



Ministry of Foreign Affairs
of the Czech Republic

Welcome to the Czech Republic



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Basic Facts about the Czech Republic



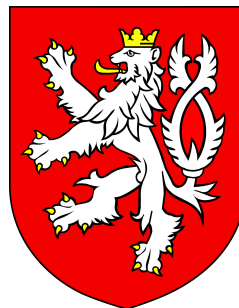
Flag of the Czech Republic



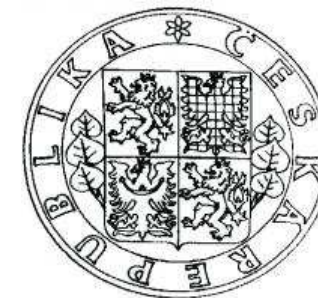
Czech State Emblem



Flag of the President



Small State Emblem



State Seal



Basic Facts about the Czech Republic

- Area: 78.864 km²
- Population: 10.266.000
- Official language: Czech
- Political system: Parliamentary Republic
- Head of state: President
- Currency: 1 Czech Crown (CZK)
- Capital: Prague
- Administrative division: 14 regions
- Membership in organisations: EU, NATO, IMF, WB, WTO, OECD



Basic Facts about the Czech Republic

- Time zone: GMT + 1
- Average temperatures: summer: +20°C / 68°F
winter: -5°C / 23°F
- International country code: +420
(calling abroad from the Czech Republic: 00 + country code + number)
- TV / Video system: PAL
- Voltage: 120/230V, 50Hz/AC



Basic Facts about the Czech Republic

- System of weights and measurements:
 - Metric system (kilometer, meter, kilogram, gram)
- Payment system:
 - International credit cards are accepted (Eurocard/MasterCard, American Express, VISA, Diner's Club, Japan Credit Bureau, Access and Carte Blanche)



- Mobile telephone operators:
 - Cellular system – GSM
 - Telefonica O2, T-Mobile, Vodafone





Basic Facts about the Czech Republic



Health care for foreigners:

Whether you arrive in the Czech Republic as a tourist, student, or you are going to stay here temporarily or settle down here for good, you need a „card“ that will prove that you have health insurance. If you need urgent medical care and do not have the insurer's card with you, you will still receive the medical care, of course!





Basic Facts about the Czech Republic



You can find information about the precise procedure for health insurance here:

<http://www.czech.cz/cz/93401-zdravotni-pojisteni-cizincu>

For more information about social security visit following websites:

<http://www.mpsv.cz/cs/603>

<http://www.mpsv.cz/en/1877>





Driving regulations

- Zero alcohol tolerance;
- Ban on holding telephones and other communication devices while driving;
- Mandatory use of seat belts;
- Mandatory use of headlights at all times;
- Children up to 36kg or 150cm must use a children's car seat
- Mandatory use of helmets by cyclists and motorcyclists





Driving regulations

Speed limits:

- Within town limits: 50 km/h
- Roads: 90 km/h
- Motorways: 130 km/h
- Motorcycles: 90 km/h
- Trucks over 3.5t: 80km/h



Fees / motorway stickers:

Yearly / Monthly / 7-day

Motorway stickers can be purchased at the border, at the petrol stations and post offices



Basic Facts about the Czech Republic

Opening hours of shops and other services:

- Shops: 9 a.m. – 6 p.m. on weekdays
9 a.m. – 1 p.m. on Saturdays
- Shopping centres are also open on Sundays
- Banks: 8. a.m. – 6 p.m. on weekdays
- Pharmacies: same as shops; larger (regional) towns have pharmacies with 24/7 operation



Basic Facts about the Czech Republic

Important contacts:

- Integrated Rescue System:
- **112** – Single European emergency number

150 – Czech Fire Brigade



155 – Paramedic service



158 – Czech police





Useful Links:



Ministry of Foreign Affairs
of the Czech Republic

Ministry of Foreign Affairs

www.mzv.cz



The Official Czech Republic Website

www.czech.cz



Trade Promotion

www.czechtrade.cz



Investment and Business Support

www.czechinvest.cz



Useful Links:



CzechTourism – tourist information
www.czechtourism.cz



Czech Centres – cultural activities abroad
www.czechcentres.cz



Government of the Czech Republic
www.vlada.cz



Chamber of Deputies of the Parliament
www.psp.cz



Senate of the Parliament
www.senat.cz



Foreign Policy of the Czech Republic

The basic upcoming priorities of Czech foreign policy are:

- to strengthen the security of the Czech Republic, analyse threats and counter them;
- to promote the Czech Republic's economic and trade interests abroad, including energy security;
- to strengthen the Czech Republic's positive image and perception abroad;
- to foster good relations with neighbouring countries and strengthen regional cooperation;



Foreign Policy of the Czech Republic

- to support an operational, politically and economically strong European Union;
- to maintain and strengthen the transatlantic link;
- to promote respect for human rights and democracy worldwide (using the transition and development cooperation instruments);
- to strengthen the European integration of Eastern and South-Eastern Europe.



Foreign Policy of the Czech Republic



Security and Defense Policy

- NATO collective defense system – basic pillar of Czech Republic's security.
- Support of the development of an effective and responsive EU Common Security and Defense Policy while taking into account our NATO commitments. Both organisations need to complement each other. Cooperation with the United States is essential.
- Active military and civilian involvement in NATO, EU and UN missions to manage crises and consolidate post-conflict situations.



Foreign Policy of the Czech Republic



- Czech troops served e.g. in:
 - **Afghanistan** (ISAF - Czech Provincial Reconstruction Team in Logar, Field Hospital and Chemical Detachment, Enduring Freedom - Special Forces),
 - **countries of former Yugoslavia** (UNPROFOR, IFOR, SFOR, SFOR II, KFOR, EUFOR Althea),
 - **Kuwait** and **Iraq** (NATO Training Mission, Military Police, Field Hospital, Chemical, Biological and Radiological Protection Unit)



Foreign Policy of the Czech Republic



Czech Republic and the European Union

- Czech Republic is a medium-sized member of the EU (2.1 % of the population and 1.2 % of the GDP of the EU).
- Functioning European market and energy security are key interests for our open and export-oriented economy.
- The Common Foreign and Security Policy (CFSP), alongside with the Common Commercial Policy and the EU's thematic and territorial financial instruments, is an essential vehicle for enabling the Member States to influence important processes in the international community and the handling of global problems.



Foreign Policy of the Czech Republic



- Emphasis on common values, including democracy, rule of law, freedom, and respect for human rights and human dignity as the cornerstone of the EU's external action.
- Emphasis on effectiveness of EU's institutional projects – such as EU enlargement, the European Neighborhood Policy, and, in particular, the Eastern Partnership and related financial instruments in promoting stability and prosperity in the vicinity of the EU, including the Western Balkans, Eastern Europe, the Southern Caucasus and the Middle East.



Foreign Policy of the Czech Republic



History of the Czech Republic in the EU:

- 1996 – Request for EU membership
- June 2003 – A referendum on joining the EU was held in the Czech Republic and the proposal was supported by 77%
- 1 May 2004 – The Czech Republic joins EU
- December 2007 – Part of the Schengen Area
- January - June 2009 - EU presidency of the Czech Republic



Foreign Policy of the Czech Republic



Promotion of Democracy and Human Rights

- Drawing on specific experience of the Czech Republic gained in its own process of social transition and nonviolent resistance to a totalitarian regime.
- Focus on universal support for civil society and human rights defenders, independent media and free access to information, strengthening the rule of law as well as good and democratic governance.
- Transition Assistance Programme of the Czech Republic - basis for an active financial support for NGO projects.
- Advocacy of human rights and democracy at international fora, including the EU (facilitating the best possible use of the EU's financial instruments).
- Czech Republic currently serves as an elected member on the UN Human Rights Council (June 2011 – June 2014).



