

# Prague in a nutshell

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# 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
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# **Economic Diplomacy Agenda**

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

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).

Internationalizing

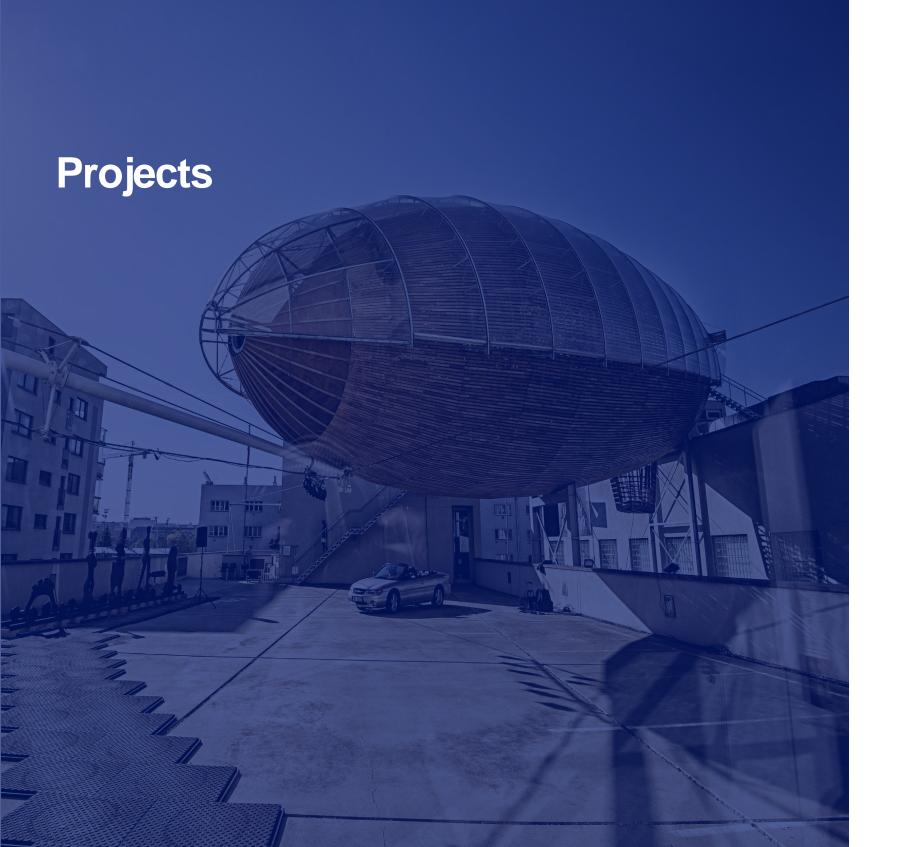
local companies, startups and research institutions.



# **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.





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## >>> Branding

1 WEB



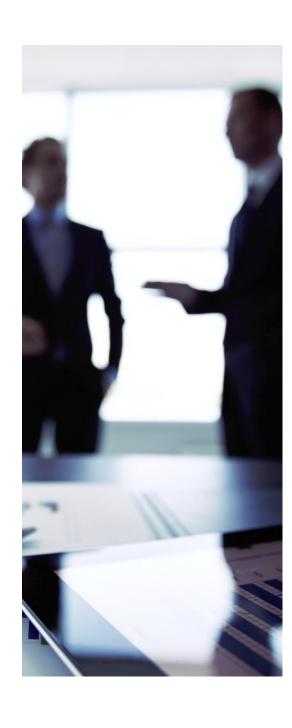
- attractive and informative web page in ENG
- one-stop-shop for information

2 MARKETING CAMPAIGN



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





## >>> Lobbying & Cultural Diplomacy

PRAGUE HOUSE IN BRUSSELS



cultural diplomacy, lobbying

2 VISA INITIATIVE



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





### >>> Human Capital & Ecosystem

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





### Prague ecosystem

- SmartCity Operator
- Golemio open data platform





Al Platform



- Regional Inovation Strategy
- Urban development
- Space technologies incubator





- - Business Innovation Center
  - Prague Innovation Council



 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



