Embassy
of the Czech Republic
in Ottawa

Economic Diplomacy of the Czech Republic
&
Bilateral Cooperation with Québec

Martin Tlapa
Ambassador of the Czech Republic to Canada

Québec City, November 3, 2026

I. The Case for Economic Diplomacy

II. Czech Economic Diplomacy – overview, tools, evaluation

III. Czech Republic & Québec

The Case for Economic Diplomacy

The Case for Economic Diplomacy

Economic diplomacy has become a strategic necessity in a world marked by:

- geopolitical tensions
- deglobalisation & rising protectionism
- supply-chain disruptions
- growing competition for technologies and resources
- the growing link between economic and national security

The Case for Economic Diplomacy

The Broader Context of Economic Diplomacy:



The Case for Economic Diplomacy

Key objectives of Economic Diplomacy:

- **Diversification:** Reduce dependence on single markets / traditional markets and build partnerships across multiple regions.
- **Economic security:** Secure access to critical technologies, manufacturing capacity, energy and strategic resources.
- **National competitiveness:** Foster the internationalization of domestic companies by supporting market access, investment attraction, and participation in trusted supply chains.

Czech Economic Diplomacy

The Czech Republic at a Glance



- **Population:** 10.9 million (2026)
- **Capital:** Prague
- **Language:** Czech
- **GDP per capita (PPP):** USD 60487 (World Bank 2026)
- **EU Member State since 2004, NATO since 1999**
- **Strategic location:** Central European industrial and logistics hub
- **Quality of life:** 9th safest country in Europe (2026),16th globally for quality of life; Prague ranked as Europe’s best student city (2026)
- **Economic strengths:** Stable economic growth (2,2 % in 2026/ Czech National Bank), the EU's lowest unemployment rate (3.2%), low public debt (43.8% of GDP, among the lowest in the EU), among the world's top 30 exporters and importers (a trade balance surplus of $22.88 billion US dollars for 2025)

Czech Economic Diplomacy

The Czech Economy in Context:

- **Highly open and export-driven economy:** Exports account for around 68% of GDP, making the Czech Republic (CZ) one of the most internationally integrated economies in Europe. Exports and imports together equal about 133% of GDP.
- **Deeply embedded in the European market:** The economy is closely tied to the EU, particularly Germany, while half of exports go to neighbouring countries.
- **Industrial powerhouse:** CZ is the EU's most industrialised economy, with a strong manufacturing base led by the automotive sector.
- **Expanding global reach:** While non-EU exports remain relatively limited, trade with partners such as the UK, Canada, Switzerland, USA has been growing.
- **Value-chain challenge:** Despite its industrial strength, CZ remains concentrated in mid-value manufacturing and has scope to move higher up global value chains.

World Economy – Real GDP (annual % change)

	2021	2022	2023	2024	2025
World	6,10	3,10	2,50	2,30	2,60
Indo-pacific	6,30	3,20	4,20	3,90	3,70
ASEAN	3,90	5,50	4	4,60	4,70
EU27	6	3,50	0,60	1	1,70
Eurozone	5,90	3,50	0,60	0,80	1,50
Big Four (Europe)*	6,60	3,20	0,40	0,50	1,30
Eastern Europe**	5,90	3,80	0,80	2,30	3,10
North Africa	5,40	3,90	3,70	2,90	3,30
Subsah. Afriaca	4,40	3,40	2,40	3,30	4,10
GCC	3,20	7,70	0,80	2,50	3,60
North America	5,80	2,10	2,30	1,20	1,60
Latin America	6,80	4,10	2,40	1,70	2,60

*DE, FR, IT, UK **CZ, HU, RO, BG, PL, SK

Czech Economic Diplomacy

How Economic Diplomacy Supports Czech Entities Abroad:

- **Opportunity Identification** – spotting opportunities in foreign markets
- **Business Support** – assisting Czech entities abroad
- **Relationship Building** – connecting Czech and foreign partners
- **Market Access** – reducing barriers to trade and investment
- **Advocacy** – helping resolve issues faced by Czech entities overseas

Czech Economic Diplomacy

Club and network diplomacy:

	Number of Players	Structure	Form	Openess	Main goal
Club Diplomacy	Limited	Hierarchical	Written	Low	Signing of memoranda
Network Diplomacy	High	Flat	Oral	High	Increase bilateral trade

