



# BUSINESS FORUM OF THE ÚSTÍ REGION

**21 - 22 SEPTEMBER 2015**

Clarion Congress Hotel Ústí nad Labem, Czech Republic



## LOOK BACK AT PREVIOUS FORUM OF THE ÚSTÍ REGION

ORGANIZERS



ÚSTÍ REGION

**HSR-ÚK**

Hospodářská a sociální  
rada Ústeckého kraje

# THE BUSINESS FORUM OF THE ÚSTÍ REGION 2015

On 21<sup>st</sup> and 22<sup>nd</sup> September 2015, the first **Business Forum of the Ústí Region** took place, organized by the Ústí region and **the Economic and Social Council of the Ústí Region**. The aim of this two-day action was to **introduce the region** via presentations and workshops as a suitable place for not only further international investments, but also for the development of cooperation with the local businesses, for solutions of higher education development, for connecting research organizations and businesses as well as meaningful utilization of old industrial sites – brownfields and the spa segment.

**The Business Forum of the Ústí Region** was held under the auspices of the Prime Minister of the Czech Republic, Mr Bohuslav Sobotka, the Ministry of Industry and Trade of the Czech Republic and the Government Commissioner for the Moravian-Silesian and Ústí Regions, Mr Jiří Cenciála.

**The First Business Forum of the Ústí Region** was attended by over 160 people, experts in their field, representatives of various governmental and non-governmental institutions, businesses, educational, research and other organizations, from both, **the Czech Republic and abroad**. Among the guests were representatives of the Ministry of Industry and Trade of the Czech Republic, the government agency CzechInvest, the Association for Foreign Investment (AFI), and also the delegation of the Chinese city, Shanghai, with business representatives from China, Japan, Italy, Spain, Saxon chambers of commerce, and individual investors.

In pursuance of the lectures and workshops information about the financial support of investments and sector opportunities of the region was presented, focusing on the entrepreneurial and investment potential of the region, its characteristics and needs for further successful development. The thread of the Business Forum was to stress the fact that the Ústí region offers a huge potential that is, however, necessary to intensively develop in cooperation with all concerned partners.

Several industrial zones, schools and research and development experts of the Ústí region were presented throughout the realization of the Forum; B2B meetings and consultations took place. The evening programme was dedicated to a presentation of the technology park Nupharo. To illustrate the potential of our region, the regional mineral water, Bílinská kyselka, that has got a centuries-old tradition as a regional product successfully promoted in foreign markets, was served to the participants. It is significantly presented for example in China and the Arabic countries. It is the official water of the Czech national football team as well as the reigning hockey champion, the HC Litvínov team and the Czech Miss.

## In pursuance of the Business Forum the following topics were addressed:

- ▶ International cooperation
- ▶ Experience of foreign investors operating in the Ústí region
- ▶ Entrepreneurship and investments in the Czech Republic and in the Ústí region
- ▶ Support for research, development and innovation

## Guests and participants had the opportunity to make use of the realized workshops that always addressed specific, current topics:

- ▶ The development of research, evolution and innovation workshop
- ▶ The qualifying ability and workforce in the Ústí region workshop
- ▶ The development of brownfields in Ústí region workshop
- ▶ The healthcare and balneology workshop



# TOPICS

## Possibilities of international cooperation

The Governor of the Ústí Region, Mr Oldřich Bubeníček, together with the Deputy Minister of Industry and Trade, Mr Karel Novotný, Government Commissioner for the Moravian-Silesian and Ústí regions, Mr Jiří Cienciala, and the Chairman of The Economic and Social Council of the Ústí Region, Mr Richard Falbr, admitted foreign guests who presented their ideas and possibilities of cooperation within both, the main programme and a number of follow-up meetings with representatives of the region.



**Mr Yong ru Cheng, Business Councillor – the Embassy of the People's Republic of China in the Czech Republic:** *"It is good that we have noted an increase in the Czech - Chinese investments that open new businesses or rather their affiliates, either in China or the Czech Republic. The support of tourism is also important, after all, the direct air route Prague – Beijing is an evidence of that. I assume that the increase of reciprocal investments could be as much as ten percent. I am satisfied with how things are developing."*



**Mr Xie Yumin, the Mayor – Shanghai Pudong New Area:** *"I find the Ústí region to be a good open environment for investment opportunities, but also a chance for cultural enrichment. Some Czech firms have been already operating in Pudong, or are planning to settle. We hope that other companies will follow."*



**Mrs Vanda Spataro, the Commercial Counsellor – the Embassy of Italy in the Czech Republic:** *"The openness and potential of the Ústí region is an opportunity for Italian investors. I believe in a strong impact of the Business Forum in the field of strengthening of trade ties between Italy and the Czech Republic."*



