



**BUSINESS IN
OSTRAVA!!!**

CONNECTIVITY



A WORD FROM THE MAYOR

I am honoured to welcome you to the pages of this magazine.

Ostrava has been transformed in recent years. Coal mining and heavy industry are now history – and our city is successfully moving forwards into a new future.

We are focusing mainly on services, new technologies, research and development. Thanks to their strategic location, well-served by major international transport infrastructure corridors, these brownfields hold huge potential for creating thousands of new jobs, bringing economic benefits to the entire region.

Ostrava has undergone a fundamental shift in its approach to urban development. The city is spread out over a large area, so one of our key priorities is to develop vacant land (including brownfield sites), particularly in and around the city centre.

Among the challenges we currently face is our role as a mediator at locations which are privately owned but hold huge potential for the city's future development.

Jan Dohnal
Mayor of the City of Ostrava

1	Vienna	290 km	3:10	2:50
2	Bratislava	300 km	3:00	2:50
3	Prague	380 km	3:30	3:00
4	Warsaw	380 km	4:15	4:10
5	Budapest	490 km	4:40	5:35
6	Munich	710 km	7:15	8:00

"Ostrava's ambition is to become a city that reflects future trends in urban infrastructure, fulfilling our vision to become a healthy, prosperous place to live. This is the goal that we are working towards. Our goal is to ensure that Ostrava is a city where people enjoy living – a city where people want to stay, a city to which people want to return."



LIVING THE HIGH LIFE IN THE CZECH REPUBLIC

The Czech Republic, also known as the Heart of Europe, is a country in Central Europe with one of the most developed economies and three major cities: Prague, Brno, and Ostrava.

According to the 2023 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. 2023 Global Peace Index also ranks the Czech Republic among top countries in the world.



 <p>10,850,000 inhabitans</p>	 <p>16 Unesco World Heritage Sites</p>	 <p>The 13th best country in the world for working abroad</p>	 <p>The 7th best connected transpor- tation hub in the world</p>
 <p>The 11th best country in the world in terms of quality of life</p>	 <p>The 11th safest country in the world</p>	 <p>Affordable medical care</p>	 <p>Wonderful socializing and leisure activities</p>

Source: 2023 Expat Insider; 2023 Global Peace Index

OSTRAVA IS A GREAT PLACE TO LIVE!

Ostrava is the second largest agglomeration in the Czech Republic and 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 cost of living is very reasonable and it is a great place to start a career for those seeking a challenging opportunity.

The city 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.

There are a number of fast train services including the Pendolino, Regio Jet and Leo Express. 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 and Warsaw as well.

Ostrava and its surroundings have approximately 29,000 students enrolled in 5 well respected universities, many of which excel in technical, IT and economic education.

The workforce is hard working and currently offers nearly 10,555 job vacancies and a total workforce of more than 182,000 people.

With over 217,000 m² of existing office space, there is sufficient space and flexibility for existing companies to grow and for newcomers to set-up. 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 **2nd largest agglomeration** in the Czech Republic



2nd European city to introduce contactless payment system in public transport



5 well respected universities in Ostrava and its surroundings



nearly **10,555 job vacancies**



over **217,000 m² existing office space**



QUALITY OF LIFE IN OSTRAVA

Ostrava is thriving and doing well – it is the least indebted big city of the Czech Republic. 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.

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.



<p>1.5 €</p> <p>1 litre of petrol</p> <p>39 CZK</p>	<p>10.6 €</p> <p>8 km trip by taxi</p> <p>259 CZK</p>	<p>20.4 €</p> <p>Monthly public transport pass</p> <p>500 CZK</p>	<p>17.5 €</p> <p>2 cinema tickets</p> <p>430 CZK</p>
<p>40.4 €</p> <p>Monthly gym membership</p> <p>990 CZK</p>	<p>2.40 €</p> <p>Espresso</p> <p>59 CZK</p>	<p>1.8 €</p> <p>0.5 L Czech Beer</p> <p>45 CZK</p>	<p>6.9 €</p> <p>Basic lunch menu</p> <p>170 CZK</p>

1 EUR = 24.5 CZK (September 2023)
Source: Expatistan.com



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.



