



# PRESS INFORMATION

**City of Prague, City of Brno and City of Ostrava  
at MIPIM 2018**

**(JOINT EXHIBITION OF THE THREE BIGGEST CZECH CITIES)**

**March 13 – 16, 2018  
Palais des Festivals, Cannes**

Stand P-1.D64, P-1.E65  
***[www.mipim.com](http://www.mipim.com)***



**OSTRAVA!!!**

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## PRESS RELEASE

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### THE THREE BIGGEST CZECH CITIES PRAGUE, BRNO AND OSTRAVA WILL HAVE AGAIN A JOINT EXHIBITION AT MIPIM 2018, THE PRESTIGIOUS PROPERTY AND INVESTMENT MARKET IN CANNES

*The three biggest Czech cities are the traditional exhibitors at the prestigious market, scheduled to open in Cannes on 13 March. After last year's success of their very first joint exhibition in the history of MIPIM they decided for the same arrangement also in this year's 29<sup>th</sup> edition. In view of this, those interested (investors, business partners, representatives of the European cities and regions, developers, banks, financial institutions and other players of world property and investment market) will get a chance to put together a comprehensive picture of the entire Czech Republic and investment opportunities in Prague, Brno and Ostrava.*

The joint exhibition CZECH CITIES will cover an area of 253 m<sup>2</sup>. It will also enable partners, whose presence in the Czech Republic illustrates the quality of investment opportunities in the country, to show their potential. **Co-exhibiting general partners** are CRESTYL Group and Sekyra Group. **Co-exhibiting partners** are Accolade, PASSERINVEST GROUP, P3 Logistic Parks and Residomo. Furthermore, AFI Europe Czech Republic, Bogle Architects, CASUA, Hartenberg Capital, Kinstellar, PRK Partners and Unibail-Rodamco are also set to present their potential at the joint exhibition. Also, an accompanying programme is to be organized within the scope of the joint exhibition. **The event for prospective investors and business partners is scheduled to take place on the stand on Wednesday 14 March, at 3 pm.**

The importance placed by the cities on their presentation is confirmed by the presence of their Mayors at the event, **Prague being led by its Mayor Mrs. Adriana Krnáčová, Brno being led by its Mayor Mr. Petr Vokřál and Ostrava being led by its Mayor Mr. Tomáš Macura.** These officials said about their joint exhibition:

*"I believe that, aside from the variety of our cities and their specific features, the joint exhibition will also show mutual synergies. Our presentation will definitely not remain unacknowledged in the competition from other European cities and regions. Prague ranks among the richest regions in Europe. If we want to maintain this status, we must present it as the city growing in accordance with current trends – increasing numbers of people are moving in cities, areas that are abandoned or have been lying fallow for years are being used for the new development. What we consider important is cooperation among particular subjects – the city, the city districts, architects, the private sector, developers and interest groups. This is how we would like to present Prague: as a Smart City in its form and content,"* said **Adriana Krnáčová, Mayor of the City of Prague.**

*"I am delighted to see that, together with Prague and Ostrava, we have developed this successful model of cooperation, which results in effective presentation, along with confirming our cities' steady position among strong European competitors. With increasing frequency, we can hear investors say that, rather than looking for construction sites and investment incentives, they are searching for areas where you can live a pleasant way of life, which we are able to offer them in the Czech Republic. Fast growing innovation potential, together with a great number of universities and science and technology centres, creates favourable conditions for the arrival of new unconventional start-ups, which attract further prospective employees, including those from abroad. Also, investment trade fairs and the presentation of a number of European cities provide us with true inspiration*

for working with public space, which is often formed by details,” stated **Petr Vokřál, Mayor of the City of Brno.**

*“We continue the practice of the joint exhibition of the cities and regions, which we, together with Prague and Brno, introduced at last year’s MIPIM and successfully enhanced when regions joined at Expo Real in Munich in October 2017. Both the last year’s joint exhibitions were prepared by Ostrava and we are passing initiative to the capital city this year. I believe that the exhibition stand will bring about the same effect and the joint exhibition will also attract a great number of new contacts and investment opportunities this year. Ostrava is attending MIPIM to offer available areas for light industries, residential housing and leisure activities in the centre of the city. We will also show our innovation ecosystem, which increases the competitiveness of the city and the quality of life of its inhabitants, along with supporting the nomination of Ostrava for the title of European Green Capital 2020,”* added **Tomáš Macura, Mayor of the City of Ostrava.**

### **Prague: a unique joint project between the city and the university in the historical centre**

Prague is set to launch a joint project between the capital city and Charles University: **Kampus Hybernská (Hybernská Campus)**, which aims to connect the wide public and cultural projects with the university activities in the environment of modern infrastructure in the historical centre of Prague. The project is divided into two stages: the first of them (short-term stage), known as “Hybernská Is Coming Alive”, has been afoot since March 2017 to restore a property at 4 Hybernská Street, which has been long useless, through educational, creative and cultural activities (festivals, exhibitions, discussions, lectures, and conferences). It is envisaged that a modern complex of buildings for the University of the 21st century will be developed during the second, more ambitious stage. The capital city will also present a **Data Platform project**, which is the cornerstone of the Smart City concept. At the CZECH CITIES joint stand, interested parties will learn the details of two major projects of the city-wide importance, which will be presented by the general partners in the exhibition in the form of separate models. The first of them is the largest project of revitalization in the heart of Prague including shops, services, offices as well as relaxation areas – the **Savarin Project**, developed under the leadership of CRESTYL Group to a design by the acclaimed architect Jakub Cigler. The other project – **Smíchov City**, the future transformation of Smíchov Railway Station into a multipurpose neighbourhood, with an abundance of green vegetation in the office, shopping and residential complex, will be developed by Sekyra Group on the area of more than 20 hectares and with the total cost of CZK 15 billion.

