



- **Strategically located in the heart of Europe**
- **Member of European Union since 2004**
- **An excellent springboard to other Central & Eastern European markets (a region of 190 million people)!**
- **Prague is the 5th richest region of EU's 250 regions**
- **Strong industrial tradition, high quality labor force**

Restored Growth of CEE's Key Economy

The Czech Republic is one of the most stable and prosperous countries of Central & Eastern Europe (CEE) and a leader in terms of purchasing power combined with size of economy and population.

Up to 2008, the Czechs enjoyed 10 consecutive years of growth (peaking at 6.8% in 2006) driven by exports and FDI inflow. In 2010, their economy is forecasted to return to growth again (1.5% and 2.4% GDP growth in 2010 and 2011 respectively) thanks to recovery in EU markets, especially in Germany.

Over the past 20 years, many foreign companies have moved operations such as production and assembly plants, distribution centers and regional headquarters to the Czech Republic due to favorable costs, availability of talent and excellent infrastructure.

Average gross monthly income increased four times between 1998 and 2008 in US dollar equivalent – from USD 350 to 1,400.

Sector Spotlight

The country's strong manufacturing sectors include automotive production, electronics, electrical machinery, heavy machinery, precision engineering, environmental technologies and other.

Top categories of imports in 2009 include machinery and transport equipment, manufactured goods and articles, chemical products and mineral fuels.



Filip Korinek
Managing Director



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Project Manager

EasyLink Business Services is proud to represent the Commonwealth of Pennsylvania in the Czech Republic, Slovakia, Poland, and Hungary since 2008.

To obtain export assistance in any of the above markets, contact:

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Key Facts

Area	30,460 sq miles (2/3 of Pennsylvania)
Population	10.4 million
Capital	Prague (1.3 mil.)
Language	Czech
Currency	Czech crown (CZK)
GDP per capita (PPP, 2009)	USD 25,100 (2 nd highest among new EU members)

- Czech Republic is a liberal and open market with good purchasing power.
- It is an ideal target market for further expansion especially for US firms already exporting to other European markets and proactive firms ready to make a market visit.
- Local companies are experienced in representing foreign manufacturers, and are typically very open to considering new opportunities.
- Czech Republic has a safe and stable business culture, and is easy to trade with compared to many others.
- The market is a good target for SMEs (unlike some large markets that are costly and hard to enter, e.g. Russia).

Doing Business with Czechs

- Business culture is very similar to the US and Western Europe. English is increasingly widely spoken.
- Appointing a local distributor is typically the best route to market; commission-only agents are not common.
- The market has been open to foreign trade for 20+ years, and has attracted many foreign players. Local firms are experienced traders. They expect to meet prospective partners before concluding a contract.

Safe & Easy to Trade With...

- Products certified in another EU state can be marketed in the Czech Republic. Products certified to meet EU standards (CE mark) by authorized U.S. labs are acceptable.
- Czech firms are familiar with letters of credit, documentary collections, and wire transfer/cash in advance.
- Good payment discipline and law /contract enforcement.