

2017

Czech Republic Business Expo
12. -14. 9. 2017, Olomouc



2K CONSULTING

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BRANCHES OF THE TRADE FAIR

- Civil and Power Engineering
- Mechanical Engineering
- Health Service
- Cybernetics, Robotics and Information Technologies
- Electronics and Electrotechnology
- Food Industry and Agriculture
- Transport and Tourism

MAIN TRADE FAIR OBJECTIVES

- Promotion of Czech companies, their products and services
- Support of economic diplomacy
- Support of bilateral trade cooperation between Czech and foreign businessmen
- Business Networking – establishing new business relationships at the international level
- Presentation of national specialities of participating countries

TARGET TERRITORIES OF THE TRADE FAIR

- Europe
- Asia
- America



TARGET GROUPS OF THE TRADE FAIR

- **Czech companies**, business subjects in the area of manufacturing and providing of services with **export potential**
- **Foreign businessmen and companies** with interest in **cooperation with Czech business partners**
- **Foreign embassies and representations in the Czech Republic**
- **Foreign and bilateral chambers of commerce, business centres**
- **Regions, towns and municipalities from different countries**
- **Professional unions and associations**
- **Scientific institutions, technology agencies, high schools and universities**

TRADE FAIR VALUE ADDED

- **Current information from the area of export policy** and international trade
- **News from the area of tourism, science and research**
- **B2B meetings** with potential future business partners of your choice
- **Business Networking** across continents
- **3-day conference** devoted to the export, tourism, science and research issues
- **Panel discussions** with experts
- **BUSINESS DAYS** – presentation of business and investment opportunities in chosen European, Asian and American countries by foreign embassies or chambers of commerce
- **Degustation of national specialities of participating countries** - degustation of wines, beers from microbreweries and exotic foods from around the world

PATRONAGE



Mayor of the Olomouc Statutory City
Mr. Antonín Staněk

1st Deputy to the President of the Olomouc
Region **Mr. Jiří Zemánek**



Prezident České republiky
Miloš Zeman
uděluje
ZÁŠTITU
akci
„Czech Republic Business Expo 2017“
12. – 14. září 2017



V Praze dne 23. února 2017

President of the Czech Republic
Mr. Miloš Zeman



Pavel Bělobrádek
Ministr vlády pro vědu, výzkum a inovace
přijímá
Záštitu
nad
veletrhem
Czech Republic Business Expo 2017,
který se uskuteční ve dnech 12. – 14. září 2017 v Olomouci



V Praze dne 23. února 2017

Deputy Prime Minister for the Science, Research
and Innovation **Mr. Pavel Bělobrádek**

PATRONAGE



Minister of the Regional Development
Karla Šlechtová



President of the Technology Agency of the
Czech Republic **Mr. Petr Očko**



President of the Industrial Property Office
Mr. Josef Kratochvíl



President of Czech Chamber of Commerce
Mr. Vladimír Dlouhý

CONFERENCE PROGRAMME*

Concurrently with the trade fair the conferences and thematic blocks of lectures will be held. Every day will be devoted to the different theme and presentation of various territories. The experts on international trade will participate in the panel discussions, the presentation of particular regions will be held with the attendance of ambassadors and commercial representatives of the participating countries and chambers of commerce representatives.

1st DAY - Tuesday 12th September 2017

DAY OF EXPORT AND INTERNATIONAL TRADE

- Panel I: Export Policy of the Czech Republic and where the export will go in the years 2017 - 2020?
- Panel II: World's problems and news of export, experience of successful Czech exporters

ASIA BUSINESS DAY

2nd DAY - Wednesday 13th September 2017

SCIENCE AND WORLD RESEARCH DAY IN THE AREA OF DIGITIZATION OF INDUSTRY AND SMART CITIES

- Panel I. Digitization of industry and how it will go?
- Panel II. Smart Cities and Development of Municipalities

EUROPE BUSINESS DAY

3rd DAY - Thursday 14th September 2017

TOURISM DAY

- Panel I: Where is the tourism going in the Czech Republic?
- Panel II. Marketing and management in tourism
- Panel III: Presentation of selected cities, towns and regions

AMERICA BUSINESS DAY

* programme changes reserved

B2B MEETINGS & BUSINESS NETWORKING

An inseparable part of the fair will be also prearranged B2B meetings of Czech and foreign businessmen, representatives of businessmen or state administration. Businessmen and company representatives will be able to use the unique opportunity to meet ambassadors or commercial representatives of participating embassies or representatives of chambers of commerce and get to know more detailed information about the business opportunities in particular territories. This networking offers new business contacts for internal and foreign companies which are looking for new potential business partners. Foreign participants can use B2B meetings not only to make contacts with Czech business partners but also they can choose whichever participant from various countries of the world.