Czech Economic Diplomacy

Czech Economic Diplomacy Ecosystem and Key Players:

- Ministries (9 directly involved)
- Office of the Government
- Office of the President
- Czech Export Bank and Export Guarantee and Insurance Corporation
- Agencies tasked with support of export & tourism (CzechBusiness / CzechTourism)
- Business associations
  - Chamber of Commerce
  - Confederation of the Industry
  - Sectoral Associations (defense, automotive, health care, agritech, ICT etc).
- Private Sector

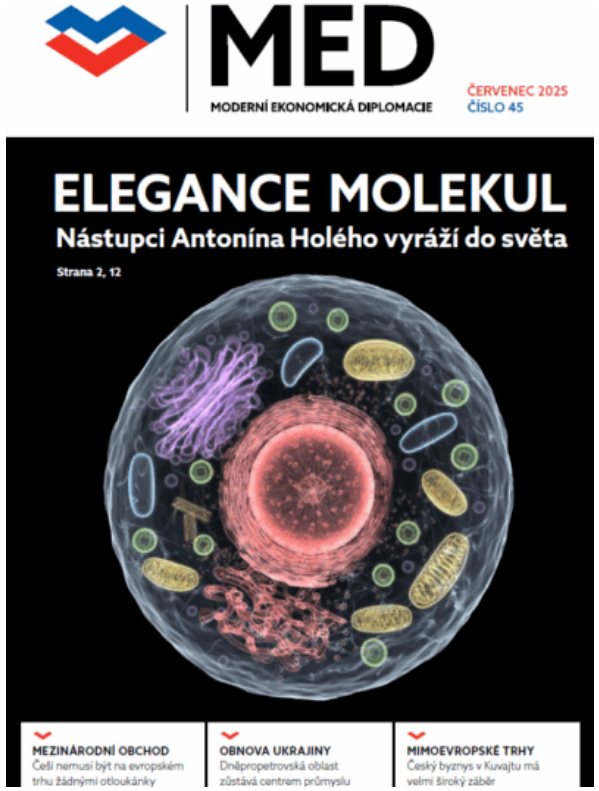


Czech Economic Diplomacy

Information for Exporters

- Modern Economic Diplomacy (MED) magazine, online at mzv.publi.cz and export.cz.
- Economic news from Embassies for Czech companies.
- Reliable, timely, locally sourced information has become increasingly important.
- Embassy articles appear on **www.export.cz** and selected pieces on the Economic Diplomacy of Czechia social media channels (Linkedin,X,Facebook)









Czech Economic Diplomacy

Country Information Reports (STI)

- Step-by-step country guide.
- Verified information from Czech Embassies.
- Covers: country profile; foreign trade and investment; trade cooperation with Czechia; basic business conditions; tariffs and market barriers; customs and cultural differences.

www.businessinfo.cz/Kanada



Souhrnná teritoriální informace:

Kanada

Zastupitelský úřad 29. 5. 2026 18:39

Kanada je konstituční monarchií s parlamentní formou vlády. Oficiální hlavou země je britský monarcha, aktuálně král Karel III., jehož skutečná role je spíš symbolická. Oficiálně ho v Kanadě zastupuje generální guvernérka, kterou král jmenuje na návrh předsedy vlády, dnes Mary Simonová, kterou v červenci 2026 nahradí Louise Arbourová. Ústřední postavou výkonné moci je předseda vlády, kterým je od roku 2025 Mark Carney, předseda kanadské Liberální strany. Parlament je tvořen Senátem a Dolní Sněmovnou. Vrcholem justiční moci je Nejvyšší soud. Hlavním městem Kanady je Ottawa, největším Toronto. Kanada je kromě tří spolkových teritorií na severu země, která mají minimální podíl na kanadském obyvatelstvu i ekonomice, rozdělena do deseti provincií. Úředními jazyky jsou angličtina a francouzština (v provincii Québec je jediným úředním jazykem francouzština, v provincii Nový Brunšvik jazyky oba), v provincii Nunavut je úředním jazykem i domorodá inuitština. Kanada patří mezi deset největších ekonomik světa. Je členem G7. Vedle dominantního sektoru služeb má Kanada vyspělý průmysl (automobilový, letecký a vesmírný), obrovské zásoby ropy, zemního plynu, uranu, potaše a dalších surovin včetně kritických minerálů, zemědělské půdy, což z ní činí významného vývozce energie, minerálů a potravin. Významná ložiska ropy (3. největší na světě po Venezuele a

