, Mayor of Prague, and others.



*Gala session in the Spanish Hall of Prague Castle*

In his remarks, the Rector of CTU, Professor Václav Havlíček, spoke of the significance and tradition of technical education in the Czech Republic and the necessity of its further development and support of the Czech public. "Nearly a thousand years have passed since the establishment of Europe's oldest university in Bologna. However, the basic mission of all universities – to train specialists and to develop scholastic activities – has hardly changed in the long history of higher education. The development of information technologies and the globalisation of the economy in the last decades of the 20th century and the necessity of creating a knowledge society in the 21st century – like the need for economically sustainable development of education, science and research – require relatively drastic changes in the area of tertiary education in the developed world."

Professor Havlíček went on to say that "modern society requires significant growth in the number of university-educated specialists and in their competitiveness on the labour market. However, a quality university education is simply unthinkable without the participation of teachers, as well as students, in science and research work. Contradictory requirements for tertiary education and, at the same time, the training of top specialists cannot be fulfilled other than by structuring studies within the framework of a broad spectrum of various study programmes and fields. A top-quality education process must be maintained in engineering and, in particular, doctoral study programmes. The effectiveness of these programmes must be ensured through demanding acceptance procedures and regular, systematic evaluation of the results of education, research and publication activities. Creative activities at a technical university must include not only basic academic research, but also applied research including experimental work and the transfer of results into practice."

### Tracing the history of technical disciplines

Technology Week culminated with the opening of the "Technology through the Eyes of a Technician" exhibition in the Lapidarium of Bethlehem Chapel in Prague, which will be open to the public until 30 June 2007. Through technical drawings, instruments, documents and students' and teachers' works, the exhibition retrospectively traces three centuries of progress in technical education from the establishment of the Institute of Engineering Education to its transformation into today's Czech Technical University in Prague.

### School for modern specialists and successful managers

More than 24,000 students currently receive instruction in CTU's seven faculties (civil engineering, mechanical engineering, electrical engineering, nuclear sciences and physical engineering, architecture, transportation sciences, and biomedical engineering) and Masaryk Institute of Advanced Studies. For the 2006/07 academic year, CTU is offering its students 51 study programmes with 268 fields of study. CTU trains modern specialists, scientists and managers with knowledge of foreign languages who are dynamic, flexible and able to quickly adapt to the needs of the market.

*Author: Andrea Vondráková  
Director of Public Relations, CTU  
www.cvut.cz*

## Eurobot: Fun science

Science can indeed be fun. Knowledge gained in the classroom is valuable, but practical experience lasts a lifetime.

**EUROBOT is an amateur robotics competition open to teams of young people from around the world. Their task is to create robots that will independently compete with the robots of other teams. During individual matches, humans cannot in any way control the robots; everything is determined by the robots themselves and people are not allowed to intervene in their actions.**

The aim of the competition is to arouse the broader public's interest in robots and to encourage the active pursuit of science in groups of youths. It also promotes imaginative thinking and the exchange of ideas, experience and scientific and technical knowledge. More than the competition itself, fair play, solidarity, and sharing knowledge and ideas (both in the technical field as well as in the area of project leadership) are particularly valued. EUROBOT is set up in such a way that even beginners with a limited budget can participate.

The EUROBOT competition is focused primarily on secondary school and university students – amateurs up to the age of 30. There is also a category for younger inventors (aged 7 to 18) and it must be noted that their solutions are often surprisingly high quality and effective.

### Promotion of students' soft skills

For young inventors, participation in the EUROBOT competition can foreshadow later successes in their professional lives. What the students try out when building their robots can help them in their studies, as knowledge in practice is understandably better than ordinary rote learning in the classroom. Collective work on the robots also enhances the students' cooperation skills, team spirit and other soft skills that they will need when they finish their studies – without cooperation, no one can succeed in any field of human endeavour.

### The history of EUROBOT and Czech successes

EUROBOT came into being as a competition in 1998. Today its organisers are affiliated in a pan-European association in order to support the international expansion of the competition and to foster the spirit of cooperation among the organisers of national rounds.

In 1994, when the first such robotics competition took place in France, only 14 teams participated. By 2006, that number had grown to over 300 teams from 26 countries. This year, an even greater number of young inventors of robots are expected to meet in the tenth international round. Countries that are represented by more than three teams organise a national round in which the best competitors are chosen. This year, the Czech national round was organised by the Faculty of Mathematics



*The champions – Czech national round 2004*

and Physics of Charles University, in cooperation with the Robonika civic association, as a part of the Robotics Day event open to the general public, which gives participants and spectators the opportunity to meet with other amateur and professional robot developers.