Representatives of the companies have the opportunity to present their products and services at exhibition stand and they can use B2B meetings for quick and effective exchange of information about their activities as well.



Czech Republic Business Expo 2017 opens up a unique opportunity to make first personal contacts and develop future business partnerships.

B2B meetings will be held in separated space of the exhibition area, where the general public will not have access, the access will be given only to participants of the B2B meetings. Conference services also include offer of interpreters which will be provided for your needs.

For participating in the pre-arranged B2B meetings it is necessary to pay registration charge of 5 000,- CZK/ 185 EUR. Number of B2B meetings of your choice is not limited. Choice of business partners for B2B meetings will be realized after the completion of the materials of all participants – candidates for B2B meetings. The charge is used for ensuring the smooth progress of the B2B meetings and targeted promotion of participants among potential business partners.

OFFER OF PARTNERSHIP

PARTNER OF THE TRADE FAIR

1. Entrance to the halls A, E, G, H and outdoor area of the Exhibition Grounds
2. PR article on the iDnes.cz or Czech News Agency website
3. Inserting promotional materials of your company into bags for all participants of the fair
4. Presentation or video about your company/products on the screen in the foyer of Hall A (once a series)
5. Participation of 1-2 representatives of your company in the 3-day conference devoted to export policy, tourism problems, science and research matters
6. Unlimited number of B2B meetings of your choice
7. 5 tickets VISITOR for trade partners
8. Marking your company as "partner" in all promotional materials of the fair
9. Adding your company logo among partners of the conference on the website www.crpexpo.com
10. Putting into the fair catalogue CRP EXPO 2017 (advertisement 1/4 page)
11. Opportunity of commercial presentation in lecture hall A1 (15 minutes)
12. 10% discount on exhibition stand larger than 10 m²

Cost: **2 040 EUR**

TYPES OF PARTICIPATION

EXHIBITOR

The exhibitor is a businessman, company, organization of state administration, embassy or other institution which orders an exhibition stand in one of the halls or in the outdoor exhibition area. The exhibition stand is opened to the general public, it can be designed as a trade stand.

1 representative of exhibitor will get ticket to separated section of the exhibition grounds where the conference, presentation of business and investment opportunities in various countries and B2B meetings will be held. These spaces will be intended only professional public. For participating in the pre-arranged B2B meetings it is necessary to pay registration charge of **185 EUR**. Number of B2B meetings of your choice is not limited.

BUSINESS VISITOR

Business visitor is a participant in the fair, who decides not to use the opportunity of presentation on exhibition stand, but will only participate in the conferences, presentations of business and investment opportunities of each country and B2B meetings. Business visitors will have access to the exhibition halls and outdoor exhibition area and closed conference spaces.

For participating in the pre-arranged B2B meetings it is necessary to pay registration charge of **185 EUR**. Number of B2B meetings of your choice is not limited.

PARTICIPANT IN THE CONFERENCE

Participant in the conference is a type of trade fair visitor who are interested in participating in one of the conference blocks, but does not wish to participate in B2B meetings or use the opportunity of presentation on the exhibition stand.

VISITOR

Visitor from the general public who is interested in familiarization with the trade fair offer, finding out some news from different sectors or trying national specialities of participating countries. Visitors can purchase a ticket at the entrance, either one-day ticket for **5,50 EUR** or three-days ticket for **15 EUR**. Organizer provides discounts for students and seniors. Visitors will receive a colored wristband which allows to enter the exhibition halls and outdoor exhibition grounds. Visitors are not allowed to enter conference rooms where the thematic conferences and B2B meetings will take place.