Extensive Industrial Heritage

Lower Vítkovice

Former metallurgical works, mines and ironworks were largely redeveloped into tourist attractions and places of interest. It is the most visited tourist destination in the Moravian-Silesian Region, regularly ranking first in the national list of CzechTourism Agency.



Prestigious shows

NATO Days

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.



Music, dance and performance all year round

Colours of Ostrava

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. It is a regular nominee for the TOP 10 best music festival in Europe.



Mountains within a reach

Beskydy

An ideal place for summer and winter leisure time activities such as hiking, biking or skiing for example. On top of this, Beskydy is a great place for golf players and lovers.



Sports fantasy

Golden Spike

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.



Nightlife - not only

Stodolni Street

Ostrava has a very lively nightlife, with numerous bars, clubs and restaurants to help people unwind after a busy day or week at work.



EDUCATION

Ostrava and its surroundings have approximately **29,000 students** enrolled in three public and two 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 1st 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

18 
faculties

are located in Ostrava and its surroundings



29,000

university students



6,400

students graduate each year



3,000

foreign students

FIELD OF STUDY	STUDENTS	GRADUATES
Business Administration VŠB – Technical University of Ostrava, University of Entrepreneurship and Law, Silesian University of Opava	11,085	1,743
Information and Communications Technology VŠB – Technical University of Ostrava	8,673	2,143
Philology & Pedagogy University of Ostrava, Silesian University of Opava	7,849	1,813
Other VŠB - Technical University of Ostrava, University of Entrepreneurship and Law, Silesian University of Opava, University of Social Administration in Havířov	1,451	706
Total	ca. 29,058	ca. 6,405

Source: The universities individually

WORKFORCE

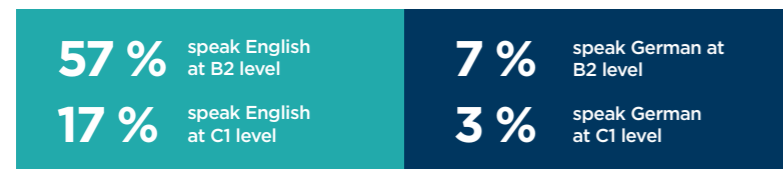
With approximately **283,500** inhabitants, Ostrava is the **third largest city in the Czech Republic and the second largest urban agglomeration after Prague.**

Located close to the Polish border, it is also the **administrative centre of the Moravian-Silesian Region.**

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.



Knowledge of foreign languages



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

Data for 31 December 2022.

Source: Czech Statistical Office

* Percentage of language-educated candidates (university educated candidates - Bc., Mgr, Ing.).





INDICATIVE SALARY COSTS

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

POSITION		FINANCE & ACCOUNTING		HR ROLES		SUPPLY CHAIN MANAGEMENT		IT		CUSTOMER SERVICE CALL CENTER		SALES	
Employee Level	Experience (years)	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.
Agent level	2-5	21,061	26,939	19,592	22,041	19,592	26,939	19,592	24,490	26,939	31,837	17,143	19,592
Management	5+	36,735	41,633	34,286	53,878	41,633	51,429	31,837	41,633	34,286	44,082	26,939	36,735

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

EUR = 24.5 CZK (September 2023)

Source: Grafton Recruitment - 2023

Jobs involving the active use of the German, Dutch, French and Scandinavian languages usually pay up to 7000 CZK (286 EUR) more per month in addition to the above-listed figures, especially in junior positions. In more senior positions, foreign language proficiency plays a lesser role.



