

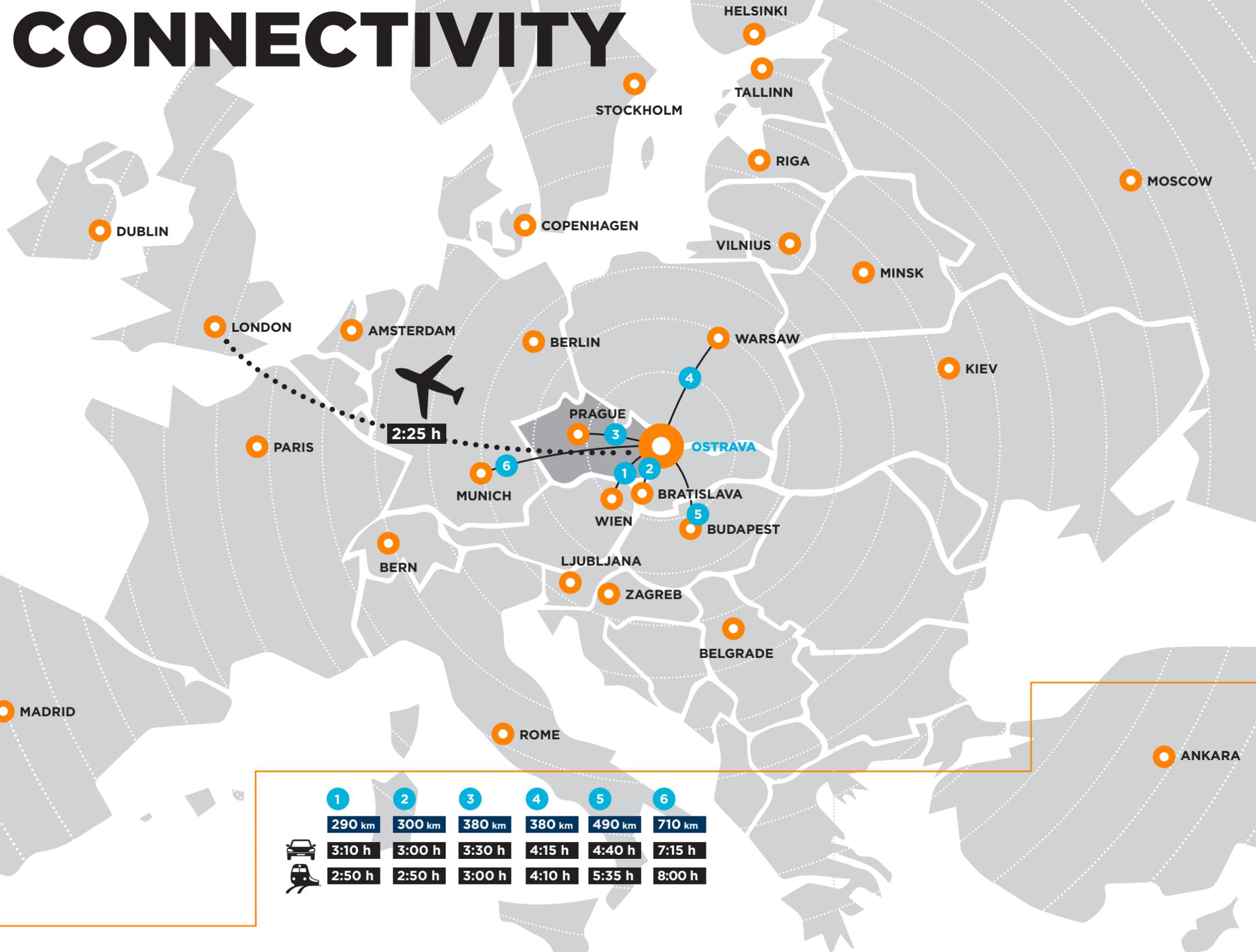


# BUSINESS IN OSTRAVA!!!

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**A Guide for the Business Services Sector**

# CONNECTIVITY



	1	2	3	4	5	6
	290 km	300 km	380 km	380 km	490 km	710 km
	3:10 h	3:00 h	3:30 h	4:15 h	4:40 h	7:15 h
	2:50 h	2:50 h	3:00 h	4:10 h	5:35 h	8:00 h

# A WORD FROM THE MAYOR



**TOMÁŠ MACURA**  
Mayor of the City of Ostrava

Blend together strong will, energy, a willingness to learn, diligence and adjust them to modern trends and you get Ostrava. The city has been endowed with all of these qualities for the last two centuries. Without them Ostrava could not have become one of Europe's leading industrial centers.

Ostrava can be confident thanks to its industrial tradition and potential, the technical and technological know how that has been passed down from generation to generation, its hardworking people and high quality academic background.

We understand what you need and what we can offer. The best proof is provided by the confidence of both domestic and foreign investors, as well as the renowned rating agencies.

Add a great cultural and sports background, with a proximity to the attractive Beskydy and Jeseníky Mountains and you have yet more reasons to come and get to know Ostrava better.

# WHAT IS OSTRAVA LIKE?

## Ostrava is a Great Place to Live

Ostrava has undergone an exciting transformation. The city and its people are proud of Ostrava's industrial history, but also of their ability to stay ahead. The standard of living in Ostrava is very good with a wide choice of cultural, leisure, entertainment and shopping opportunities. The cost of living is very reasonable, so it is a great place to start a career for those seeking a challenging opportunity in one of the cities with most rapidly growing business services sector.