### **Brno: revitalization of Ponava locality and the future Špitálka Smart District**

Brno’s presentation at MIPIM is focused on **Ponava - a newly revitalized locality**, which has been always used for leisure and sports. According to the City’s plans, **three major sports venues** are concentrated on this 44.5-hectare site: **a football stadium** seating over 30,000 visitors, **a multipurpose hockey arena** with the estimated audience of 12,382 and **an aquapark** for approximately 2,300 attendees, including a new 25-metre swimming pool and a wellness centre. The site has also a potential for **new office and residential development** – up to 1,500 apartments can be built there. Naturally, the new sports facilities and apartments will lead to a rising demand for infrastructures. Accordingly, it is envisaged that adjacent streets will be widened and new parking facilities will be introduced, in addition to expanding the public transport capacity. The City of Brno has adopted a conceptual approach to the entire locality of Ponava and, aside from preparing and coordinating the programmes, seeks partners and investors who will participate in the projects that are being prepared to facilitate and accelerate the implementation of them and the creation of this new neighbourhood. Last but not least, Brno is set to launch a project for the **Špitálka Smart**

**District** in the central part of the city, the aim being to develop a new socially, economically and energetically sustainable city area, with the **use of tried and tested smart technologies**. With the presented projects, the City of Brno wants to show at MIPIM that **#brnoregion** is a region with prospective future. Brno and South Moravia are attractive for investor thanks to an ideal and well-balanced background for life and **#brnoregion** has a clear vision and an efficient regional innovation ecosystem. Regional innovation strategy of the South Moravian Region is a long-term plan which increases the competitiveness of the whole region, connects the scientists from universities and research centres, owners of technology companies, people from local administration as well as active public. It also creates the environment for start-ups.

### **Ostrava: attractive areas in the historical centre of the city as well as a plot for light industry**

Ostrava is to offer investors **the locations next to the Masaryk Square**, adjacent to the original historical core of Morava Ostrava, in addition to the areas of the **District of Karolina, which is being developed** in proximity to the modern shopping and office centre with extremely easy traffic access. Their location enables synergy between future functions of new developments and existing purposes of important cultural, social and commercial institutions. The aim is to transform the centre of Ostrava into a lively and convenient spot, popular with those living and visiting Ostrava alike. The Land Use Plan envisages mixed-use areas serving the purpose of housing and community facilities designed to suit the centre of the city and include residential buildings, shops and services, administration, offices, cultural, educational, sports and social facilities, catering, accommodation etc. Also, Ostrava will offer its own 35-hectare **development area of Hrušov**, which – being intended for light industries and logistics – is situated on the outskirts of the city, with direct access to the D1 Motorway. Investment plans will be invited for tender until 30 April 2018. The list of projects offered by Ostrava includes approximately 71 vacant hectares in the **Strategic Ostrava – Mošnov Industrial Zone**, completely ready for placing investments in light industries. Aside from these projects, Ostrava is ready to demonstrate its **huge potential at the fair** – an innovation ecosystem which increases the city's competitiveness and the quality of life of its inhabitants. Last but not least, the city is to present its nomination for the 2020 European Green Capital.

# **CITY OF PRAGUE**

## **1. INFORMATION ABOUT THE CAPITAL CITY OF PRAGUE**

The capital city of Prague is the **economic, scientific, educational, cultural and political centre of the Czech Republic**. It has a specific position in the regional structure of the state, as it also has the status of municipality and region. Its long-term economic performance is high, compared with the rest of the European Union. Over 1.2 million inhabitants live in Prague, representing 12% of the population of the Czech Republic. For a variety of reasons, another 300,000 people are present in Prague daily. The Prague economy accounts for 25% of the GDP of the state, with four fifths of the economic base being formed by the service sector in terms of the generation of value added and employment rates. The unemployment rate has been at half the nationwide average.

Prague has a highly educated workforce. The proportion of the university educated population aged over 15 is around 30%, which is twice the national average. The share of population with secondary and higher education is 85%. There are eight public universities in Prague, and several dozens of tertiary education institutions. More than a third of all university students in the country study there, of which 70% are students from regions outside Prague. Prague has a **high concentration of scientific and research organizations** as, aside from public research institutions, there are another dozens of companies, including research and development firms. It houses branches of major multinational companies, some of which have their research centres.

Thanks to its **strategic location in the centre of Europe** and its **very good transport access**, Prague is of great interest to foreign companies. It also offers quality living conditions. According to Adecco's current global study, focusing on the attractiveness of countries and 90 selected cities in terms of working conditions and opportunities, Prague has moved to the 25th place, leaving behind the cities like New York, Berlin, Barcelona, Singapore or Rome.

## **2. PROJECTS PRESENTED AT MIPIM 2018**

### **Prague as a Smart City – Data Platform**

Prague aims to be a “smart city”, in the form and content. Data depicting city life is the basic cornerstone of the Smart City concept. Data generation, collection, evaluation, administration and visualisation play a key role in the effective management of a modern city. The data platform will reflect the historical and current status of the city and will gradually integrate future data sources via its interfaces.

The platform will enable the connection of city apps and data, and will be able to work with large volumes of data. It will also support work with data that until now has been largely neglected due to various technical or legal limitations. One of the goals of the data platform is to have an open infrastructure which will provide predefined public data and will enable these data to be freely combined so that the city gains economically, strategically and conceptually.

**The main benefits** of the data platform are the effective management of key areas of the city's infrastructure, improved living conditions for inhabitants and visitors, cost savings across various city operations as well as data processing for public space optimisation.

The data platform will be ready to run and integrate the first data packages at the end of this year. Further data sources with regards to the city's operations will be connected at a later date.

**Team for the data platform realization** is made up by Operátor ICT, a.s. (as a Project Manager), Prague City Hall and Prague Institute for Planning and Development

### **Kampus Hybernská**

**Kampus Hybernská** (Hybernská Campus) is a joint project between the City of Prague as the Smart City, and Charles University, which aims to connect wider public and cultural projects with the university activities in the environment of modern infrastructure in the historical centre of Prague. The project is divided into two stages: the first of them (short-term stage, fulfilling the above mentioned aim), known as "Hybernská Is Coming Alive", has been afoot since March 2017 to restore a property at 4 Hybernská Street, which has been long useless, through educational, creative and cultural activities (festivals, exhibitions, discussions, lectures, and conferences). It is envisaged that a modern complex of buildings for the University of the 21st century will be developed during the second, more ambitious stage. This development is meant to provide opportunities for open "smart educational, scientific and cultural communities", fulfilling the vision of the two key partners, the city and the university, in the areas of the development of their common potential, creation of new opportunities in science, education, creativity and innovation in the very heart of Prague.