Foreign Policy of the Czech Republic



Development Cooperation

- The Czech Republic is able to rely on its own transition experience.
- Basic principles: respect for development objectives and the needs of partner countries, long-term commitments and mutual accountability, emphasis on the strengthening of civil society, good governance and capacity building, as well as, in all activities, on the protection of human rights, development of democracy and care for the environment.



Foreign Policy of the Czech Republic



- Five “programme countries”: - Afghanistan,
- Bosnia and Herzegovina,
- Ethiopia,
- Moldova,
- Mongolia
- and five “project countries”: - Georgia,
- Cambodia,
- Kosovo,
- Serbia,
- the Palestinian Autonomous Territories
- Focus on the environment, agriculture, social development (including education and health services) and economic development.



Economy

Basic economic facts

• Currency:	Czech Crown (CZK)
• GDP rate of growth:	+ 2.3% (2010)
• Consumption of households:	+ 0.5% (2010)
• Consumption of government:	- 2.4% (2010)
• GDP deflator:	- 0.8% (2010)
• Average inflation rate:	+ 1.5% (2010)
• Unemployment rate:	+ 7.3% (2010)



Economy

Industry:

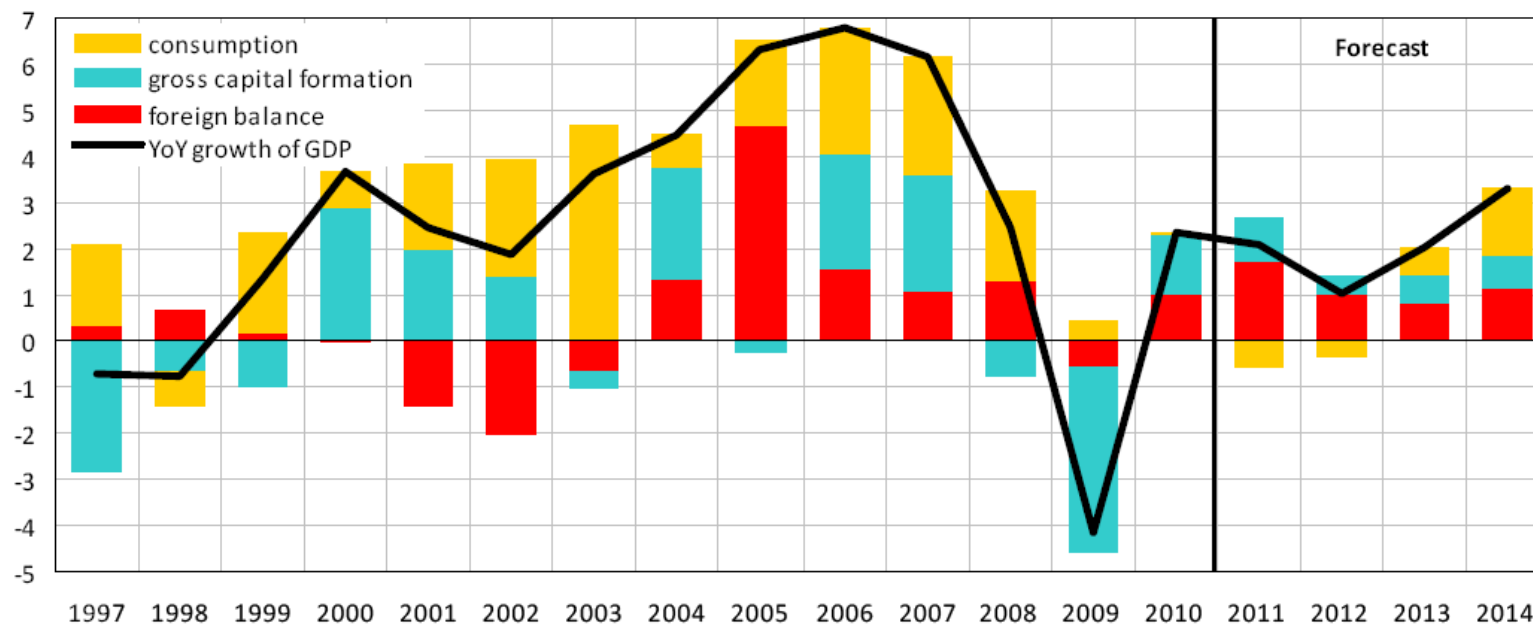
- Metallurgical and metalworking industry: 15.3 %
- Transport means and equipment production: 14.4 %
- Food industry: 12.8 %
- Chemical industry: 6.6 %
- Engineering industry: 5.8 %



Economy

Gross Domestic Product (real)

(in constant prices, decomposition of the YoY growth, in percentage points)



Sources: CZSO and Ministry of Finance's own calculations



Economy

Forecast of Macroeconomic Indicators

		2008	2009	2010	2011	2012	2011	2012
		Forecast					Previous forecast	
Gross domestic product	<i>growth in %, const.pr.</i>	2.5	-4.1	2.3	2.5	2.5	1.9	2.3
Consumption of households	<i>growth in %, const.pr.</i>	3.6	-0.2	0.2	0.5	2.0	0.7	1.9
Consumption of government	<i>growth in %, const.pr.</i>	1.1	2.6	-0.1	-2.4	-2.1	-3.4	-2.5
Gross fixed capital formation	<i>growth in %, const.pr.</i>	-1.5	-7.9	-3.1	1.9	3.2	0.7	3.2
Cont. of foreign trade to GDP growth	<i>p.p., const.pr.</i>	1.3	-0.6	1.0	1.9	1.1	1.8	1.1
GDP deflator	<i>growth in %</i>	1.8	2.5	-1.2	-0.8	2.6	-0.5	2.7
Average inflation rate	<i>%</i>	6.3	1.0	1.5	2.3	3.5	2.1	3.2
Employment (LFS)	<i>growth in %</i>	1.6	-1.4	-1.0	0.2	0.4	0.2	0.5
Unemployment rate (LFS)	<i>average in %</i>	4.4	6.7	7.3	6.7	6.4	6.9	6.5
Wage bill (domestic concept)	<i>growth in %, curr.pr.</i>	8.7	0.0	1.2	2.3	4.4	2.1	4.4
Current account / GDP	<i>%</i>	-0.6	-3.2	-3.8	-3.9	-3.6	-4.0	-3.4
<u>Assumptions:</u>								
Exchange rate CZK/EUR		24.9	26.4	25.3	24.2	23.5	24.1	23.5
Long-term interest rates	<i>% p.a.</i>	4.6	4.7	3.7	4.0	4.3	4.1	4.3
Crude oil Brent	<i>USD/barrel</i>	98	62	80	110	112	95	96
GDP in Eurozone (EA-12)	<i>growth in %, const.pr.</i>	0.3	-4.1	1.7	1.9	2.0	1.7	2.0



