

# Invest in the Pilsen Region

## Avalon Business Center

## Strategic Services



**The Avalon Business Center is the perfect location to base any company looking to profit from the dynamically developing markets of the Central European region.**

The Center offers a modern working environment for companies of various sizes, characters and ways of working. Its ability to offer both open-plan and partitioned offices of various sizes gives it a huge degree of flexibility.

Avalon Business Center is located in central Pilsen close to the historic heart of the city and not far from the Czech National Bank, the Central Bus Station and the Škoda Holding site. The Center is easily accessed by road from the city centre and via major access routes and ring roads. It can be also reached easily by public transport and is well connected to the footpath running from the city centre.

### Benefits

- the Centre's efficient and flexible floor plan permits any layout – from open-plan designs through to traditional corridor systems with enclosed offices

- the Centre has an entrance hall with a central reception and an adjoining quadrangle providing an area for relaxation
- the entire premises are protected by a 24-hour security service and a state-of-the-art electronic security system
- comprehensive services and support activities – shops, restaurants and services

The proposed rent is comparable with projects offering class-A premises and the services that such premises require. The rent is around CZK 190/m<sup>2</sup>/month for leisure activities, around CZK 210/m<sup>2</sup>/month for restaurants and coffee bars, around CZK 300/m<sup>2</sup>/month for offices and around CZK 380/m<sup>2</sup>/month for retail spaces.

The Avalon Business Center was officially opened in June, 2007.

For more details about this project please take a look at <http://www.avalonbc.cz> or contact Petr Kouřil on the phone +420 602 559 662.

## 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

## Klatovy – Pod Borem

## Industrial Zones in the Pilsen Region



**The City of Klatovy (the second largest city in the Pilsen Region with more than 23,000 inhabitants) currently makes steps towards the development of a new industrial zone.**

The industrial zone Pod Borem was selected as a priority site for new investments located in Klatovy three years ago. The valid master plan reserves this area explicitly for production activities. The change of owner, originally the Czech Army, has made the development of this locality possible. However, the city has initiated preparing of technical documentation and building-up of superior traffic infrastructure. At present the city owns majority of lands in the zone.

The construction of a new frontage road which will improve the I/27 road approach (in the direction of D5 motorway and Pilsen) is in progress. This road is about to be finished early in 2008. "We are very glad that we have managed to start this road construction which will provide a high-quality connection of the industrial zone to the public road system. The aim is to uprate the city road system that will make location of new investments possible and protect the city centre from heavy transportation", explains Rudolf Salvetr, Mayor of Klatovy.

The city wants to locate projects creating job opportunities for qualified employees in the zone. Klatovy can offer more than 20 hectares of lands for these purposes. Number and structure of job opportunities related to the planned investments are the main evaluative criteria for investors' selection. Companies have to take up their activities within 3 years after signing a contract. Fully utilised lands at a reasonable price will be a bonus for those who respect this condition.

#### Benefits

- crossroad of two first-class roads (I/27, I/22)
- significant railway hub
- total area of zone 285,000 m<sup>2</sup>, Klatovy owns 212,000 m<sup>2</sup> of it
- technical infrastructure under construction

For more information please contact Rudolf Salvetr, Mayor of Klatovy (e-mail: [starosta@mukt.cz](mailto:starosta@mukt.cz); phone: +420 376 347 111; [www.klatovy.cz](http://www.klatovy.cz)).



## 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 estates and spaces to let
- investment incentives
- advanced telecommunication infrastructure

### Experience

- investments already implemented

### Other Conditions

- healthy environment
- culture, leisure time



## Barracks Stříbro

## Brownfields in the Pilsen Region



**The main effort of the city is to integrate the former barracks Stříbro into the city structure and improve the image of this locality.**

Stříbro gained the deserted military area in April 2007. The territory exceeds 45 hectares and represents a significant development site suited for the expansion and localization of activities for which the city could not find any appropriate place. Because of the fact that Stříbro belongs to regions with higher number of job opportunities, projects concern especially housing construction, civic amenities and furthermore location of production investments. It is an opportunity for new investors or companies already occurring in the city and its surrounding. Being situated about 8 km from D5 motorway Stříbro is an attractive destination on the way between Pilsen and German border.