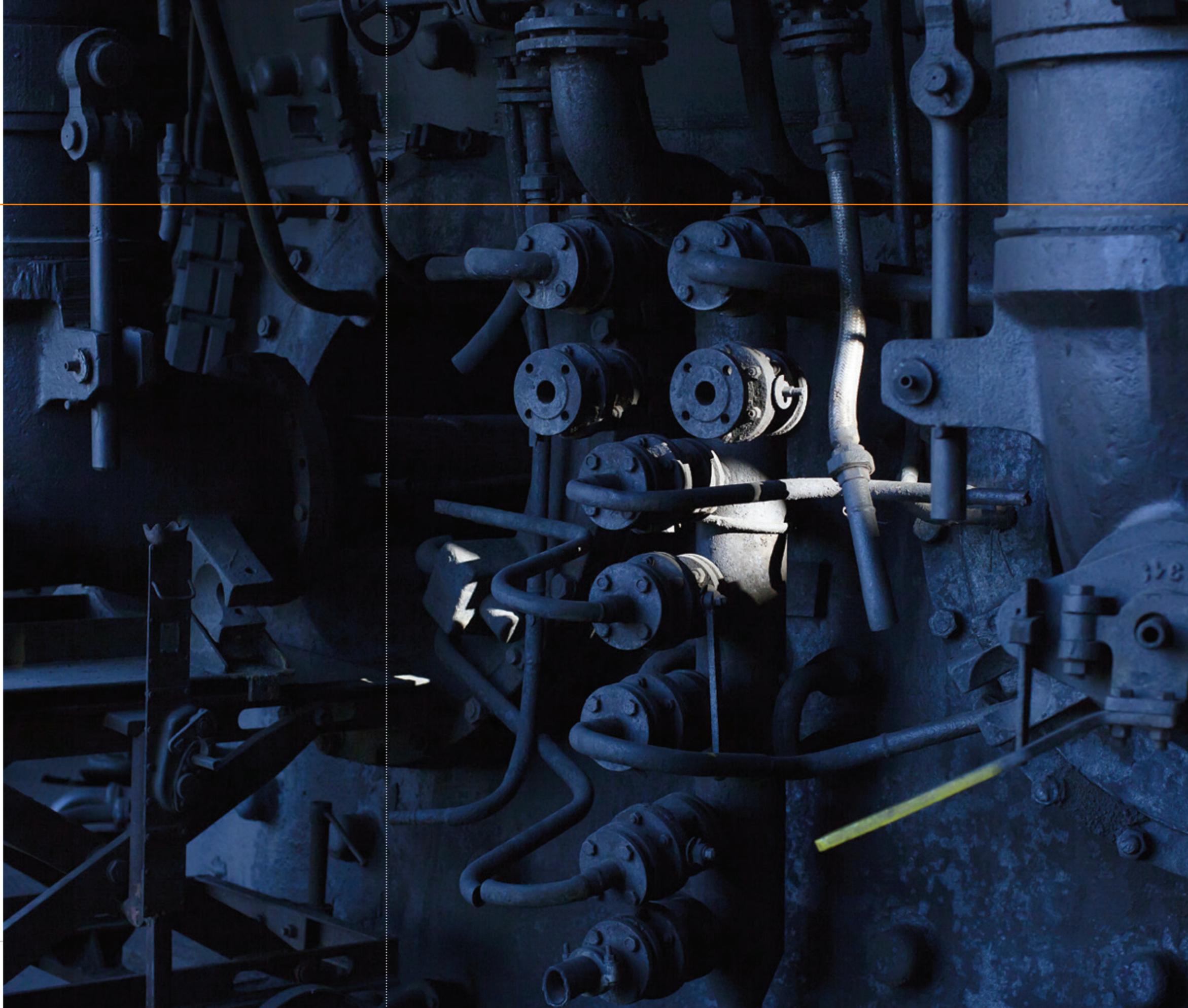
## Ostrava is Easily Accessible

The city of Ostrava has an excellent public transport system including trams and buses. Ostrava was only the second European city (after London) to introduce a contactless bank cards payment system, ranking it among Europe's top cities in using modern electronic systems.

There are a number of fast train services including the Pendolino, Regio Jet and Leo Express. These all ensure that commuting is affordable and fast. Ostrava is also easily accessible through the road network that leads towards Olomouc, Brno and Prague in the south and west, towards Katowice in Poland to the north and towards Žilina in Slovakia to the east. There is an international airport with flights to London as well.

## Ostrava has Great Education

Ostrava and its surroundings have approximately 27,000 students enrolled in 5 well respected universities, many of which excel in technical, IT and economic education. There are almost 7,000 fresh graduates each year, many of whom speak at least one European language and a quite a few that speak two!



### **Ostrava has Skilled Workforce**

The workforce in Ostrava is hard working and currently offers nearly 13,000 job seekers and a total workforce of more than 190,000 people. These factors combined with many other benefits make Ostrava a highly attractive and sustainable location for both potential investors and for existing companies that would like to expand their operations.

### **Ostrava has Modern Real Estate**

Ostrava is a relatively well established city in terms of its modern office supply. With over 213,000 m<sup>2</sup> of existing office space, there is sufficient space and flexibility for existing companies to grow and for newcomers to set up shop. Ostrava is already home to a number of national and international companies that rely on a stable connection to utilities, power and telecommunications infrastructure.

### **Ostrava is the Right Choice**

For these reasons, a growing number of companies from the modern business services sector as well as other industries have chosen Ostrava as their base of operations, which will be explained further in this brochure. This will also be supported by testimonials from companies and their employees that have already been successfully operating, working and growing in Ostrava for many years.

**Read on to understand why Ostrava should be the first choice for your business, or your next career move!**



# EDUCATION

Ostrava and its surroundings have approximately 27,000 students enrolled in four public and one private universities, which are renowned for the high quality of their education. Ostrava also provides great primary and secondary education.