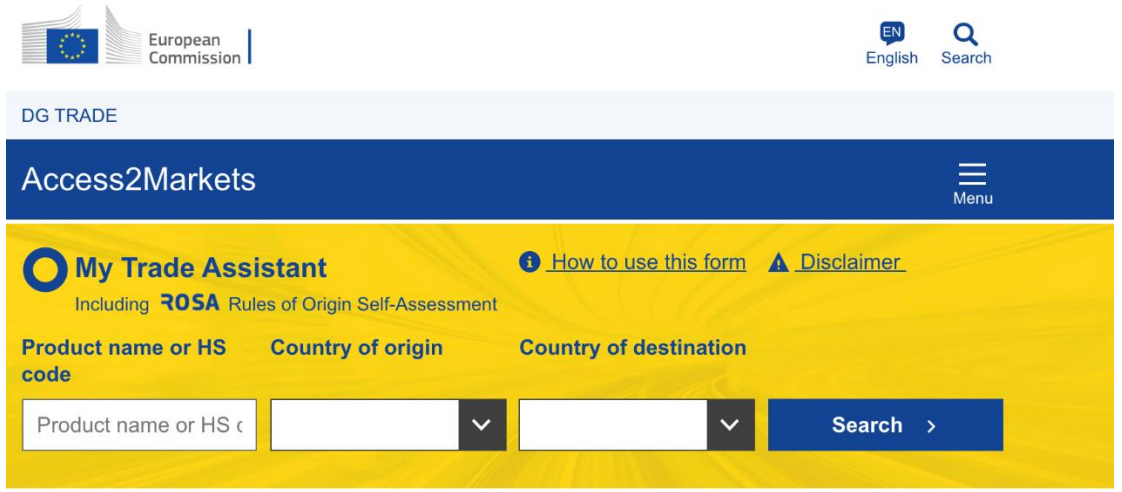
Základní údaje	
Hlavní město	Ottawa
Počet obyvatel	41,53 mil.
Jazyk	úřední jazyk angličtina, francouzština
Náboženství	Křesťanství (53 %), bez vyznání (34,6 %), Islám (4,9 %), Hinduismus (2,3 %)
Státní zřízení	pluralitní demokratická federativní konstituční monarchie s dvoukomorovým parlamentem
Hlava státu	Karel III., zastoupen generální guvernérkou (od 2021 Mary Simon)
Hlava vlády	Mark Carney
Název měny	Kanadský dolar (CAD)

https://www.businessinfo.cz/kanada 1

Czech Economic Diplomacy

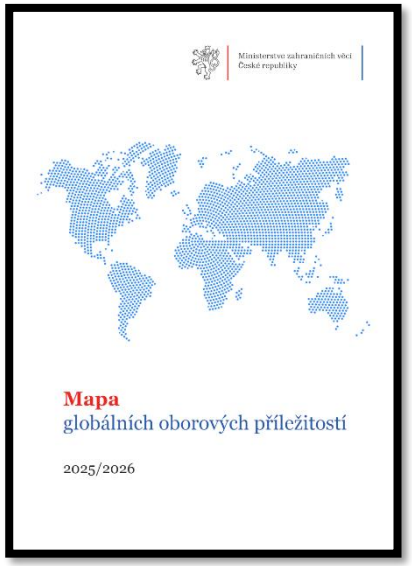
Other Essential Verified Free Information Sources

- European Commission Access2Markets portal (replacing the Market Access Database).
- Useful for trading with non-EU countries.
- Information on customs duties, taxes, procedures and formalities.
- Required documentation and how to complete it.
- Statistics.