OFFER FOR FOREIGN EXHIBITORS

VARIANT ONESELF

Foreign businessman or company orders his own stand of 2 m² or 6 m². Financial costs are paid by each of participants separately. The offer includes exhibition stand with basic equipment, registration charge for exhibitors, inserting promotional materials of company into bags for all participants of the fair and 3-day ticket for the conferences devoted to the export policy, tourism and to the science and research. Interpreting of the conference into English is guaranteed. Every company can order another additional promotional and marketing services, for example an advertising in the fair catalogue, presentation on the screen in the foyer of Hall A or a commercial presentation in the lecture hall.

B2B meeting will take place in separate part of the Hall A. For participating in the pre-arranged B2B meetings it is necessary to pay registration charge of **185 EUR**. Number of B2B meetings of your choice is not limited.

VARIANT ONESELF6

- an exhibition stand of 6 m² in the House of Foreign Cooperation with basic equipment
 - dimensions 2x3 m, location in a row of stands
 - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
 - basic equipment: 1 counter, 2 chairs, waste bin, coat rack, power supply (input power 3 kW)
 - inserting promotional materials into bags for all participants of the fair
 - a 3-day ticket for the conferences devoted to the export policy, tourism and to the science and research
 - price includes registration charge for exhibitors

890 EUR

VARIANT ONESELF2

- an exhibition stand of 2 m² in the House of Foreign Cooperation with basic equipment
 - dimensions 1x2 m, location in a row of stands
 - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
 - basic equipment: 1 counter, 2 chairs, waste bin, coat rack, power supply (input power 3 kW)
 - inserting promotional materials into bags for all participants of the fair
 - a 3-day ticket for the conferences devoted to the export policy, tourism and to the science and research
 - price includes registration charge for exhibitors

430 EUR

OFFER FOR FOREIGN EXHIBITORS

VARIANT TOGETHER

Foreign embassy or chamber of commerce orders a stand of 16 m² or 8 m². On the stand businessmen and other organizations will present themselves together under the auspices of the embassies or the chambers. So financial costs can be equally divided among more exhibitors. Every company can order on top of that a B2B meetings of their choice and another additional promotional and marketing services, for example an advertising in the fair catalogue, presentation on the screen in the foyer of Hall A or a commercial presentation in the lecture hall. A representative of the embassy or the Chamber of Commerce has the opportunity to make a speech during the panel discussion in the main lecture hall. Participation in the conference devoted to the export policy for foreign participants is chargeable separately at a reduced price.

VARIANT TOGETHER 8

- an exhibition stand of 8 m² in the House of Foreign Cooperation with basic equipment
 - dimensions 2x4 m, location in a row of stands
 - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
 - basic equipment: 1 counter, 2 chairs, carpet, waste bin, coat rack, power supply (input power 3 kW)
 - putting the embassy or the chamber of commerce among partners of the fair on the website www.crpexpo.com
 - inserting promotional materials into bags for all participants of the fair
 - active appearance of a representative of the embassy or the chamber of commerce during the panel discussion in the main lecture hall
 - price includes registration charge for exhibitors

1 120 EUR

VARIANT TOGETHER 16

- an exhibition stand of 16 m² in the House of Foreign Cooperation with basic equipment
 - dimensions 4x4 m, location in a row of stands
 - Octanorm aluminium construction, fibreboard panels, front signboard, spotlights
 - basic equipment: 1 counter, 1 table, 4 chairs, carpet, waste bin, coat rack, power supply (input power 3 kW), base 1x1 m with one wooden shelf storage 0,8 x 0,4 x 1,7 m
 - putting the embassy or the chamber of commerce among partners of the fair on the website www.crpexpo.com
 - inserting promotional materials into bags for all participants of the fair
 - active appearance of a representative of the embassy or the chamber of commerce during the panel discussion in the main lecture hall
 - price includes registration charge for exhibitors

2000 EUR

OFFER FOR FOREIGN EXHIBITORS

VARIANTA BUSINESS VISITOR

Foreign businessman or company is not interested in presentation on exhibition stand but wants to participate in the conferences devoted to the export policy, tourism and to the science and research and in the B2B meetings. The company can order another additional promotional and marketing services, for example an advertising in the fair catalogue, inserting promotional materials into bags for all participants of the fair, presentation on the screen in the foyer of Hall A or a commercial presentation in the lecture hall.