There are several foreign-language and foreigner-friendly schools. For example The 1<sup>st</sup> International School and The Ostrava International School or The PORG Ostrava offer education from nursery through primary school to graduation from secondary school with International Baccalaureate accreditation.



**5 universities** are located in Ostrava and its surroundings with numerous faculties including economics, business, administration, technology, informatics, engineering and sciences to name just a few.



**7,000 students graduate** each year from public and private universities in Ostrava and its surroundings out of a total of almost 27,000 enrolled students.

FIELD OF STUDY	STUDENTS	GRADUATES
<b>Business Administration</b>		
VŠB - Technical University of Ostrava (Faculty of Economics)	2,684	848
University of Entrepreneurship and Law	1,319	289
Silesian University of Opava (Faculty of Business Administration)	1,798	540
<b>Philology &amp; Pedagogy</b>		
University of Ostrava (Faculty of Arts, Faculty of Education)	4,396	1,047
Silesian University of Opava (Faculty of Philosophy and Science)	1,401	296
<b>Information and Communications Technology</b>		
VŠB - Technical University of Ostrava (Faculty of Electrical Engineering and Computer Science)	2,251	479
<b>Other</b>		
VŠB - Technical University of Ostrava (other faculties)	7,010	1,919
University of Ostrava (other faculties)	4,443	965
Silesian University of Opava (Faculty of Public Policies etc.)	1,168	343
University of Social Administration in Havířov	250	87
<b>Total</b>	<b>ca. 27,000</b>	<b>ca. 7,000</b>





# WHAT THE RECTORS SAY



**VÁCLAV SNÁŠEL**  
Rector of the VŠB - Technical  
University of Ostrava

VŠB - Technical University of Ostrava has a 170-year tradition in high quality engineering and other technical, economic and natural sciences. At present, there are almost 12,000 students studying at 7 faculties, with more than 2,200 at the Faculty of Electrical Engineering and Computer Science alone. Our study programs respond to modern trends, needs of companies and other institutions, such as the Moravian-Silesian Innovation Center Ostrava. We provide maximum support to students to study abroad and start their own business.

Research at our university is conducted in scientific centres and institutes, including IT4Innovations, the national supercomputing centre. It can be divided into six major areas, including IT, process automation, robotics, mechatronics, industrial systems and automotive.



**JAN LATA**  
Rector of the University  
of Ostrava

The city of Ostrava has undergone a major transformation in recent years - the heavy industry city has become a citizen-friendly city of new technologies. And I am very pleased that it is also thanks to the contribution of the University of Ostrava - we educate professionals in IT, foreign languages, medicine, pedagogy and social affairs, and produce graduates with media and HR experience. They contribute towards the city's vision, but also to addressing specific situations in all of these areas. And finally, the University of Ostrava's Faculty of Fine Arts contributes significantly to the city's music and visual art events.

Another major step towards Ostrava as a student city is the new campus on Černá louka. Its facilities for health, sport, technology and art, including state-of-the-art scientific facilities, are intended not only for students but also for the public. The synergy between the city and the university is very strong in Ostrava and benefitting the city and the students.

# WORKFORCE

With approximately 300,000 inhabitants, Ostrava is the third largest city in the Czech Republic and the second largest urban agglomeration after Prague. Located close to the Polish border, it is also the administrative centre of the Moravian-Silesian Region. Ostrava was previously a coal mining and metallurgical centre of the Czech Republic. Coal mining within the city limits ceased in 1994 and a large part of the Vitkovice ironworks near the city centre was closed down in 1998.



**190,000**

is **the total workforce** in Ostrava with 11,300 people working in the modern business services sector.



**€11,844\***

is **median gross annual wage** in Ostrava - a highly competitive rate which is equivalent to ca. CZK 311,556 or USD 13,429 per annum (1 EUR = 26.3 CZK & 1 USD = 23.2 CZK).



**12,726**

is the current number of **job seekers** in Ostrava, which gives the city an unemployment rate of 5.4%. Overall, there are over 41,000 job seekers in the region.

Nowadays, rather than focusing only on new jobs, which used to be the priority when Ostrava was undergoing transformation, the city is now primarily trying to attract investors collaborating with the universities. The city therefore prefers companies whose R&D activities could be linked with academia. This means that Ostrava prefers companies with higher value added jobs.



