



Technologická
platforma
pro IT služby



Czech ICT
Alliance

How to cooperate with Czech ICT

Hana Sulcova

Board member, Czech ICT Alliance

CN Group Sales Director



EVROPSKÁ UNIE
EVROPSKÝ FOND PRO REGIONÁLNÍ ROZVOJ ZVOJ
INVESTICE DO VAŠÍ BUDOUCNOSTI

**How to cooperate
find partners
get information
about CZECH ICT smoothly?**

 **Answer is:**



**Czech ICT
Alliance**



Who is Czech ICT Alliance?

Official Czech ICT Export Alliance

-  governed by the CzechTrade - national trade promotion organisation of Czech government
-  Founded in 2005
-  **Members: leading Czech ICT exporters**
-  One of the founders of Technology platform for IT services
-  **The only subsidy recipient from the Ministry of Trade for foreign marketing activities**



OUR VISION

**To support the Czech Republic
to become definite central
European leader in the field of ICT
services
with significant export successes**








OUR ACTIVITIES for Czech ICT

- 🕒 **Official presentation of Czech ICT at leading IT fairs**
 - 🕒 **CeBIT**
 - 🕒 **Gartner's events** definite
 - 🕒 **Outsourced World**
 - 🕒 **... major ICT event mainly in Europe**

- 🕒 **Match-making events**
 - 🕒 **Events in UK, Germany... mainly western EU**

- 🕒 **and...**

FREE services for foreign partners

-  Information service
-  Partner/Supplier Search
-  Speeches and presentations about Czech ICT market
-  Individual trade missions and business trips to CR
-  Investment partner search

Who supports Czech ICT Alliance?

- **The Ministry of Industry and Trade**
 - Foreign fairs

- **CzechInvest – official investment promotion agency**
 - Joint marketing projects

- **CzechTrade**
 - Match-making missions and foreign fairs
 - Joint cooperation with nearly 30 offices all over the world

- **Business departments of Czech embassies**
 - Match-making missions and foreign fairs



And how we support Czech ICT companies...

-  Organisation of business missions
-  Joint participation at EU tenders
-  Co-exhibiting at fairs/events
-  Foreign marketing
-  Foreign market analysis



Whom do we help?

Foreign companies

-  To find the most suitable Czech ICT supplier

Czech ICT companies

-  To succeed in foreign markets

Did you know who is using Czech brains?

- ◉ IBM – international headquarters
- ◉ DHL – state-of-the-art global facility
- ◉ Sun Microsystems - Usability Lab
- ◉ Skype - dev center
- ◉ Deutsche Borse - dev center
- ◉ Google - dev center
- ◉ Microsoft – mobile dev center
- ◉ Ness – European HQ
- ◉ Redhat - dev center
- ◉ Infosys - dev center
- ◉ and many others...



Czech ICT message to CeBIT

**ICT excellence in combination
with significant cost benefit
is just around the corner!**



Technologická
platforma
pro IT služby



Czech ICT
Alliance

Thank you for your attention

info@czechict.cz

www.czechict.cz

Hana Sulcova

Czech ICT Alliance

CN Group



EVROPSKÁ UNIE
EVROPSKÝ FOND PRO REGIONÁLNÍ ROZVOJ
INVESTICE DO VAŠÍ BUDOUCNOSTI

EVROPSKÝ FOND PRO REGIONÁLNÍ ROZVOJ
INVESTICE DO VAŠÍ BUDOUCNOSTI

1