We connect and support

We help our clients innovate.
In 2020, we set for ourselves the objective of playing an active role in the development of our country’s competitiveness and innovative economy. We focused on support for investments in promising sectors, innovation and research and development.

Over the course of the year, we would cultivate and develop cooperation between the business, public and research and development spheres through specialised events, technology missions, programmes, consultations and international conferences. In addition to that, in 2020 we further focused on assisting domestic businesses and foreign investors in connection with the coronavirus pandemic. We were involved with a number of compensatory measures, brought companies and institutions together, and strived to inform and support them to the maximum possible extent.

Our mission consists in development of innovations and investments with potential to have global success and a regional impact.

Our motivation is to remain a relevant partner for you.
new organisational structure of our agency

In connection with our effort to be as efficient, green and digital as possible, we transformed our organisational structure so that it better corresponds to our four target groups.

176
Employees
60% women and 40% men, with an average age of 37 years.

79
supported startups

153
CZK billion in pledged investments
We recorded the largest inflow of projects in the Central Bohemia, South Moravia and Moravia-Silesia regions.

153
specialised events in the Czech Republic
The most common event formats included specialised seminars, consultation days and workshops. A total of 114 such events were held online.

389
condition inventories of the investment environment
The aim of condition inventories, which are carried out by representatives of our regional offices, is the creation of relevant materials for strategic municipal development planning and for the localisation of suitable companies and investments. The case was the same with condition inventories at the turn of 2019/2020.

211
arranged investment projects
New investment projects were focused particularly on manufacturing and software development in business support services centres.

66
specialised events around the world
We took part in events for Czech innovative startups and other events at which we presented key sectors of Czech industry and the potential of investments in the Czech Republic. The total number of events included 46 webinars.

225
fundamental changes in investment incentives
We recorded the largest inflow of projects in the Central Bohemia, South Moravia and Moravia-Silesia regions.
In the media and on social networks

303 published articles and press releases

544 Facebook posts

The most popular posts comprised invitations to the virtual incoming startup mission and to autumn with enterprising women. The photo gallery of CzechInvest heroes of the 1212 support line was also popular.

328 tweets

The tweet that reached the largest number of users reported on the growth of the video-game industry in the Czech Republic. The tweet stating that we had helped accelerate the certification of FFP3 half-masks received the greatest response. A tweet posted 14 days later reporting on series production of the masks was similarly successful.

118 responses to journalists’ enquiries

We most frequently answered questions pertaining to the coronavirus pandemic with respect to the list of medical-device and PPE manufacturers having the required certificates, interconnection of companies, production capacities of Czech industry and the Hack the Crisis hackathon. Frequent topics also included support for startups, startup case studies and questions concerning investments and investment incentives.

3 493 media outputs

162 LinkedIn posts

Our LinkedIn followers were most interested in the Hack the Crisis hackathon, an interview with our CEO, Patrik Reichl, for Investment Reports and the Digital Promotion 4.0 competition.
Four main groups of clients

We primarily focus our activities and services on four target groups:

1. (6–8) Startups
2. (9–10) Small and medium-sized enterprises
3. (11–13) Investors with higher value added
4. (14–15) Municipalities
Support for startups

We accompany startups on the path to doing business from the very beginning through the introduction of initial prototypes to the market, formulation of a correct business strategy and addressing partners, customers and investors to establishment of branches around the world. In the Czech Republic, we are aided significantly in this effort by our mentors and experts, and abroad by our foreign representatives and partners, who are in contact with the local business community, chambers of commerce and diplomatic missions. We offer startups the broadest range of support programmes and organise competitions, workshops and networking events for them.

40 specialised events

We organised 25 events for startups in the Czech Republic and 15 abroad. These events included seminars, online workshops, brief presentations (pitches) and networking events. Our programmes offer a combination of these events. Creative Business Cup, the CzechInvest Startup Challenge, the Hack the Crisis final, Transfera Technology Day and Czech Space Week attracted the largest numbers of viewers and attendees. We also presented startups and SMEs in the context of a business mission to Taiwan.

