



Economic Diplomacy of the City of Prague

Jan Dobrovsky
Director of Project Management Department
City of Prague

PRA HA
PRA GUE
PRA GA
PRA G

Prague in a nutshell

6th major European city of the future in **business friendliness** (2018/2019)

25% of national GDP created in Prague (Prague = 13% of Czech population)

8 higher public **education institutions** located in Prague (44% share on country's total)

49 public **research institutions** located in Prague (67% share on country's total)

50 – 100 **AI engineers** per year produced by Prague Universities (more than Montreal)

cost of living index in Prague is **51.86% lower** than in New York



Economic Diplomacy Agenda

- Action plan on Economic Diplomacy of the City of Prague, 2018
Strategy of Economic Diplomacy prepared by Deloitte

1 Attracting

foreign companies and human capital with added value.

2 Branding

Prague as an European centre of business and innovation (not just a bridge & a castle).

3 Internationalizing

local companies, startups and research institutions.

Our Vision

PRAGUE = an advanced knowledge based center with high quality of life. Open modern metropolis with low administrative barriers for domestic and foreign companies. Fair Business environment with access to information.

#

Raise awareness
„Prague = great place
for living, working and
doing business“

#

Attract talents and
innovative companies
to Prague

#

Support Prague in
Brussels

#

Streamline the
economic presentation
of Prague

#

Participate on the
change of visa
procedures

#

Boost the prosperity of
the region

Projects





» Branding

1

WEB



- attractive and informative web page in ENG
- one-stop-shop for information

2

MARKETING
CAMPAIGN



- international reach
- boosting the attractiveness of Prague for foreign talents



» Lobbying & Cultural Diplomacy

1

PRAGUE HOUSE IN BRUSSELS



- cultural diplomacy, lobbying

2

VISA INITIATIVE



- simplifying visa procedures for international talents
- simplifying the visa extensions



» Human Capital & Ecosystem

1

EXPAT CENTER



- one-stop-shop for international newcomers
- support, counselling

2

LIVE & STARTUP IN PRAGUE



- international startup accelerator
- lodging, offices, mentoring

3

UNIFIED ECONOMIC PRESENTATION



- synergy in foreign activities
- sharing network

Cooperation with the City of Prague



Prague ecosystem

- SmartCity Operator
- Golemio – open data platform



- AI Platform



- Business Innovation Center
- Prague Innovation Council



- Regional Innovation Strategy
- Urban development

- Space technologies incubator



- Startup accelerator and incubator



Cooperation with the City of Prague

Economic Diplomacy Project (PROPED)

- Incoming or outgoing missions – Prague as a partner
- Current topics: AI, space industry, gaming, smart city, autonomous mobility, blockchain, creative industries

EXPAT Center

- One-stop-shop for expats in Prague
- Information and consultancy services for incoming employees, businesses and investors
- Aftercare of international startups and investment





Thank you for your attention!

Jan Dobrovsky
City of Prague
jan.dobrovsky@praha.eu

PRA HA
PRA GUE
PRA GA
PRA G