International comparison

GDP per capita – using current purchasing power parities

		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
									<i>Prelim.</i>	<i>Forecast</i>	<i>Forecast</i>
Slovenia	PPS	17 300	18 800	19 600	20 700	22 100	22 800	20 700	20 900	21 600	22 300
	EA12=100	75	78	79	79	80	83	80	79	79	80
Greece	PPS	19 200	20 300	20 400	21 800	22 500	23 100	21 800	21 500	21 000	21 000
	EA12=100	83	85	82	84	82	84	85	81	77	75
Czech Republic	PPS	15 200	16 300	17 000	18 200	19 900	20 200	19 300	19 500	20 100	20 500
	EA12=100	66	68	69	70	73	74	75	73	74	73
Portugal	PPS	16 400	16 700	17 800	18 600	19 600	19 500	18 900	19 800	20 100	20 400
	EA12=100	71	70	72	71	71	71	73	74	74	73
Slovakia	PPS	11 500	12 300	13 500	15 000	17 000	18 100	17 200	18 100	18 800	19 800
	EA12=100	50	52	55	57	62	66	67	68	69	71
Estonia	PPS	11 300	12 400	13 800	15 600	17 500	17 200	15 000	15 700	16 500	17 800
	EA12=100	49	52	56	60	64	63	58	59	61	64
Poland	PPS	10 100	11 000	11 500	12 300	13 600	14 100	14 300	15 300	16 000	17 000
	EA12=100	44	46	46	47	49	51	55	57	59	61
Hungary	PPS	13 000	13 700	14 200	14 900	15 400	16 000	15 000	15 500	15 900	16 400
	EA12=100	56	57	57	57	56	59	58	58	58	59
Lithuania	PPS	10 200	11 000	11 900	13 100	14 800	15 400	12 900	14 200	14 800	15 700
	EA12=100	44	46	48	50	54	56	50	53	54	56

Sources: Eurostat, OECD, IMF and Ministry of Finance's own calculations



Economy

Fiscal Policy Aims of Current Coalition Government

- government debt at the end of 2011 is estimated at 40.5% of GDP
- in 2010, according to the preliminary estimates, the general government deficit has reached 4.8% of GDP
- tax, healthcare, social and pension reforms
- the deficit is expected to be reduced to 3.7% of GDP in 2011 due to favourable interest costs and decrease in investment grants for projects co-financed from the EU budget
- risk: adoption of the property settlement with churches and religious communities would increase the deficit by 1.5 p.p. in 2012
- improvement in the general government balance to 1.9% of GDP in 2014
- achieve balance in the general government sector in 2016



Economy

Monetary Policy, Interest Rates and Exchange Rates

- CNB's inflation target as annual consumer price index growth of 2% with a tolerance band of $\pm 1\%$, effective from January 2010
- interest rate for 2W repo operations stood only at 0.75% in the third quarter of 2011
- the average value for 3M PRIBOR stagnated in the third quarter of 2011 at 1.2% and a moderate decrease to 1.1% is expected in 2012
- deterioration of the situation in the financial markets and increase in the risk aversion led to a gradual weakening of the exchange rate in the third quarter of 2011, we expect an average exchange rate of 24.3 CZK/EUR and 17.5 CZK/USD in 2011

The Czech Republic's rating in October 2011:

- STANDARD & POOR'S – an increase from A to AA- in August
- MOODY'S and FitchRatings – A1

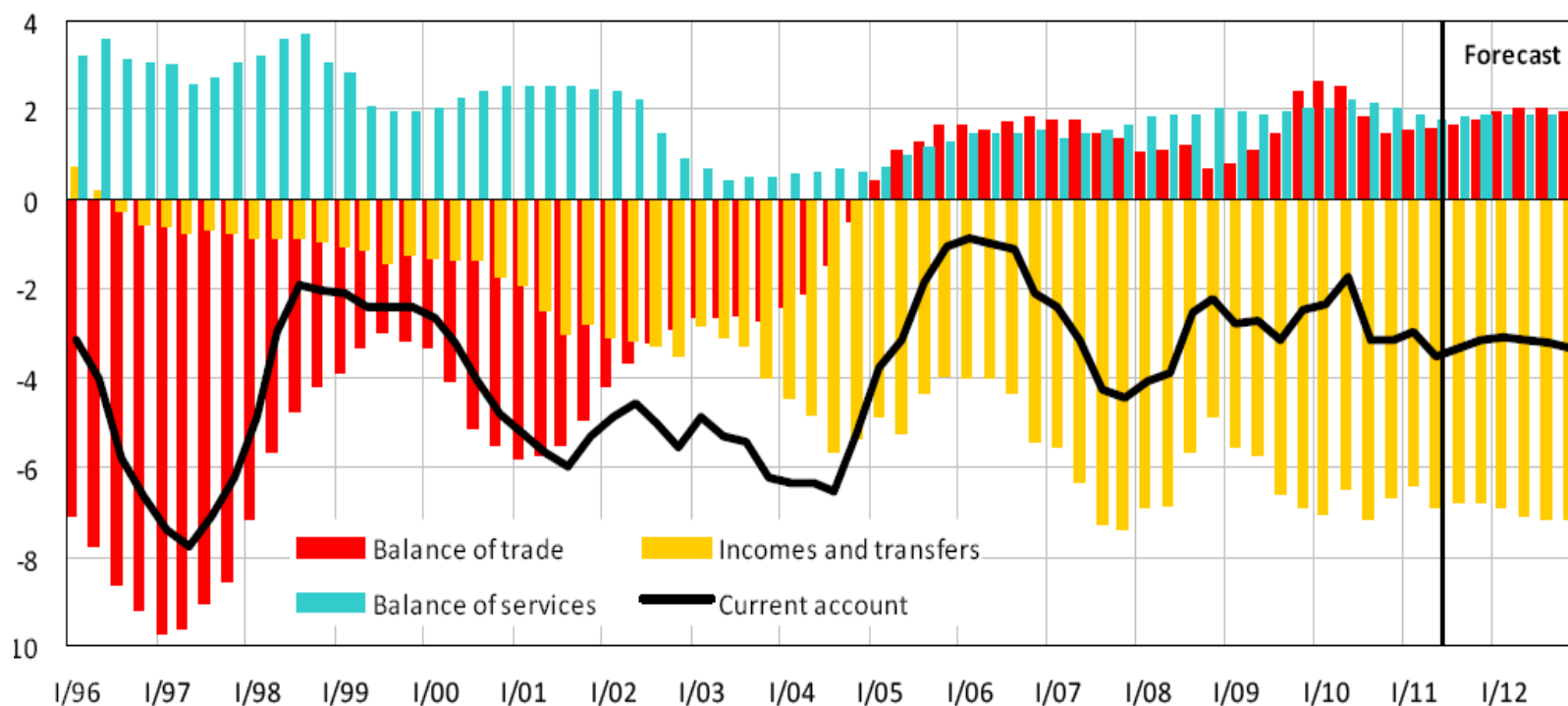


Economy

External Economic Relations

Current Account

(moving sums of the latest 4 quarters, in % of GDP)