# **CITY OF BRNO**

## **1. INFORMATION ABOUT THE CITY OF BRNO AND THE SOUTH MORAVIAN REGION**

### **BRNO – PROMISING AREA FOR INVESTMENT**

The City of Brno serving as the natural focal point of the South Moravian Region is an **area with tremendous potential**. Numerous universities and over 70,000 students present are a guarantee of its young spirit, creativity and dynamic nature. Following in the tradition of progressive research in numerous fields of human activities, the universities concentrate on biological and medical sciences, which can be demonstrated by leading science and research centres in place. What deserves a separate mention is a long track record of achievements in IT, life sciences, electron microscopy and, for instance, computer security and software development, where **Brno plays the role of a courageous, successful and promising leader in Europe**.

The City of Brno and the South Moravian Region are, according to foreign companies, a promising area where it pays to invest. **Several multinational groups have set up their development and first-class production facilities there** (for example, Thermo Fisher Scientific, Honeywell, IBM, RedHat). Incoming and current investors are offered assistance from the South Moravian Region in searching for suitable sites and seeking solutions which are based on individual requirements and strong awareness of the domestic environment. The modern public administration actively collaborates on the development of its potential with the institutions based in the region (South Moravian Innovation Centre, Regional Development Agency of South Moravia, CzechInvest, Brno Regional Chamber of Commerce).

Universities and scientists on one side and commercial companies and entrepreneurs on the other side endeavour to establish a close link. Their cooperation, together with sharing experience and information, fosters **steady growth in the competitiveness of the city and the region alike**, in addition to providing an excellent working environment. According to the latest rating by an acknowledged server, Numbeo.com, **Brno is the city with the highest quality of life in the Czech Republic**. This may explain, among other reasons, why a steadily increasing number of investors find a home in Brno as it offers everything that is necessary for maintaining a harmonious balance between working achievements and personal life.

### **BRNO AND THE SOUTH MORAVIAN REGION IN FACTS & FIGURES**

#### **Good place to live**

- #brnoregion is an ideal and well-balanced base for life. It is a unique combination of two worlds: the big one (including business, science, innovation and cutting-edge technology) and the less visible, personal, creative and harmonious world in which joy and rest are a daily occurrence. It is where ideas are generated to change the world for the better.
- The South Moravian Region and its metropolis, Brno, have a population of almost 1.2 million. Extremely easy access from anywhere in Europe (2 hour's drive from Prague, Bratislava, Vienna; less than 2 hour's flight to Munich, Eindhoven and London) proves an attraction for steadily increasing numbers of talented individuals.
- The Czech Republic is, according to the White Paper on the Future of Europe, the sixth safest country in the world.

- The South Moravian Region offers high-quality health care, accessible to anyone (the highest rate of physicians per the number of patients in the CR).
- 95 % of people living in Brno are satisfied with shops and services in the city.
- Brno has a positive attitude to the integration of foreign nationals, especially highly qualified experts arriving there in search of job opportunities. (According to fDi Intelligence, published by the Financial Times publishing house, Brno, together with Amsterdam, was ranked in 2016 first in the integration of foreign nationals, in the category of "Expat support", which is particularly due to the project Brno Expat Centre.)
- Brno ranks among the TOP 10 medium-sized European cities in the categories of Human Capital and Lifestyle and Strategy to Support the Inflow of Foreign Investment for the period of 2018/2019, according to a prestigious British economic journal, fDi, published by The Financial Times.

### **Effective regional innovation ecosystem**

- Clearly defined direction of the Regional Innovation Strategy of the South Moravian Region.
- Stable job opportunities with high added value for 17,000 employees, thanks to foreign investors.
- Over 320 cases of research cooperation between universities and commercial companies have been supported (including foreign direct investment, FDI) through innovation vouchers for more than 25 million CZK in total.
- Four technology incubators, built at a cost of 700 million CZK, are in operation.
- The South Moravian Innovation Centre has supported the launch of over 200 technology companies and has also fostered the creation of 1,500 new vacancies for skilled individuals.

### **Successful companies**

- Both domestic and foreign companies, successfully operating in global markets, flourish in the South Moravian Region and Brno (major international companies: Honeywell, Thermo Fisher Scientific, Red Hat, Siemens, NetSuite, FNZ, SAP, Konica Minolta, ABB and others; domestic, globally successful companies: Y Soft, AVG Technologies, GINA, Kiwi, Tescan Orsay, Pegas Nonvowens and others).

### **Massive support for research and development**

- Large investment of the Region in research and development (CZK 17 billion invested in science and science/research centres through the Operational Programme "Research and Development for Innovations" from 2011 to 2014, for the purpose of building research centres of excellence: Central European Institute of Technology CEITEC, ICRC – International Clinical Research Centre of St. Anne's University Hospital Brno, technology incubators, INTEMAC competence centre and others).
- A 20% share of the total capacity of the CR's public research is concentrated in the South Moravian region and Brno.
- Over 400 companies with their own science and research agenda.

More information at [www.brno.cz](http://www.brno.cz) and [www.brnoregion.com](http://www.brnoregion.com).

## 2. PROJECTS PRESENTED AT MIPIM 2018

### **Ponava – Revitalization of the Locality**

The newly revitalized 44.5-hectare locality of Ponava, which has always served for the purposes of leisure activities, shopping and sports, offers great potential for development. It stretches from the mouth of Dobrovského Tunnels (Královo Pole) to the Lužánky Park and from Štefánikova Street to the arboretum of Mendel University. According to the City's plan, three major sporting facilities will be concentrated in the area: a water park, a football stadium and a multipurpose hockey hall. Moreover, Ponava has also potential for new residential and office development, with a capacity of up to 1,500 new apartments. Due to the new sporting facilities and apartments, a higher demand can be expected on infrastructures. This is why the adjacent streets are scheduled for widening to have two traffic lanes in each direction, in addition to providing new parking facilities, especially in newly built parking houses in the area. Thanks to a new tram loop, the capacity of public transport, preferred by the City for the provision of service to this neighbourhood, will increase.

