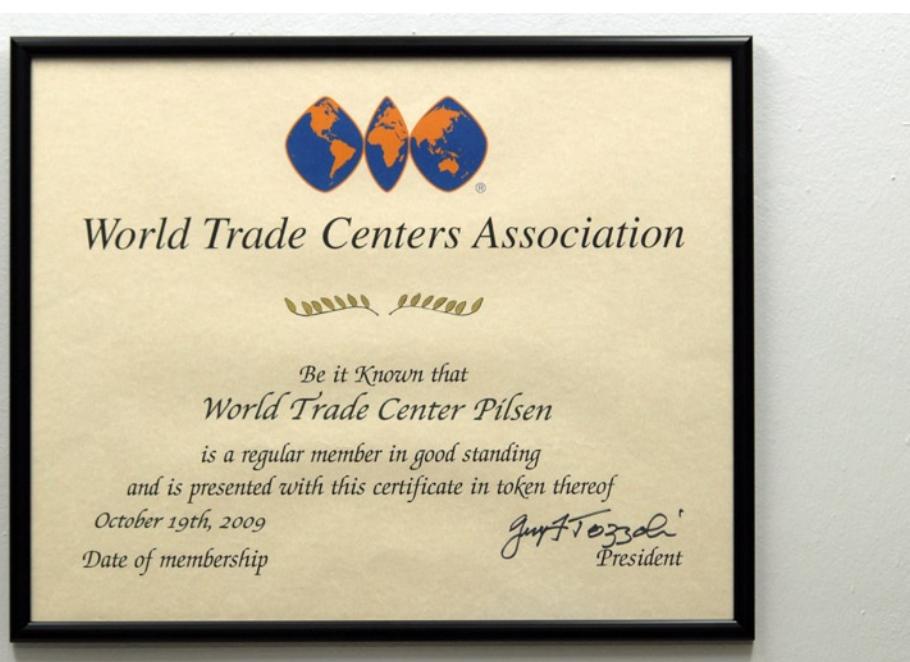


Invest in the Pilsen Region

Pilsen received World Trade Center Pilsen licence



The City of Pilsen was successful in its bid to receive a licence for the World Trade Center Pilsen (WTC Pilsen), granted by the World Trade Centers Association (WTCA) in New York. At the 40th WTCA Board Meeting in Barcelona, Spain (19-22 October 2009), the association's board of directors decided in favour of Pilsen becoming the 326th holder of a prestigious World Trade Center licence.

The opportunity for receiving this licence was in line with the city's vision for development. The preparations for submitting the application represented a long and relatively complicated process, launched by the Pilsen City Council's approval of the objective in October 2007. The World Trade Centers Association was officially informed of this objective in January 2009, and afterwards the application and source materials (bid book) were drafted. The bid book had to include a description of the economic situation, the city's and region's motivation for receiving the licence, the extent of international activity and infrastructure, letters of support from local administrative authorities, institutions and businesses. The application and the bid book had to be submitted to the WTCA four months prior to the Board Meeting in Barcelona.

The World Trade Centers Association is an apolitical non-profit organisation that aims to support international commerce and trade through an international network of members. The WTC concept was established in the 1960s and aims to strengthen economic development, attract businesses and create new job opportunities. Today there are WTCA members in almost 100 countries around the globe. Around three quarters of a million companies are affiliated with WTCA members.

Licence owners have the right to use the prestigious World Trade Center name, logo and services provided by the WTCA, and participate in international meetings and board meetings. Individual World Trade Centers act as independent organisations with their own administrations, and the network is based on club membership. The services provided by World Trade Centers include the establishment and organisation of a WTC business club, conferences and meetings, business information, office rentals and business services.

Knowledge Economy

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

Czech Technology Platform of Engineering



The term “Technology Platform” is cropping up more and more frequently, particularly in information regarding the European Union – where about 30 of these platforms for various sectors of industry and research have been established over the past several years. The objective to establish a Czech Technology Platform of Engineering stemmed from a joint initiative of research centres supported by the Czech Ministry of Education. This platform brings together approximately 30 organisations (companies, universities, associations of manufacturers, etc.) and is based at the Pilsen Science & Technology Park, which was built in cooperation with the City of Pilsen and the University of West Bohemia.

The Czech Technology Platform of Engineering has been in operation since 2007 and provides its members with information about funding opportunities within the Czech Republic and the EU for research and development projects. Furthermore, the platform offers the opportunity to get involved in the Central European Consortium, which aims for central European countries to gain influence in EU research programmes, make use of findings from national and European platform activities connected to the development of engineering and draft a strategy for the Czech engineering sector.