Sources: CNB and Ministry of Finance's own calculations



Economy

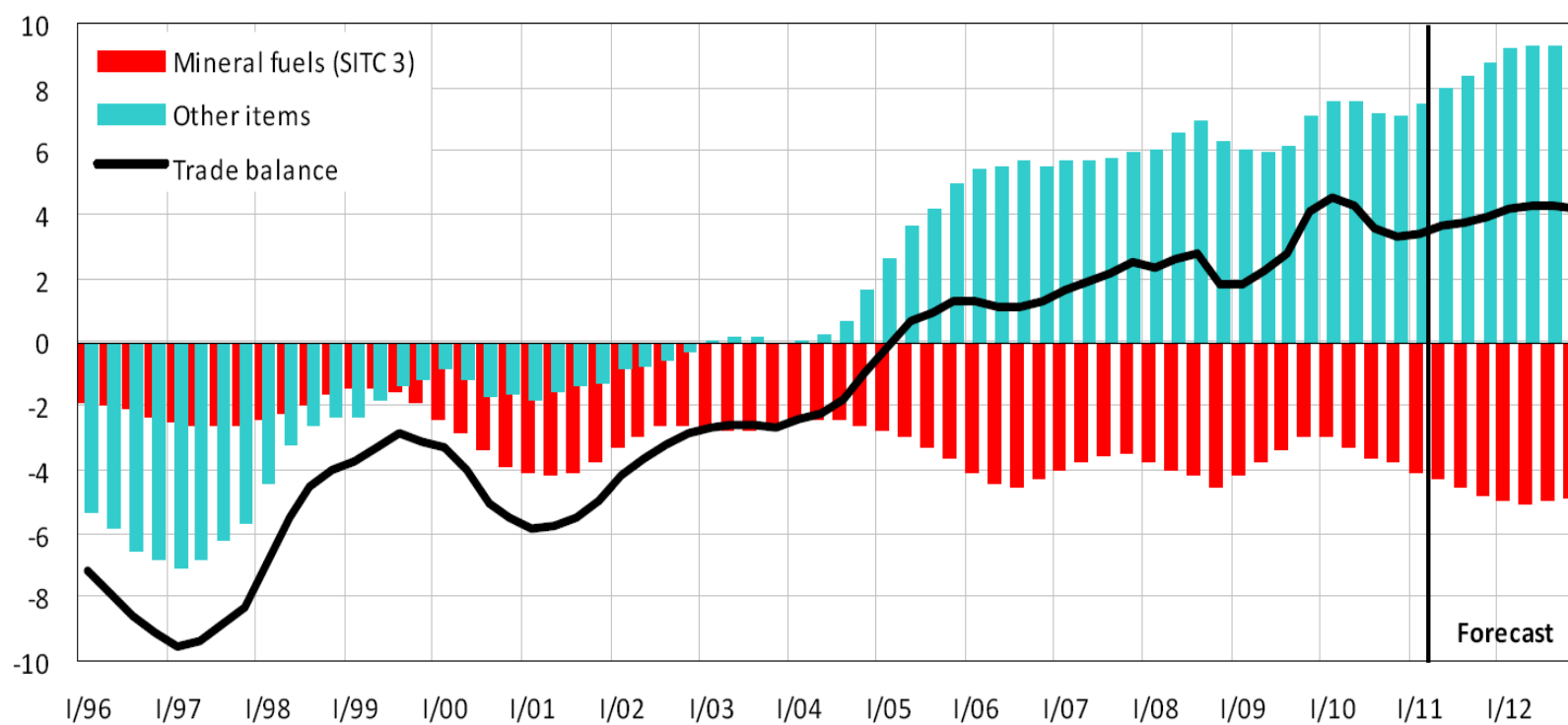
External Economic Relations

- world trade growth is slowing down, we estimate the balance of trade at 1.8% of GDP in 2011 and 1.9% of GDP 2012 (slowdown in the export growth will be offset by the stagnation of domestic demand)
- due to the unfavourable outlook for the global economy we expect stagnation or slight decline in the service balance surplus, it should reach about 1.9% of GDP in 2011 and 1.8% of GDP in 2012
- deficit in the balance of income should slightly deepen due to the outflow of investment revenues within foreign direct investment, it should reach about 7.1% of GDP in 2011 and 7.3% of GDP in 2012
- we estimate ratio of the current account to GDP at -3.1% in 2011 and -3.3% next year
- we do not regard the risk of macroeconomic imbalance as significant



Economy

Balance of Trade





Economy

External Trade by Commodities

Commodity	Stat. value CZK (ths.)	Stat. value CZK (%)
Food and live animals	76 265 516	3.0
Beverages and tobacco	16 780 981	0.7
Crude materials, inedible, except fuels	75 907 965	3.0
Mineral fuels, lubricants and related materials	93 874 138	3.7
Animal and vegetable oils, fats and waxes	4 592 073	0.2
Chemicals and related products, n.e.s.	164 213 036	6.5
Manufactured goods classified chiefly by material	435 348 463	17.2
Machinery and transport equipment	1 382 306 052	54.6
Miscellaneous manufactured articles	280 531 063	11.1
Commodities and transactions n.e.c. in the SITC	2 977 878	0.1



Economy

External Trade Turnover by Continents

Partner country	Stat. value CZK (ths.)	Stat. value CZK (%)
Miscellaneous (countries not specified)	10 544 172	0.2
Europe	4 068 832 790	82.3
Africa	36 355 479	0.7
America	141 673 233	2.9
Asia	677 627 722	13.7
Oceania and Polar regions	9 320 186	0.2



Economy

External Trade – Top 15 Export Countries

Partner country	Stat. value CZK (ths.)	Stat. value CZK (%)
Germany	819 244 927	32.3
Slovakia	217 291 738	8.6
Poland	154 643 502	6.1
France	135 194 037	5.3
United Kingdom	124 923 430	4.9
Austria	119 666 976	4.7
Italy	112 243 771	4.4
Netherlands	93 353 750	3.7
Russian Federation	67 336 786	2.7
Belgium	62 586 597	2.5
Spain	60 494 657	2.4
Hungary	58 266 094	2.3
United States of America	44 269 457	1.7
Switzerland	41 812 153	1.7
Sweden	41 162 542	1.6



Economy

External Trade – Top 15 Import Countries

Partner country	Stat. value CZK (ths.)	Stat. value CZK (%)
Germany	613 697 995	25.4
China (Peoples Republic of)	295 798 563	12.3
Poland	154 241 344	6.4
Russian Federation	130 120 738	5.4
Slovakia	125 944 168	5.2
Italy	94 228 329	3.9
Austria	81 227 042	3.4
France	79 799 857	3.3
Netherlands	77 764 146	3.2
Japan	58 667 458	2.4
United States of America	54 000 103	2.2
Hungary	52 342 224	2.2
United Kingdom	49 151 569	2.0
Belgium	44 013 212	1.8
Spain	43 919 152	1.8



Economy

Top 15 Czech Trade Balance Surplus Countries

Partner country	Stat. value CZK (ths.)	Stat. value CZK (%)
Germany	205 546 932	169.5
Slovakia	91 347 570	75.3
United Kingdom	75 771 861	62.5
France	55 394 179	45.7
Austria	38 439 934	31.7
Sweden	18 877 957	15.6
Belgium	18 573 384	15.3
Italy	18 015 442	14.9
Spain	16 575 505	13.7
Switzerland	16 156 238	13.3
Netherlands	15 589 604	12.9
Romania	13 560 804	11.2
United Arab Emirates	9 326 426	7.7
Bulgaria	6 690 024	5.5
Israel	6 428 944	5.3