The City of Brno has adopted a conceptual approach to the entire locality of Ponava, in addition to preparing and coordinating the programmes. However, rapid development of such a vast area is over the City's budget. That is why Brno **seeks partners and investors who will participate in the projects that are being prepared to facilitate and accelerate the implementation of them and the creation of this new neighbourhood.**

### **AQUAPARK BRNO**

Aim of the project: extension to the swimming stadium built with the new construction of a water park

Brno has only a rather small water park for approximately 1,200 people, and there is an enormous demand for another one. A new water park, whose construction is under preparation in the area of 2 hectares in Ponava, is designed to follow in the time-honoured tradition of the existing swimming stadium and provide all age groups with a unique water world, with an estimated capacity of up to 2,300 visitors. Construction works are already underway in the swimming pool and a new wellness centrum is being created. The next phase will see the construction of a new 25-metre swimming pool and a water park, which will offer a system of indoor multipurpose swimming pools, an outdoor swimming pool, complete with water attractions and a relaxation park. The project includes necessary amenities and other commercial services. This concept of swimming pool and water park will enable the development of swimming sports in Brno. The programme envisages parking in the swimming stadium complex, in addition to parking spots in the parking house, which is intended for the entire sports facilities.

Current situation: a building permit is available for the construction of the water park. Owing to intended integration into the swimming stadium, project documents necessary for the approval of structural changes are being prepared.

### **REGIONAL FOOTBALL STADIUM BRNO**

Aim of the project: reconstruction of the existing useless stadium of FC Zbrojovka Brno

The football stadium has been designed to meet FIFA requirements for holding international football matches. The outer perimeter of the stadium is in the shape of ellipse, in the style of a modern Colosseum. The intended audience is in excess of 30,000, with an option to increase the capacity up to 38,000. The area of the sportsground is 125 x 85 metres, with the playing area of 105 x 68 metres. The natural lawn in the stadium is equipped

with a watering system, drainage and heating. The project envisages parking facilities located on two floors under the lower stand.

Current situation: project documents necessary for a planning decision have been prepared.

### **MULTIPURPOSE HALL – WINTER STADIUM**

Aim of the project: construction of a new multipurpose hall, with a focus on ice sports

A multipurpose sports hall, with an intended variable audience of 12,382, facilities for sportspeople, relaxation and club rooms, multimedia broadcasting and VIP boxes, which is a perfect complement to the surrounding buildings and the adjacent park. Aside from sports (both top-level and recreational sports, such as ice hockey, skating), the hall can provide a venue for concerts, functions and corporate events. The architectural and layout concept of this development will rapidly enable the organizers to shift among these options. The hall is designed to meet the latest standards related to holding world-class sports and cultural events. The building comes complete with an underground car park.

Current situation: a study to define the location and scope of the construction has been carried out.

### **Špitálka – future Smart District in Brno**

Aim of the project: to develop a new, socially, economically and energetically sustainable city district

Brno is involved in a prestigious consortium within the framework of the European programme Horizon 2020 - Ruggedised (more information at [www.ruggedised.eu](http://www.ruggedised.eu)). In this project, cities are changing their neighbourhoods using proven smart technologies to address social, economic and environmental issues. The City of Brno intends to build the Smart District of Špitálka, a 2.4-hectare area, owned by Teplárny Brno a.s. in the central part of the city. The existing manufacturing facilities situated in the adjoining areas along Plynárenská, Špitálka and Radlas Streets are being currently converted. Also, a project for the revitalization of the Ponávka Stream along Plynárenská Street, adjacent to the entrance to a heating plant site, has been prepared. The complex, or rather its western part, circumscribed by the streets of Koliště, Cejl, and Tkalcovská, the Svitava River and a railway line, is intended for the construction of a smart district, which is expected to include a mix of different uses with a well-balanced share of opportunities for housing, work, service and recreation. Technological solutions will be chosen that best respond to the needs of locals, whether in the field of sustainable urban transport or integrated energy systems.

Present situation: Data are being prepared for a commission of an urban planning study with the use of innovative solutions in the area of public space, mobility, ICT, energy, community life and others.

# **CITY OF OSTRAVA**

## **1. INFORMATION ABOUT THE CITY OF OSTRAVA AND THE MORAVIAN-SILESIA REGION**

### **OSTRAVA – AN ATTRACTIVE INVESTMENT DESTINATION**

Ostrava, the third biggest Czech city and the metropolis of the region, will present itself at MIPIM as a city which is attractive due to its own uniqueness, trustworthiness and long-term dynamic and sustainable development. The strategic location near Polish and Slovak borders, a marvellous atmosphere of its revitalized industrial sites, quality services and the developed infrastructure, these have made Ostrava an ideal investment destination. The attractiveness of the city is confirmed by the sixth place in the TOP 10 Strategy Awards among fDi's European Cities and Regions of the Future 2018/19. This accolade will be given to Ostrava at MIPIM on 13 March (more information: [www.fdiintelligence.com](http://www.fdiintelligence.com)).

### **OSTRAVA – A DYNAMICALLY GROWING CITY**

When the process of construction of industrial zones had been crowned with success at the turn of the millennium, numerous foreign and domestic investors arrived. Major companies have chosen Ostrava as their seat, such as CTP, which have built, for instance, the Axis Office Park and the IQ Office Park. The other companies which have launched their facilities in Ostrava can be exemplified by PEGATRON Czech, Tieto, SungWoo Hitech, ArcelorMittal, Siemens and many others. With regard to the investment flow to the region, the arrival of the South Korean Hyundai Motor Company at the Nošovice Industrial Zone (near Ostrava) proved to be a milestone in 2007. Interest in the region further increased when an investment contract had been signed with Hyundai Mobis, which, having received an incentive estimated at 65 million CZK, purchased an 18.9-hectare area for the project in Ostrava – Mošnov Industrial Zone. The investor itself will bring an investment of approximately 4 billion CZK in Ostrava. Ostrava has become the centre of the automotive industry with a strong presence of Korean brands. Almost 3,000 cars are produced on a daily basis within the area of up to 100 kilometres.