## Experience of foreign investors operating in the Ústí region

One of the foreign companies already operating in the Ústí region that appeared at the Forum was, for example, the Unipetrol RPA Company, that took this opportunity to introduce its investment plans amounting to 8 billion Czech crowns or its research-educational centre UniCRE. Also the company Materialise Czech Republic presented its activities. It is apart from others involved in the evolution and production of sensors of cardiac activity of newborns. Mr Kurt Kaltenecker from the Swiss company ABB employed the on-line input. ABB is the general investor the newly emerging technological and innovative park in Nupharo in Žďárek near Ústí nad Labem. Mr Kaltenecker evaluates the investment opportunities in the Czech Republic as very positive; he acknowledges the stable environment here, the government support of investment, the great connection to European markets and high level of education. The CEO of Shanghai Mailing Czech, Mr Qidong Heng informed about the first Chinese investment in the region.



## Enterprise and investment support in the Czech Republic and in the region

The entrepreneurial environment and investment opportunities were evaluated by several prominent experts from various organizations and institutions. Mr Martin Krejčí, the director of the Division and investments of CzechInvest presented the Entrepreneurial Development Agency CzechInvest, described the services that can be used by investors, and also focused on some significant investments in the Ústí region, including Nexen Tire, the Sawmill Štětí-labe Wood and Mondi Štětí in particular. The entrepreneurial and investment environment in the Ústí region and the support from the regional partners were also introduced by Mr Ladislav Drlý, the Councillor for investments, property and economy of the Ústí region.



**Mr Zbyněk Pokorný, Director of the Department of innovative enterprise and investment, MIT:** *“Investment incentives are an essential tool for national support, which significantly helps in the process of acquisition of strategic investment projects for the Czech Republic. It also serves as a support of domestic reinvestments for well-established companies on the Czech market. The Ústí region is encountering an increased government support and increased investment incentives, which is an advantage for foreign investors.”*



**Mr František Jochman, President of the Regional Chamber of the Ústí Region:** *“The main strengths of the region include its industrial tradition, the system of incentives, readiness of areas, availability of labour force and proximity to major agglomerations, such as Prague and Dresden. Investors appreciate all these positives when entering the region.”*





## Support of research, development and innovation

In this block the topic of national support of research, development and innovation was dealt with, including support in pursuance of the Operational Programme Enterprise and Innovation for Competitiveness, which was dealt with by specialists: Mr Martin Štícha, Director of Research, Development and Innovation MIT, Mr Jan Dejl, Advisor to the Director of Department of financial instruments and project management support, Mr Robin Čumpelík, Strategy Mediator of Nupharo.

The second area was a topic devoted to the potential of science, research and innovation in the Ústí region, where Mr Tomáš Siviček, head of the department of economics studies at the UJEP and Mrs Pavla Žížalová, PwC, launched a study aimed at mapping of the potential and cooperation in the field of science, research and innovation in the Ústí and Karlovy Vary Regions. Further, the role of universities in research, development and innovation was discussed.

There were also other experts that appeared in this section, such as Mr Jaromír Lederer, scientific director of UniCRE on the theme of "Research potential of carbon technologies in the Ústí region", then Mr Karel Krejza, Deputy Mayor of Litoměřice and Mr Antonín Tým manager of the geothermal project The Research infrastructures RINGEN. The block was concluded by Mrs Jana Nedrdová, Head of Department of Strategy, project preparation and implementation of the Regional Office of the Ústí Region, who mentioned the main reasons for the establishment and operation of the Innovation Centre of the Ústí Region.

# WORKSHOPS

## The development of research, evolution and innovation workshop

professional guarantor - Inorganic Chemistry Research Institute Inc. - UniCRE

Is the accessibility of research experts in their respective fields sufficient? Is there a need for joint laboratories? Do schools assist in the field of innovations? Do state institutions and agencies help or worsen the situation in the area? What prevents businesses from implementing innovations? How could the region help? And further questions were raised at this workshop.



**Mr Martin Růžicka, Director of research and development at the Unipetrol RPA Company:** *"Unipetrol has a system where each employee can contribute with his/her idea. We strive to innovate with investments at a smaller scale so that we keep the pace with Europe and above all with Asia. Another important step to innovation is concluding a framework agreement with UCT (University of Chemistry and technology) - it is important to us that students from the first to the last year have access to life in the Unipetrol Company, participate on the projects and learn what the company needs."*



**Mr Luděk Knorr, Director of the office of TA ČR:** *"TA ČR can help with financing from the national funds. 98% of projects are implemented in cooperation with a particular enterprise and a research organization. We would welcome a centre in the Ústí region, where all information related to the given topic would be gathered."*



**Mr Libor Sehnal, HR director of AGC Flat Glass Czech, Inc.:** *"The research and development centre participates on 80% of products development in our company. Innovations are absolutely necessary. We cooperate with universities and it is a must to involve them in research as the role of universities and research centres should enable an interconnection, which should not be built on the fact that we have to overcome complications. The main role of the region and the state is to cut down the red tape."*

## The qualifying ability and workforce in the Ústí region workshop

### expert guarantor - the National Training Fund

The aim of the workshop was to find inspiration and ideas mainly outside the academic environment that could be useable within the context of reciprocal cooperation of universities in the region and also in the cooperation of universities and the application sphere.