The platform has set five basic goals which include: drafting a strategy for individual disciplines and the

entire engineering and research sector (Strategic Research Agenda); intensifying cooperation between research and industry; assisting individual disciplines and the entire sector in achieving a higher level of competitiveness; and cooperating with the European Technology Platform MANUfuture. Events planned for 2010 and membership requirements will be published at the website www.ctps.cz. The Cooperation project under the Operational Programme Enterprise and Innovation supports financing the platform's activities.

Selected activities in 2009

- 26 May 2009: The Czech Technology Platform of Engineering was received as a regular member of the EFFRA (European Factory of the Future Research Association) at its general meeting in Brussels
- 24 June 2009: Czechs and Austrians met with the aim of creating a Central European consortium, meeting at the Austrian Federal Economic Chamber in Vienna
- 17 September 2009: Contribution at the conference “Needs and barriers in the field of manufacturing machinery research and development” at the 2009 International Engineering Fair in Brno
- 21 October 2009: Participation in the MANUfuture High Level Group meeting in Stuttgart
- 1-2 December 2009: Participation in the MANUfuture 2009 conference in Goteborg, Sweden

Knowledge Economy

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

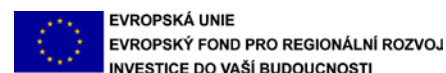
- development areas in the urban centres
- real estate and spaces to let
- investment incentives
- advanced telecommunications infrastructure

Experience

- investments already implemented

Other Conditions

- healthy environment
- culture, activities



The town of Střibro



The town of Střibro (pop. 8,250) in the Tachov District is a municipality where unemployment figures have exceeded 25% -- in the course of 2009, a major investor shut down operations in the town and laid off 1,400 employees. Due to the high level of unemployment, a working group was established here that is intensively concerned with coordinating re-qualifications, applications for European Union grants and negotiations with investors.

Part of the needed jobs will be created in the Ostrov u Střibra industrial zone near the D5 motorway. A project for revitalising the former military barracks that directly link up to the centre of town also looks promising. The premises were acquired from the Czech Army in April 2007 and the barracks represent one of the largest former military buildings in the Pilsen Region. As part of cooperation between the public and private sector, since January 2009 the town has worked together with the British property development company Waystone in revitalising the barracks. According to the contract, the entire barracks complex should be fully occupied within five years.

It is planned that the land will be home to a new district which will include an industrial zone with an area of

over 20 ha. Additional space has been set aside to develop real estate for stores, services, housing and public service buildings. The town selected the longer and more demanding path for revitalising the space as it alone wished to decide what will emerge out of the barracks site and maintain a certain degree of continuity. In the industrial complex preparation phase, the town is offering companies the opportunity to purchase land as well as lease certain buildings. The convenient connection to the D5 motorway is certainly alluring for investors.

One of the first results of cooperation in the difficult project of revitalising the land where the former army barracks are located is the complete decontamination of an area of the complex that once served as a vehicle lot. As part of the reconstruction, 18 military buildings were removed, thus creating an over five-hectare area ideal for locating new business projects. The demolition of the unusable section was supported from state budget funding via a Ministry for Regional Development grant provided to plan adapting the former military complexes to municipal use. Střibro anticipates revitalisation will continue and is preparing an application for this grant schedule for 2010 as well.



Brownfields

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)



Human Resources and Economics

Techmania Science Center motivates students to take up science and technology subjects

Over one year ago the gates to Techmania opened for the first time, and in 2009 the centre welcomed up to 70,000 visitors – 25,000 of whom were from school groups. While other regions in the Czech Republic are still working on building their own science centres, in Pilsen an informal educational institution that has the potential to guide young people towards studying classic technical subjects is already in operation. In just one year of its existence, Techmania has also received a number of awards – it was the overall winner of the recreation and leisure listing website Kudy z nudy Portal Award in the category of tourist destinations, and also took the top prize in the Reconstruction category of the Pilsen Region Building of the Year competition.

Techmania Science Center does not solely fulfil an educational function, however. Besides permanent exhibits, travelling exhibitions and programmes focused on certain topics, other events and conferences aimed at increasing the popularity of science and technology are also held at the centre. The mission of a conference held in December 2009 entitled "SCICOM – 1st Czech Conference on Science Communication" was to stimulate communication about science. This was the first in a series of activities that strived to present science as a comprehensible and useful discipline. Outside of the Czech Republic, much attention is paid to this issue; specialised areas of study even exist on the topic. In the Czech Republic, though, it was the SCICOM project that first addressed this area on a professional

level. SCICOM was established in cooperation with the University of West Bohemia in Pilsen, Techmania Science Center, The Tertiary College and Secondary School of Electrical Engineering in Pilsen, the Grammar School and Specialized Secondary School in Rokycany and the Czech Marketing Association, which serves as an advisory body for the entire topic.