Thousands of new vacancies have been gradually created and the latest data indicate a steady trend towards the growing numbers of investment schemes requiring highly qualified labour, examples being the MONETA Money Bank, Siemens, ČEZ and so on. Also, Ostrava has a lot to offer in the field of development: the list of projects which have been or are being carried out contains numerous interesting residential development projects, major office developments as well as retail schemes. One should also mention the **Lower Vítkovice Area** which offers breathtaking panoramic views in the very heart of this steel city. Within the **Nové Vítkovice** project, technical exhibits have been made accessible to the wide public and the so-called gas container has been reconstructed and transformed into a Gong multipurpose hall seating 1,509. The end of September 2014 saw the opening of the unique World of Technology, which, covering an area of 10,000 m<sup>2</sup>, had been designed to help popularize science in the region with a rich industrial tradition.

### **OSTRAVA – THE CENTRE OF SCIENCE, EXCELLENT RESEARCH AND INNOVATIONS**

Thanks to 4 large traditional universities with 29,000 students, the region offers an educated workforce, in addition to excellent science and research facilities.

**Innovation processes, seen as the engine of competitiveness growth**, play a major role in creating the image of the city and facilitating its positive development. Ostrava is mightily striving to provide a base for new technologies and the development of modern technological procedures, supported by research and development. The projects such as development

of the Moravian-Silesian Innovation Centre (MSIC), IT4Innovations or Centre of Cellular Therapy and Diagnostics is a clear signal sent to investors to confirm that Ostrava is undergoing significant development in the area of high-tech technologies and centres of education, along with research and development. Cooperation between the city and regional authorities, working towards a common goal in the area of the development of science, research and innovation in the region, resulted in the transformation of the Science and Technology Park into the **Moravian-Silesian Innovation Centre** in 2017. Its aim is, first and foremost, to create and strengthen an innovation ecosystem, along with supporting the business activities of both newly established and already functioning innovative companies.

## WIDE RANGE OF DEVELOPMENT AREAS

- **The Ostrava – Mošnov Industrial Zone**, being strategically located and linked with an international airport, along with road and railway networks, is a unique logistics hub not only to Central Europe (more information below in the chapter about the presented projects).
- The city's economic attractiveness and employment rates in Ostrava are significantly improved by the **Hrabová Industrial Zone**, covering a total area of over 110 hectares, which has already been CTP company strategic development area. The number of employees in the zone has been high on a long-term basis. At the end of 2017, there were 8,149 employees, however, this number is expected to grow by up to another 1,300 vacancies.
- Until 30 April 2018, a call for an investment plan for the reclamation of 35 hectares of a **development area in Ostrava-Hrušov** will be open. This derelict, or rather brownfield area is intended for light industries and logistics. The city expects to develop an industrial zone there, which will take advantage of the available workforce and the direct access to the D1 Motorway.

## IMPORTANT INVESTMENT INCENTIVES

- Material support in the amount of 200,000 CZK for each job created. In Mošnov Zone, the support is higher - it amounts 300,000 CZK.
- Maximum degree of public support: 25% of the entire eligible costs (Public support is understood to mean tax incentives, material support for new jobs and material support for the acquisition of assets. Lower land development cost, as the investment in each project's technical infrastructure has been financed via grants from the public sector.)

*Note: the aforementioned forms of support concern both investors in the areas of the processing industry, and in the technology centres and centres of strategic services (i.e. the development of software, centres of shared services, high-tech repair centres).*

## A LARGE WORKFORCE FOR ALL TYPES OF REQUIREMENTS

- High unemployment as an opportunity for newly arriving investors: a large qualified and educated workforce, low local wage expenses.
- State support and tax incentives for the creation of jobs as well as training courses for the new employees.

## IMPROVING ENVIRONMENT FOR LIVING

- A nominee for the 2020 European Green Capital.
- Advanced infrastructure.
- A wide offer of leisure activities:
  - golf: incl. the Ostravice, Čeladná, Lipiny, Kravaře, Šilheřovice, Ropice golf courses,

- skiing and hiking in the nearby Beskydy and Jeseníky Mountains,
- Lower Vítkovice Area in Ostrava (including the Small and Large World of Technology educational centres, the unique multifunctional Gong auditorium) – a national cultural monument,
- Landek Park – the largest mining museum in the Czech Republic,
- permanent theatre scene,
- many important events throughout the entire year: the popular multi-genre Colours of Ostrava festival, the international Janáčkův máj and Janáčkovy Hukvaldy music festivals, Zlatá tretra (“Golden Spike”)– an international athletic meeting in the IAAF World Challenge series, NATO Days, and others.

## RATING

In June 2017, **Moody's** international rating agency carried out its regular assessment of the city of Ostrava and increased its rating from A2 positive to **A1 stable**. Ostrava thus achieved the same high ratings as Moody's awarded to the Czech Republic and the Czech cities of Prague and Brno.

## 2. PROJECTS PRESENTED AT MIPIM 2018

### Areas in the city centre

#### **Gap sites in proximity to Masaryk Square**

Its original buildings have been pulled down as they failed to comply with construction and technical standards. The new development, planned on the freed-up gap sites, will complement the urban structure of the historical core of the city and return the original rectangular shape to the main square of Ostrava.

Two of the gap sites, spread over areas of 3,300 m<sup>2</sup> and 475 m<sup>2</sup>, can be found right in Masaryk Square. At present, they serve the purpose of public urban open space. The new development will consist of multipurpose buildings, coming complete with underground parking, adequate to the needs of the locality (two floors are in prospect). Another three gap sites are situated in proximity to the central square. Covering areas of 1,290 m<sup>2</sup>, 1,556 m<sup>2</sup> and 2,126 m<sup>2</sup>, they form parts of an area that formerly constituted a housing development in the historical core of Moravská Ostrava, which has been included among listed urban areas. With the new development to be built on the gap sites, the urban structure of the historical housing development, which is three to six aboveground storeys in height, will be completed.

With its high potential, the locality around Masaryk Square has all the makings of housing, services, shops and other roles vital for the city. However, it can also house offices, cafés, student clubs, pubs, private galleries and other facilities.

