

Sector briefing

Education & Training Opportunities in the Czech Republic

Why the Czech Republic?

Located at the very heart of Europe, the Czech Republic offers good transport links to Western and Eastern European countries. Prague is **less than two hours flying time from the UK**, closer than, for example, Vienna, Oslo, Stockholm or Madrid.

UK exports of goods to the Czech Republic were worth £1.4bn in 2009, making the Czech Republic **UK's 30th largest export market**. Two-way trade is worth some £5 billion.

UK Trade & Investment has identified sectors with potential for UK businesses:

Advanced Engineering
Biotechnology
Consumer Goods
Education & Training
Food & Drink
Healthcare
Science & Innovation
Technical Textiles

Please contact us if you wish to ask about a specific sector.



Find general information on the Czech market conditions on [UKTI's website](#). The [Doing Business Guide for the Czech Republic](#) gives an overview of the Czech Republic's economy, business culture, potential opportunities and an introduction to other relevant issues.

Opportunities in Education & Training

The Education and Training sector in the Czech Republic, like most other sectors, has been going through stages of reform since the 1990s.

There is a general openness and willingness to learn from and work with partners, particularly from the UK.

There has been a great deal of investment into the sector, predominantly from EU structural funds and there are opportunities for partnership and collaboration.

Educational Resources

Primary and secondary education system (university education is more complex) is funded from the public budgets. The main purchasing budgets are held at regional level with schools receiving their funds depending on the number of pupils and per capita allocation set by the Ministry of Education. Purchasing can be done at school level but some bids have to be made to the region.

In terms of school equipment and teaching aids there are opportunities for UK companies to export their products to the Czech Republic. The route to the market would be through identifying a local partner or distributor to represent UK products or adapt the products to the market.

ICT in Education

There is willingness to work with UK partners in showcasing how technology can be integrated into Education. UK companies could cooperate with local educational software producers or distributors to schools.

Teaching Aids

From September 2007 English is compulsory at all schools from the age of 8. The Ministry of Education, Sport and Youth plans to invest into this area considerable amount of financial resources. There are opportunities for UK companies to export teaching aids, books and software to support teaching English.

English Language Training (ELT)

The ELT market took off at the beginning of the 1990s. As a result there is a very mature market of ELT provision.

People are aware of how to address their needs. The younger generation enhances their English language skills by spending time overseas (studying or travelling) and the needs of the older generation, eg in business, are met by local language schools. The market is price sensitive and quality is a requirement.

Corporate Training

At the multinational and larger national company level there is a willingness to invest into education, training and development. Most of the training is in the area of business and soft skills. Coaching and mentoring is a particularly fast growing area. Opportunities arise for UK companies focusing on leadership, coaching and other courses for mid- to top management. There is also an opportunity to provide training that leads to internationally recognised certifications.

It is recommended to work with a Czech partner in terms of adapting any courses and providing local delivery.

EU Funding

The EU has allocated around EUR 26.7bn (approx. CZK 774bn) of funding for projects in the Czech Republic during the current financing period 2009 - 2013.

Funding of educational projects from the European Social Fund (ESF) is possible. New tenders will be announced and there is an opportunity for UK companies to participate in different areas (e.g. as training providers, product suppliers, etc).

In the past there have been a variety of EU funded initiatives to develop and train people in particular areas. Some projects were successfully completed in collaboration with a number of UK partners. As a result there is a keenness to collaborate further in the new EU projects that are being developed.

If you have any questions on the opportunities above, contact the UKTI contacts named in this report. Business opportunities aimed specifically at UK companies are added daily to UKTI's website. These leads are sourced by our staff overseas in British Embassies, High Commissions and Consulates, across all sectors and in over 100 markets.

You can be alerted to business opportunities on a regular basis by registering on the UKTI website. [Find out more on UKTI's business opportunities service on the UKTI website.](#)

Major events and activities

Corporate Training Event in Vienna

UK outward delegation to an event organised in Vienna in co-operation with many Central and Eastern European countries. Buyers from the Czech Republic will attend.

Contact: Eva Kopecka

Email: eva.kopecka@fco.gov.uk

Date: June 2010

Expolingua Exhibition in Prague

International trade fair for languages, education and cultures.

Contact: Eva Kopecka

Email: eva.kopecka@fco.gov.uk

Date: November 2010

Book World Exhibition in Prague

International book fair.

Contact: Eva Kopecka

Email: eva.kopecka@fco.gov.uk

Date: May 2011

Find full details of all events in the Czech Republic on the UKTI website. New export events are added daily to the site and [you can register to be alerted to them](#) on a daily, weekly or monthly basis

UKTI's Tradeshow Access Programme (TAP) provides grant support for eligible Small & Medium Sized Enterprises (SME's) to attend trade shows overseas. Find out more about [UKTI support](#) for attendance at overseas events.

UKTI contacts

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Next steps - How UKTI can help

British companies wishing to develop their business in the Czech market are advised to undertake as much market research and planning as possible in the UK. UKTI's team in the Czech Republic, with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in the Czech market.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the Czech market
- Establishment of interest of such contacts in working with you

- Arranging appointments
- Organise seminars or other events for you to meet contacts and promote your company in the Czech market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#), a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office](#).

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Published 2010 by UK Trade & Investment.

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