



CITY PROFILE

A Guide to the Business Services Sector









Connectivity Train/Bus connection from Olomouc 0h 56 min → Ostrava 1h 05 min → Brno 2h 04 min → Prague Approximate flight times from Prague, Brno and Ostrava 1h 05 min → Munich** 1h 20 min → Düsseldorf* 1h 35 min → Milan*** 1h 50 min → Paris* 2h 10 min → London** * via Prague, ** via Brno, *** via Ostrava Oslo Warsaw Luxembourg Krakow Prague Paris 🔵 Stuttgart Munich O Zurich Budapest Zagreb Bucharest Marseille Madrid

Olomouc is a hidden gem that is being discovered by Business Services. It already has over 15 major international centers delivering a wide range of services and plenty of opportunities for more investors to grow in this beautiful, historic and cultural city. The business services sector employs around 5,000 people in the city, and surrounding area, and represents one of the most important employers in the region.

Olomouc is highly attractive with an excellent infrastructure, easily accessible from Prague, Brno or Ostrava by fast modern motorways and frequent train and bus schedules. Olomouc offers a high number of quality graduates every year, coming mainly from the University of Palacký, the second oldest university in the Czech Republic, famous for its faculty of law and science. However, most importantly for the business services sector are languages that are very well profiled at the university and every year there are almost 2,000 graduates from the school with a specialization in languages.

Olomouc has a strategic location in the region and cities like Přerov and Prostějov are very well connected by public transportation. Therefore, the agglomeration of those three cities provide a promising future for Business Services investors.

ABSL research shows that Business Services in The Czech Republic are growing at 16% per year as new investors arrive in the country and current centers expand their services portfolio. Cities such as Olomouc provide attractive growth potential with a strong pipeline of available talent and new office developments. In this brochure we aim to show you more from the Olomouc agglomeration, its huge potential and share the success stories from the global companies that have proved Olomouc to be the best choice for their business.

15 major international business services centres operating in Olomouc and surrounding area

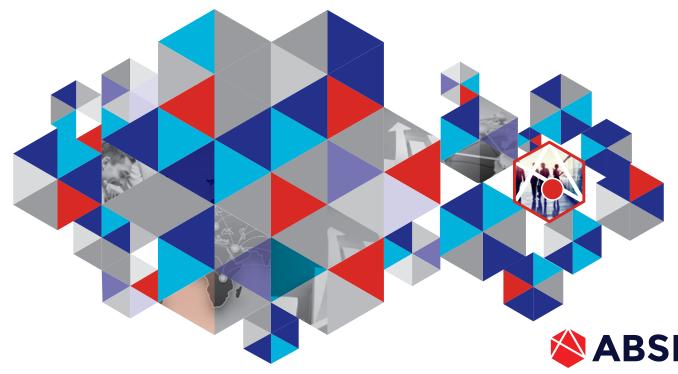
5,000 people employed in the business services sector in Olomouc and surrounding area

16% sustainable annual growth forecast in the business services sector in the Czech Republic

31 languages being used at business services centers in the Czech Republic



Joe Appleton Managing Director ABSL Czech Republic





Olomouc has Lots to See and Do

Olomouc is a very attractive, historical city, with numerous places of interest and Unesco status for its baroque, Holy Trinity monument. The city also offers a modern way of life with a wide variety of cultural, sporting and leisure activities. Among these are the newly completed Galerie Santovka shopping centre that offers 200 shop units ranging from fashion and shoes to sporting and electrical goods. For entertainment, it also offers a multi screen cinema, a theatre, bowling and a number of cafes and restaurants. For the sports enthusiasts and fans, there are a number of local football, ice-hockey, volleyball and basketball teams to support, not to mention the horse show jumping. If you want to compete yourself, join the other 9,999 runners in the Olomouc half marathon. Alternatively you can get on your bike, go for a swim or take a leisurely walk in the plentiful surrounding nature.

