



Embassy of the Czech Republic  
in London

## **Embassy of the Czech Republic in London**



**“Czech Republic 100”**



**London 2016-2018 Public Relations and  
Cultural Policy Framework**



## **“Czech Republic 100”: Opportunities in London and other parts of Great Britain in 2016 – 2018**

At the foundation of modern British-Czech relations lies a strong historical tradition of building democratic societies, fighting against fascism or other forms of repression, and the defence of freedom and human rights. Relations between the two countries are generally guided by our membership in NATO and still the European Union. A substantive part of the bilateral relation in the long run consists of stable trade relations, a steadily growing interest of British investors in the Czech market, and cultural and educational presentations, contacts and exchanges, especially among universities. Relations are further shaped by approximately one hundred thousand Czech citizens living in the United Kingdom who constitute the largest Czech expatriate community of its kind in the world.

Nonetheless, the essence of contemporary British-Czech relations, areas and methods of productive mutual cooperation is ambiguous. We have reached a new phase in our search for ways to utilise the relations to their maximum potential, to contribute to a new dynamic in these relations, and to help identify new Czech interests in this traditional territory. When we overlook the many differences which affect our relations we find that the Czech Republic is an attractive partner for the United Kingdom in areas where it offers originality, high quality, and opportunities and services which are not always readily available in the United Kingdom. When the United Kingdom leaves the European Union, these valuable differences will become of an even greater importance. The Embassy will therefore aim, without narrowing the general framework of cooperation or discouraging collaboration in other areas, to develop cooperation in the following sectors: a) industry, technology, science and innovation; b) culture and arts; c) tourism with an emphasis on medical tourism.

The ambition of the Embassy is to present the Czech Republic as an attractive destination, as a partner which has plenty to offer, and as a country, not only with many original products and cultural, artistic and historical values and standards but, also and especially, a country of unique ideas and approaches. To this end the Embassy will take advantage of symbols relevant to the bilateral relation. The most important ones are tied with the year 2018, the 100th anniversary of the 1918 founding of Czechoslovakia and modern Czech statehood, as well as the 50th anniversary of the 1968 Prague Spring. Both of these events were, and are, widely known to the British public and have rallied a lot of sympathy and support. The Embassy will utilise this unique ideological and symbolical platform to build its medium-term project **“Czech Republic 100”** in cooperation with many partners. In the three years’ framework of this project, the best products and activities of the Czech Republic - **Czech Top 100** - will be introduced.

The project, with its own logo, will consist of various activities and events over the next two years and will culminate in a **Czech Week in London** in 2018. This