**Knowledge of foreign languages**

**47 %**

speak **English** at B2 level

**20 %**

speak **English** at C1 level

**6 %**

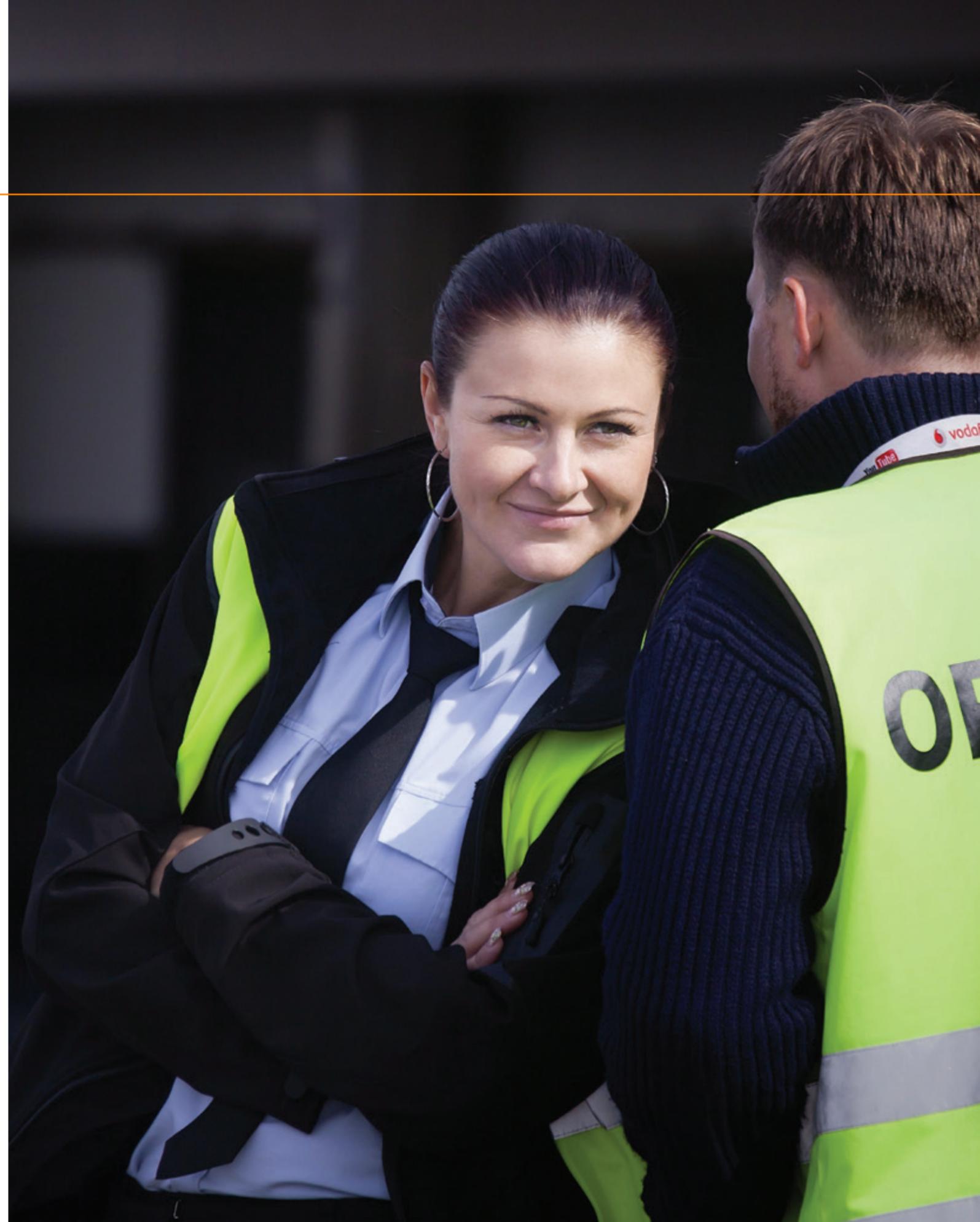
speak **German** at B2 level

**3 %**

speak **German** at C1 level

**Other languages in Ostrava** at B2 level or higher include Russian, French, Slovak, Spanish and Italian.\*\*

\* Data for 2017. Source: Trexima  
\*\* Percentage of language-educated candidates (university educated candidates - BC.,Mgr, Ing.). Source: Grafton Recruitment - 2018





# INDICATIVE SALARY COSTS

(EUR/per Annum)

Position	Experience (years)	Finance and Accounting		HR roles		Procurement		IT		Customer Service - call center	
		Min	Max	Min	Max	Min	Max	Min	Max	Min	Max
Agent Level	0	13,819	15,075	15,703	18,844	13,819	16,331	15,703	21,984	12,563	15,075
	2-5	15,703	18,844	17,588	25,125	16,331	18,844	17,588	28,266	15,075	17,588
Team Leader	5+	20,100	28,266	21,984	31,406	25,125	37,688	25,125	37,688	21,984	28,266
Management	5+	37,688	75,375	37,688	75,375	37,688	75,375	37,688	75,375	31,406	56,531

*\*Yearly salaries in EUR including social and health insurance (34 %)*

# TOP 10 MOST WANTED EMPLOYEE BENEFITS



- 13<sup>th</sup>/14<sup>th</sup> salary
- Flexible working hours
- Bonuses
- 5 weeks of annual leave
- More than 5 weeks of annual leave
- Individual shift planning
- Home office
- Education, training, coaching
- Sick day
- Meal vouchers or meal allowance

*Source: Grafton Recruitment - 2018*

# REAL ESTATE

The office market in Ostrava is the third largest in the Czech Republic. It is a well-established office market comprised of mainly modern A-class buildings, which account for 73 % of the total stock. Over the years, Ostrava has attracted many international companies, such as Moneta Money Bank,

Česká spořitelna, Okin, Siemens and Tieto, among others, which have chosen the city as their regional seat. In addition to modern office premises available at very competitive costs, when compared to Prague or Brno, Ostrava also offers a highly educated and motivated workforce.



**213,400 m<sup>2</sup>**

is the current total modern office stock in Ostrava. Approximately 73 % of the stock meets the requirements for A-class office space.



Over the past three years, demand for offices was driven mainly by the **Finance, Professional Services** and **IT sectors**, which accounted for 78 % of total gross demand.



**19,600 m<sup>2</sup>**

is the currently available office space in Ostrava, which gives a city level vacancy rate of 9.2 %, the lowest vacancy rate ever recorded on the market.



**€11.50-12.00**

**/ m<sup>2</sup> per month** is the prime headline office rental cost in Ostrava. Average rents for office space in Ostrava range between € 8.00-10.00 / m<sup>2</sup> per month.



**10,000 m<sup>2</sup>**

of office space is under construction with scheduled completion in 2019. The new space includes two buildings within the Smart Innovation Centre.