79 supported startups

A supported startup is a startup that has used our services and has signed a contract with us. The start-ups that we helped in 2020, whether through incubation, mentoring or assistance with expansion to a foreign market, operate predominantly in the ICT segment, particularly in the areas of artificial intelligence and augmented reality, web services and healthtech and medtech.
Whereas in past years interest in foreign activities predominated (CzechDemo, CzechMatch and CzechAccelerator programmes), last year’s restrictions associated with the COVID-19 pandemic reversed the situation. Startups focused more on domestic preparations that would help them launch their foreign expansion once restrictions have been lifted. Therefore, there was increased interest in the CzechStarter programme, which provides mentoring and consulting with leading professionals, who helped startups perfect their products, business models and business focus, and assisted them with preparing for expansion.

Last year, startups received advice from CzechInvest’s experts in the areas of marketing, law, business planning and sales.

In 2020, we organised three hackathons – the international Act in Space, Hack the Crisis and Hack the Mind ideathon.
Czech Space Week

Intended for all space fans, this festival focused on space technologies, education and business took place online for the first time from 8 to 14 November 2020. Packed with lectures, panel discussions, and live broadcasts, the week was a celebration of space successes in Europe and the Czech Republic and familiarised viewers with new developments in the space industry and science.

Creative Business Cup

An anti-bullying application, a digital design study and luxury designer speakers were named the Czech Republic’s three most creative startups of 2020 in the national round of the Creative Business Cup competition, which took place on 22 September 2020 at Industra in Brno. The overall winner was the Brno-based startup faceUp with its anonymised anti-bullying reporting system.

CzechInvest Startup Challenge

A tool for flawless vehicle manufacturing and comprehensive quality control, a smart weeding machine and an application for reading fairy tales are the rising startup stars of 2020, having found success in last year’s CzechInvest Startup Challenge, which took place on 3 December 2020, online due to the epidemiological situation.
Development of small and medium-sized enterprises’ potential

Our regional offices daily provide support to small and medium-sized enterprises in the form of consultations on financial and non-financial aid from the state and by organising specialised seminars and webinars. Their uniqueness consists in detailed knowledge of the regional business environment and its investment opportunities, as well as professional representation in every regional capital. In addition to consultations, the regional offices also offer tailored workshops and consulting on formulation of municipalities’ and regions’ strategic plans. They also connect companies with schools.

In 2020, representatives of small and medium-sized enterprises most frequently turned to CzechInvest for up-to-date information on the coronavirus crisis. They were also interested in investment incentives, qualified workers, support for science and research, the creative industry, digitalisation and financial and non-financial business support.

This involves administration of application for COVID loans provided via the Czech-Moravian Guarantee and Development Bank.

This involves applications in the COVID – Rent programme of the Ministry of Industry and Trade, with the administration of which roughly 70 CzechInvest employees helped in 2020. Businesses could apply for rent compensation within the programme.
168
specialised
events

The regional offices most frequently organised specialised seminars, consultation days and workshops. They succeeded in holding events focused on not only traditional topics online. Among other things, webinars on digitalisation in small and medium-sized enterprises received a great response. Out of the total of 168 events, 79 were held online, mostly in the form of webinars.

3 338
was the total number of participants

1 roadshow on digitalisation of small and medium-sized enterprises

In cooperation with the National Industry 4.0 Centre, in autumn 2020 we prepared a series of four workshops and webinars on the topic of digitalisation of small and medium-sized enterprises. These events presented to SMEs key Industry 4.0 technologies, such as digital twin, 3D printing and additive manufacturing and explained the benefits of digitalisation to them.

1 Digital Promotion 4.0 competition

In cooperation with partners, we launched the Digital Promotion 4.0 competition in autumn 2020. The purpose of the competition was to map and compare innovative tools in the area of digital presentation that can be used to promote Czech manufacturers and exporters. Thanks to the competition, a catalogue of innovative presentation tools for exporters was created.
Development of investments

Our objective is to support investments with higher value added, i.e. investments that are technologically oriented or related to research and development. We actively attract investments in key high-tech sectors, such as AI & Digital, EcoTech, HealthTech, Creative Industries, Aerospace, Mobility, Defence Industry and Advancing Manufacturing Technologies. In 2020, such investments comprised two-thirds of the total number of investments arranged by CzechInvest.

Another group comprises smart investments, i.e. investments that benefit the given region. In 2020, nearly 80% of arranged investments were expansions of the operations of companies already established in the Czech Republic.
In the development of investments, their quality and sustainability are essential for us. We offer investors consultations regarding financial programmes, assistance with localisation and in the area of HR, visa assistance and activities aimed at attracting talented people. We put investors in contact with suitable suppliers and strategic partners. Services appreciated by investors include preparation of presentations for branches of major foreign parent companies, as well as collection of suggestions and feedback and submission thereof to the Ministry of Industry and Trade.