At the beginning, Mrs Věra Czesaná from the National Training Fund informed the guests about the employability of university students in the Ústí region. Beside other things, she stated that the portion of engineering graduates in the Ústí region has fallen since 2005 by 6%.

Among the panellists to chair the discussion sat for instance a personnel manager of the AGC Flat Glass Company, Mr Libor Sehnal, and manager of the O2 Company, Mr Martin Kos, who reported on possible forms of cooperation with high schools and universities and their students.

Mrs Veronika Málková from the technology park Nupharo urged the need to prepare children for studies of natural science and engineering fields starting right from the nursery and primary schools and to intensify motivational-information campaigns targeted at their parents.

At the end of the workshop, the panellists and guests agreed on the need to flexibly adapt profiles of various study disciplines and teaching methods to the technological progress, as well as on the need for setting a clear vision of the educational system in the long run and its adherence.

The German model, so-called "Rad", depicted by Mr Bob Kartous from the company EDUin, is a possible inspiration. This model brings together representatives of industry, the political sphere and universities whose representatives negotiate about the direction of education both, its practical and theoretical part, together.



## The development of brownfields in Ústí region workshop

expert guarantor - Economic and Social Council of the Ústí Region

The issue of the possible utilization of former industrial or other premises and areas for further entrepreneurship was addressed within this workshop.



**Mr Zbyněk Pokorný, Director of the Department of enterprise and investment, MIT:** *"We are experiencing disunity in definition of brownfields. In fact, there are many different brownfield sites with different conditions that require an individual approach. It is necessary to create a more detailed database. "*



**Mrs Vladimíra Formanová, Director of the Department of Enterprise activities management, CzechInvest:** *"The national database of brownfields registers 362 locations in the Ústí region. We are looking for not only other large areas, but also small local zones. We need to unify the offer to investors with the region and cities. The revitalization and recovery of the Triangle industrial zone is a success. "*



**Mr Aleš Tallowitz, Head of Industry and Enterprise Support of the Regional Office of the Ústí Region:** *"Nowadays there is an unfinished regional portal of brownfields register, which will be completed by 31<sup>st</sup> December 2015. We are monitoring 264 locations. We want to work with the database of CzechInvest and we are preparing the signing of a joint memorandum regarding the merging of the two databases."*

## The Healthcare and balneology workshop in the Ústí region

expert guarantor - Economic and Social Council of the Ústí Region

The Healthcare and balneology are fields with further potential that also have their history and tradition in our region. Possible forms of cooperation, the current barriers, mutual goals and duties in the region were the fundamental questions of this topic.

Further participants of this workshop, e.g., Mrs Iveta Slišková, commercial director of the Teplice Spa and Mr Vojtěch Krump from the Regional Healthcare, Inc., confirmed the words of Mr Vaibar that communication and cooperation with the emphasis on personal meetings, exchange of experience are the most important things.



**Mr Roman Vaibar, Production manager at Materialise:**

*"We see the importance in reciprocal awareness, collaboration and communication. It is important to improve the awareness of our activities. At one time we were looking for a partner to resolve a specific problem and after a long search in the whole Czech Republic we found out that the suitable partner is located about 3 kilometres away from us, in the Ústí region."*



# CONCLUDING WORD OF THE ORGANIZERS



**Mrs Oldřich Bubeníček,**  
Governor of the Ústí Region

*"A good and well-developed business environment has always been the foundation of prosperity of our region. That is why I am pleased that this conference was held, where seminars and panel discussions and experience transfers from the foreign investors enabled additional impulses for improvement, enrichment and development of the entrepreneurial environment."*



**Mrs Gabriela Nekolová,**  
Vice-President of the Economic and Social Council of the Ústí Region,  
head of the implementation team for the Business Forum of the Ústí Region

*"I very much appreciate such ample participation of both, the Czech and foreign guests, and I have been delighted by the participation of the Chinese delegation, which thus used the newly opened direct flight Prague - Beijing. I believe that a number of new ideas and impulses for the further development of entrepreneurship in the region arose at the Business Forum. We are already preparing follow-up actions and meetings which I hope we will evaluate at the second annual forum."*

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## PARTNERS