#### **Karolina**

Karolina is a unique development area in the vicinity of the city centre, where a new modern neighbourhood is being created. Ostrava is planning to develop the area to extend the city centre, along with linking its historical core with the existing modern office and shopping development and the natural environment on the banks of the Ostravice River. The city of Ostrava has organized several urban competitions for the design of Karolina, and the basic layout of the area reflects the outcome of the last of them. At present, the city offers areas with excellent links to the expressway and public transport. A planning decision is in place to build a nine-storey building and a building of up to 14 storeys, covering areas of

7,600 and 7,920 m<sup>2</sup> respectively. It is envisaged that the new landmarks will serve office and shopping purposes, a three-star hotel is not excluded either.

### **Hrušov development area**

Until 30 April 2018, a call for investment plans for the reclamation of 35 hectares of a development area in Ostrava-Hrušov will be open.

The Hrušov Zone is located in proximity to the Odra River and the D1 Motorway, along Bohumínská Street, following a railway line between Ostrava and Bohumín and the existing OZO Ostrava waste dump site. It can be characterized as a "social brownfield" as, rather than highly concentrating manufacturing facilities, the buildings in the area served as hostels for workers from nearby businesses. The buildings served this residential purpose until 1989, when the site was partially freed up. This process culminated after the 1997 floods, when the area became the above-mentioned social brownfield. In view of this, a hydrogeological survey was carried out there, and the site was assessed as environmentally harmless. On completion of the construction of flood protection dykes, temporary building restrictions lost sense and were removed then. Currently, a rehabilitation zone has been proclaimed in the area and every construction activity is conditioned upon the completion of the rehabilitation process.

For this purpose, a rehabilitation project (documentation for a planning decision) has been prepared and a planning decision on an alternative use of the area is in place so that a plan for the "Gravitational Drainage Hrušov" can be implemented. The aim of the rehabilitation is to carry out necessary ground shaping and provide water management so that rain water, rather than being retained in the area, can gravitationally drain away. The Statutory City of Ostrava requested reimbursement for costs associated with the implementation of the rehabilitation as a part of the revitalization of the Moravian-Silesian Region. An inter-ministerial evaluation committee at the Ministry of Industry and Trade approved a subsidy of CZK 1.547 billion for this purpose in June 2010. In June 2017, the Statutory City of Ostrava bought the last plots of land in the locality owned by natural persons, and the area was therefore redeveloped for its further development.

Considering a shortage of space in the city's existing industrial zones, the Hrušov Development Zone represents a very important location, suitable for small and medium-sized businesses. It has the advantage of extremely easy traffic access as it lies in immediate proximity to the D1 Motorway and a railway line inland, or towards Poland and Slovakia. The location is functionally integrated as an area for light industries, warehouses and small-sized manufacturing facilities. A residential purpose is, by contrast, excluded by relevant planning documentation. It is envisaged that at least 700 vacancies will be created in the zone.

### **Ostrava – Mošnov Industrial Zone in the proximity of the international airport**

The strategic Ostrava – Mošnov Industrial Zone is located 25 km south of the centre of Ostrava and contains a 200-hectare area of land. The advantages of this industrial zone include the prepared technical infrastructure, the customs "Free Zone", the direct road connection to the Czech Railways network, the R48 expressway and the D1 motorway, the proximity to an international airport with first-rate runway parameters, the connection to urban public transportation, a qualified workforce in the surrounding area and a strong industrial and technical background. It is especially thanks to its strategic location with easy access to the road network, along with the effective railway connection, which is unique to the CR.

and, above all, with the connection to the international airport that the industrial zone is a unique logistics hub not only throughout central Europe. The construction of a railway cargo, which is expected to be part of a multimodal cargo for air, road and rail transport, has just begun. Consens Investment, a joint-stock company, plans to use a 54-hectare area to build up to 165,000 m<sup>2</sup> of storage space there by 2023. One of the first and, at the same time, anchor tenants will be DB Schenker.

In 2007 two important foreign investors began production there, specifically the German company MAHLE BEHR (the production of radiators and air conditioning for automobiles) and the South Korean company PLAKOR (the production of plastic automobile parts – bumpers, dashboards, etc.). Another company, Italy's Cromodora Wheels, began a run of their facility in 2008. A contract with Hyundai Mobis was signed in July 2014. The company is set to invest CZK 4 billion in the construction of an automotive lights plant in the Mošnov Industrial Zone. The company is planning to create over 900 vacancies in the new plant, with another hundreds created with subcontractors. As of 31 December 2017, 3,428 direct vacancies had been created in the Mošnov Strategic Zone. **At present, approximately 71 hectares are available to investors in the strategic area, with further 32 hectares in a so-called “Small Development Zone”** which is located near the access road to Leoš Janáček Airport Ostrava. In addition, a 20-hectare area is available for prospective investors in the immediate vicinity of the Strategic Zone and the Airport. It will serve for the construction of the Office and Business Centre Leoš Janáček Mošnov. Currently, there is a commercial and business complex run by “Společnost pro využití letiště Ostrava-Mošnov” (Company for Ostrava-Mošnov Airport Utilization), where about 40 companies with a total of 300 job opportunities can be found.

#### **Detailed information on Leoš Janáček Ostrava Airport**

Leoš Janáček Ostrava Airport is the largest regional airport in the Czech Republic. It has good conditions for the development of freight transport: the runway dimensions: 3,500 x 63 m, CAT II airplane approach, new cargo terminal, operations without night slot and noise restrictions, allowing to operate airplanes of any size. Thanks to its new cargo terminal, the airport offers effective and smooth freight flight operation.

Owing to the strategic location of the airport in the heart of Europe, along with excellent technical specifications of the runway and easy access, Leoš Janáček Airport is a very important partner in the field of cargo transport from/to anywhere in the world. The new cargo terminal has been in operation since 1 July 2011.