TOP 10 MOST WANTED EMPLOYEE BENEFITS

- ✓ Bonuses
- ✓ 5 and more weeks of vacation
- ✓ Annual salary increase linked to inflation
- ✓ Health leave / Sick days
- ✓ Flexible working hours
- ✓ Home office
- ✓ Christmas bonuses (other than performance based)
- ✓ 13th or 14th salary
- ✓ Vacation contribution
- ✓ Educational courses, training (other than language courses)

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 sharply 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 one of three 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. MSIC currently works with a portfolio of more than 400 companies. In addition to highly specialized consulting, MSIC is involved in creating shared laboratories for experimental development and application of new technologies.

From 2023, these companies, as well as public organisations will also be able to use the services of the European Digital Innovation Hub Ostrava. The Hub is based on the know-how of MSIC and IT4Innovations National Supercomputing Center, a research institute of VŠB – Technical University of Ostrava, and is focused on supporting the implementation and use of digital technologies in business.



272 companies with R&D in Moravian-Silesian Region

Ranks 4th in the Czech Republic



4,297 employees in companies with R&D (business sector)



3,488 researchers (academic and public sector)



50+ foreign companies with R&D in the Moravian-Silesian Region (Siemens, Varroc, Vitesco Technologies, Vyncke, TietoEVRY, ABB, Brose, Teva, Forvia Hella, Bang&Olufsen, Porsche Engineering, StoraEnso etc.)



€ 9.3 billion foreign Direct Investment in Moravian-Silesian Region



€ 171,1 mil. R&D expenditure (business sector)



1.16 % knowledge economy intensity (The degree of technological change in relation to the economy. It is used in developed countries to illustrate rapid and dynamic growth)



TOP 10 Start Ups

supported by MSIC in 2023 (top 10 Start Ups 2023 - Autinno, Lemonero, Perun Creative, Stimvia, SuperFace, 24vision, ApuTime, Discidius, Nil Textile, Viderai)



3 supercomputers

solving problems from research and development in IT4Innovations National Supercomputing Center

(Karolina, Barbora, NVIDIA DGX-2) Supercomputer Karolina - the most powerful supercomputer

ATTRACTING FOREIGN TALENTS

Ostrava region houses currently more than **11,372 expats**. Therefore, the city felt the need to create infrastructure to meet the needs of new inhabitants. In 2023 the Ostrava Expat Centre (OEC) opened its doors to serve the foreign community.

We make life easier for the internationals and their families who come to live and work in Ostrava

12,961
expats in
Ostrava region

60+
companies
hiring expats in
Ostrava region

1st
relocation app.
1st and only one
in the country!!!

50+
business/local
partners

Source: Ostrava Expat Centre 2023

Relocation app

It is a revolutionary solution for all who are considering moving to Ostrava for employment or business, alone or with family.

One - Stop - Shop

The office opens its doors 4 days a week or by appointment. The expats can stop by for general advice or with a specific problem.

Buddy Service

This service offers a possibility to assist expats during official appointments in city offices or other places where it is necessary to speak only Czech.

Business Consultancy

OEC provides expert advice for launching new businesses and establishing connections with specialists in our region. Additionally, OEC has also launched the „Expats & Locals“ exhibition to foster successful collaborations between foreigners and locals.

Career Consultancy

In case the expats lose their job or decide to find a new one, OEC's experts will give them individual career advice.

Events

OEC offers regular events for the expat community, business-related workshops, and community events to promote socialization and connections between locals and foreigners.

News and Community Management

Ostrava Expat Centre keeps the expats informed by consistently sharing updates on social media and a carefully curated monthly Newsletter.



THE IMPORTANCE OF WOMEN IN INFORMATION TECHNOLOGIES

Technology is transforming the world around us. It's already clear that we will see growing demand for data analysts and experts in artificial intelligence (AI), and that digital literacy will form an essential part of a basic education for every person.

Men make up around 90 percent of all IT experts in the Czech Republic, but there is no reason why women should lag behind. Women can make a valuable contribution to technological developments, and they also make working teams more diverse, which in turn boosts performance and stimulates innovation. So why not utilize the potential that women offer?