Economy

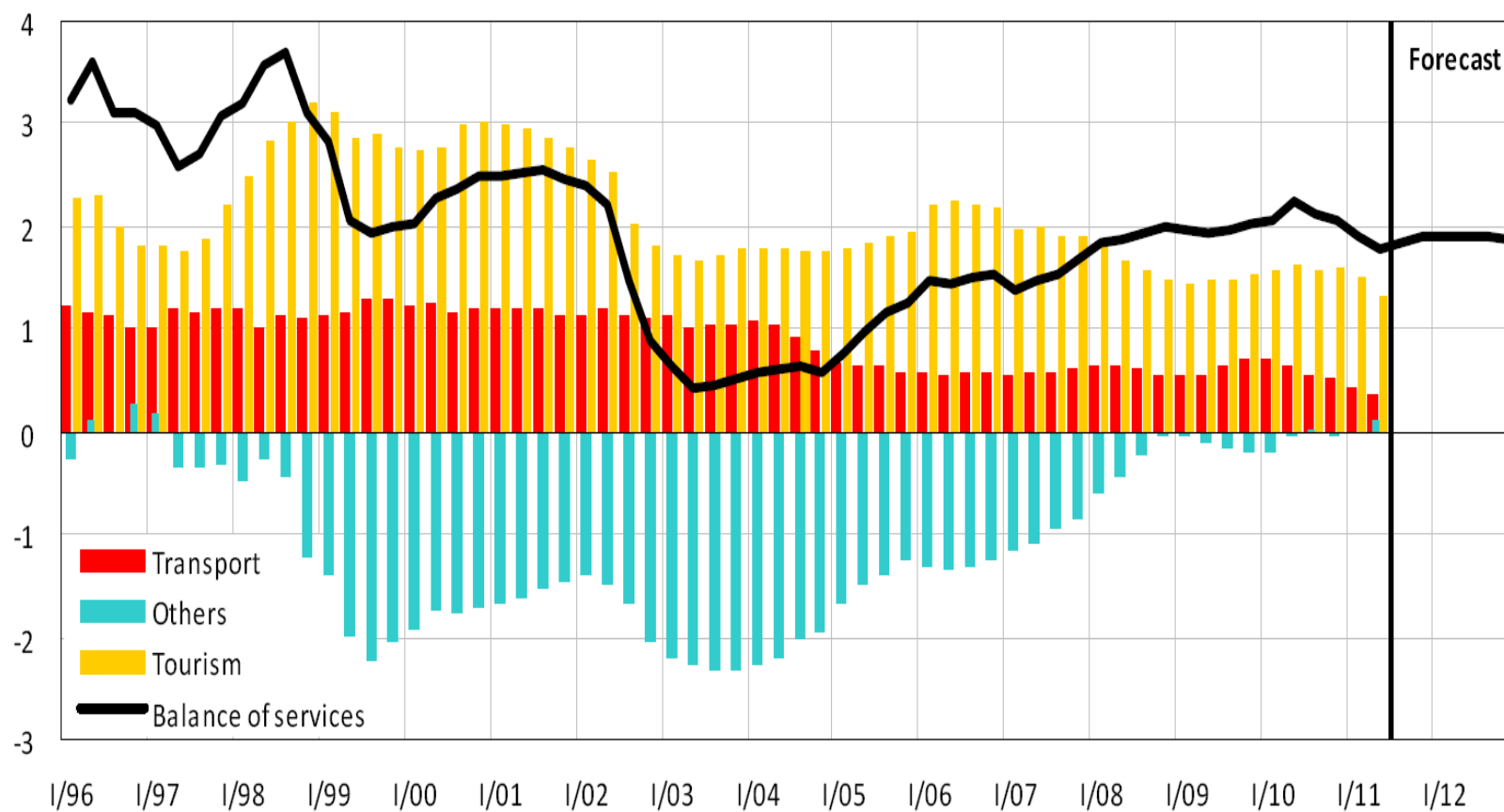
Top 15 Czech Trade Balance Deficit Countries

Partner country	Stat. value CZK (ths.)	Stat. value CZK (%)
Kazakhstan	- 4 825 555	-4.0
Indonesia	- 5 005 260	-4.1
Countries and territories not specified	-5 900 629	-4.9
Norway	-6 523 022	-5.4
United States of America	-9 730 647	-8.0
Ireland	-11 481 093	-9.5
Malaysia	-16 107 171	-13.3
Singapore	-18 110 855	-14.9
Azerbaijan	-20 894 426	-17.2
Taiwan	-22 260 855	-18.4
Thailand	-28 239 928	-23.3
South Korea	-35 355 355	-29.2
Japan	-48 527 249	-40.0
Russian Federation	-62 783 951	-51.8
China (Peoples Republic of)	-272 619 254	-224.9



Economy

Balance of Services





Traditional Czech brands



Barum Continental, spol. s r. o.

Barum Continental, spol. s r. o. is the largest Czech tire manufacturer and since 1999 has been the largest European manufacturer of passenger car tires. In 1993 Barum Continental merged with the Continental AG concern, one of the leading companies in its field in the world. The company has achieved success by taking advantage of modern development trends, technology, business strategy and experience based on a long tradition of tire manufacturing in the Zlin region, where the first tires were produced in the 1930s by the Bata Company.

www.conti-online.cz

www.barum-online.cz



Traditional Czech brands



Budejovický Budvar, n.p.

The history of brewing beer in Ceske Budejovice began in 1265, when the city was founded by King Premysl II Otakar. The king then granted the city brewing rights. The industrial revolution of the 19th century resulted in the new brewing technology of bottom fermentation, new machinery and the emergence of large industrial breweries. The Budejovický Budvar produces an original premium lager that is known around the world. The beer is exported to 50 countries and the largest markets include Germany, the United Kingdom, Slovakia, Austria and Russia. Ninety-day aging, an original recipe and 700 years of brewing tradition are guarantees of the inimitable flavour and outstanding quality of this lager. The European Union officially protects the terms „Budweiser Beer“ and „Ceske Budejovice Beer“ by means of Protected Geographical Indication. In the EU Protected Geographical Indication is only granted to products with an excellent international reputation and a long tradition.

www.budvar.cz



Traditional Czech brands



Czech Airlines

Czech Airlines as the flag carrier airline of the Czech Republic provides connections from Prague, and also “via” Prague to major destinations in Europe, Central Asia, the Transcaucasus and the Middle East. In cooperation with its partners, the airline currently offers connections to 97 destinations in 48 countries. Together with its subsidiary companies, Czech Airlines provides its customers with high quality services. Since 2001, Czech Airlines is a member of the global airline alliance SkyTeam providing customers from member airlines access to an extensive global network with more destinations, more frequencies and more connectivity. SkyTeam offers its 474 million annual passengers a worldwide system of almost 14,000 daily flights to 916 destinations in 169 countries. Czech Airlines holds a certificate under the ISO 14001 standard, confirming the airline’s proper approach to environmental protection, and a certificate under IOSA (IATA Operational Safety Audit) requirements, which are the most advanced safety standards in air carriage.

www.czechairlines.com



Traditional Czech brands

Moser

Moser, a.s.

The Moser company was founded in Karlovy Vary in 1857 by Ludwig Moser, a gifted merchant and talented engraver. Products from the hands of Moser masters received awards at numerous international exhibitions. Moser became a distinguished supplier to royal courts and presidential palaces. Fine, handmade lead-free glass, refined through many traditional decorative processes, sets the product of the Moser glassworks apart from others on the market. The blown, cut, gently etched and richly gilded Paula and Splendid stemware remains just as attractive today as when it was designed back at the turn of the 20th century. Visitors to the glassworks can admire the fine craftsmanship and premium quality of Moser glass, and the company's products are available for purchase at Moser retail shops in Karlovy Vary, Prague, Brno and Cesky Krumlov.

www.moser-glass.cz



Traditional Czech brands



Koh-i-noor Hardmuth, a.s.

KOH-I-NOOR HARDMUTH, a.s. is currently one of the largest global producers and distributors of high-quality art, school and office supplies. The company was founded by Josef Hardmuth in Vienna in 1790; in 1848 the production of graphite cores was moved to Ceske Budejovice. Over the years the company has added a complete line of goods produced in their own facilities throughout the Czech Republic and abroad; the company also offers custom services. KOH-I-NOOR HARDMUTH has its own printing of moulded plastics and forms for extrusion blow moulding.

www.koh-i-noor.eu



Traditional Czech brands



Plzensky Prazdroj, a.s.

