



INVITATION

CzechInvest at CeBIT 2007

CzechInvest, the Investment and Business Development Agency of the Czech Republic, will actively participate in the international trade fair focused on digital IT and telecommunications solutions

CeBIT 2007

which will be held from **15 to 21 March 2007 in Hannover, Germany.**

During the entire period of the trade fair you will be able to visit us at the official exhibition of the Czech Republic at **stand no. C03, Hall 8.**

Our agency's representatives will be pleased to provide you with **information about the Czech ICT market and actual investment opportunities in the Czech Republic.** It is also possible to schedule a meeting and prepare detailed information upon to your request.

Furthermore, we would like to invite you to the national presentation of the Czech Republic during the „CeBIT Outsourcing Solution Forum in Hall 8“

„Czech Republic – your „NEAREST-SHORE“ IT Partner“
on Tuesday, 20th March from 14:30 to 16:30.

with the Director of the Department of Informatics, Mr. Miloslav Marčan and an example of a fruitful nearshore cooperation between the Czech company CN Resources International a.s. and Corena Deutschland GmbH in software development and joint IT management consultancy projects for clients such as Commerzbank, Lufthansa or MAN.

For more information, please do not hesitate to contact:

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**HANNOVER
GERMANY**
15–21 MARCH 2007

cebit.com

Programme of the Outsourcing Solutions Forum

Tuesday, 20 March 2007

Topic "Offshore/Nearshore"

National Group Presentation of the CZECH REPUBLIC

14.30-16.30 **Czech Republic – Your "NEAREST-SHORE" IT Partner**

14.30-14.40 Opening Note

Mr. M. Marčan, Director, Department of Informatics, Ministry of Industry and Trade

14.40-15.05 Overview of the ICT Market in the Czech Republic

Vladimír Kroa, Research Director, IDC

15.05-15.20 ICT investment opportunities in the Czech Republic

Renáta Haklová, Director, German Operations, CzechInvest

15.20-15.55 Handling legal risks in the IT business in the Czech Republic

JUDr. Martin Maisner, Partner, Rowan Legal

15.55-16.10 Case study: Czech-German collaboration on a software project

Ingo Schütze, Country Manager, Corena Deutschland GmbH

16.10-16.30 Export potential of the Czech ICT companies

Petr Niedoba, Member of the board, Czech ICT Alliance

The Czech Republic - Your "NEAREST-SHORE" IT Partner

Although offshore IT outsourcing has become a mature business strategy worldwide, helping companies to reduce costs and increase operational flexibility, there is still large, unused potential, especially for SMEs in Europe, which could also benefit from outsourcing.

A common opinion states that outsourcing is good for only large companies, to make them more nimble and flexible. The true power of outsourcing for small and medium-sized enterprises is the opportunity it gives them to buy the know-how they require to fuel growth and reduce their administrative overhead while allowing them to concentrate on what they are really good at.

However, SMEs' best partners are not in the traditional off-shore destinations in Asia, but in neighbouring countries, which can provide a more intimate relationship as well as geographic and cultural proximity. The Czech Republic is thus a natural choice for Germany and other European countries.

An example of fruitful nearshore cooperation is the Czech software company **CN Resources International a.s.**, which will be presented at CeBIT 2007. One of the CN's German clients - **Corena Deutschland GmbH** - will talk about their experience with software development located in the Czech Republic and the engagement of Czech software engineers in German projects.