Ten teams registered for this year's Czech national round, some as a school project, others because they simply found the contest interesting and wanted to learn something new. It is necessary to add that, regardless of who scores the most points, all participants in the competition walk away with a lot of new knowledge and experience.

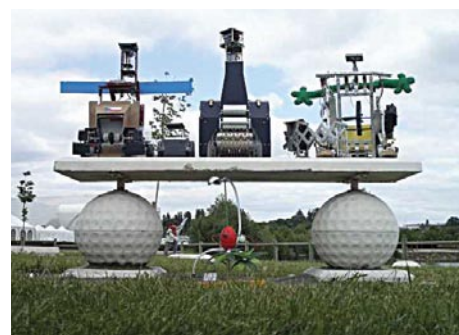
Teams that were successful in the Czech national round will face their opponents from other countries from 16 to 20 May 2007 in the final round in La Ferté-Bernard, France. In addition to the three teams from the Czech Republic, teams from Algeria, Belgium, France, Germany, Austria, Romania, Russia, Serbia, Spain, Switzerland and various other countries will participate.

It is necessary to add that since they began participating in the EUROBOT competition, Czech teams have performed remarkably well: in 2002, a Czech-Irish team took home the "Creativity Prize"; the following year, one Czech team was awarded the "Best Concept Prize". In the 2004 international round, Team Sirael won the "Prize of Teams" for the best robot in a survey among all participants. Last year, a newcomer to the competition, R-team from the Higher Professional School in Rychnov nad Kněžnou, fought its way to the final, amazingly finishing second.

### Once football, then golf – and each time surprising solutions!

The rules of the EUROBOT competition change each year, and thus even newly established teams have a chance to succeed, as everyone has to start from scratch. The rules for the following year are published in September, with the national rounds taking place in spring.

The actual course of the competition is also different each time. Last year the robots played golf; a year earlier bowling was the game, while in 2004 collecting coconuts was the featured event. Previous years saw the robots turning over two-colour pucks, playing billiards, conquering a castle, and playing football. The theme for 2007 is "Robot Recycling Rally": robots collect litter on the playground – empty PET bottles and beverage cans and dead batteries – and sort the waste in the appropriate bins. The winner is the robot that sorts the most rubbish.



*Once football, then golf...*

More information about the competition is available on the Czech organiser's website at <http://www.eurobot.cz> and on the EUROBOT organisation's website at <http://www.eurobot.org>.

You can also write to [info@eurobot.cz](mailto:info@eurobot.cz) or contact the Czech Eurobot representative, David Obdržálek (Faculty of Mathematics and Physics, Charles University, Malostranské náměstí 25, Prague 1, tel. 221 914 270, e-mail [david.obdrzalek@mff.cuni.cz](mailto:david.obdrzalek@mff.cuni.cz)).

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# We will manage Europe from Rakovník

Interview with Carlo Quercetti,  
CEO, Procter & Gamble Rakona



**The American company Procter & Gamble, one of the world's two largest producers of cosmetics and household goods, has big plans in the Czech Republic: the company is expanding and increasing production in Rakona, to which it will also transfer its engineering centre. Thus from March the company's managers will make decisions on European investments from Rakovník (Central Bohemia). "We chose the Czech Republic for two reasons: its labour market offers a lot of talented people, and the country lies in the middle of Europe, from which it is well connected to the rest of the world," says Carlo Quercetti, CEO of Rakona.**

**Procter & Gamble entered the Czech Republic in 1991. Besides production, many companies have also opened development centres here. Are you also considering using the intellectual potential of the Czech people?**

Yes, Procter & Gamble will also open its own engineering centre in the Czech Republic in March. The centre will provide technical support not only to Rakona, but also to our other enterprises in Central and Eastern Europe. It will be based in Rakovník and start out with ten people, but we want to expand the centre in coming years. A team of specialists will be tasked with preparing and implementing projects in Russia, Ukraine, Turkey and Romania, and will also make decisions on investments in the region.

**How much will the centre cost? And have you filled the management positions?**

We have the space, so it isn't necessary to build a new building. The centre will be housed in an unused building in Rakovník, so we are counting only on the necessary costs for renovation. Not only people from the Czech Republic will work at the centre, but also Russians and Hungarians. We are currently recruiting people and we haven't yet put the whole team together.

**How important is a university degree for your managers? Do members of the upper management have to have degrees from prestigious universities?**

With us, even people without a university degree can be successful. I graduated from university, but I don't have an MBA degree, for example.