- The square area of the terminal: 11,000 m<sup>2</sup>, direct access to the ramp
- Airplanes without any size restrictions (B747, An124, IL-76)
- Spacious dispatch area immediately adjacent to the cargo terminal
- Comprehensive cargo handling, customs / IATA IMP standard / logistics
- Duty-free zone
- Road feeder service
- Number of airplane stands: basic configuration: 2 airplanes of the B 747 size and 3 airplanes of the B 737 size
- Large storage area

#### **Regional innovation ecosystem**

An important role in the perception of the city and in its positive development is played by **innovation processes that are a driving force of increasing competitiveness**. Ostrava is working intensively on the development of new technologies and modern technological processes supported by research and development. As early as 1997, the Science

and Technology Park was established; the shareholders of the company were the City of Ostrava, Regional Development Agency Ostrava and the three local universities; VŠB- the Technical University of Ostrava, the University of Ostrava and the Silesian University in Opava. With the entrance of the Moravian-Silesian Region in the structure of its owners, the company was transformed into the Moravian-Silesian Innovation Centre (MSIC) in 2017. The new capital is meant to provide the means to develop activities that support innovation potential. Thanks to them, the MSIC has all the political support and technical expertise to carry out a wide variety of projects. The park is suitable for a broad range of activities, including research, development and design activities, biotechnology, nanotechnology, development and production of laboratory, measuring and testing techniques, research and development in the field of alternative energy sources, expert and research, technological and high- tech repair centres.

The centre of the complex, located in the immediate vicinity of the Mining University - Technical University of Ostrava, enables the connection of business activities with the environment of scientific research, along with the subsequent application of its results in practice. The area is composed of 4 multifunctional buildings, which offer exceptional office, laboratory, social and representational spaces. 1,068 employees work in these four buildings. Elcom and Ingeteam companies have two independent buildings in the complex with further 210 employees. On completion of Multifunctional Buildings III and IV, new rentable areas of 5,298 m<sup>2</sup> were created.

The advantages of the MSIC primarily include contact with innovative companies and their experts, the possibility of cooperation in the area of transferring technologies and help in intermediating contacts with research institutes and leading specialists from the individual universities, the protection of intellectual property, the possibility to use educational services, an attractive environment, good road connections (it is close to the D1 motorway and 10 minutes from the train station), the direct reach of municipal public transport and excellent access to the Ostrava Leoš Janáček International Airport.

#### **IT4INNOVATIONS CENTRE OF EXCELENCE**

IT4Innovations Centre of Excellence is located in the area of the Ostrava Science and Technology Park. The aim of this project is to create unique infrastructure for IT research in the Moravian–Silesian Region. The Salomon supercomputer is one of the most powerful supercomputers in the world. The IT4Innovations Centre of Excellence possesses the **largest concentration of IT and mathematics research capacities in the Czech Republic.**

The IT4Innovations relies on the very wide use of research capacities for application purposes. The tools for modelling and simulating catastrophic situations such as floods will be developed so that their negative impacts can be prevented and reduced. Furthermore, engineering companies will have an opportunity to use the capacities of the centre for, among other things, the calculations of shape optimization of their products. Last but not last, biomedical applications of embedded real time control systems will be developed.

# **PARTNERS IN THE JOINT EXHIBITION OF THE THREE BIGGEST CZECH CITIES AT MIPIM 2018**

## **General partners**

### **CRESTYL**

[www.crestyl.com](http://www.crestyl.com)

CRESTYL Group, which belongs among the leading developers in the Czech Republic having a broad portfolio of residential and commercial projects, will present at MIPIM its project **Savarin – a unique shopping and social centre in the heart of Prague**. The largest project of revitalization in the Prague centre will include 15,000 m<sup>2</sup> of land and offer areas for shops, services, restaurants and offices as well as relaxation areas with full respect for genius loci of this place. The goal of CRESTYL Group is a maximum access to the historical part of Prague which has been forgotten so far: the project will bring life to the courtyards by restoring the garden and by creating a little square and passages. All the currently neglected, valuable protected historic buildings (including the Baroque Piccolomini Palace – Savarin or the historical riding hall) will be preserved and renovated. The whole project, which was designed by a renowned architect Jakub Cigler, is in compliance with the Land Use Plan and has already gained a number of necessary permits, including the Environmental Impact Assessment (EIA).

### **SEKYRA GROUP**

[www.sekyragroup.cz](http://www.sekyragroup.cz)

Sekyra Group has been active on the Czech market for 20 years. It is one of the leading property development companies with a portfolio that includes a variety of successfully implemented projects for residential and commercial use. The Group has built the headquarters for companies such as the Česká spořitelna, Nestlé Česko, T-Mobile, Skanska, or National Technical Library. It has also built or reconstructed about 7,000 flats. Currently, Sekyra Group prepares its most important projects of major development areas: Rohan City, Žižkov City, in addition to **Smíchov City**, which will be the highlight of the Group's presentation at MIPIM.

Extensive urbanization within the Smíchov City project will transform the neglected location of the former Smíchov railway station into a multifunctional district which will offer its residents and visitors space for recreation, housing, work and complete civic and public amenities. A new quarter will start to rise on the area over 20 hectares at the end of 2018. Its design emerged from the architectural competition and will form significantly a new face of Prague. However, the original urbanism of Smíchov remains the inspiration for the arrangement of houses and the location of greenery. **The total cost will reach CZK 15 billion. Gradually there will be developed approximately 400,000 m<sup>2</sup> of commercial, residential, commercial and civic amenities.**

The way the project is created is exceptional. Open architectural competition is always followed by an intensive communication with public. The people have been continuously expressing their views in joint forums on the investor's intentions and the public comments have been taken into account to a large extent. *"Smíchov City is the largest project in the modern history of Prague. At the same time, it is a symbol of its transformation in the 21st century. It will be a centre which will become an alternative to the historical and tourist core of the metropolis, meeting the highest architectural as well as ecological demands. The private and public space will gain a new quality,"* says Luděk Sekyra, Sekyra Group Chairman of the Board. The Mayor of Prague, Adriana Krnáčová, also confirms the essential importance of the project. *"The Smíchov City project is key to Prague. Through this project, we are looking for a recipe how to transform hundreds of hectares of currently unused areas into the lively neighbourhoods. At the same time, it is a unique example*

*of fruitful cooperation between the city, the citizens and the developer," says Adriana Krnáčová.*

## **Partners**

|                    |  |
|--------------------|--|
| Accolade           | <a href="http://www.accolade.cz">www.accolade.cz</a>         |
| PASSERINVEST GROUP | <a href="http://www.passerinvest.cz">www.passerinvest.cz</a> |
| P3 Logistic Parks  | <a href="http://www.p3parks.com">www.p3parks.com</a>         |
| Residomo           | <a href="http://www.residomo.cz">www.residomo.cz</a>         |

