

TRADE MISSION TO THE CZECH REPUBLIC & POLAND

MARCH 29 – APRIL 3, 2020

OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT

JOIN US

Pennsylvania's Office of International Business Development invites you to join us on a business development mission to The Czech Republic and Poland.

Meeting face-to-face with prospective customers and partners is crucial to establishing business relationships in The Czech Republic & Poland. We can help you meet your business objectives by designing a business itinerary tailored to your company's specific needs.

As a mission participant you will receive:

- Market research
- Prearranged one-on-one business appointments with prequalified business partners based on your criteria.
- Detailed background information about each company provided in advance
- Logistical assistance – identification of hotels, interpreters, drivers and more
- Services of the Commonwealth's trade representative
- Follow-up assistance after the mission

REGISTRATION

Deadline: December 31, 2019

Registration fee: **\$600 USD** for both markets

*Companies are responsible for all travel and business-related expenses.

FINANCIAL ASSISTANCE of up to \$5,000 may be available to qualifying companies to offset mission-related costs.

TRADE MISSION ITINERARY

March 29	Arrive in Prague, Czech Republic
March 30 & 31	Business meetings in Czech Republic
April 1	Travel to Warsaw, Poland
April 2 & 3	Business meetings in Poland
April 4	End of mission/depart for U.S.

WHY THESE MARKETS?

A central location within Europe and shared borders with Germany make The Czech Republic and Poland an excellent gateway to Central and Eastern European (CEE) markets. The two countries are the regional leaders in prosperity, stability, market size, buying power, and ease of doing business.

The Czech Republic (population 10.7 million) is the second most industrialized country in the EU after Ireland. Business opportunities exist in numerous sectors:

- **automotive parts and equipment** over 50% of the world's 100 largest auto components manufacturers have a local manufacturing facility there
- **electronics and electrical equipment** the sector is marked by a high proportion of imported materials, components and parts for production and assembly
- **energy & environmental technologies** smart grid, energy storage, e-mobility, waste handling, green energy solutions, smart homes
- **medical technologies** the country boasts one of the most developed biotech sectors
- **IT & IoT & High-Tech Products** CEE awaits massive investments into Internet of Things as the region gears up for digital transformation; cybersecurity solutions are also in high demand

Poland (population 38 million people) is the largest consumer market by value in CEE. A large portion of imports (total of USD 190 billion) is in capital goods needed for industrial retooling and manufacturing. Opportunities exist across many sectors:

- **defense & military** increase of defense expenditures up to 2.5% of GDP by 2030
- **energy and environment projects** power plants modernization, green buildings, air pollution control, asbestos removal plans, railway and road construction
- **chemicals** largest importer of chemicals in CEE, opportunities in supplying technologies and machinery to the Polish chemical industry
- **agricultural machinery & food processing** highly competitive food & beverage sector
- **advanced manufacturing** Poland is part of the development leading to the industry 4.0 era
- **information technologies**
- **infrastructure & intelligent transport systems.**

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Attention: Theresa Brennan | thebrennan@pa.gov

A participation check of \$600 must accompany this form.

Registration deadline is December 31, 2019.

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community & Economic Development
Office of International Business Development
Attn: Theresa Brennan
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
EMAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand, and agree to the following terms necessary to be a participating company in the mission to **The Czech Republic & Poland**.

- No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- Participating companies assume all risks of participation in the mission to The Czech Republic & Poland.
- Participants will adhere to the trade mission program and honor all scheduled business appointments. If participants prefer to prepare a personal schedule, prior information and coordination is required.
- All participating companies must provide information on the results attained through participation in this trade mission to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade show. This information is confidential and will be held in strictest confidence.

Authorized Representative (print)

Signature

Title

Date