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Procter & Gamble Rakona

**How important is Rakona for the concern as a whole?**

Rakona is very important for the group, especially due to the production of washing powders and cleansers. Our biggest plants are in the United States, France and Great Britain. In terms of importance, Rakona is currently number four, but is growing rapidly and it will not be long until it is number three. The Rakovník operation generates roughly thirty percent of the entire CEE region's revenues. Rakona is one of the essential parts of the company. Nearly ninety percent of local production is exported to thirty countries.

**Why is the Czech Republic so attractive for you? Wouldn't other, cheaper countries bring greater savings?**

Rakona has excellent employees and an excellent technology base. We now have an ideal growth opportunity. The region is one of the fastest growing, and the company is in a splendid location. These combinations put Rakona in the position of market leader. In the past, costs were actually one of the most important reasons why we started production here. Today production in the Czech Republic is not cheap, but that doesn't change the fact that we want to stay in Rakovník.



Procter & Gamble Rakona

**You mentioned Rakona's favourable location. The main plant is in the centre of the city; where can you expand production?**

In addition to the plant in the centre of the city, we have spaces roughly one kilometre from the plant. Also, several years ago we purchased new plots on which we can further expand the plant if necessary. The expansion next year will be within the existing plant.

**Are you considering opening another plant in the Czech Republic?**

Centralisation is typical for our company. This is the case in all countries where Procter & Gamble operates, so I don't expect that we would go to another city in the Czech Republic. This is an amazing country but it isn't very big. On the other hand, if you compare the size of the country with the size of the operation, the Czech Republic is then at the peak of the company's interest.

**What surprised you most three years ago, when you came to the Czech Republic to run the company?**

I was surprised by the Czech Republic's development and the fact that people here are not behind the rest of the world. Before I came here, I assumed that there were still big differences. But the concentration of the market, quality and variety are really comparable to those of the rest of the world. Tesco in Prague is the same Tesco as in Britain or Italy, and the Czechs have even higher demands for quality than other nations.

## More about Procter & Gamble about in the Czech Republic

Procter & Gamble is among the leading American investors in the Czech Republic. In 1991 the company acquired the Rakona plant in Rakovník (Central Bohemia) for production of washing powders. By 2005, the Americans had invested more than 150 million dollars in modernisation of the plant. Rakona thus became one of Procter & Gamble's largest plants in Europe. In the course of that period, its production volume grew by a factor of thirteen. The company exports four-fifths of its production to 30 countries. From next year, it will also be home to a new engineering centre.

# A golf paradise awaits discovery in the Czech Republic

For only the second time, the Czech Republic participated last year in the prestigious International Golf Travel Market trade fair in Spain and, in the face of tough competition, was named the “Undiscovered Golf Destination of the Year” within the IAGTO Awards (International Association of Golf Tour Operators).



Karlštejn

This triumph, which in the history of the competition had never before been achieved so quickly by any other country, indicates that there is an extensive golf paradise just waiting to be discovered in the heart of Europe.

The Czech Republic is currently home to 70 ever-expanding golf courses located in all corners of the country. With its pleasant Central European climate, the country offers a unique combination of natural beauty, historical monuments and attractive golf courses designed by leading architects, often within just a few kilometres of Prague. Over 100 golf clubs in the Czech Republic provide the high quality services demanded by serious golfers.

It is not an exaggeration to say that the Czech Republic is a place for true golf aficionados. Here players can delve into a wide palette of golf experiences, from taking to the links in the romantic seclusion of ancient castles to combining golf with the relaxation afforded by one of the country’s renowned spa towns. The combination of equestrianism and the royal sport offers yet another unique sporting opportunity.

An oasis of peace of comfort is perhaps the best way to describe the 18-hole golf course near Karlštejn Castle, which lies in a protected landscape area less than an hour’s drive from Prague. A unique atmosphere has been created here, thanks to the sensitive integration of this dreamlike course into the colourful natural surroundings. The rugged terrain with its natural ravines, lakes and sand traps satisfies even the most demanding golfers.

Karlovy Vary offers golfers yet another extraordinary opportunity to follow their passion. Only a few kilometres from this Czech spa town’s

famous colonnade and curative springs, players will find an 18-hole course and a golf club that dates back more than a century. The result is a backdrop against which top-notch international events take place.

The country’s most beautiful example of Scottish and Irish rural architecture can be found at the golf course not far from Mariánské Lázně. In 2003, Queen Elizabeth II conferred to the local club the right to use the Royal title. And this location truly offers the royal game. The grounds are situated 787 metres above sea level among pine and birch forests, which offer pleasant shade for players on hot summer days, while the course takes on a whole new charm with the spectacular colours of the trees in autumn.