The trends in the area of investment support on which we focused at home and abroad in 2020 include electromobility, software development, healthtech, data centres, artificial intelligence and advanced materials.

**15 applications for investment incentives**

**2 fundamental changes in investment conditions caused by the COVID-19 pandemic**

The first change was related to recipients that were affected by the pandemic and postponed their investments. They can newly apply for an extension of the period for fulfilling the minimum conditions by up to two years. The other change was targeted at potential applicants, as it reduces the investment limits for obtaining an investment incentive and favours manufacturers of specialised medical products, i.e. an area that is of key importance for the protection of citizens’ lives and health. The conditions for small and medium-sized enterprises are particularly favourable.

**4 M&A Reports**

A magazine about global trends and news in the area of mergers and acquisitions.

**90 foreign companies and investors among which our foreign network spurred serious interest in investing in the Czech Republic**

**86 companies to which we provided visa support**
An investment is pledged at the moment an investor announces that it has decided to invest a particular amount in a specific type of activity in the Czech Republic and, as the case may be, employ a certain number of people. This usually happens at the very beginning of implementation of the investment case in the Czech Republic.

New investment projects are focused primarily on manufacturing and software development in business support services centres.

In 2020, we identified and offered 630 Czech companies as suitable suppliers for 46 investors in 19 countries.

With the sectoral database of suppliers, we support contact and establishment of partnerships between Czech suppliers and foreign investors.

An investment is pledged at the moment an investor announces that it has decided to invest a particular amount in a specific type of activity in the Czech Republic and, as the case may be, employ a certain number of people. This usually happens at the very beginning of implementation of the investment case in the Czech Republic.

The Czechlink project brings together companies that are seeking an investor with investors that are considering capital entry into a local enterprise.

The COVID INFO platform serves as a source of information on government measures and other new developments in connection with the coronavirus pandemic and events in the Czech Republic for foreign investors, expats and other English-speaking persons.

In 2020, we identified and offered 630 Czech companies as suitable suppliers for 46 investors in 19 countries.

With the sectoral database of suppliers, we support contact and establishment of partnerships between Czech suppliers and foreign investors.

An investment is pledged at the moment an investor announces that it has decided to invest a particular amount in a specific type of activity in the Czech Republic and, as the case may be, employ a certain number of people. This usually happens at the very beginning of implementation of the investment case in the Czech Republic.
Development of the regional investment and business environment

The main purpose of cooperation with municipalities is to be able to define the needs of individual regions, learn from examples of good practice in municipalities’ strategic development, better target foreign investments and expansions of Czech companies and to improve the innovation infrastructure. We base this cooperation on the sharing of data and experience, as well as on openness and mutual development. In addition to consultations on aid possibilities, we offer, among other things, various tailored workshops, connection of schools with companies and consulting on the formulation of strategic plans.

Academy for mayors

In 2020, we prepared an extensive online academy for mayors focused on development of the business environment including examples of good practice, from which representatives of local governments can draw inspiration. We expect to launch the academy in the course of 2021.

Condition inventories of the business environment

We have been conducting regular condition inventories at the level of municipalities with extended powers since 2017. At the turn of the year 2019/2020, representatives of our regional offices carried out 389 such inventories, this time at the level of municipalities having a municipal authority with delegated powers. The objective of inventories of the state, conditions and possibilities of the socio-economic infrastructure of the given area is to create relevant materials for the strategic planning of municipalities’ development and for localisation of suitable companies and investments. The output of this process is clearly arranged one-pagers. Another important aspect of condition inventories is information from companies’ needs profiles.
161 company needs profiles

We obtained from representatives of companies throughout the Czech Republic information on their needs in the area of technical and social infrastructure, skilled labour, activities in the area of research and development and cooperation with local authorities. In practice, we hand this data over to other relevant bodies of the state and public administration and adapt the offered services to the needs of companies.

1 new indicator of the situation on the labour market

We are introducing the indicator of municipalities’ self-sufficiency on the labour market. This refers to the ratio between jobs (employment positions + active self-employed persons) in a given district of a municipality with a municipal authority having delegated powers and residents aged 20-64.