The preliminary study for revitalization and development of the former barracks has been worked up under the support of the Regional Authority of the Pilsen Region and the state agency CzechInvest. It was within the frame of the project "Mapping of brownfields in the Pilsen Region". The document, the Regional Development Agency of the Pilsen Region has co-operated on, analyses not only existing infrastructure and buildings but also external influences and surroundings of this brownfield. Part of the study has been focused on proposal of the new area layout supplemented by functions acceptable for various parts of this territory and final recommendation for the locality including the cost estimation. The study results are instrumental towards the decision making within this area and information of citizens about the revitalization process.

The municipality's aim is to put across the proposal from the above mentioned study which respects the valid master plan and other details. "We have established a special workgroup for this project. The members of municipal council have agreed that it is not convenient to sell out the area in parts. We would prefer to find a strategic partner or a developer who will be able to invest private financial resources and cooperate with the municipality on a long term basis. Of course we take account of possibility to apply for grants from the EU Structural Funds", says Miroslav Nenutil, Mayor of Stříbro.

**Benefits**

- total area of 450,000 m<sup>2</sup>
- city is the owner of the whole area
- good access to D5 motorway
- relatively close to German border and Pilsen
- study within the frame of the project "Mapping of brownfields location in the Pilsen Region" available

For more information please contact Miroslav Nenutil, Mayor of Stříbro (e-mail: [starosta@mustribro.cz](mailto:starosta@mustribro.cz); phone: +420 374 801 111; [www.mustribro.cz](http://www.mustribro.cz)).

**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 (ecological damages, demolitions)

## New Course "Civil Engineering" at the UWB in Pilsen

## Human Resources and Economics



Starting with the academic year 2007/2008 Faculty of Applied Sciences (University of West Bohemia in Pilsen) is about to open a new course „Civil Engineering“ within the frame of the field of study Mechanics. It is conceived as a three-year bachelor study programme with a possibility of continuing to the master study programme. The aim is to prepare adepts in civil engineering with knowledge of informatics, management and construction legislation. Graduates can find a job in the sphere of public administration and municipal government, setup of investments and general civil engineering.

The University of West Bohemia in Pilsen (UWB) with its seven faculties is the only institution of higher education in this part of the country which prepares students (more than 17,200) for careers in electrical and mechanical engineering, economics, education, humanities, fine arts, law and public administration. The UWB was established in 1991 when the Institute of Technology in Pilsen (Mechanical Engineering and Electrical Engineering) and the College of Education were merged. The University of West Bohemia in Pilsen is involved in the international exchange of students and international projects with universities in Europe, the USA and many other countries.

### Macro-economic Statistics

#### Rate of unemployment

in the Pilsen Region: 4.7 % (May 2007)

#### Average wages

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

#### GDP per head in current prices

in the Czech Republic: 312,087 CZK (2006)

Resource: [www.czso.cz](http://www.czso.cz)

## New R&D company located in BIC Plzen premises

Another multinational company that located its R&D activities in Pilsen is TETRACO INTERNATIONAL holding. After software labs of Panasonic, R&D center of Mercedes-Benz and others, Tetraco follows the positive trend of localization of business activities which are not based on low costs of labor force in the Pilsen region but mainly on high qualification and technical skills of personnel.

Tetraco International s.r.o. established a new electronic laboratory in the Technology center BIC Plzen in summer 2006 (at that time under the trade name Seidel und Naumann s.r.o.) and began executing their development services in the field of electronics and software focusing on video systems and industrial application. Company has hired 6 employees for these activities so far, mainly the University of West Bohemia (UWB) graduates. They are using more than 100 sq. m. of premises in newly reconstructed building in the Pilsen Municipal Industrial Park Borska Pole.

Dutch holding of Tetraco International operates in several European countries such as Germany, Netherlands and Romania. Their Czech headquarters is located in Liberec. The company is closely cooperating with many local universities, it is mainly the Technical University of Liberec in the Czech Republic. Cooperation with the Faculty of Electrical Engineering (UWB) is planned.

