



MINISTRY
OF REGIONAL
DEVELOPMENT CZ

Economic Diplomacy Services

Cooperation in Promoting External Relations



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Overview - Competencies of the Ministry of Regional Development

- Regional policy
- Housing policy, development of housing stock
- Tourism (consumer rights on package tours)
- Public procurement
- Investment policy
- European funds (EU Cohesion Policy) – National Coordination Authority
- Spatial planning and Building Code
- Expropriation
- Funeral services



Three directions of international cooperation (Overview of Ministry's international activities)

- 1.** Multilateral cooperation – United Nations, OECD
- 2.** Cooperation within the European Union
- 3.** Cooperation within the Visegrad Group



Three directions of international cooperation

1. Multilateral cooperation - United Nations, OECD

United Nations Human Settlement Programme (UN Habitat), United Nations World Tourism Organization (UNWTO)

2. European Union – Cohesion policy

Crucial EU development policy reducing regional disparities and supporting competitiveness.

One third of the EU budget.

Tourism – implementation of EU laws, coordination and consultation

3. Visegrad Group - Czech Republic, Hungary, Poland, Slovakia

Common history, similar goals and interests.

Harmonizing common positions, cooperation and common steps



Tourism – Opportunity for Growth

- tourism accounts for an estimated 10% of the world's GDP, considering its direct, indirect and induced impacts (WTTC, 2019)
- one of the fastest growing and most resilient economic activities – expected 1.8 billion international tourist arrivals in 2030 up from 1.4 billion in 2018 (UNWTO, 2019)
- exports from international tourism, including passengers' transport, reached US \$1.4 trillion in 2017, ranking third worldwide after fuels and chemicals, accounting for 7% of the global exports of goods and services (UNWTO, 2018);
- tourism, a labour intensive service sector, is estimated to account for 1 in 11 jobs in the world or approximately 280 million jobs (direct, indirect and induced impacts) (WTTC)

In CZ – 2,9% on GDP and 4,5% employment share



Tourism – What We Want to Achieve

- maximizing the contribution of tourism economic development (high quality of services)
- High level of protection of travellers
- managing tourism for the benefit of visitors and local communities – tool for regional development
- mid-term strategic document: The State Tourism Policy in the Czech Republic for the period of 2014 – 2020
- **CzechTourism** – professional marketing agency established by the Ministry of Regional Development to promote tourism development



Tourism – What We Want to Achieve

- enhancing partnerships with private sector - supporting the of Micro, Small and Medium Enterprises
- advancing environmental sustainability in tourism (eco-tourism)
- stimulating innovation and digital economy to improve visitors' experience and satisfaction



Economic diplomacy projects (PROPED)

- Interdepartmental tool for financing the Czech Republic's economic diplomacy – Tourism Department
- More effective thematic presentation of the Czech Republic
- Projects are submitted by Czech Tourism Authority in cooperation with embassies

PROPED projects 2018

- Financial allocation 5 million CZK
- 37 projects in tourism



Economic diplomacy projects (PROPED)

PROPED – Success stories

- Spas - Riyadh Travel Fair 2018, Czech Republic - Land of Stories destination presentation in Qatar
- Glass and jewellery – EXPOTRAVEL Ekaterinburg
- Gastronomy - JATA Tourism Expo 2018 a B2B roadshow, FIT Buenos Aires 2018



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Thank you.

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