404 one-pagers

One-pagers are clear summaries of indicators that define the business environment. They are composed of statistical data in combination with analyses from all municipalities with a municipal authority having delegated powers. We publish these summaries for administrative districts of such municipalities, as well as for individual regions and the Czech Republic as a whole.

Labour-market self-sufficiency as at the end of 2019 – administrative districts of municipalities with a municipal authority having delegated powers

Note: The figures are derived from the most recent data at the time of preparation of this Annual Report.
the biggest state-sponsored hackathon in the history of the Czech Republic

During the first wave of the coronavirus pandemic in spring 2020, we launched the two-month Hack the Crisis virtual hackathon. The aim of the hackathon was to coordinate the needs of the state with the energy and volunteering found in the IT community and the business environment and to thus support the implementation of relevant projects that can provide assistance in the crisis situation or mitigate its impacts. A total of 206 projects were entered in the hackathon in the course of its duration. Over fifty partners from the public and private sectors also took part in the event. Free mentoring was provided by more than 130 experts in various fields. Thanks to this unique cooperation between the public, private and academic spheres, 108 projects received assistance. Of those, the expert jury selected the 15 best projects, whose representatives advanced to the final and competed for overall supremacy and financial awards on 22 June 2020.

15 000+ enquiries resolved on the 1212 helpline

38 816 administrated applications for aid for businesses

Specifically, this involved 25,772 applications for nursing-care contributions for self-employed person, 12,475 applications in the COVID – Rent programme and 569 applications for COVID loans.

1 helpline for cross-border movement of persons

The nonstop COVID – Transport helpline providing clients with assistance relating to cross-border movement of persons in connection with changing measures, negotiation of exemptions and priority appointments at the Department of Asylum and Migration Policy of the Ministry of the Interior.

The COVID INFO platform, which we launched in April 2020, serves as a source of information on government measures and other new developments in connection with the coronavirus pandemic and events in the Czech Republic for foreign investors, expats and other English-speaking persons.
15 surveys on the impacts of the coronavirus on the business sector

In cooperation with other partners in all regions of the Czech Republic, we asked about how the pandemic had affected businesses. Among other things, we gathered suggestions from our aftercare clients and submitted to the government the best practices in the area of multinational companies’ anti-pandemic measures. We also discovered that 83% of startups perceive the situation as a business opportunity and that one-fourth of companies in the aerospace sector are fighting for survival and one-third see new opportunities in the pandemic situation.

200+ companies and institutions brought together

We strived to seek out, connect and support new manufacturing and supply chains. In the first wave of the pandemic, we helped to accelerate, for example, the certification of the pandemic, and protective half-masks from the Czech Technical University. We also brought together a manufacturer of filters for doctors and EMTs, with the young Brno-based company Acam Solution, which was able to automate the production of respirator filters for Sigma in an extremely brief period of time. Also in Brno, we put scientists in contact with companies and, thanks to the resulting cooperation, more than 36,000 protective face shields were manufactured. Other companies transferred employees, materials and other capacities among themselves. We regularly communicated with the Academy of Sciences, the Czech Standardisation Agency, the Office for Standards, Metrology and Testing, the Occupational Safety Research Institute and other institutions and companies in order to contribute to the Czech Republic’s self-sufficiency in the area of personal respiratory protective equipment.

1 online platform bringing together the initiatives of volunteers, companies and the state in the fight against the coronavirus

More than 90 entities got involved in the Spojujeme Česko platform, part of which was the CoVpoint portal, where, in cooperation with the Ministry of Industry and Trade, we matched the supply and demand of companies, institutions and the state.

1 regular information service from foreign representatives

The provided data on the protective measures of other countries and governments served as a basis for formulating healthcare and economic measures in the Czech Republic in the first wave of the pandemic.

list of medical-device and PPE manufacturers

We published a list of Czech manufacturers of personal protective equipment that are helping in the fight against the coronavirus and have the required certifications. At the same time, we mapped their production capacity.

survey on the need for PPE in municipalities

The survey indicated that municipalities need more than 10.5 million items of personal protective equipment per week for municipal medical and social facilities and municipal units of the integrated rescue system.
In 2020, we improved our **economic result** to **CZK 13,024,902.55**.