If a player wants to enjoy a round of golf on the largest Czech course, he must visit a place called Nová Amerika, which lies near the historical city of Hradec Králové. In addition to three separate nine-hole golf courses, Nová Amerika also offers an extensive range of other sporting activities such as equestrianism, badminton and archery. With a total of 27 holes, the courses here present a variety of golfing experiences, from play on a classic English course to a round on pleasant forested terrain.

In the off-season, enthusiasts can make use of the country’s indoor course, of which there is an astounding number in the Czech Republic. In Prague alone, for example, players can take advantage of two full-service indoor centres.

ed.

Source: CzechTourism



Konopiště



Darovanský dvůr

## Selected Golf Courses in the Czech Republic

Name	Type	Location	Contact
Cihelny	18-hole	Karlovy Vary Region	<a href="http://www.astoria-golf.cz">www.astoria-golf.cz</a>
Golf Park Plzeň - Dýšina	18-hole	Plzeň Region	<a href="http://www.golfparkpl.cz">www.golfparkpl.cz</a>
Karlovy Vary	18-hole	Karlovy Vary Region	<a href="http://www.golfresort.cz">www.golfresort.cz</a>
Karlštejn	18-hole	Central Bohemia Region	<a href="http://www.karlstejn-golf.cz">www.karlstejn-golf.cz</a>
Konopiště	36-hole	Central Bohemia Region	<a href="http://www.gcko.cz">www.gcko.cz</a>
Čeladná	36-hole	Moravia-Silesia Region	<a href="http://www.prosper-golf.cz">www.prosper-golf.cz</a>
Nová Amerika	27-hole	Hradec Králové Region	<a href="http://www.novagolf.cz">www.novagolf.cz</a>
Darovanský dvůr	27-hole	Plzeň Region	<a href="http://www.darovanskdydvur.cz">www.darovanskdydvur.cz</a>
Mariánské Lázně	18-hole	Karlovy Vary Region	<a href="http://www.golflm.cz">www.golflm.cz</a>
Hazlov	18-hole	Karlovy Vary Region	<a href="http://www.gr-fl.cz">www.gr-fl.cz</a>
Sokolov	18-hole	Karlovy Vary Region	<a href="http://www.golf-sokolov.cz">www.golf-sokolov.cz</a>



# Partnership to Support Foreign Direct Investment in the CR



The **Partnership to Support Foreign Direct Investment in the Czech Republic** is a joint project of the Association for Foreign Investment and the Investment and Business Development Agency CzechInvest. The project is intended for stable companies that offer highly competitive services and products and that are interested in supporting the high-quality investment climate in the Czech Republic while promoting the Czech Republic abroad. Programme activities support, to the maximum degree possible, communication between partners and foreign investors, Czech companies, representatives of the state administration and AFI members.

Thanks to the Partners of the project we can organise e.g. the following events:



These Partners support the competitiveness of Czech economy as well as the positive image of the Czech Republic abroad:



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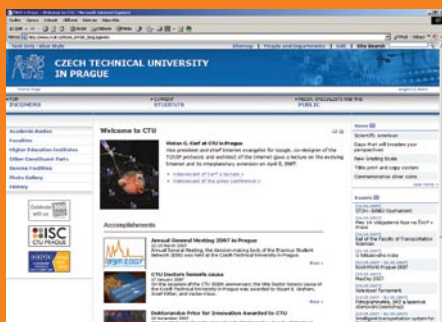
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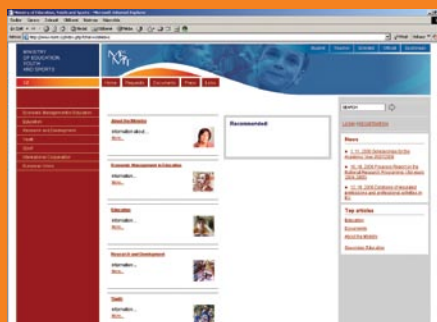
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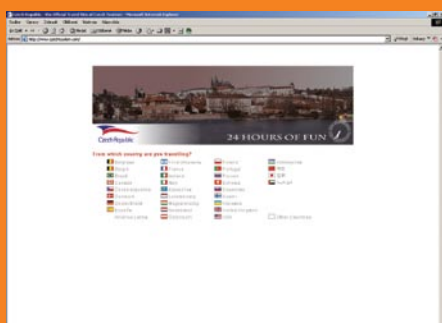
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■ Embassy of Japan in the Czech Republic  
[www.cz.emb-japan.go.jp](http://www.cz.emb-japan.go.jp)

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