WHAT THE CZECH REPUBLIC IS KNOWN FOR?

CZECH COMPANIES
- Škoda
- Kofola
- Tatra
- Bata

CZECH BEER
- Pilsner Urquell
- Staropramen
- Kozel
- Budweiser Budvar

HOCKEY

CZECH PEOPLE
- Ivana Trump
- Franz Kafka
- Václav Havel
- Karolína Kurková
- Miloš Forman
- Madeleine Albright

CZECH INVENTIONS
- The Contact Lens
- Remoska (Electric Mini-Oven)
- The Sugar Cube
- Click Buttons
- The Nanofiber

CZECH PEOPLE
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CZECH INVENTIONS
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Business Sweden’s purpose is to help companies in Sweden to grow their international revenues and international companies to invest and expand in Sweden.

**WHAT**
- Target market (Strategic growth services)
- Accelerate landing (Sales enhancement services)
- Propel growth (Brand enhancement services)

**HOW**
- Identify new revenue streams
- Shorten time to market
- Minimize risks

**WHY**
- Business value proposition

* TRADE VALUE PROPOSITION AND SERVICE OFFERING
OUR TEAMS ARE INTERNATIONAL GROWTH EXPERTS WITH LEGACY FROM CONSULTING AND INDUSTRY

WE SUPPORT MARKET ENTRY AND GROWTH

We expertise on local markets, industry and business logics, and internationalization strategies

Local presence in 50 markets
55 offices
450 Growth consultants
5000+ Projects performed yearly
200+ Strategic advisory projects annually

INSIGHTS AND ACCESS

Business Sweden combines consultative approach and government access in a unique way
BUSINESS SWEDEN TEAM CZECH REPUBLIC 2018

WE HELP COMPANIES IN SWEDEN
- New Find opportunities
- Start business
- Grow presence

WE OFFER SWEDISH COMPANIES
- New business opportunities
- Accelerated return on investment
- Neutral and trustworthy backing

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CZECH REPUBLIC IS A DEVELOPED COUNTRY IN THE HEART OF EUROPE

ECONOMICAL AND MONATERY STABILITY LEGISLATION IS COMPATIBLE WITH THE EU

- Population: 10,5 million
- Area (km2): 78,866
- Capital: Prague
- Language: Czech
- Government: Parliamentary democracy
- Currency: Czech Koruna

- The Czech Republic is one of the most developed transitional economies in European Union
- The country's economic policy is consistent and foreseeable
- The strong and independent Czech National Bank has maintained exceptional monetary stability since 1991
- Laws pertaining to commerce, accounting and bankruptcy are compatible with Western standards
- Between 2014-2020 the Czech Republic is receiving EU subsidies of EUR 24 billion

SOURCE: CZECH INVEST, EUROPEAN COMMISSION
CZECH REPUBLIC IS ONE OF THE FASTEST GROWING ECONOMIES IN EUROPE

MAIN ECONOMIC INDICATORS, THE CZECH REPUBLIC (2012-2018 (F) %)

THE CZECH REPUBLIC HAS THE MOST STABLE ECONOMY IN THE EUROPEAN UNION

THE ECONOMIC INDICATORS PREDICT A FINANCIAL STABILITY

SOURCE: SOURCE; MINISTRY OF FINANCE OF THE CZECH REPUBLIC
DYNAMIC SECTORS IN THE CZECH REPUBLIC

**Automotive**
2nd largest car producing nation in the world per capita, ca. 1,4 vehicles per annum. It attracts the interest of many foreign companies due to favorable position and high quality of Czech engineers. Has a pull of around 850 suppliers, 250 of which are Tier 1

**High-tech Mechanical Engineering**
With a production base of more than 1,100 companies, the sector supplies complete equipment and machinery. It has a market of nearly 500 million consumers in the EU. the most advanced telecommunications infrastructure within the CEE region

**Health Care & Life Sciences**
World-class academic and institutional framework with significant achievements in basic and applied research. It has close links between industry, universities and the public healthcare system. The regulatory and patent environment is harmonious with the EU

**Aerospace**
The Czech Republic has sustained and developed historically strong aviation tradition. The country has manufactured and delivered more than 32,000 aircrafts & 37,000 engines worldwide and is home to more than 100 local companies.