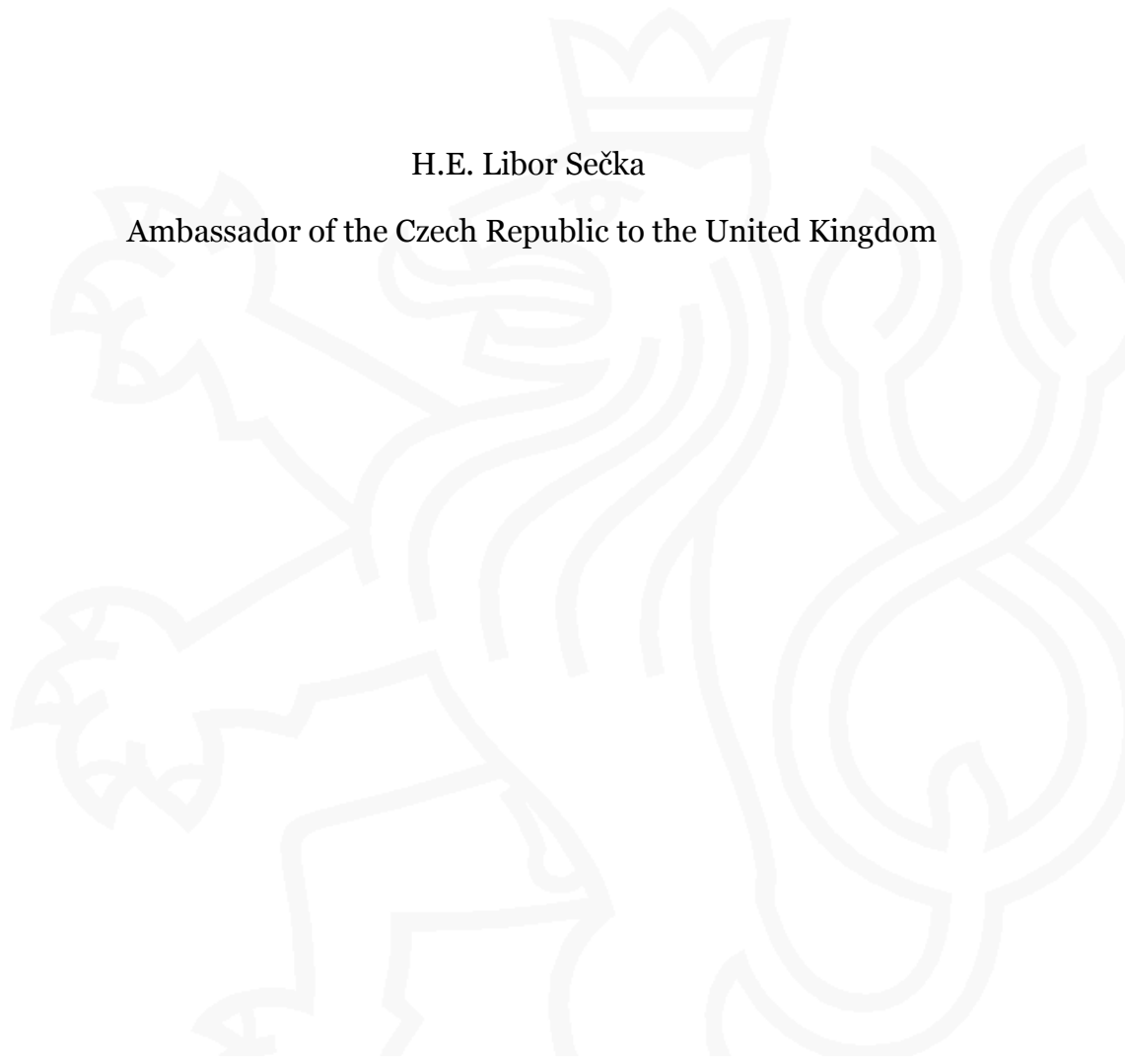


“week” will introduce a variety of the best from Czech engineering and the heights of Czech science and art. Among other events, there will be a concert by the Czech Philharmonic Orchestra in Hyde Park, a Czech Heart Day in London presenting health care of the human heart including the prevention of heart attacks, a Day of Czech Nanotechnologies, and an exhibition of Czech visual arts. The week will be launched and/or concluded by the President or the Prime Minister of the Czech Republic as part of a larger state reception.

Undoubtedly, this is a very ambitious and demanding project, both in terms of organisation and resources. We expect to secure a combination of private and public funding and have already begun talks with several potential partners. This project will require rigour, patience, improvisation and compromise in order to capture attention and attract support and understanding on all sides. This project steps out of existing practice and thus raises questions and uncertainty. It is a live project, an attempt whose future will partly depend on circumstances at the time. Nonetheless, it brings a new charge, a hope of achieving something useful and a purpose for which no effort should be regretted. It presents a new, original path, to which the alternative is the ordinary, the stereotypical, the average. The Czech Republic deserves such a path in the United Kingdom.

H.E. Libor Sečka

Ambassador of the Czech Republic to the United Kingdom





## **Activities in 2016**

- **A series of chamber music concerts**
  - a) September - Wind Quintet Concert on the occasion of the Czech National Day
  - b) September - Wind Quintet Concert, Embassy of Slovakia
  - c) December – Christmas String Quartet Concert
- **State reception on the occasion of the Czech National Day**
  - Residence of the Czech Ambassador in Hampstead, London
- **Open Door to Cambridge**
  - A study visit of Czech high school students to Cambridge that will make them familiar with the opportunities offered by the university (6-8 students, 5 days)
- **Opening of the academic year**
  - A cocktail event to greet Czech and Slovak students in the UK on the occasion of the start of the new academic year
- **Czech Christmas celebrated in London**
  - Czech-style Christmas celebration organised by the Czech government agencies located in the United Kingdom – Czech Centre London, Czech Tourism, CzechInvest and CzechTrade
- **Special logo “Czech Republic 100”**



## **Envisaged Activities in 2017**

- **A series of chamber music concerts**
  - a) Ivo Kahánek – the most famous contemporary Czech piano player
  - b) Series of various music bodies of the Czech Philharmonic
- **International Conference on Digitalisation**
  - Conference in London comprising of major telecommunications and digital media companies from Central Europe and the UK
- **Czech Heart Day**
  - A special conference featuring Czech achievements in the field of cardiology in cooperation with Prof. Jan Pirk (IKEM Prague) and Prof. Jan Marek (Great Ormond Street Hospital for Children, London)
- **Škoda Day**
  - Presentation of the most important Czech car producer at the Ambassador's residence
- **Czech Supplier Day**
  - A business seminar and presentation of mechanical engineering and manufacturing opportunities for Czech suppliers on the British market
- **Czech Beer Day**
  - Business seminar and a presentation of Czech breweries for British buyers and distributors
- **A series of Exhibitions**
  - a) Pavel Brázda - retrospective, Art Gallery of the Library of Birmingham
  - b) Hynek Martinec – Czech National Gallery Exhibition – preview
- **Czech Republic as a health tourism destination**
  - A conference and a trade fair
- **A Great Light Show on the occasion of the reopening of the Czech Embassy in London**
  - On the day of the Czech National Holiday and the State Reception. Great Light Show by contemporary Czech artists on the premises of the Embassy



## **Envisaged Activities in 2018**

- **A series of Exhibitions (continued)**
  - Vladimír Kokolia - retrospective, IKON Gallery Birmingham
- **Czech Week In London :**
  - a) Czech Nano Day (in cooperation with the Association of the Nanotechnology Industry of the Czech Republic)
  - b) Concert: Grand concert of the Czech Philharmonic in Hyde Park
  - c) Czech Art in the 1960's - photography, design, film
  - d) Czech Republic – “More than Prague” – ideal tourist destination
  - e) “Czech Universities Day” – a conference and a fair of Czech Universities
- **State reception on the occasion of the Czech National Day**

Parallel to envisaged activities, the Embassy of the Czech Republic created a “Czech map of London” - a virtual internet project that maps and gives publicity to important Czech personalities in London who achieved an important status, success or unique enterprise (architects, doctors, sportsmen, artists and others). The second part of the map will reflect on important places relating to contemporary and past Czech footprint in London.

The programme “Czech Republic 100” will gradually be complemented in close coordination with the Czech government agencies located in the United Kingdom – Czech Centre London, Czech Tourism, CzechInvest and CzechTrade.



## General partners



## In cooperation with



Czech British Chamber  
of Commerce



ZNOVÍN ZNOJMO, a.s.  
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