



The Czech Republic — Aiming at Future, Remembering the Past

Tomáš Dub
Ambassador of the Czech Republic to Japan

H.E. Ambassador of the Czech Republic Mr. Tomáš Dub was appointed to Japan in August 2014. He was born in Prague, capital of the Czech Republic. His previous post was Deputy Minister of Foreign Affairs, responsible for relations with non-European countries, export promotion and development assistance. He also served for two election terms as a Member of Parliament of the Czech Republic, where he was active mainly in Foreign and Defense Committees. Early in his career, he was two times elected Mayor of Prague 7. He graduated from the Prague University of Economics, Faculty of International Relations.

As industrial revolution was born in Europe 150 years ago, the Czech Republic emerged as the geographical center, harvesting its history of a territory, which was a junction of influences, trends and armies and became a pounding heart, which supports, with its regular beat, the regions of Central Europe.

A long row of inventions and innovations was born in the Czech Republic. Emerging at the beginning of the 20th century and emerging again a quarter century ago, when market economy and prosperity returned to our lands, after a brief historic intermission. These days, twenty five percent of our GDP is being created by manufacturing industry, providing a solid base and growth potential. But the most appreciated additive is the craftsmanship of our people, their struggle for innovation and flexibility. People inspired by our industrial tradition, of which twenty five percent choose to graduate at a technical university. A margin matched by some of our neighbors, though we offer the advantage of substantially (up to 50%) lower labor costs when considering average yearly salaries.

Czech Republic was there, when the automotive history was written. From the beginning we distributed reliable and popular cars throughout the world, which became the basis of our automotive industry today. A leading and competitive industrial field, which belongs to the strongest in Europe. Brands like Skoda (part of Volkswagen Group), or Tatra which was historically the 3rd car producer all over the world, are familiar throughout continents. Our experience earned us trust of the key players of automotive industry. This year Toyota Motor Company has launched the next generation models for European market, produced in TPCA factory in the Czech Republic. And car producers from other countries are joining in, following the trail of excellence in manufacturing and development.

Our present industrial environment creates a vital breeding ground for high tech sectors as space and aviation. Keeping up with the latest fields is our outstanding nanotechnology emerging from research and universities, positioning us as leaders in the world



Mr. Tomáš Dub, Ambassador of the Czech Republic to Japan

We aim at the future and remember our past. We continually extend our research and scientific infrastructure with its high quality and active academic sphere. Overall Czech investment into research and development are relatively high about of 2% of country's GDP. We remember our scientists who led the way, or were the first ones at the dawn of a new industrial field. Johan Gregor Mendel put the basis of genetics, Otto Wichterle developed the first contact lenses, prof. Antonin Holy discovered ingredients or components on which medication to fight HIV is based.

Activities of foreign investors are welcomed and supported as in many other countries. What makes our environment different and special is the higher profitability of foreign direct investment in spite of the fact the Czech Republic was experiencing a recession last year.



Together with a Czech Parliament delegation and representatives of Czech Chamber of Commerce and Czech businesses, Mr. Jan Mládek, Minister of Industry and Trade of the Czech Republic, visited Japan from November 10 to November 13, 2014.

[Left photo] Minister Mládek with Mr. Yoichi Miyazawa, Minister of Economy, Trade and Industry of Japan during the meeting concerning Japanese investments to the Czech Republic. [Right photo] Minister Mládek visited Toshiba Factory in Kawasaki.

For Japanese investors the Czech Republic is on the 4th place in the number of investment projects in Europe. Today, there are 230 successful Japanese companies engaged in the Czech Republic out of them 96 opened their manufacturing facilities and 11 technology centers. They invested almost 6 milliard dollars and created more than 44 thousand new jobs. The most significant of all are world-wide well-known Japanese investors like Toyota, Panasonic, Denso, Daikin or KYB.

The Czech market is an integral part of common European market, but has many substantial specifics, derived from the facts stated above. Important part of this environment is the economic stability and development. Domestic-driven economic recovery is underway and is expected to strengthen. The Czech economy has already overcome bad times linked with world's economic recession and is now heading into the direction of economic growth. Our GDP growth this year is forecasted to reach 2%. Standard and Poor's rating AA-, Moody's A1 and Fitch A+.

We value the trust of Japanese investors and share the joy over their success in the Czech Republic. I understand Japanese investment to the Czech Republic as an important part of overall Japanese export efforts towards European market, which are more effective than direct export at all.

And by the way. As a bonus we offer stable environment, professional institutions, rich cultural history, vital cultural scene, centuries of architecture, culinary exploration, Czech beer and a world with firm and close ties to Japan.



One of the most visible Japanese investments in the Czech Republic - TPCA (Toyota Peugeot Citroën Automobile) and their products.

* This message was contributed in December 2014.

JOI 特別会員

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