The brewery occupies a dominant position among beer companies in Central and Eastern Europe. The Brewer's products can be purchased in nearly 50 countries around the world. Plzeňský Prazdroj supplies the Czech and foreign markets with Pilsner Urquell, Gambrinus, Radegast and Velkopopovický Kozel beer. Plzensky Prazdroj is a member of the SABMiller plc international group, the second largest brewing company in the world. Beer brewing has a long tradition in Plzeň (Pilsen), dating back to the founding of the city at the end of the 13th century. The trademark „Pilsen Beer“ was registered with the Plzen Chamber of Commerce and Trade in 1859; the new trademark Prazdroj Urquell was created in 1898. The Plzensky Prazdroj joint-stock company was established in the 1990s and in 1999 Plzensky Prazdroj, a.s. became part of South African Breweries plc. In the same year the merger of Plzensky Prazdroj, a.s. with Pivovar Radegast, a.s. and Pivovar Velke Popovice, a.s. was approved; the transaction was completed in 2002.

www.prazdroj.cz



Traditional Czech brands

ŠKODA



Skoda Auto Mlada Boleslav, a.s.

Established in 1895, the family business of Laurin and Klement in Mlada Boleslav originally produces bicycles, motorcycles and, starting in 1905, automobiles. The company merged with Skoda Plzen in 1925, which was followed by its rapid growth. The company produced cars with many fine details and also achieved success at international races. In 1991 Skoda Auto returned to the international market under the wings of the Volkswagen concern. Today the company enjoys prominent standing on the market and sells over 550,000 of its Fabia, Octavia, Superb and Roomster models each year. Over 80% of these cars are exported to more than 90 countries around the world, and Skoda Auto remains the country's largest exporter.

www.skoda-auto.cz



Traditional Czech brands

Bata

Bata, a.s. CR

The name Bata is inextricably tied to the city of Zlin, where Tomas Bata and his siblings started a footwear business in 1894. Thanks to the skill of the founder, the name Bata has become known throughout the entire world. After an absence of over fifty years, Bata returned to the country in 1992. Today Bata a.s. is composed of a sales division in Zlin and a production division in Dolni Nemci. The Company's products are sold in a network of 80 retail shops throughout the Czech Republic. The largest Bata store in Europe is on Wenceslas Square in Prague. Bata is leading global brand; the company sells its products in over 4,700 of its own shops in 68 countries around the world and employs over 50,000 people at 75 production facilities and at its retail locations.

www.bata.cz



Ancient history (up to the 9th century)



Evidence of settlement in the territory of today's Czech state is provided by various finds, some of which are up to 25,000 years old. Settlements with the first farmers appeared in the Stone Age and during the 4th and 3rd centuries BC a great variety of cultures clashed in the local lands. The first known inhabitants in this period were the Boii Celts (from which the term Bohemia is derived); Germanic Marcomanni and Quadi arrived in the 1st century BC. During the peak of the Migration period in the 6th century Slavs also arrived in the territory from the Carpathian Mountain region and began to establish their own settlements. The Slavs joined forces in the “Samo Kingdom” around the year 630 to fight the Avars and later the Franks.





Early Christianity (9th and 10th centuries)



The first state on Czech lands was created in Moravia in 830 – Great Moravia (picture shows jewellery from the archaeological excavation site in Stare Mesto). The rulers of the empire adopted Christianity from the West, but attempts at independence from the Church climaxed around 835 in the mission of Cyril and Methodius, who created the Slavic (Glagolitic) alphabet. The lands of

Bohemia broke away from the empire before the break-up of Great Moravia in 907; the Premyslid family then gained control of Bohemia. The family moved to Prague and completed the unification of Bohemia by killing the rival Slavník family.



History – Přemyslid Dynasty (11th to 13th century)



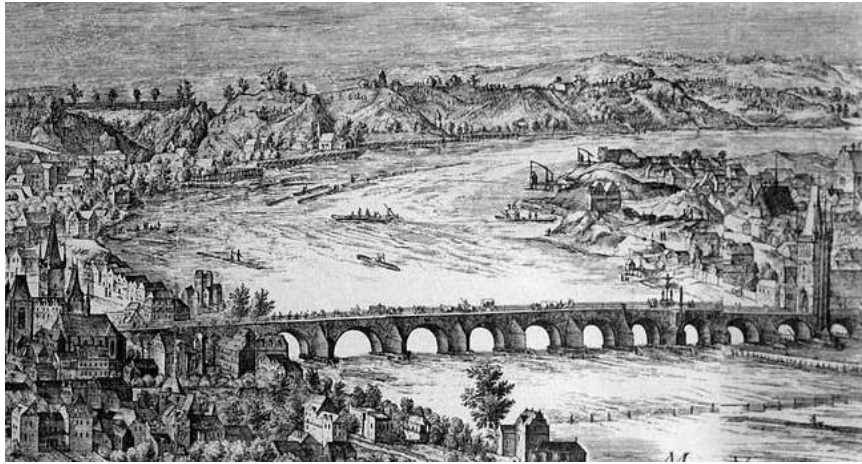
Between the 10th and 12th centuries the Přemyslid family strengthened its ruling position and brought prosperity to the country. Vratislav II became the first Bohemian king in 1085 and the Vysehrad Codex, a richly illuminated gospel, was created for his coronation (see picture).

Under the reigns of Premysl I Otakar (1197-1230) and Wenceslas I (1230-1253) in the

first half of the 13th century, the submontane regions were colonized, trades developed, and numerous towns were founded. Silver was mined, castles, monasteries and churches were built in the Gothic style, and imperial power was consolidated. However, with the murder of King Wenceslas III in Olomouc in 1306, the Premyslid dynasty died out.



Luxemburg Dynasty (14th and 15th centuries)



The marriage of 14-year-old John of Luxemburg and 18-year-old Eliska Premysl brought the Luxemburg Dynasty to the Bohemian throne. The reign of this family represented the height of power for the Czech state and

John's first-born and highly educated son Charles IV became the most famous king in Czech history (1346-1378). During his reign Charles IV expanded the state to include additional lands, founded Prague's New Town and the university (1348) and, after being crowned the Holy Roman Emperor, he commissioned the construction of the stone bridge in Prague (1357) bearing his name (the picture shows Charles Bridge from 1606). His son Wenceslas IV was deposed from the German throne (1400) and the country fell into crisis.



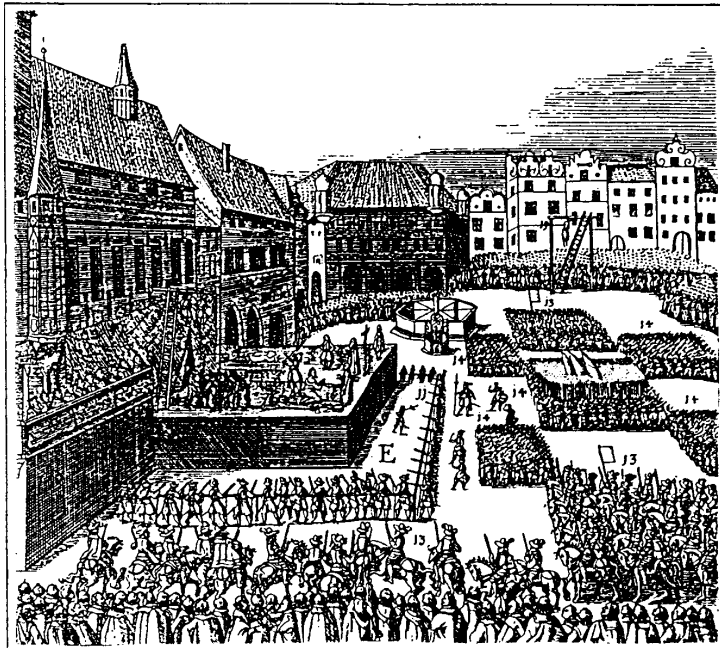
Habsburgs (1526 to 1611)



The Habsburgs assumed the Czech throne in 1526 and Ferdinand I gained hereditary succession rights for his family. Unprecedented religious freedom occurred under the reign of his successor, Maximilian II. Rudolph II (1576-1611) transferred his seat to Bohemia and Prague which became not only the capital city of the empire, but also the centre of European science and the arts. His royal court featured the greatest astronomers of the period, including the Italian Giordano Bruno, the Dane Tycho Brahe, German Johannes Kepler and Bohemian-born Tadeas Hajek. The picture shows Arcimboldo's famous portrait of Rudolph II.