Czechitas is a non-profit organization that was set up in 2014 with the aim of inspiring, motivating and educating women and girls in the field of IT.

It is also active in Ostrava, where it has organized nearly 200 educational events since it was established eight years ago. More than 6,000 women have participated in events of this type in Ostrava, gaining valuable information on careers development and education in the IT and digital technology sector.



3 Czechitas branches in the Czech Republic (Praha, Brno, Ostrava)



6,000 women who have participated in Czechitas educational activities in Ostrava



105,000 women who have participated in Czechitas educational activities in the Czech Republic



1,500+ graduates of long-term Czechitas courses in the Czech Republic who have found jobs in the sector (130 in Ostrava)



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 74% of the total stock.

Over the years, Ostrava has attracted many international companies, such as Moneta Money Bank, Česká spořitelna, Siemens and TietoEVRY, 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.

Over the past three years, demand for offices was driven mainly by the IT, Manufacturing and Professional Services sectors, which accounted for almost 70 % of total gross demand.



217,000 m²

is the current total **modern office stock** in Ostrava. Approximately 74% of the stock meets the requirements for A-class office space.



16,900 m²

is the currently **available office space** in Ostrava, which gives a city level vacancy rate of 7.8%.



25,700 m²

of office space is **under construction** with scheduled completion in 2023.



€ 14 /m²

per month is the prime headline **office rental cost** in Ostrava.



RESIDENTIAL

Conversations with real estate agents confirm, that Ostrava is becoming more attractive in the eyes of foreign workers and students and they want to work and live in our city.

The average **total price of new apartments** on the market has **increased by 95%** to 212,245 EUR, with the average price per square metre rising from 1,840 EUR to 3,590 EUR. The **average size** of the apartments offered for sale has decreased slightly in recent years, from 70 sqm to around **65 sqm**.

In comparison, the **average price per square meter of older apartments increased by 90%** in 5 years from approximately 816 EUR to the current 1550 EUR per sqm.

Almost 10,000 residential properties have been traded on the Ostrava market in the last 5 years. The average total price of new apartments increased by 95%.



New apartments in the last 5 years

720

new apartments built

3,590 EUR per sqm

increase by 95 %

302

The current number of free units on offer in mid-2023



Older apartments in the last 5 years

1,551 EUR per sqm

increase by 90%

1,400

family houses traded

7,500

transactions

Source: Dataligence s.ro.



BUSINESS SERVICE CENTRES

Prague scored the highest in majority of the assessed factors. However, Ostrava was evaluated the best in terms of cooperation with local authorities and the competition on the local market.