Source: JLL, 2019

## Investor-Friendly Environment

The city of Ostrava and its investor friendly environment has been recognized in fDi's report - European Cities and Regions of the Future 2018/2019. Ostrava ranked again in the Top 10 Mid-Sized

European Cities of the Future - FDI strategy.

The 6<sup>th</sup> position confirms Ostrava as one of the most attractive European locations in terms of foreign direct investments.





# BUSINESS SERVICES CENTRES



**JONATHAN APPLETON**  
Managing Director  
ABSL

**PETR NASADIL**  
Managing Director  
ČEZ Korporátní služby, s. r. o.

## Ostrava becomes more attractive for business service centers

For the past six years the Association of Business Service Leaders (ABSL) has been carefully monitoring the fast growth and development of business services sector in the Czech Republic, doubling its size and complexity from 50,000 to 100,000 employees in 2019.

Ostrava is perceived as a modern hub for business services, with 35 global companies choosing the city as the ideal location for their international centres, providing the highest level of IT, financial and customer care services in over 30 different languages to their client's worldwide. Business services in Ostrava employ around 11,300 people, 15 % of which are foreigners, making Ostrava a true cultural melting pot with lively cultural life that attracts young talent and professionals from the Czech Republic and from abroad.

According to a recent survey by ABSL, Ostrava has recently become popular among investors compared to other regional cities, claiming the second spot after Prague, and is second best when it comes to accessibility, quality of transport, availability of modern office space and attractiveness of the city as such. Ostrava was also rated the best in terms of cooperation with local authorities.

Thanks to its excellent universities with almost 27,000 students, Ostrava provides qualified graduates primarily in the fields of IT, finance, economics and business. The talent pipeline in the city is also supported by a high number of high school graduates from the entire Ostrava region.

Combined with a well-earned reputation for extraordinary talent and hard work, it is impressive to see how Ostrava attracts some of the world's biggest companies to become established here and help shape the success of business services in the Czech Republic.



**35** major international business services centres operate in Ostrava



**11,300** people employed in the business services sector in Ostrava



**13%** of all employees in Ostrava work in business services



**15%** of employees in business services are foreigners

## RANKING OF BUSINESS SERVICES LOCATIONS

„Ostrava became significantly popular in many categories claiming the second place after Prague and ranks as the best in terms of cooperation with local authorities.“

Factor	1 <sup>st</sup> place	2 <sup>nd</sup> place	3 <sup>rd</sup> place
Availability of talent pool/highly qualified staff	Prague	Brno	<b>Ostrava</b>
City accessibility (airport, trains)	Prague	<b>Ostrava</b>	Brno
Quality of public transport in the city	Prague	<b>Ostrava</b>	Brno
Availability of modern office space	Prague	<b>Ostrava</b>	Brno
Image of the city (in the opinion of investors)	Prague	<b>Ostrava</b>	Brno
Cooperation with local authorities	<b>Ostrava</b>	Brno	Prague

Source: ABSL Survey 2018



**JANA STEHLÍKOVÁ**  
Regional Director  
Grafton Recruitment s. r. o.

Within the Central and Eastern European region the Czech Republic is one of the most stable and strongest countries in terms of investments in business services centres. In previous years we saw a number of new foreign investors enter the business services sector and almost 20 % year-on-year growth in the number of employees. The shared business services sector is a dynamically growing market segment also in the Moravian-Silesian Region, especially in its metropolis, the city of Ostrava.

The expansion of existing business services centres will continue with the introduction of partial automation replacing human resources. We expect the industry to create several thousand more jobs again this year, part of them in Ostrava. The greatest demand for workers is in information technologies, finance and customer service.

The wide range of vacancies in the shared business services sector attracts job seekers from the local market as well as from abroad. The proximity of the Polish border is great advantage of Ostrava as well. It means that especially within 30 km of the Polish border, companies can also recruit Polish employees. Most of them understand Czech, which eliminates communication barriers.

## OVERVIEW OF BUSINESS SERVICE CENTRES IN OSTRAVA

PORUBA		
Name	Type	Number of FTE
IETECH	R&D	50
IT4 Innovations	R&D	150

PUSTKOVEC		
Name	Type	Number of FTE
CGI	ITO	70
Railsformers	ITO	50

MORAVSKÁ OSTRAVA A PŘÍVOZ		
Name	Type	Number of FTE
ABB	R&D	250
AutoCont CZ	ITO	750
AXA Assistance	SSC	100
Canon	BPO	100
Comdata	BPO	150
Conduent Business Services	SSC	150
ČEZ Korporátní služby	SSC	244
D-ploy	SSC	28
DHL Express	SSC	500
EmbedIT	ITO	150
GMC Software Tech.	ITO	20
IBM Česká Republika	ITO	100
Innogy	SSC	500
K2 Atmítec	ITO	143
Komerční banka	SSC	275
NESS	ITO	60
NetDirect	ITO	110
OKIN BPS	BPO	1 500
Siemens	SSC	700
Siemens	R&D	100
Stora Enso	SSC	170
Tieto Czech	ITO	2 200
Vítkovice IT Solutions	ITO	194

HRABOVÁ		
Name	Type	Number of FTE
IBA CZ	ITO	200
Moneta Money Bank	SSC	1,000

MARIÁNSKÉ HORY A HULVÁKY		
Name	Type	Number of FTE
Kvados	ITO	147
O2	SSC	700

VÍTKOVICE		
Name	Type	Number of FTE
První Vítkovická Personální	SSC	10
VÍTKOVICE ACCOUNTING	SSC	100
Vítkovická doprava, a. s.	SSC	198

