

Invest in the Pilsen Region

ZF Engineering – an example of successful partnership with a university

Strategic Services



ZF Engineering Pilsen, s. r. o. came into being on 1 July 2007 when the Czech company Value Engineering Services was taken over by German concern ZF Friedrichshafen AG. The latter thus gained a new technology and development centre where software is created and automobile electronics are tested. A further centre is planned, mostly for electronics but also for mechatronics and construction.

ZF Engineering Pilsen is an example of a company that has concluded a contract on partnership with the University of Western Bohemia (ZČU). It was signed in December 2007, and includes joint research projects and know-how transfers, lectures at the university by experts from ZF, support and sponsorship for academic conferences and symposia held by the university, help with equipping laboratories, opportunities for ZČU students to gain work experience and holiday jobs at ZF, excursions, the commissioning of undergraduate, diploma and doctoral theses, prizes for the best students and also job offers for ZČU graduates. Some events - visits to the company and lectures - have already taken place. All the joint activities will be managed by a coordination team consisting of three university employees and three people from ZF. The team will call a joint meeting four times a year, create working groups to deal with specific subjects, and organise the planning and preparation of joint activities in education and research.

For ZF Friedrichshafen, this sort of work with universities on research projects is very important, because research and development help to ensure its products are successful on the market. It is therefore planning to invest around four million euros in its Pilsen subsidiary, and to take on new employees. Currently around 60 people work here, but over the next five years the number should grow by at least a hundred graduates from technical universities.

The University of Western Bohemia has gradually been renewing the intensive cooperation with industrial companies that was interrupted in the 1990s. It currently works with fifty companies. Part of the advantage for the university is that partnership with the manufacturing sector allows it to apply for subsidies from the EU's structural funds as part of the Research and Development for Innovation Operational Programme. The University of Western Bohemia is aiming to gain up to 4 billion crowns as part of this programme.

Reasons to Invest in Pilsen

Transport

- good transport links
- a road and rail transport hub

Location

- strategic position on the D5 motorway linking Prague with Germany and Western Europe
- close to Prague international airport

Education

- a wide range of secondary schools specializing in electrical, mechanical, construction and transport engineering
- universities, colleges and secondary schools offering tuition in English
- University of West Bohemia in Pilsen – seven faculties (Mechanical Engineering, Electrical Engineering, Applied Sciences, Economics, Philosophy and Arts, Law, Education)
- Charles University in Prague, Faculty of Medicine in Pilsen – degree programmes in General Medicine and Dentistry and a well developed research programme

Conditions for Investors

- experience with foreign investment
- investor support
- a high-quality industrial base

Conditions for Life

- excellent living conditions
- excellent health and social care
- all the cultural and sporting facilities you would expect of a major regional centre

Nýřany – South West services and logistics centre

Industrial Zones in the Pilsen Region



Ten kilometres south west of the city of Pilsen, in a transport corridor where the D5 motorway joins Europe's east and west, one of the largest logistics and industrial complexes not only in the Pilsen Region but the whole of central Europe is taking shape. The Orange Park project covers a total area of 200 hectares.

The first building in Orange Park will be completed in spring 2008, and will provide 23,000 m² of space. The hall is suitable for manufacturing, logistics or product assembly operations, and meets the standards required for the best buildings available on the market. Construction work is currently being completed on the site, and it will soon see its first tenants. In autumn 2008 the development of Orange Park will continue with further halls of 20,000 m², also designed for logistics and manufacturing.

In future, Orange Park will offer tenants up to 700,000 m² of modern manufacturing and storage premises. In developing the site, the Mayfield company (a member of Fordgate Group, a British investor group) has tried to respect the existing terrain. The siting of roads, flood pools and other terrain grading has been designed so as to minimise the impact on the environment and local ecosystems, and to create an environment that its users find pleasant. Infrastructure, especially roads, will be constructed gradually in phases that are in keeping with the development of the rest of the park.

Advantages of the park

- good transport connections – motorway (D5 motorway, Exit 93); railway (the Prague-Pilsen-Regensburg line lies c. 2 km west of the park and there is the possibility of building a branch line); air (Líně airport is c. 2 km south of the park)
- room for expansion for growing companies and projects within the park
- the park is being developed in keeping with a sustainable development plan which aims to “meet the needs of the present without compromising the ability of future generations to meet their own needs”
- the investor's emphasis on the technical quality of buildings and on functionality and safety guarantees, as well as on overall costs over the life cycle of the buildings and their immediate environs
- a broad range of services and an implementation team that is willing to go the extra mile to meet clients' needs and, if there is a demand for it, to implement made-to-measure projects for clients according to their specifications

Mayfield's aim is to create a unique project, a logistics and industrial area that has all the necessary complementary services and is not just a collection of storage and manufacturing halls in one place.