Czech Economic Diplomacy

Global Sectoral Opportunities Map (MOP):



- A unique overview of key sectoral opportunities for Czech exporters.
- Practical insights from economic diplomats.
- Updated annually.
- Electronic map available by sector and by territory.
- Helps identify promising opportunities for Czech exporters in foreign markets.



mzv.publi.cz

Czech Economic Diplomacy

Global Sectoral Opportunities Map (MOP):



- Canada has long been among the world's ten largest economies and is characterized by a stable institutional framework, a high degree of openness, and abundant natural resources. The Canadian economy has a diversified structure, with the services sector accounting for approximately 70% of gross domestic product (GDP). Industry, energy, and natural resource extraction also continue to play an important role.

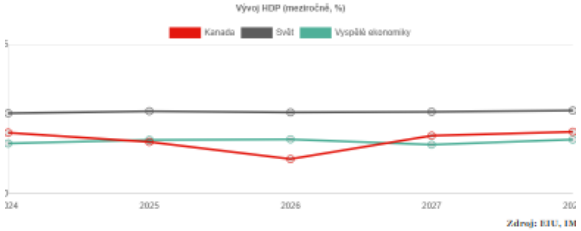
- According to Statistics Canada, real GDP growth reached approximately 1.7% in 2025. Economic performance in 2026 has been assessed as moderate and uneven, reflecting global uncertainty, trade tensions, and weakening domestic demand. In its 2026 projections, the Bank of Canada expects growth of around 1.1–1.4%, reflecting subdued investment activity and the country's structural challenge of low labour productivity.

- The unemployment rate hovered around 6.7% in the spring of 2026, with particularly negative trends among younger workers and in sectors dependent on domestic consumption.

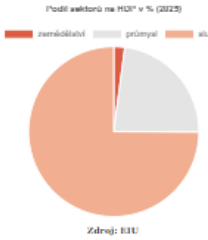
- Canada is one of the world's most open economies, with trade in goods and services equivalent to approximately one-third of national income. The United States remains by far Canada's most important trading partner, accounting for roughly 71% of Canadian merchandise exports in 2025. This high level of concentration represents a long-term strategic vulnerability, which the Canadian government is seeking to address through the diversification of export markets, particularly toward the European Union and the Indo-Pacific region.

Ukazatel	2024	2025	2026	2027	2028
Růst HDP (%)	2,05	1,74	1,17	1,95	2,08
Veřejný dluh (% HDP)	106,57	107,53	106,35	104,46	102,16
Míra inflace (%)	2,38	2,07	2,92	2,50	2,20
Populace (mil.)	39,74	40,13	40,47	40,78	41,09
Nezaměstnanost (%)	6,35	6,83	6,53	6,05	5,80
HDP/obyv. (USD, PPP)	67985,60	70452,84	72506,19	75289,37	77957,58
Bilance běžného účtu (mil. USD)	-11074,80	-22007,30	-11420,15	-17779,79	-12682,99
Saldo obchodní bilance (mil. USD)	-5275,70	-22677,70	-20130,74	-26566,66	-20984,08
Průmyslová produkce (% změna)	0,02	-3,38	-1,23	2,87	2,42
Exportní riziko OECD	N/A	N/A	N/A	N/A	N/A
Predikce EIU					

Zdroj: EIU, OECD, IMD, Bank of Canada



Zdroj: EIU, IM



Zdroj: EIU

Top 4 importní partneři 2024 (%)	
Spojené státy americké	50,78
Čína	11,85
Mexiko	6,35
Německo	3,18

Zdroj: EIU

Top 5 import dle zboží 2024 (mld. USD)	
Celkem	554,3
Automobily osobní aj. vozidla pro dopravu osob	39,9
Vozidla motorová k dopravě zboží a pro účely speciální	20,0
Díly a příslušenství vozidel motorových	18,7
Oleje ropné, oleje z nerostů živičných (ne surové), přípravky z nich j. n.; odpadní oleje	15,6
Nezatříděno dle druhu	15,1

Zdroj: Trade Map (International Trade Center)

Czech Economic Diplomacy

Global Sectoral Opportunities Map (MOP): Priority Sectors in Canada

- Defence and Security
- Healthcare and Pharmaceuticals
- Automotive Industry
- Civil Aviation and Space
- Mining and Oil Technologies
- ICT, Electronics and Cybersecurity
- Energy
- Agriculture and Food Industry
- Transport Infrastructure
- Research, Development, Innovation and Education