The Thirty Years War and Germanization 17.-18. cen.



The strengthening of absolutist tendencies and Catholic expansion climaxed after Matthias took the throne (1611) and Czech was declared the official state language (1615). Disputes between the sovereign and the Czech nobility provoked the Uprising of the Estates (1618), which marked the beginning of the Thirty Years War. The defeat of the Protestants at the Battle of

White Mountain (1620) led not only to the execution of 27 rebellious leaders (see picture) but also economic decline and the end of Czech independence.

The period of Germanization also produced the first census (1754), the introduction of general school attendance (1774), the cancellation of serfdom (1781), the unification of Moravia and Silesia into a single administrative unit (1782) and the cancellation of lifelong military service (1802).



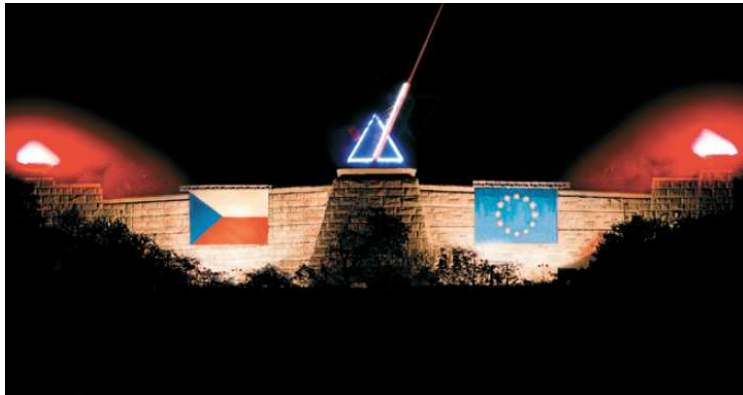
National Revival (19th century)



The ideals of freedom and civil society spread through the Czech lands starting at the end of the 18th century. A new class of Czech intellectuals formed the “National Revival,” which included a renaissance of the Czech language and the establishment of the foundations of modern arts and sciences. In 1883 a public collection was launched to build the National Theatre (pictured in 1888). A group of radicals and liberals entered the political scene for the first time in the tumultuous year of 1848; these individuals were later replaced by leaders of political parties pursuing universal suffrage rights (1907). Progress was interrupted by the First World War, after which the first independent Czechoslovak Republic was established on October 28, 1918 with Tomas Garrigue Masaryk (1850-1938) as president.



Modern history (20th and 21st centuries)



The battle for political control following the end of the Second World War was won by the Communist Party in February 1948. Years of totalitarian power and economic troubles climaxed in the Prague Spring of 1968 and the invasion of the Warsaw Pact

troops. The Communist government reasserted control in the 1970s in the period of “normalisation.” The country returned to democracy after the Velvet Revolution of 1989 and Václav Havel was elected president. The transformation of society and the economy followed; state enterprises were privatised and laws were changed. After the peaceful separation of Czechoslovakia into two independent states on January 1, 1993, the Czech Republic joined NATO in 1999 and became a member of the European Union in 2004.



Important personalities



Jan Amos Komensky 1592 – 1670

- Pedagogue, philosopher, theologian, minister, writer, and education reformer



Bedrich Smetana 1824 – 1884

- Musical composer
- Most famous works: opera The Bartered Bride, symphonic cycle Má vlast ("My Country"), and First String Quartet From My Life.



Antonin Dvorak 1841 – 1904

- Musical composer
- Most famous works: New World Symphony, the Slavonic Dances, "American" String Quartet, the opera Rusalka, Cello Concerto in B minor and choral works Stabat Mater, Requiem, Op. 89 and Te Deum.



Important personalities



Alfons Mucha 1860 – 1939

- Painter and printmaker
- His designs for products, decorative and book illustrations, and furniture and jewellery designs were supreme works of Art Nouveau



Franz Kafka 1883 – 1924

- Writer of German-Jewish origin, born in Prague
- Author of stories (The Metamorphosis, The Judgement) and novels (America, The Trial, The Castle)



Karel Capek 1890 – 1938

- Writer, playwright, journalist, translator, and philosopher
- He invented the word „robot“ for his play R.U.R.



Important personalities



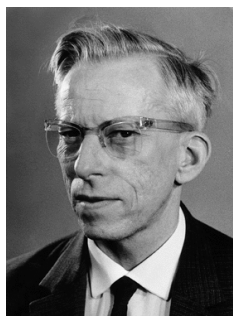
Jaroslav Heyrovsky 1890 - 1967

- Physical chemist, Nobel Prize for chemistry in 1959
- In 1924 he constructed polarograph
- Founder of the Czechoslovak Polarographic Institute



Jaroslav Seifert 1901 – 1986

- Poet, the 1984 Nobel Prize winner for literature
- He gained fame with poems that expressed wonder at the beauty and value of the world (The Apple from Your Lap)



Otto Wichterle 1913 - 1998

- Chemist, inventor of silon and gel contact lenses
- Founder of the Institute of Macromolecular Chemistry in Prague

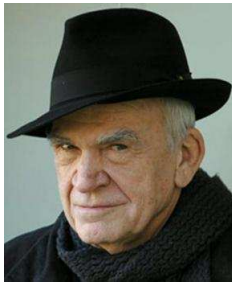


Important personalities



Emil Zatopek 1922 - 2000

- Athlete
- Four-time Olympic gold medal winner, declared World's Greatest Athlete in 1949, 1951 and 1952



Milan Kundera *1929

- Writer, poet, playwright and translator
- Most famous novels: The novels The Unbearable Lightness of Being (1982) and Immortality (1988)



Milos Forman *1932

- Director, screenwriter and actor
- Most famous films: One Flew Over the Cuckoo's Nest, Amadeus, Hair, Goya's Ghosts, etc.



Important personalities



Vaclav Havel *1936

- Politician, playwright, poet, essayist and dissident
- Last president of Czechoslovakia and the first president of the Czech Republic
- Famous fighter for human rights



Martina Navratilova *1956

- Czech American tennis player
- Open era record for most singles titles (167) and doubles titles (177), including 18 Grand Slam singles titles, 9 singles titles at Wimbledon (an all-time record)