Reasons to Invest in the Pilsen Region

Location

- attractive geographical position on the East/West axis

Human Resources

- qualified labour force in technical fields
- education, university with technical faculties

Conditions for Investors

- development areas in the urban centres
- real estate and spaces to let
- investment incentives
- advanced telecommunications infrastructure

Experience

- investments already implemented

Other Conditions

- healthy environment
- culture, activities



The Papírna Plzeň and Cukrovarská sites

Brownfields in the Pilsen Region



The river Radbuza represents an exceptional feature in terms of town planning, bringing nature into a heavily urbanised area. Close to the city centre it has two bends, where the gently sloping land on both banks has been used for manufacturing.

The first site, the former Papírna Plzeň paperworks, is located on the right bank of the Radbuza. From the eastern side it is separated from other buildings by a park that is currently little-used. Paper production on the site was gradually wound down, and the former manufacturing halls are now leased as warehouse space. In the city's current land-use plan, the 9.3-hectare site is designated for functional use in heavy industrial production. Changes to the land-use plan that would designate it as suitable for mixed urban use are underway, and are expected to be approved by the end of 2008.

The site belongs to the Krkonošské Papírny a.s. paper company, which is considering either revitalising it with its own resources, or the possibility of transfer or sale. The attractive position of the site is limited by the restricted traffic capacity of the surrounding streets. While the existing buildings are not protected monuments, it would be desirable to preserve some of them and find a new and suitable use for them. Some of the proposals that have been drawn up for the site suggest that it be used mostly for urban residential accommodation, equipped with the necessary local facilities, including cultural and leisure facilities. However the site is developed, it is important that it be connected with the surrounding urban structure, the bank of the river Radbuza and the adjoining park.

Across a bend in the river Radbuza, the site of the former paperworks borders on another site in Cukrovarská street. The two banks of the river are connected by two footbridges that form part of a pedestrian and cycling route.

The 4.3-hectare former sugar factory site is currently used by the Pilsen City Transport Company as a depot for buses and trolleybuses. It is situated in the eastern part of the Doudlevice quarter, between the river Radbuza and Černická street. The land is smooth and slopes gently to the east, at a height above sea level of 305-315m. Most of the land belongs to the City of Pilsen. It is joined to the city transport system by service roads.

The site was selected for redevelopment as part of the eighth year (2005-6) of EUROPAN, a prestigious competition for young architects. In keeping with the assignment, competitors proposed residential buildings in the western part of the site and a leisure area in the eastern part, by the river Radbuza. The winning proposal, by a Spanish team, proposes residential houses in rows, with a "green" design that uses the natural air circulation and greenery to refresh the area. In June 2006 Pilsen city council decided to continue working with the winning team on more detailed documentation. However, the revitalisation of the Cukrovarská street area requires a change in the land-use plan. After the transport depot is moved to another part of the city, the proposed change will be to functional mixed urban use with the preservation of a sporting area.

It is likely that the Papírna site project will be finished first, since construction on the Cukrovarská site requires a new technical base. Even then, however, attention will be paid to the city's current needs and options when deciding on the use of the site.

The unique position of both brownfield sites between a built-up area and the banks of the Radbuza, which brings the natural environment into the centre of Pilsen, makes these places extremely attractive sites for further development.

Reasons to Develop Brownfields in the Pilsen Region

Location

- locations in attractive parts of cities
- unique identity of locations

Conditions for Investors

- existing infrastructure
- easier planning process

Public Support

- public support for revitalisation, for covering additional expenses related to regeneration of brownfields (environmental damage, demolitions)



Planning a conference? How about Pilsen?

Human Resources and Economics

The Czech Republic's fourth largest city, with a population of over 163,000, Pilsen has the potential to become a major centre for conference tourism in the near future. A mere sixty minutes along the D5 motorway from the Prague - Ruzyně international airport, Pilsen has a lot to offer. The last two years have seen the appearance of a number of hotels with multifunctional spaces. The city also has a wide range of activities going on throughout the year for conference attendees to enjoy in their spare time.

If your priority is a hotel with a large convention room and good food, you will definitely not be disappointed by the Parkhotel Plzeň or the Courtyard by Marriott Pilsen, part of the well-known international chain. Other hotels whose service is bound to satisfy you are Best Western Hotel Panorama, Central, CD, Continental, Gondola, Hazuka, Palace, Primavera and Victoria. The table below will help you choose the best hotel for your purposes. If you wish to enjoy the countryside whilst remaining close to the city, you might like to choose Darovanský dvůr, Areál Hájek or Býkov.