MOŠNOV		
Name	Type	Number of FTE
DSV Road	SSC	80

FTE - full-time employees; Source: ABSL

# INNOVATIVE ECOSYSTEM OF THE REGION

Ostrava and the Moravian-Silesian Region draw on a deep industrial tradition. Nowadays, with the advent of modern technology, the face of the region is radically changing, with the emergence of new attractive business segments creating highly skilled jobs. The Moravian-Silesian Innovation Center Ostrava (MSIC) supports the creation of an innovative ecosystem that accelerates these trends and makes it easier for companies to achieve rapid growth through the introduction of innovative processes. It links entrepreneurs, organizations, academic and research sectors and, thanks to this functioning community of innovators, the Moravian-Silesian Region is the fastest growing region in terms of innovation. One of the core activities of MSIC is providing personalized services for owners of small and medium-sized businesses that use coaching methods and are built on a network of certified experts from among entrepreneurs, managers,

investors and researchers. MSIC is the "administrator" of this network, it establishes new links, adds appropriate elements and monitors compliance with the rules of the whole system. In addition to highly specialized consulting, MSIC is involved in creating shared laboratories for experimental development and application of new technologies. Finally, the Moravian-Silesian Innovation Centre is entrusted with the coordination of the Regional Innovation Strategy of the Moravian-Silesian Region (RIS). This involves intensive communication with companies, research and education organizations, and on the basis of the information gathered, the initiation of new strategic projects aimed at improving the environment for entrepreneurship and innovation in the region.



**PAVEL CSANK**  
CEO  
Moravian-Silesian Innovation Center Ostrava

In MSIC we feel the rapidly growing interest of global technology companies in expanding scientific and research capabilities in our region. The strong demand for highly qualified people means that the Region has to become better at attracting local people back to the region after spending time abroad and gaining experience there - it has to be a place where people want to live and work. As part of the Regional Innovation Strategy, we work with companies and, together with our shareholders, i.e. the City of Ostrava, the Moravian-Silesian Region and three universities, we are looking for a solution to make the region more attractive and offer opportunities for talent.



**248** companies with R&D in Moravian-Silesian Region (ranks 4<sup>th</sup> in the Czech Republic)



**4,933** employees in companies with R&D (business sector)



**3,528** researchers (academic and public sector)



**20+** foreign companies with R&D in the Moravian-Silesian Region (Siemens, Varroc, Continental, Tieto, ABB, Brose, Teva, Hella, Wipac, Roper, Tymphany, etc.)



**€7.5 billion** foreign direct investment in Moravian-Silesian Region



**€138.8 million** R&D expenditure (business sector)



**0.8%** knowledge economy intensity (The degree of technological change in relation to the economy. It illustrates rapid and dynamic growth.)

Source: Moravian-Silesian Innovation Center Ostrava

# OSTRAVA AFTER WORK

Because work is not everything that matters, the city tries to make life colourful every single day and at any time of night. Irrespective of taste, preferences and interests, everyone can find something they like. Ostrava is a city full of charm and appeal. It astonishes visitors with its unique atmosphere, originality and creativity. Here you can find former industrial sites now brimming with life, interesting buildings from the old times, many sacral buildings and places for entertainment and relaxation.

## **Architectural jewels**

Ostrava provides a unique opportunity to walk through the streets and admire beautiful architecture. Architecturally unique buildings from the turn of the 19th and 20th century can be found in the city centre; Art Nouveau buildings make up the city monument protection zone of Přívoz, while Poruba is known for its socialist realism architecture of the 1950s.

## **Extensive Industrial Heritage**

Former metallurgical works, mines and ironworks were largely converted into tourist attractions and places of interest. One of the most visited industrial sites is Lower Vítkovice, which became the anchor point of the European Route of Industrial Heritage (ERIH). It is the most visited tourist destination in the Moravian-Silesian Region, regularly ranking first in the national list of CzechTourism Agency. Apart from technical expositions and tours it offers a spectacular view of the city from the Bolt Tower or events at the concert hall in the historical gasholder with a capacity of 1,500 people.

**Landek Park**, with the largest mining museum in the Czech Republic, enables visitors to explore a system of underground mining tunnels situated 7 meters under the ground.



# RNIE'S RISH PUB

Coca-Cola

STODOLNÍ

Čepovaná piva  
Draught beer  
Guinness  
Cider-Stowford  
Hoegarden  
Plzeň 12°  
Radegast 12°

BEERS  
STOUTS  
WHISKY

## Music, dance and performance all year round

You should visit one of our many cultural festivals, there's always something happening here. Colours of Ostrava is a multi-genre festival, the biggest international music festival in the Czech Republic, one of the biggest music events in Central Europe, which was first organised in 2002. Since 2012 moved to the impressive setting of the Lower Vítkovice industrial area. It is a regular nominee for the TOP 10 best music festival in Europe. It offers hundreds of programme items on dozens of open and covered stages – concerts, discussions, theatre performances, films, workshops as well as art shows.

## Sports fantasy

Ostrava regularly hosts a number of top sporting events. Golden Spike is the largest athletics meeting in Central Europe held in Ostrava as a part of the IAAF World Challenge Meetings. This sports event attracts thousands of visitors as well as the best domestic and international athletes.

## Prestigious shows

NATO Days in Ostrava and Czech Air Force Days is the largest air, army and security show in Europe. NATO Days in Ostrava belongs to a “club of prestigious European shows” and is the most visited two-day family event in the Czech Republic. The entry to the event is free.

## Nightlife

Ostrava has a very lively nightlife, with numerous bars, clubs and restaurants to help people unwind after a busy day or week at work. One of the most famous and frequented spots, which is said to never sleep, is Stodolni Street with its 70 bars and nightclubs. People in Ostrava not only work hard, they play hard too.