Czech Economic Diplomacy

In-person and online events for Czech Companies

- **Economic Diplomats' Conference:** sector roundtables with business associations and ministries; around 1,500 one-to-one consultations with Czech firms
- **Honorary Consuls' Meeting:** sector presentations and company visits
- **Country and regional seminars** in Prague and the regions
- **Online workshops** for sectoral associations



Czech Economic Diplomacy

Economic Diplomacy Export Services – Direct B2B/B2G Assistance

Company Inquiries

- **Basic information requests** from Czech companies.
- Examples: import regulations, lists of potential partners, key contacts, or market information.
- **~1,500 inquiries annually**

Individual Services

- **Tailored market research and business intelligence** for specific export opportunities.
- Example: detailed analysis of wine market-entry requirements in Canada, including regulatory guidance and relevant local contacts.
- **~450 services annually**

Major Economic Opportunities (A+)

- **Identification of major business, investment, and public procurement opportunities.**
- Example: early identification of a medical-device tender for a new hospital in Québec and outreach to potential Czech suppliers.
- **~200 opportunities annually**

Czech Economic Diplomacy

Dedicated Financial Instruments: PROPED (Economic Diplomacy Projects)

- **Targeted export-promotion projects** organized by Czech embassies and consulates.
- **Formats:** trade fairs, business missions, conferences, seminars, presentations, and online activities.
- **Jointly funded and implemented** by the MFA and 8 partner ministries since 2017.
- **Every year** >250 projects
- **Cross-government cooperation** spanning industry, agriculture, defence, health, transport, cyber security, environment, and regional development (tourism).









Czech Economic Diplomacy

Dedicated Financial Instruments: PROPEA – Projects Supporting Economic Activities Abroad

- **PROPEA** supports the international expansion of Czech companies.
- **Delivered in partnership** with the Czech Chamber of Commerce and the Confederation of Industry.
- **Complements Embassy, CzechBusiness services.**

- **Uses vetted local experts** to reduce market-entry and operational risks.
- **Co-financed by companies (30%)** to ensure commitment and sustainability.
- **PROPEA has operated since 2020.**
- **Locations include:** Shanghai, Beijing, Yangon, Brasília, Mexico City, New York, Abu Dhabi, Tel Aviv and Canberra.

Typical services: business plans, legal and financial analysis, marketing, product and trademark registration, and company incorporation.

Czech Economic Diplomacy

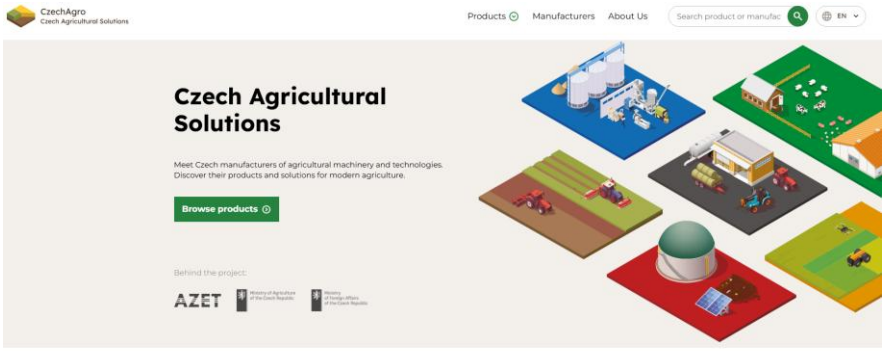
Integrated Offers of Czech Solutions

- **Sectoral Development Platform** – connecting development cooperation with Czech expertise
- **Funding of up to CZK 1 million** for business associations and company consortia
- **Strengthens private-sector capacity** and contributes to local development
- **Promotes integrated Czech solutions** rather than individual products
- **Focus areas include** healthcare, rail transport, agricultural farm and border protection