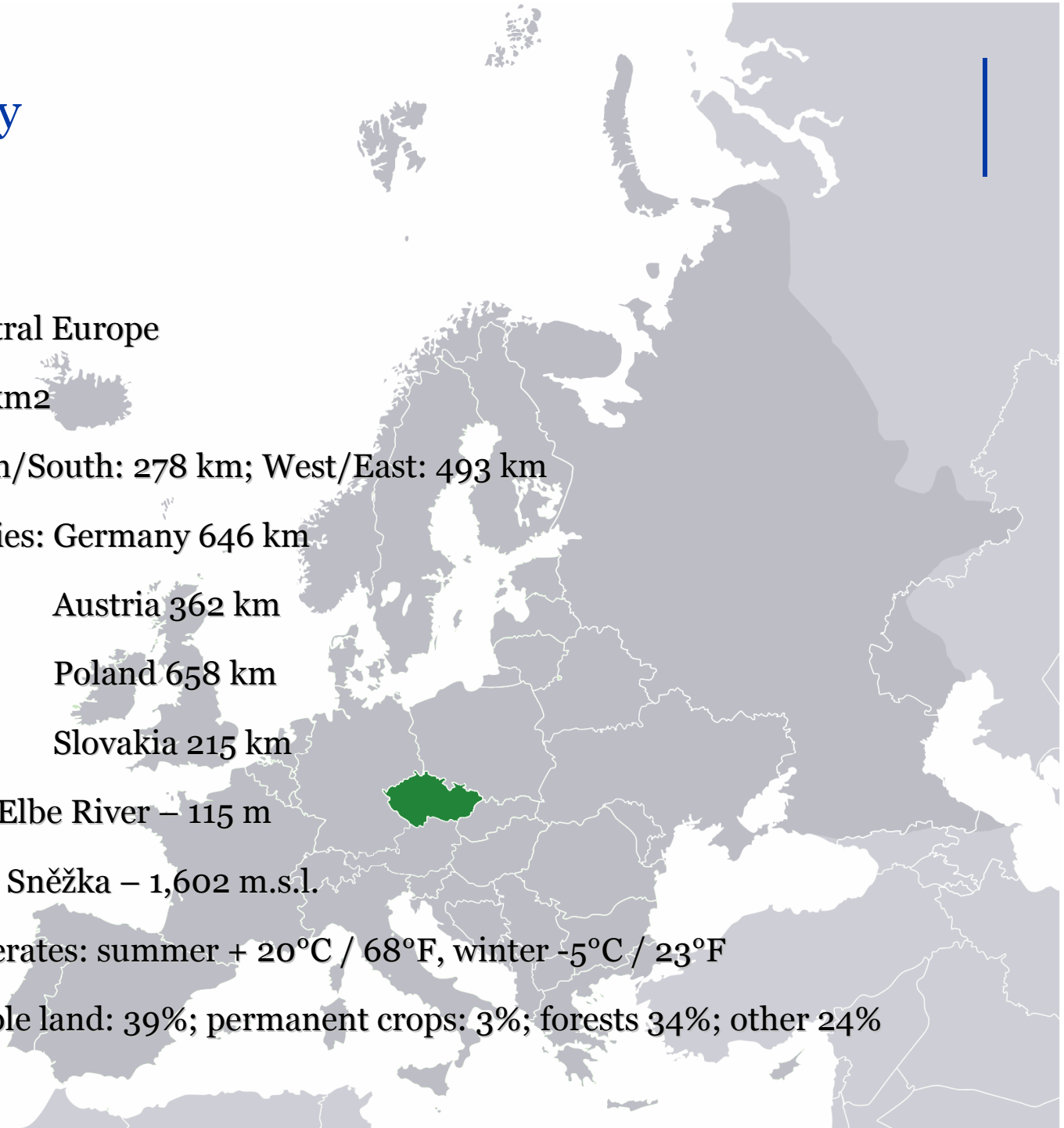
Jaromir Jagr *1972

- Ice-hockey player, winner of the Stanley Cup (1991, 1992), the World Championships (2005, 2010), and the Olympic gold medal (1998), all-time leader among European trained players in scored goals, assists and points in NHL history



Geography

- Location: Central Europe
- Area: 78,866 km²
- Distance North/South: 278 km; West/East: 493 km
- Border countries: Germany 646 km
Austria 362 km
Poland 658 km
Slovakia 215 km
- Lowest point: Elbe River – 115 m
- Highest point: Sněžka – 1,602 m.s.l.
- Average temperatures: summer + 20°C / 68°F, winter -5°C / 23°F
- Land use: arable land: 39%; permanent crops: 3%; forests 34%; other 24%





UNESCO in the Czech Republic





UNESCO in the Czech Republic





Population

- Total: 10,200,000

Age structure

- 0-14 years: 13,5%
- 15-64 years: 70,2%
- 65+ years: 16,3%

Birth rate

8,7 births / 1,000 population

Population growth rate

- 0,12 %

Median age

Total: 40,8 years

Male: 39,2 years

Female: 42,5 years

Death rate

10,86 deaths / 1,000 popul.

Urbanization

74% of total population



Infrastructure

Competitive Infrastructure

- The Czech Republic has one of the most advanced transport networks in Central and Eastern Europe.
- Its geographical position makes it a natural crossroads for major transit corridors.
- The Czech Republic is ranked among the world's most advanced countries in terms of transport-network density.
- The significance of the Czech Republic as a transit hub has grown since the country became a member of the EU Single Market covering the area of the 27 countries in Europe with 502 million consumers in total.



Infrastructure

Airports

Total: 122 (2010); 44 with paved runways; 5 main international

Main International Airports in the Czech Republic:

- Prague Ruzyně Intl. Airport (PRG)
 - handles about 11-12 million passengers per year
 - offers connections to 130 destinations worldwide
 - in 2011 awarded by the IATA Eagle Award as the „Most deserving Airport“
- Brno Tuřany Intl. (BRQ), Ostrava Mošnov Intl. (OSR),
Karlovy Vary Intl. (KLV), Pardubice Intl. (PED)

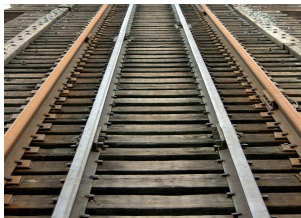


Infrastructure



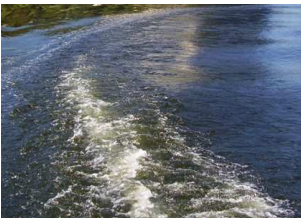
Roadways

Total: 55,500 km (paved)
1,178 km of highways and expressways
(2,180 km planned)



Railways

Total: 9,600 km of railway network in operation
3,000 km electrified tracks



Waterways

Total: 660 km especially on Elbe, Vltava and Oder rivers



Agriculture



Agricultural land:	4,269,000 ha
Arable land:	3,062,000 ha (40% of land area)
Organic cropland	220,000 ha
Share in overall GDP:	3.4 %
Agricultural workers:	4 % of population



Traditional agricultural crops:

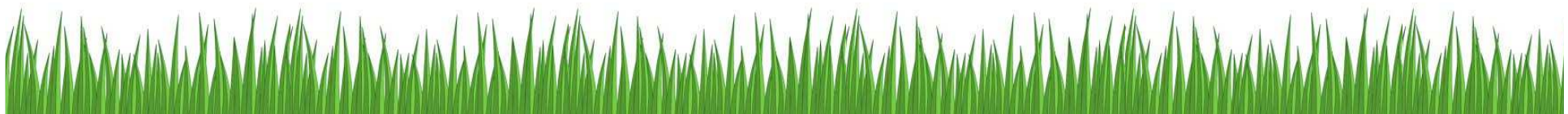
- Grains (wheat, rye, barley, oats, corn)
- Rape
- Hops
- Potatoes
- Sugar beet
- Mustard
- Oil seeds



Environment



- Number of protected territories: 2,170
- National parks:
 -  Krkonose (Giant Mountains)
 -  Podyji NP
 -  Ceske Svycarsko (Bohemian Switzerland)
 -  Sumava NP
- Area of national parks: 119,020 ha
- Share of national parks in overall area: 15.09 %
- Forest land:
 - Share in overall area: 34%
- Communal waste production per capita: 280 kg
- CO₂ emissions in tonnes per capita: 11.27 t





Ministry of Foreign Affairs
of the Czech Republic

**Thank you
for your attention**