## For food lovers

Lovers of quality gastronomy can expect Ostrava to offer them a variety of tastes, fresh products and sometimes an open view under the chef's pot-lid. In recent years, there have been a number of new diverse businesses, offering delicious dishes and beverages.

## Mountains within a reach

Ostrava is situated approximately 30 minutes from the Beskydy Mountains, which is an ideal place for summer and winter leisure time activities such as hiking, biking or skiing. On top of this, Beskydy is a great place for golf players and lovers. Prosper Golf Resort Čeladná is a unique golf destination located in the heart of the Beskydy Mountains. It is one of the top rated golf resorts in Central Europe. In the Moravian-Silesian region, there are 9 golf resorts overall. Beskydy is a much sought-after location in winter as well. With several ski resorts, Beskydy attracts many skiers from all over Ostrava and its surroundings.



# QUALITY OF LIFE IN OSTRAVA

Ostrava is thriving and doing well – it is the least indebted big city of the Czech Republic. Its improving economic situation is also reflected in the increasing quality of life of its citizens. Thanks to excellent economic results, it has been possible to invest, for example, in improving safety and quality of the environment, modernizing urban public transport and city hospitals, beautifying public spaces, supporting cultural and sporting events, and providing more money to city districts for development. It has also made it possible not to raise local taxes and fees for residents and entrepreneurs, which are the lowest in the area.

Ostrava is investing in its future. It has ambitions and takes steps towards becoming a full-fledged metropolis. That means a modern, clean and safe city with first-class architecture, well-designed public space, a pleasant environment and good living conditions.

A little “teaser” – the historical building of the former municipal slaughterhouses will be converted into a gallery of modern art and, based on a design selected in an international architectural competition, a first-class concert hall with top acoustics will be built.



Monthly rent of a 85 m<sup>2</sup> furnished apartment in a normal area:  
**11,036 CZK / 429.4 EUR**



Utilities 1 month (heating, electricity, gas...) for 2 people in a 85 m<sup>2</sup> apartment:  
**2,400 CZK / 93.4 EUR**



1 litre of petrol:  
**32 CZK / 1.2 EUR**



8 km trip by taxi:  
**259 CZK / 10.1 EUR**



Monthly public transport pass:  
**442 CZK / 17.2 EUR**



Monthly gym membership:  
**834 CZK / 35.5 EUR**



2 cinema tickets:  
**291 CZK / 11.3 EUR**



Basic lunch menu:  
**100 CZK / 3.9 EUR**



Espresso / cappuccino:  
**42 CZK / 1.6 EUR**



2 L bottle of Coca-Cola:  
**31 CZK / 1.2 EUR**



0.5 L Czech Beer:  
**27 CZK / 1 EUR**



Bottle of red table wine:  
**120 CZK / 4.7 EUR**

Source: *Expatisan.com* / 1 EUR = 25.7 CZK (January 2019)

# LIVING THE HIGH LIFE IN THE CZECH REPUBLIC

According to the 2018 Expat Insider, one of the world's largest and most comprehensive surveys on life abroad, the Czech Republic proves to be not only

a family haven, but expats here also enjoy wonderful career prospects. 2018 Global Peace Index also ranks the Czech Republic among top countries in the world.

 **The 3<sup>rd</sup> best country in the world for working abroad**  
(career prospects & satisfaction, work & leisure, economy & job security)

 **The 3<sup>rd</sup> most family friendly country in the world**  
(availability of childcare & education, costs of childcare & education, quality of education, family well-being)

 **The 3<sup>rd</sup> best-connected transportation hub in the world**  
(Transportation system puts the Czech Republic in the map. Expats are extremely satisfied with it.)

 **The 6<sup>th</sup> best country in the world in terms of quality of life**  
(leisure options, personal happiness, travel & transport, health & well-being, safety & security, digital life)

 **The 7<sup>th</sup> safest country in the world**

 **Low cost of living**  
(86 % of expats rate this factor positively)

 **Quality medical care**  
(8 in 10 expats attest to the good quality of Czech medical care)

 **Affordable medical care**  
(a hugely impressive 82 % of expats are satisfied with the affordability of medical care)

 **Wonderful socializing and leisure activities**  
(83 % of expats rate them highly, compared to a global average of 66 %. They consider the offer wonderful.)

 **Great customer service**  
(Czech Republic ranks as the 2<sup>nd</sup> most-welcoming country in the world. From some 700,000 top-rated accommodation facilities in 219 countries across the world the Czech Republic has a big share of highly-rated locations.)

Source: 2018 Expat Insider; 2018 Global Peace Index; 2018 Guest Review Awards by Booking.com



# BUSINESS LEADERS



**PETR LUKASÍK**  
Managing Director  
Tieto Czech

We asked some of the leading business service centres why they chose to set up business in Ostrava. The following section is a sample of what you could expect as both a prospective investor and a new employee.

## Tieto Czech: Ostrava in a Northern Style

When the Finnish IT company Tieto decided to expand into the Czech Republic, probably only a few expected the boom that would follow. Over fifteen years we have managed to build a stable and prospering company, which started with twenty employees and now totals around 2,700 staff based both in Ostrava and Brno. Tieto is the biggest IT company in the Moravia-Silesian region and one of the largest in the Czech Republic.

Before the decision was taken to establish a Czech branch, the company carried out a detailed analysis of the Czech business market. The Finnish managers focused on aspects of the local market, profiles of graduates, the cultural closeness with the mother country and further economic, demographic and technological factors. Ostrava won as a place with the potential of exceptionally educated, skilled and innovative people who are loyal to their employer. The closeness with Poland and Slovakia, connection to highways and an airport was another advantage for the logistic requirements of the company, its customers and partners.