Olomouc is a University City

Olomouc and its surroundings have more than 22,500 students enrolled in 3 Universities. Palacký University in Olomouc was established in the 16th Century and boasts a long list of scholars educated over the centuries. The student population in Olomouc is highly international with students from more than 100 countries which make up 8% of the total number. Olomouc can certainly claim to be a university city with almost 20% of its population being in higher education and has one of the highest densities in the country.

Olomouc Speaks Your Language

Olomouc is well known for its linguistic education with almost 20 foreign languages being taught at Palacký University. Languages include English, German, Russian, French, Italian, Spanish, Portuguese, Dutch, Polish and Ukrainian, ranging to the more exotic such as Chinese, Japanese, Korean and Indonesian. Some of these study programmes focus on business and increase Olomouc's capability to supply potential employees capable to serve clients around the globe.

Olomouc is Well Connected

The Olomouc region is well connected, both nationally via the road and rail network, but also internationally by the nearby airports in Brno and Ostrava but also, from Prague, Vienna, Krakow and Katowice. The region operates a highly efficient and affordable public transport network consisting mainly of buses and the additional tram network in Olomouc.

Olomouc is Cutting Edge

In recent years, Olomouc has become well known for its experts and expertise in Biotechnologies, Biomedicine, Optics and Nanotechnologies, particularly with its research into molecular and translation medicine; advanced technologies and materials.

Olomouc has Your Next Office

Despite the Olomouc office market being much smaller than the likes of Prague or Brno, there are still a range of choices for office premises to suit all budgets. Subject to interest from new companies entering the market, there is also the possibility to select a new pipeline office project that could be ready within ca. 18 months.

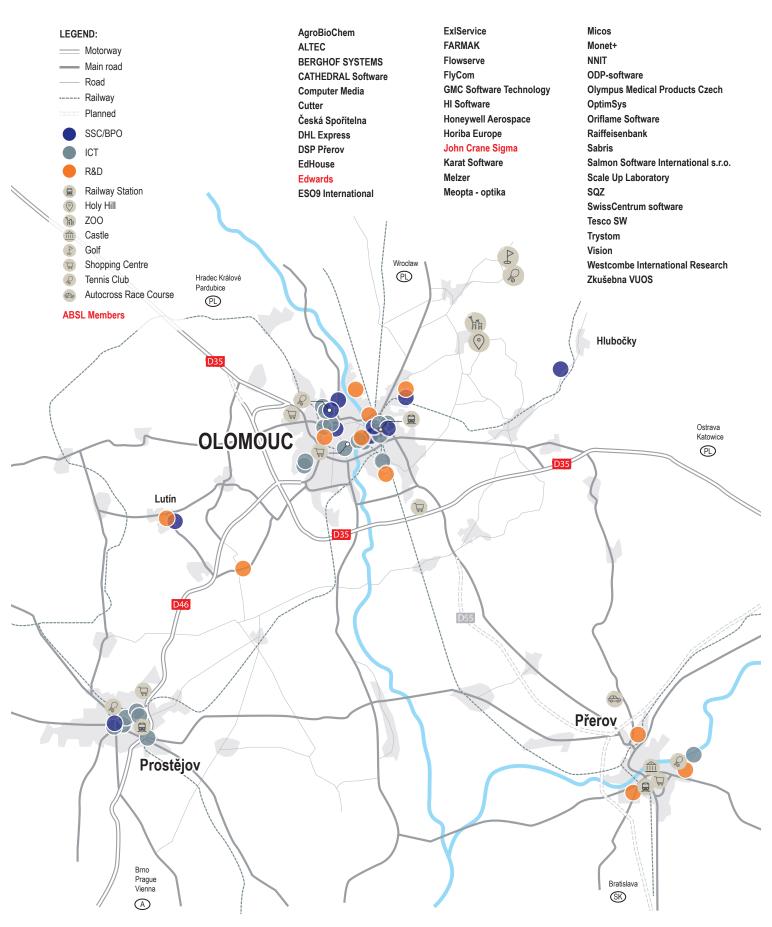
Olomouc has Quality Employees

The labour market in the Olomouc agglomeration currently offers around 16,100 job seekers and a total workforce of more than 120,000 people. Combined with the fresh supply of graduates each year and great living standards, Olomouc provides a great opportunity to establish and grow a successful business, especially when you have all of the right ingredients to start with.