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues from main activity</td>
<td>268,502,406.96</td>
</tr>
<tr>
<td>Costs of main activity</td>
<td>255,477,504.41</td>
</tr>
<tr>
<td>Economic result</td>
<td>13,024,902.55</td>
</tr>
</tbody>
</table>

CzechInvest is financed from several sources. Contributions to operations from the state budget and from the Business Properties and Infrastructure Support and Regeneration Programme and the Business Use of Brownfields Programme are provided from the founder, which is the Ministry of Industry and Trade of the Czech Republic. Other sources include European Union funds, partner projects, compensation fund and reserve fund, revenues from exchange-rate profits, from sales of services, from insurance claims and other revenues.
## Costs by individual source of financing (in CZK)

<table>
<thead>
<tr>
<th>Source of financing</th>
<th>2019</th>
<th>2020</th>
<th>development of costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution to activity</td>
<td>228,721,885.93</td>
<td>204,886,631.14</td>
<td>-23,835,254.79</td>
</tr>
<tr>
<td>of which operations</td>
<td>227,192,800.02</td>
<td>201,067,059.39</td>
<td>-26,125,740.63</td>
</tr>
<tr>
<td>of which the BPIS Programme</td>
<td>1,469,085.91</td>
<td>598,872.84</td>
<td>-870,213.07</td>
</tr>
<tr>
<td>of which the BF Programme</td>
<td>60,000.00</td>
<td>848,260.82</td>
<td>788,260.82</td>
</tr>
<tr>
<td>of which the OPRDE (RIS3) project</td>
<td>0.00</td>
<td>2,372,438.09</td>
<td>2,372,438.09</td>
</tr>
<tr>
<td>OPEIC Startup Support</td>
<td>45,000,498.31</td>
<td>35,913,276.37</td>
<td>-9,087,221.94</td>
</tr>
<tr>
<td>ESA BIC Prague</td>
<td>10,988,101.85</td>
<td>9,385,284.46</td>
<td>-1,602,817.39</td>
</tr>
<tr>
<td>ESA BIC Brno</td>
<td>3,421,330.13</td>
<td>4,474,946.22</td>
<td>1,053,616.09</td>
</tr>
<tr>
<td>Creatinno</td>
<td>1,186,454.48</td>
<td>49,809.89</td>
<td>-1,136,644.59</td>
</tr>
<tr>
<td>Copernicus</td>
<td>498,646.01</td>
<td>0.00</td>
<td>-498,646.01</td>
</tr>
<tr>
<td>Copernicus User Uptake</td>
<td>171,626.80</td>
<td>417.99</td>
<td>-171,208.81</td>
</tr>
<tr>
<td>MY-GATEWAY</td>
<td>1,022,899.74</td>
<td>23,542.92</td>
<td>-999,356.82</td>
</tr>
<tr>
<td>CzechLink Startup</td>
<td>0.00</td>
<td>-12,500.00</td>
<td>-12,500.00</td>
</tr>
<tr>
<td>Astropreneurs</td>
<td>1,004,540.01</td>
<td>697,030.42</td>
<td>-307,509.59</td>
</tr>
<tr>
<td>Pilot verification of technological incubation in the Ústí region</td>
<td>0.00</td>
<td>59,065.00</td>
<td>59,065.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>292,015,983.26</strong></td>
<td><strong>255,477,504.41</strong></td>
<td><strong>-36,538,478.85</strong></td>
</tr>
</tbody>
</table>
And how are we innovating ourselves?

We are developing key topics in diversified working teams (Data, Green and Digital, Process Rationalisation, RIS3, Condition Inventory and other teams) and we share the results of joint consideration, questioning and experimentation with all of our colleagues and directly apply those that are appropriate.

In 2020, we thus initiated, for example, the establishment of the Cultural and Creative Industries Platform, which coordinates activities in this area and helps to bring together actors from the state, public and private spheres at the national and regional levels.

We find innovative solutions to complex problems also thanks to hackathons and collaboration with technology startups and partners. Due to the coronavirus pandemic, we newly accelerated the digitalisation of our processes and expanded the activities and services that we provide.

We have research and development close at hand thanks to our own website: www.czech-research.com
2021

Renovation of the building at Štěpánská 15, co-occupancy with CzechTrade.

New system of support for startups – Technological Incubation and Internationalisation.

CzechInvest Academy, a new education system for employees.

Enhancement of our “green and digital” values,

because our motivation is to remain a relevant partner for you.