## **Other companies set to present themselves at the joint exhibition**

|                           |  |
|---------------------------|--|
| AFI Europe Czech Republic | <a href="http://www.afi-europe.eu">www.afi-europe.eu</a>                 |
| Bogle Architects          | <a href="http://www.boglearchitects.com">www.boglearchitects.com</a>     |
| CASUA                     | <a href="http://www.casua.cz">www.casua.cz</a>                           |
| Hartenberg Capital        | <a href="http://www.hartenbergcapital.com">www.hartenbergcapital.com</a> |
| Kinstellar                | <a href="http://www.kinstellar.com">www.kinstellar.com</a>               |
| PRK Partners              | <a href="http://www.prkpartners.cz">www.prkpartners.cz</a>               |
| Unibail-Rodamco           | <a href="http://www.unibail-rodamco.com">www.unibail-rodamco.com</a>     |

## **MIPIM 2018 – INFORMATION ABOUT THE TRADE FAIR**

The MIPIM market of real estate and investment opportunities, held annually in March, is one of the most significant industry events in Europe along with the Expo Real trade fair that takes place annually in October in Munich. The most important investors, developers, banks and financial institutions, real estate experts, cities and entire regions from Europe and around the world regularly take part in it. Almost every European metropolis and the most respected companies on the international real estate market have their own stands at the trade fair. **MIPIM takes place in the Palais des Festivals in Cannes, France, also famous for its renowned film festival. This year's 29<sup>th</sup> annual trade fair will take place here from Tuesday, March 13<sup>th</sup> to Friday, March 16<sup>th</sup>.**

Last year's 28<sup>th</sup> MIPIM saw 24,200 participants from 100 countries, who presented themselves in the exhibition area covering more than 19,000 m<sup>2</sup>. Also, the event usually holds a strong attraction to Czech attendees – the representatives of over 50 companies from the CR joined the fair last year. However, the majority of the Czech participants come as visitors, without their own exhibition stands, or as co-exhibitors in the joint exhibition of the three biggest Czech cities Prague, Brno and Ostrava.

**Like recent years, MIPIM will be an indicator of global trends. The central topic of this year's edition**, in which the worldwide development is reflected, will be **“Mapping World Urbanity”**. According to the United Nations analysis, the world population should reach 8.5 billion by 2030 and 9.7 billion in 2050, with 60% of the population living in the cities. This will constitute significant challenges for metropolis in terms of their capabilities to respond to climate changes, along with designing investment strategies, architecture, construction technology and meeting other requirements. Today, big cities have become sovereign economic centres with a global reach, which is closely linked to the rise of global connectivity due to new technologies and the development of transport, leading in turn to increased financial flows and international trade. This is why all the property sector players have to look for ways how to solve the expansion of the metropolitan areas and which strategies to use – from demography and sovereignty to connectivity and sustainability. The central topic of the world urbanity will be reflected in the MIPIM Opening Conference with a title **“New rules for new cities”**. Its keynote speaker will be **Adora Svitak, 20, a renowned American writer and lecturer engaged in the cause of young people**. In her contribution she will sum up the visions and requirements of current young generation in terms of the cities of the future: the strong sense of community, sustainability and smarter urban spaces. Mapping world urbanity will be addressed, from various viewpoints, at a number of conferences and panel discussions during MIPIM, including the traditional **Mayors Think Tank to be held on Thursday 15 March**. Evergreen themes running through the event are connected with **innovations, sustainable development and construction of green buildings**. Moreover, special **workshops will focus on particular property market segments**: discussion will centre on residential, retail and office properties, hotels, industrial and logistics parks, along with health-care projects, which, resulting from the ageing of the population, are becoming the focus of attention. By tradition, the **RE-INVEST investment summit** for more than 5,000 registered international investors and financial institutions representatives will be held at MIPIM.

An inseparable part of the trade fair, like every year, is the presentation of the prestigious **MIPIM AWARDS** for the best international projects during the last year in 11 categories: Best office & business development, Best refurbished building, Best residential development, Best shopping centre, Best hotel & tourism resort, Best industrial & logistics development, Best healthcare development, Best innovative green building, Best urban regeneration project,

Best future project and Best future mega project (upcoming real estate projects over 150,000 m<sup>2</sup>). The MIPIM Awards, the culmination of the entire trade fair, will be announced at **the official ceremony on Thursday, March 15<sup>th</sup>**.

## **CONTACT DETAILS**

### **HLAVNÍ MĚSTO PRAHA (CITY OF PRAGUE)**

Contact person: Alena Hrdličková

Mariánské náměstí 2

110 00 Praha 1

Phone: +420 236 002 403

E-mail: [alena.hrdlickova@praha.eu](mailto:alena.hrdlickova@praha.eu)

[www.praha.eu](http://www.praha.eu)

### **CITY OF BRNO**

Contact person: Lucie Mezníková

Cooperation with private sector

Brno City Municipality

Husova 12

601 67 Brno

Phone: +420 542 172 273

E-mail: [investors@brno.cz](mailto:investors@brno.cz), [meznikova.lucie@brno.cz](mailto:meznikova.lucie@brno.cz)

[www.brno.cz](http://www.brno.cz)

[www.brnoregion.com](http://www.brnoregion.com)

### **CITY OF OSTRAVA**

Contact person: Václav Palička

Prokešovo náměstí 8

729 30 Ostrava

Phone: +420 599 443 382

E-mail: [vpalicka@ostrava.cz](mailto:vpalicka@ostrava.cz)

[www.ostrava.cz](http://www.ostrava.cz)

### **MEDIA INFORMATION:**

#### **CREST COMMUNICATIONS**

**Kamila Čadková (mobile: +420 731 613 609)**

**Denisa Kolaříková (mobile: +420 731 613 606)**

Ostrovní 126/30

110 00 Praha 1

E-mail: [kamila.cadkova@crestcom.cz](mailto:kamila.cadkova@crestcom.cz)

[denisa.kolarikova@crestcom.cz](mailto:denisa.kolarikova@crestcom.cz)

[www.crestcom.cz](http://www.crestcom.cz)