**Software & ICT**
The Czech Republic is one of Europe’s top locations for ICT investments. This fact is confirmed by the strong inflow of high-value-added projects of the world’s top ICT companies. The list of successful investors in the country involves Microsoft, Skype, DHL, Tieto, Red Hat, SolarWinds and IBM

**Energy & Environment**
The Czech Republic offers investors in these areas both technical competence and manufacturing excellence that, combined with cost effectiveness, create favorable conditions for new investments. The trends within the sector are Cogeneration units, Biomass-fired boilers, Waste-to-energy technology
FOREIGN DIRECT INVESTMENT IN THE CZECH REPUBLIC AS OF 31 DECEMBER 2016*

**BY COUNTRY**
- The greatest share of capital invested in the Czech Republic comes from the Netherlands, Austria and Germany. Combined they constitute for over 50% of the total FDI.
- 94% of foreign investment comes from Europe.
- 6% of the foreign capital comes from countries outside of Europe, where the USA and South Korea are the main investors.
- Sweden is the 10th largest capital investor in the Czech Republic.

**BY ECONOMIC ACTIVITY**
- The largest share of foreign capital went into manufacturing, followed by Financial and Insurance activities, Real estate and Transport and communications.
- Manufacturing together with Finance and Insurance activities constitute of 3/5 of the total foreign capital invested in Czech Republic’s economic activities.

*latest data available

SOURCE: CZECH NATIONAL BANK
TRADE BETWEEN SWEDEN AND THE CZECH REPUBLIC ACCOUNTS FOR MORE THAN 36 BSEK

- Sweden has a negative trade balance with the Czech Republic
- Swedish exports has been stable during the last several years, portraying minor growth
- Machinery and chemical products account for more than 80% of the Swedish export to the Czech Republic
- Followed by transport equipment and related parts - primarily Skoda Auto and other automotive OEMs on the market. As well as Machinery and devices
- Czech Republic is one of the major production destinations for Swedish companies in CEE, therefore manufactured products account ¼ of all the exports to Sweden

SWEDISH EXPORT AND IMPORT TO THE CZECH REPUBLIC. VALUE IN MSEK

SOURCE: NATIONAL BOARD OF TRADE OF SWEDEN
APPROX. 200 SWEDISH COMPANIES HAVE LOCAL ESTABLISHMENT IN THE CZECH REPUBLIC

EXAMPLE OF SWEDISH COMPANIES

<table>
<thead>
<tr>
<th>LARGE SIZED COMPANIES</th>
<th>SMALL AND MEDIUM SIZED COMPANIES</th>
<th>LOCAL PRODUCTION ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABB</td>
<td>Arlaplast</td>
<td>Assa Abloy</td>
</tr>
<tr>
<td>Astra Zeneca</td>
<td>Dekra Industrial</td>
<td>Axis Communications</td>
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<tr>
<td>H&amp;M</td>
<td>Kåkå</td>
<td>Lyckeby</td>
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<td>Lindab</td>
<td>Nefab</td>
<td>Sandvik</td>
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<td>SKF</td>
<td>Texla</td>
<td>Seco Tools</td>
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<td>Alfa Laval</td>
<td>Bufab</td>
<td>BE Group</td>
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<td>Electrolux</td>
<td>HL Display</td>
<td>Mölnlycke Health Care</td>
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<td>IKEA</td>
<td>Ljunghäll</td>
<td>Kemira Kemi</td>
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<tr>
<td>Oriflame</td>
<td>Systemair</td>
<td>SCA</td>
</tr>
<tr>
<td>Volvo</td>
<td>VBG Group</td>
<td>Swedeponic</td>
</tr>
</tbody>
</table>

SOURCE: BUSINESS SWEDEN
CONTACT US

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