The company management has made sure that the locality of the Pilsen Municipal Industrial Park Borska pole provides optimal conditions for further development and they are going to extend their activities there. Within the context of this fact the firm wants to hire other employees, especially development engineers. Tetraco International s.r.o. also plans investments in another science and technology equipment such as EMC rooms for measuring of the electromagnetic compatibility, located in the building of the new Science and Technology Park Plzen.



## News

**Brownfields and Industrial Zones on the Web Sites**

The Regional Authority of the Pilsen Region presents local brownfields and industrial zones on its web sites. Persons interested in the most perspective brownfields in the Pilsen Region can find more information on <http://www.plzensky-kraj.cz/brownfield.asp>. You get knowledge of their area, ownership, previous usage and supposed intention. Ortophoto maps, maps of

broader connections and illustrative photos are added. 3D model of locality Světovar is available on web sites (see the photo), others are in planning stage. There is a table containing the most significant industrial zones in the Pilsen Region including their descriptions on <http://www.plzensky-kraj.cz/zony.asp>. For more information concerning brownfields and industrial zones take a look at <http://investice.plzensky-kraj.cz> or turn to us (e-mail address: [investice@plzensky-kraj.cz](mailto:investice@plzensky-kraj.cz)).

**Information for Investors and Portfolio "Invest in Pilsen"**

The Urban Planning and Development Institute of the City of Pilsen has activated the English version of its web sites. Investors and other persons concerned can get much information about Pilsen, our partially state-funded organisation, development projects of the City of Pilsen and the Pilsen Development Programme. For more details take a look at [www.plzen.eu/ukr](http://www.plzen.eu/ukr). Investors interested in localization of their activities in Pilsen can take advantage of the portfolio "Invest in Pilsen" made by the Urban Planning and Development

Institute of the City of Pilsen, the Regional Development Agency of the Pilsen Region and CzechInvest. This portfolio containing various project sheets was distributed at the trade fairs EXPO REAL (October 2006, Munich, Germany), MIPIM (March 2007, Cannes, France), URBIS INVEST (April 2007, Brno, Czech Republic) and REAL VIENNA (May 2007, Vienna, Austria). The authors of this portfolio would like to join other new project sheets. Being interested in cooperation with us take a look at maquette of the project sheet on [www.plzen.eu/ukr](http://www.plzen.eu/ukr) or contact the Urban Planning and Development Institute of the City of Pilsen.



## Body of Editors



Urban Planning and Development  
Institute of the City of Pilsen

Škroupova 5, Plzeň  
+420 378 035 006  
[www.plzen.eu/ukr](http://www.plzen.eu/ukr)

Kateřina Juríková  
Head of Marketing Section  
[jurikova@plzen.eu](mailto:jurikova@plzen.eu)

Štěpánka Jelínková  
Manager of Marketing  
and Economic Development  
[jelinkovas@plzen.eu](mailto:jelinkovas@plzen.eu)



Regional Authority  
of the Pilsen Region

Škroupova 18, Plzeň  
+420 377 195 695  
[www.plzensky-kraj.cz](http://www.plzensky-kraj.cz)

Miloslav Michalec  
Head of Regional Development  
Department  
[miloslav.michalec@plzensky-kraj.cz](mailto:miloslav.michalec@plzensky-kraj.cz)

Petra Hessová  
Regional Development Section  
[petra.hessova@plzensky-kraj.cz](mailto:petra.hessova@plzensky-kraj.cz)



Regional Development Agency  
of the Pilsen Region

Riegrova 1, Plzeň  
+420 377 237 679  
[www.rra-pk.cz](http://www.rra-pk.cz)

Jan Naxera  
Consultant  
[naxera@rra-pk.cz](mailto:naxera@rra-pk.cz)



CzechInvest, Regional Office  
for the Pilsen Region

Anglické náb. 1, Plzeň  
+420 378 226 633  
[www.czechinvest.org](http://www.czechinvest.org)  
[plzen@czechinvest.org](mailto:plzen@czechinvest.org)



BIC Plzeň, Business  
and Innovation Centre

Riegrova 1, Plzeň  
+420 377 235 379  
[www.bic.cz](http://www.bic.cz)

Zbyněk Doležal  
Consultant  
[dolezal@bic.cz](mailto:dolezal@bic.cz)

Zdeněk Molcar  
Project manager  
[molcar@bic.cz](mailto:molcar@bic.cz)