The Czech Republic & Québec

Bilateral relations the Czech Republic - Québec

- **Long history of cooperation** (diplomatic relations between Czechoslovakia and Canada built from Québec: 1st ever Czechoslovak Consulate in Canada opened in Montréal 1920, Consulate General since 1923, while the Embassy in Ottawa opened later, in 1942).
- **Czechs and Québecois as natural partners** *(similar population, CZ: 10,9 mil.; QC: 9,1 mil., shared culture, values and joint interests), Czechia is an observer in the Francophonie since 1999)*
- **Czech community in Québec** (4th largest Czech diaspora in Canada, Montréal traditionally the entry city, 5700 compatriots; Czech school in Montréal; Summer Camp Hostýn)
- **Cultural exchanges** (1967 Expo in Montréal; annual Summer Film School at FAMU (Czech Film Academy) brings Québec students from UQAM (Université du Québec à Montréal¨to Prague every year, 10th edition in 2027)
- **ICAO seat in Montréal** (CZ founding member in 1944, air transport is key topic for CZ)
- **University cooperation** (**McGill** - the Prague University of Economics and Business; **l'Université Laval** - the Czech Technical University in Prague, the University of Life Sciences in Prague, the Prague University of Economics; **Horizon Europe projects** on Traumatic Spinal Cord Injury involving **École Polytechnique de Montréal** and Palacký University in Olomouc; etc.)

Bilateral trade & investment – the Czech Republic & Canada



2025: Record Bilateral Trade

- **Czech exports to Canada: CAD 1.2 billion (+6%)**
- **Canadian exports to Czechia: CAD 357.5 million (+23%)**
- **Key Czech exports: machinery, electrical equipment, automotive components**
- **Key Canadian exports: aircraft, advanced technologies, agricultural products**

Bilateral trade & investment – the Czech Republic - Québec




Trade: Main Québec Exports (2025)

- **CAD 192 million in exports (53% of total Canadian Export to the Czech Republic)**
- Aerospace: **CAD 114M**
- Explosives & defence products: **CAD 28M**
- Medical and precision instruments: **CAD 5M**
- Pharmaceuticals: **CAD 4M**
- Confectionery: **CAD 3.5M**

- **Priority economic sectors for cooperation**
  - Aerospace
  - Machinery & Engineering
  - Energy & mining
  - Research and Innovation (Horizon Europe Projects)
  - Healthcare
  - Tech & AI
  - Agricultural products and agritech
- **Investments**

Bilateral trade & investment – the Czech Republic - Québec

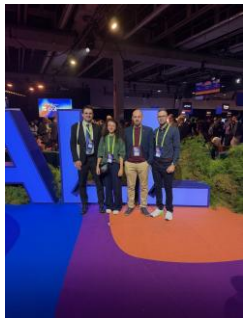
Czech companies with offices in Québec

- Wikov / Litostroj
- Delong Instruments

Quebec-headquartered companies in CZ

- Bell Helicopter Textron Canada (Mirabel, Quebec)
- Bombardier Recreational Products (BRP) (Valcourt, Quebec)
- CGI Inc. (Montreal, Quebec)
- Cordiant Capital (Montreal, Quebec)

Recent business and R&D activities with Québec





- **Czech Environmental Technology Mission to Québec and Ontario** (October 2026)



- **Czech AI Delegation at ALL IN Montréal** (September 2026)



- **International Aerospace Innovation Forum** (April 2026)
- **SIAL Canada Food Show in Montréal** (April 2026)
- **Québec Aerospace Mission to the Czech Republic** (October 2025)



- **INCYBER Forum Montréal** (October 2025)
- **Wine Masterclass in Montréal** (October 2025)

How EU-Canada partnership benefits to the Czech Republic – Québec cooperation

Summit EU-Canada – key outcomes:

- Digital Trade Agreement
- EIB financing for projects in Canada
- Erasmus+ negotiations

Where are the opportunities for CZ-QC:

- SAFE, space (MDA – satelites centre in Montréal / Sainte-Anne-de-Bellevue)
- Horizont (e.g. Quantum, AI)
- ERASMUS+
- Arctic
- Critical raw minerals, renwables, (LNG?)

Czech Embassy plans in QC:

- 03/2027 – CZ pavillion at Aeromart Montreal
- 04/27 – CZ Pavilion at Raspipav, Montréal
- 03/27 - Incoming mission to CZ (breweries)
- 09/27 - Czech AI mission to Montréal All IN

Future next steps:

- Political meetings
- Bilateral business missions
- University agreements & projects
- Québec delegation / trade office in the Czech Republic in the future?

Embassy
of the Czech Republic
in Ottawa

Thank You for Your Attention!

Merci de votre attention !

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