10,5 %
of all employees in Ostrava work in business services



38
major international business services centres operate in Ostrava



19,000
people employed in the business services sector in Ostrava



43 %
of employees in business services are foreigners

Ostrava becomes more attractive for business service centres

OVERVIEW OF BUSINESS SERVICE CENTRES IN OSTRAVA

1 PORUBA (MAIN CENTRE)

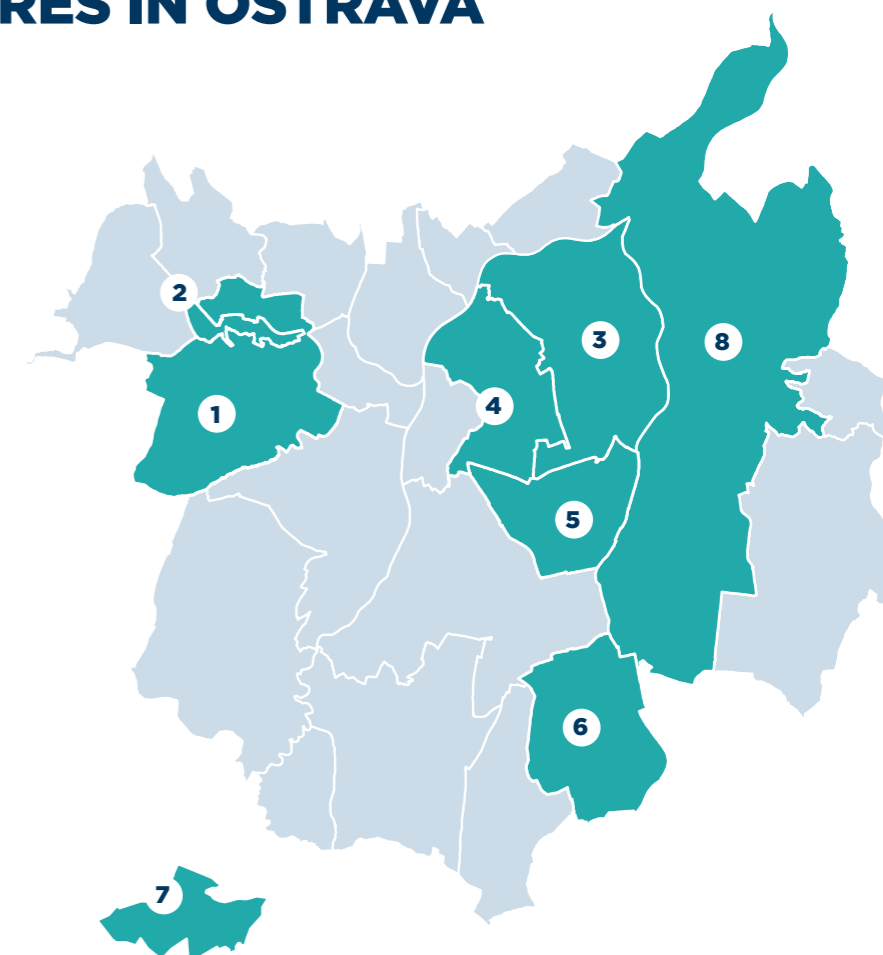
Name	Type
IETECH VŠB - TU	R&D
IT4 Innovations	R&D

2 PUSTKOVEC

Name	Type
CGI	ITO
Railsformers	ITO

3 MORAVSKÁ OSTRAVA A PŘÍVOZ

Name	Type
ABB	R&D
AutoCont CZ	ITO
AXA Assistance	SSC
Brose CZ	SSC
Canon	ITO
Comdata	BPO
ČEZ Energetické služby	SSC
DHL Express	SSC
D-Ploy	SSC
EmbedIT	ITO
GC System	ITO
IBM Česká Republika	ITO
Innogy Zákaznické služby	SSC
K2 Atmitec	ITO
K2 Capital SE	ITO
Kofola ČeskoSlovensko	SSC
Komerční banka	SSC
NetDirect	ITO
OKIN Process	BPO
Quadient Technologies Czech s.r.o. (GMC Software Technology)	R&D
Stora Enso	SSC
Tietoevry Czechia	ITO
U & Sluno	ITO
Verizon	SSC
Vítkovice IT Solutions	ITO
Vítkovice Testing Center	SSC



4 MARIÁNSKÉ HORY A HULVÁKY

Name	Type
Kvados	ITO
O2	SSC
ED system	ITO
E Linkx	ITO

5 VÍTKOVICE

Name	Type
VÍTKOVICE ACCOUNTING	SSC

6 HRABOVÁ

Name	Type
IBA CZ	ITO
Moneta Money Bank	SSC

7 MOŠNOV

Name	Type
DSV Road	SSC

8 SLEZSKÁ OSTRAVA

Name	Type
AT Computers	ITO

Source: ABSL Report 2023 and own processing



investinostrava.cz/en/



Video for investors



Expat Centre Ostrava



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Expat Centre, Grafton Recruitment,
Moravian-Silesian Innovation Center Ostrava,
TREXIMA s.r.o.

invest@ostrava.cz

OSTRAVA!!!

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recruitment