The city of Pilsen is inseparably connected with a long tradition of brewing. The Pivovarský dvůr Plzeň (Pilsen Brewery) in the district of Černice provides conference rooms and accommodation in the Hotel Purkmistr. You will also find conference space and good food at the world-famous Pilsner Urquell brewery near the centre. Its visitor centre, which also provides a non-traditional party space, offers unique tours of the old and new

brewery operations, including beer tasting. There are several other places soaked in history at which you can organise conferences, including catering: the Měšťanská Beseda (Burghers' Hall), the City Hall and Kozel chateau not far from Pilsen. There is also the Inwest cultural centre, the traditional site for holding conferences and trade fairs.

After the official part of the conference is over for the day, you can take the time to enjoy Pilsen properly. The possibilities are endless. If you want to relax, you can order a pleasant massage, or visit a salt cave or sauna. The city also offers bowling alleys, billiards, mountaineering walls, a ropes course and an in-line skating track. You can walk or cycle in the beautiful countryside around Pilsen. There are also a large number of tourist attractions to visit in Pilsen and its environs, including the popular Zoological and Botanical Gardens and historical monuments and galleries. A tour of the Bohemia Sekt sparkling wine producer together with a tasting in nearby Starý Plzeňec makes for an interesting excursion. You might also like to see an opera or ballet at the J. K. Tyl Theatre, a puppet performance in the Alfa Theatre or a film in one of Pilsen's many cinemas. Each month brings different events that form part of Pilsen's traditional cultural year. Pilsen's City Information Centre can provide you with valuable aid in putting together your programme of additional events. It can organise a number of services for you, such as a city tour.

Macro-economic Statistics

Rate of unemployment in the Pilsen Region: 4.6 % (January 2008)

Average wages in the Pilsen Region: 18,733 CZK (2006)

GDP per head in current prices in the Czech Republic: 312,087 CZK (2006)

Conference space in Pilsen and its environs

Hotel	Maximum capacity of conference room	Parking
<u>Areál Hájek</u>	30 people	36 places
<u>Best Western Hotel Panorama</u>	25 people	30 places
<u>Býkov</u>	200 people	80 places
<u>CD</u>	120 people	20 places
<u>Central</u>	120 people	25 places
<u>Continental</u>	200 people in the restaurant area	30 places
<u>Courtyard by Marriott Pilsen</u>	250 people	85 places
<u>Darovanský dvůr</u>	250 people	200 places
<u>Dům kultury Inwest</u>	376 people with conference layout + 620 in gallery	non-stop serviced parking
<u>Gondola</u>	100 people	30 places
<u>Hazuka</u>	70 people	10 places
<u>Kozel chateau</u>	250 people	80 cars and 10 buses on site
<u>Měšťanská beseda Plzeň (Burghers' Hall)</u>	290 people	can be arranged
<u>Palace</u>	40 people	10 places (soon 25 places)
<u>Parkhotel Plzeň</u>	1 000 people	200 places
<u>Pivovarský dvůr Plzeň (Pilsen Brewery)</u>	80 people	21 places
<u>Plzeňský Prazdroj (Pilsner Urquell)</u>	170 people	on the brewery site
<u>Primavera</u>	280 people	100 cars plus 3 buses
<u>Radnice (City Hall)</u>	100 people	can be arranged
<u>Victoria</u>	60 people	18 places

News

Invitation to URBIS INVEST and REAL VIENNA

You are invited to presentations of the Pilsen Region this spring at two international trade fairs, URBIS INVEST 2008 (22 – 26 April 2008, Brno) and REAL VIENNA (27 – 29 May 2008, Vienna). Learn about interesting brownfield sites, major development projects and industrial zones. Gain answers to your questions on investing in the Pilsen Region, as well as economic, transport, tourism and other information of interest.



BIC Plzeň: Business space on offer

Since it was founded in 1992, BIC (Business and Innovation Centre) Plzeň has provided business space in an attractive environment for the establishment of technology-orientated innovative companies in the Pilsen Region. More such spaces are about to become available. To date, BIC has supported over 60 companies and helped to create over 250 highly-qualified jobs. Several companies have now successfully emerged from their startup phase and, having started to expand, are moving to their own, larger premises. As a result, in the first half of 2008 BIC Plzeň is once again able to offer spaces for the establishment of further innovative activities. Companies who set up in BIC Plzeň gain not only the space itself but a whole bundle of further services. In particular, they are able to work regularly with BIC Plzeň's consultants, who can advise on drawing up business plans, technology transfer, gaining advantageous finance and finding partners for sales, production and research and development. Existing clients say the greatest advantage of the BIC Plzeň site is its quiet location near the Plzeň Borská Pole City Industrial Park and the University of Western Bohemia, the good transport connections (city public transport, the D5 motorway), parking, low lease costs and the way in which the spaces can be adapted to the needs of the company.

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