Tieto meets today's requirements of employees, who mostly appreciate their work tasks and company environment. They can work in a number of professions, being technical experts as well as managers who head global teams. They are part of international projects for public institutions, health care, banks, wood processing, energy and telecommunication companies. The northern culture, which Tieto Ostrava adopted from its Finnish mother company, is based on trust and openness.

A part of this policy is a high level of transparency and provision of various benefits, which the employees can choose themselves – be it educational, sporting or charitable activities. Part of the company's culture is also striving for a balance between the professional and personal lives of its employees, including the option to work from home as well as social events for employees and their family members.



**SILVANA JIROTKOVÁ**  
CEO, Business and Investment Development Agency CzechInvest

## Ostrava: the city to work and live in

The Czech Republic and its economy have undergone significant changes since 1989. Although the manufacturing sector remains dominant, over the past 15 years the Czech Republic has become attractive also for other industries. One of these is the business services sector, which has seen sustained long-term growth. This is because the Czech Republic offers all the necessary elements – professionals with knowledge of foreign languages, modern offices and attractive cities to work and live in.

Ostrava is one of these cities. It has already attracted many Czech and foreign business services companies, which have brought with them foreign experts and talents. It has thus become a cosmopolitan centre of the Moravian-Silesian Region. CzechInvest, together with the City of Ostrava, provide support to attract other companies in this progressive field, but also help the existing successful companies to grow further.



**ALEXANDRA ŠEVČÍKOVÁ**  
Recruitment Coordinator  
Comdata Czech

## Comdata made a good decision to choose Ostrava

Comdata Czech a.s. was established as a subsidiary of the very successful Italian company Comdata SPA seven years ago. It was the next step for Comdata SPA to become a strong company on the international market in the area of outsourcing and call centres. After considering all possibilities within the Czech Republic, we selected Ostrava. We found an ideal space for a call centre for 100 working places in the new complex „The Orchard“. It is located in the centre of Ostrava, which makes it easier for employees to get to work. Its atmosphere has also a very good impact on interviewing new employees, who find this area very attractive.

Comdata has established its base in Ostrava, allowing the company to continuously grow. In 2013, we opened the second call centre in Chrudim. Another big step for our company was merging with Atento. In 2018, Comdata strengthened its position in the market by acquiring the call centre division of Comgate and has become the leading company in its field.

Currently, Comdata Czech a.s. has 9 branches with more than 1,000 employees all over the Czech Republic. We offer comprehensive services – we handle client phone calls, we also focus our services on outbound calls and, finally, we manage back office services. The sectors in which Comdata operates include telecoms and finance as well as energy, consulting, insurance and other services.

Did we make the right decision to start our business in Ostrava? I think the success and growth of our company confirm that we have made a good decision to choose Ostrava. Ostrava is still among our stable branches and with its 180 employees it is our second largest branch in the Czech Republic.



**DAN SMITH**  
CEO  
OKIN BPS

## From Ostrava to the whole world

For more than fifteen years, OKIN BPS has been ranked among the largest and fastest-growing Czech business process providers and has become a proud holder of several industry awards. From Ostrava, we provide support to companies big and small. Our services have a global reach.

We deliver a wide range of services, which include remote client interfaces with or without technical support, Program Management and support, technical planning and solutions, digital transformation with several partner enablers, networks both infrastructure and software defined, and all of this using multiple languages. OKIN BPS' stance and place in automation is process first, standardization next, and automation after. Security being so important, we are compliant with ISO 27001 certification. Now on two continents with our Operations Centers, Ostrava remains our largest and longest running center.

OKIN BPS is a process service organization built on people. People are and always have been the cornerstone of our business success. We have found the people in our Ostrava center to be well educated, possessing high levels of technical and language skills, being quick learners who tackle challenges head on. Moreover, with its strategic location close to the borders with Slovakia and Poland, with very good local roadway connections, visitor accommodations, and office premises, Ostrava was and still is absolutely the best choice for OKIN BPS. For fifteen years now, Ostrava has served OKIN BPS and its clients, helping us to grow and meeting our ever-increasing skill requirements.



**JOSEF VEČERKA**  
Location Manager  
Siemens

### Growing in Ostrava for more than ten years

Siemens Czech Republic has been providing shared services to internal Siemens customers since 2003. We opened our Ostrava offices in 2007 and the location was the clear choice for its great potential, i.e. its educated young people and its competitive labour market.

We employ more than 1,300 people in the country, with 750 here in Ostrava. Our office supports Siemens companies in more than 30 countries by providing professional services in the areas of controlling, accounting & finance, purchase-to-pay, human resources, reporting & data consolidation, and cash collection. Our dedicated staff speak 28 languages. In recent years we can see a clear shift from transactional tasks to value-added or complex services such as order processing, where a high degree of expertise is necessary. Development and implementation of robotic and process-automation solutions help us in this regard to deliver a competitive advantage. There are also a considerable number of global roles performed in our Ostrava centre and our employees are recognized members of global projects thanks to their invaluable experience.

As a service provider, it is our employees that make the difference. Therefore, we are proud of our team of fully skilled professionals who constantly focus on the business needs of our clients. Their continuous development and growth are thus the key to our future success. We have built an extensive training portfolio that was awarded an ABSL Diamond Award last year for its unique approach and its implementation of new technologies. Employees have plenty of internal opportunities to turn their career plans into reality. We relentlessly strive to be the best place to work by creating an inspiring and motivating work environment.



# Díky !!!

# OSTRAVA

MORAVSKÁ OSTRAVA  
A PŘÍVOZ



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