Although interest among young people in the natural sciences and technical disciplines is on the decline worldwide, the experience of other countries (Finland, Belgium, United States, Japan, etc.) demonstrate that the use of projects, contests, interactive exhibits and media campaigns plays an important role in promoting science and represents an ideal tool for building human resources in research and development.

The implementation of the project should help turn around the negative trend of stagnating interest among young people in taking up science and technology subjects. In combination with demographic developments, this trend represents a major risk for employment in the Czech Republic. In 2015, the number of 15-year-olds should plummet to close to 90,000 (Czech Statistical Office, 2004). The SCICOM project intends to strengthen the competence of research and development staff in communicating about science whilst also systematically working with people interested in creative or research work, particularly among secondary school students. Additional up-to-date information can be found at www.techmania.cz and www.scicom.zcu.cz.

Macro-economic Statistics

Rate of unemployment

in the Pilsen Region: 7.65% (November 2009)

Average wages

in the Pilsen Region: 21,387 CZK (1– 3 Q 2009)

GDP per head in current prices

in the Pilsen Region: 317,428 CZK (2008)



News

Third annual FINPEX to take place in 2010

The third annual presentation of real estate, construction and investment opportunities FINPEX will take place in October 2010. Further information will be available at www.finpex.cz. This past year's event, which took place in October 2009 at the Měšťanská beseda in Pilsen, provided participants with a comprehensive overview of investment opportunities, particularly in industrial zones located within the Pilsen Region, and also made it possible for those interested to visit Košutka Winter Stadium, the Puppet Museum on Náměstí Republiky and the BD Borský Park residential block. The gala evening held at the close of the event declared architect Jan Soukup the Pilsen Region's Man of the Year in Construction and Architecture for 2009, whilst a representative from the town of Kralovice accepted the award for Pilsen Region's Investment of the Year 2009.

Pilsen successful contender for The European Greenways Award

In October of this year, the City of Pilsen was recognised in the prestigious European Greenways Award. With its Recreational Sports Paths - Greenways project, the city placed second in the Mobility category at the fourth annual competition. A representative of the Urban Planning and Development Institute of the City of Pilsen accepted the award at the Centre Culturel Triangel in St Vith, Belgium.

The University of West Bohemia scores in the "Czech Mind" competition

The Pilsen Region celebrated two successes in the Česká hlava ("Czech Mind") competition this year. Ing. Milan Hanuš, a graduate of the master's programme in applied sciences at the University of West Bohemia in Pilsen, took the Gaudeamus Award for his paper entitled "Numerical Modelling of Neutron Transport". The Czech product NovaVoice, which is able to transcribe speech into written text with a high degree of precision, won the Industry Award for the most significant technical or product innovation. This software, a joint project of Consulting Company Novasoft a.s. and Speechtech s.r.o., was based on research carried out at the Department of Cybernetics at the University of West Bohemia's Faculty of Applied Sciences in the area of speech technology.

D5 Logistics Park receives award

Panattoni Europe's D5 Logistics Park, located just six kilometres from Stříbro in the district of Tachov, received the "Industrial Park of the Year" award in the competition Business Real Estate of the Year. The CzechInvest agency and Association for Foreign Investment announced the ninth annual competition in November of 2009.

Editorial Board



Urban Planning and Development
Institute of the City of Pilsen

Škroupova 5, Plzeň
+420 378 035 006
www.plzen.eu/ukr

Kateřina Juríková
Marketing Section
jurikova@plzen.eu

Štěpánka Jelínková
Manager of Economic
Development and Marketing
jelinkovas@plzen.eu



Regional Authority
of the Pilsen Region

Škroupova 18, Plzeň
+420 377 195 305
www.plzensky-kraj.cz

Miloslav Michalec
Head of Regional Development
Department
miloslav.michalec@plzensky-kraj.cz

Michaela Černá
Regional Development Section
michaela.cerna@plzensky-kraj.cz



Regional Development Agency
of the Pilsen Region

Riegrova 1, Plzeň
+420 377 237 679
www.rra-pk.cz

Jan Naxera
Consultant
naxera@rra-pk.cz



CzechInvest, Regional Office
for the Pilsen Region

Teslova 3, Plzeň
+420 378 056 632
www.czechinvest.org

Blanka Bendlová
Regional Office Director
blanka.bendlova@czechinvest.org



BIC Plzeň, Business
and Innovation Centre

Riegrova 1, Plzeň
+420 377 235 379
www.bic.cz

Zbyněk Doležal
Consultant
dolezal@bic.cz