The cost of **BUSINESS VISITOR TICKET** is **300 EUR**.

Choice of business partners for B2B meetings will be realized after the completion of materials of all participants – candidates for B2B meetings. Number of B2B meetings of your choice is not limited. The charge is used for ensuring the smooth progress of the B2B meetings and targeted promotion of participants among potential business partners. The price includes advantaged 3-day ticket for the conferences devoted to the export policy, tourism and to the science and research.

During the fair foreign participant will have an opportunity to meet not only with Czech businessmen but also with businessmen from other participating countries, for example from Germany, France, Spain, Russia, Armenia, Iran, China, Mexico etc.

Choice of partners will be based on a catalogue, which will be published on the website of the fair. Along with the application for the fair also send us a completed company profile that we could better define suitable partners for you.

ADDITIONAL SERVICES

B2B MEETINGS

B2B meetings of your choice	185 EUR
B2B meetings of your choice + 3-day conference	300 EUR
Interpreting B2B meetings (1/2 a day)	148 EUR

PRICE LIST OF ADVERTISING IN FAIR CATALOGUE

Advertisement in the fair catalogue CRP EXPO 2017 1/4 page	75 EUR
Advertisement in the fair catalogue CRP EXPO 2017 1/2 page	149 EUR
Advertisement in the fair catalogue CRP EXPO 2017 1 page	297 EUR

The price does not include graphic design of the advertisement.

ADDITIONAL PROMOTIONAL & PR SERVICES

Inserting promotional materials of company into bags for all participants of the fair	93 EUR
Presentation or video about your company/products on the screen in the foyer of Hall A	130 EUR
Attendance of a company representative at 3-day conference	297 EUR
Making a short video interview during the fair Czech Republic Business Expo	186 EUR
Commercial presentation in lecture hall A1 (15 minutes)	278 EUR
Commercial presentation or workshop in lecture hall A1 (30 minutes)	556 EUR

OFFER OF INVENTORY AND FURNITURE - in addition to the basic equipment

Wooden shelf storage, performance natural 0,8 x 0,4 x 1,7 m	8 EUR
Cocktail table including tablecloth 60 x 112 cm	17 EUR
Bar stool	4,5 EUR
Information glass counter 1,03 m x 0,53 m x 1,1 m	35 EUR
Glass showcase 1,03 m x 0,53 m x 2,5 m	52 EUR
Glass showcase 1,03 m x 1,03 m x 2,5 m	67 EUR
Lockable cabinet 1,03 m x 0,53 m x 0,82 m	24 EUR

OFFER FOR CITIES, MUNICIPALITIES AND REGIONS

VARIANT MUNICIPALITY8

- an exhibition stand of 8 m²with basic equipment
 - dimensions 2x4 m, location in a row of stands
 - Octanorm aluminium construction, laminated panels, front signboard, spotlights
 - basic equipment: 1 counter, 2 chairs, carpet, waste bin, coat rack, power supply (input power 3 kW)
- introducing of the city, municipality or region on the website www.crpexpo.com among partners of the trade fair
- tickets for the conference related to tourism for 2 persons
- inserting promotional materials into bags for all participants of the trade fair
- the price includes registration fee for exhibitors
- video or PPT presentation on the LCD screen in the foyer of Pavilion "A" or 15-minute presentation in the Lecture Hall A1 (of your choice)

1 295 EUR

VARIANT MUNICIPALITY16

- an exhibition stand of 16 m²with basic equipment
 - dimensions 4x4 m, location in a row of stands
 - Octanorm aluminium construction, laminated panels, front signboard, spotlights
 - basic equipment: 1 counter, 1 table, 4 chairs, carpet, waste bin, coat rack, power supply (input power 3 kW), base 1x1 m with one wooden shelf storage 0,8 x 0,4 x 1,7 m
- introducing of the city, municipality or region on the website www.crpexpo.com among partners of the trade fair
- tickets for the conference related to tourism for 2 persons
- inserting promotional materials into bags for all participants of the trade fair
- the price includes registration fee for exhibitors
- video or PPT presentation on the LCD screen in the foyer of Pavilion "A" or 15-minute presentation in the Lecture Hall A1 (of your choice)

1 850 EUR

OFFER FOR CITIES, MUNICIPALITIES AND REGIONS

VARIANT MUNICIPALITY VISITOR (*no exhibition stand*)

- tickets for the conference related to tourism for 2 persons
- inserting promotional materials into bags for all participants of the trade fair
- video or PPT presentation on the LCD screen in the foyer of Pavilion "A" or 15-minute presentation in the Lecture Hall A1 (of your choice)
- introducing of the city, municipality or region on the website www.crpexpo.com among partners of the trade fair
-

370 EUR

OFFER OF MEDIA COOPERATION

TARGET GROUPS OF MEDIA COOPERATION

- local and area-wide printed periodicals, nationwide newspapers and magazines with general and professional themes,
- local and nationwide radio and TV stations,
- internet periodicals, internet TV stations,
- professional organizations, interest groups, associations, etc.

AIMS OF MEDIA COOPERATION

- promotion of trade fair Czech Republic Business Expo 2017 to the widest range of viewers, readers and listeners,
- providing information to the visitors of the website, members or fans by newsletters or banners on the website,
- propagation of Czech products and services to a wide Czech and foreign audience,
- propagation of trademark Czech Republic Product.

BARTER COOPERATION

Within the barter cooperation the media partner is expected:

- to make interviews and articles with informative character during the preparatory activities for the fair which will raise readers' and listeners' awareness of the planned event,
- to make reports and photo reportages from the trade fair Czech Republic Business Expo 2017,
- to propagate competitions and special offers,
- to promote the fair on his website and his social networks.

The range of promotion will be clearly defined before the beginning of media cooperation, including a number of published reports, PR articles and promotional materials.

MUTUAL PROMOTION

We respect our media partners, that's why we inform our sympathizers about activities of media partner by these promotion forms:

- putting the company logo among the media partners of the event on promotional materials and website of the fair,
- the opportunity of placement and distribution of your promotional materials within the fair Czech Republic Business Expo 2017,
- the opportunity of placement of promotion banner or roll-up on the premises of exhibition grounds during the fair Czech Republic Business Expo 2017,
- promotion of media partners on social networks of the fair organizer,
- reduced prices on another promotion space on the premises of exhibition grounds during the fair

VENUE

FLORA OLOMOUC EXHIBITIONS GROUNDS



**Výstaviště Flora
Olomouc**

Adress: Wolkerova 37/17, 771 11 Olomouc

GPS: 49.5884006N, 17.2455100E

Web: www.flora-ol.cz

Virtual tour - available [here](#).

Flora Olomouc Exhibitions Grounds is located in the centre of Olomouc and surrounded by Smetana Park. Its history started in twenties of 19th century, when Rudolf of Austria, archbishop of Olomouc founded a Rudolf's alley which intersects Smetana Park.

The Flora Olomouc Exhibitions Grounds is created by **4 pavilions**, a botanic garden and greenhouses. Exhibition grounds offers more than **4 000 m² of indoor exhibition area** and **10 000 m² of exterior area**. Because of the unique natural character are expositions and fairs organized in Olomouc an unusual experience.

The most important exhibition is international **flower exposition FLORA OLOMOUC** which takes place for more than 50 years. It is unique exposition of flowers, ornamental trees, garden architecture and arrangement of flowers. Every year tens thousands of people visits this exposition.



VENUE

OLOMOUC

Olomouc is the second biggest conservation area in the Czech Republic. It's a **cultural, sports and social centre of Moravia**. Olomouc is a **historical metropolis** of Moravia. The city has more than 100 000 residents, according to the amount of inhabitants, it is the 6th largest city in the Czech Republic. Olomouc is an ecclesiastical centre of Moravia. The city is also **the centre of wisdom** – **Palacký University** was founded in the 1573 and it is the oldest university in Moravia and the second oldest university in the Czech Republic. The city was also a defensive centre in the history. Nowadays is well known for its historical monuments. In 2000 was the **Holy Trinity Column** inscribed on **the UNESCO**. The Holy Trinity Column is located on the square where we can also find Olomouc astronomical clock, which is here from 15th century. Today's form of the astronomical clock is more in the style of socialist realism.



Source of the photo: Municipality of the Olomouc City

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