Read further to understand why Olomouc and its Region should be top of the list for your business, or indeed, your next career move!

Agglomeration Map





Olomouc and its surroundings have more than 22,500 students enrolled in 1 public university and 2 private colleges in Olomouc and in the nearby town of Přerov. Palacký University in Olomouc is the second-oldest university in the country, educating scholars since the 16th century. This public university has more than 21,000 students from all over the World. Its 8 faculties provide 243 accredited study programmes in Bachelor's, Master's, and Doctoral degree. The Moravian University College in Olomouc was established in 2005, as a result of the need for economic development of the Olomouc region, and has had 1,160 graduates after 10 years of existence. It provides a bachelor program in Economics and Management.



3 universities are located in Olomouc and its surroundings with numerous faculties including economics, business, administration, informatics and sciences.



5,300 students graduate each year on average from universities in Olomouc and its surroundings from a total of more than 22,500 enrolled students

Field of Study	Graduates	Students	
Philology and Pedagogy			
Palacký University	2,746	10,571	
Business Administration			
Moravian University College in Olomouc - College of Logistics in Přerov	464	1,087	
Information and Communications Technology			
Palacký University	52	459	
Other			
Palacký University	2,073	10,425	
TOTAL	More than 5,300	More than 22,500	



Prof. Mgr. Jaroslav Miller, M.A., Ph.D. Rector Palacký University in Olomouc

"Established in 1573, Palacký University ranks among the most renowned research universities in both the Czech Republic and Central Europe. The university covers an entire spectrum of disciplines from medicine and natural sciences to law and humanities. Currently, more than 21,000 students are enrolled in Bachelor, Master and Postgraduate study programs. Studies are provided in several languages as the university attracts students from more than 100 countries across the globe. Palacký University also has a long track record in collaborating with industry and commercial enterprises in the Czech Republic, Europe and overseas. For decades, it has been serving as one of the most efficient innovation hubs in the region and our alumni are often authors of cutting-edge achievements in entrepreneurial, financial and commercial sectors."

Olomouc is the sixth largest city in the Czech Republic with a population of over **100,000** people. It is both the regional centre of the Olomouc region and the centre of the Olomouc agglomeration which includes the two other main towns of Prostějov and Přerov. The population of the three cities, which totals **190,000** people, together with their wider district populations total almost **475,000** people. These figures, along with the annual volume of graduates, help to ensure a healthy supply of potential employees to businesses in the region.



121,000 is the total labour force* in Olomouc, Prostějov and Přerov with more than 5,000 people working in the modern business services sector (ca. 7% of the 75,000** employed across Czech Republic).

*population aged 15–64
** according to ABSL Research 2017



€ 11,000 is the nominal annual wage in Olomouc – a highly competitive rate which is equivalent to ca. *CZK 296,000 or *USD 12,300 per annum.

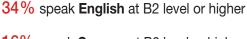
*1 EUR = 27 CZK & 1 USD = 24 CZK

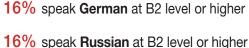


16,100 is the current number of job seekers in the Olomouc agglomeration. The current unemployment rate in Olomouc is 4.8%, whilst Prostějov is at 3.3% and Přerov is at 5.9%.











Other languages which are studied at Palacký University in Olomouc include: French, Italian, Spanish, Portuguese, Dutch, Chinese, Japanese, Korean, Indonesian, Polish and Ukrainian.

Indicative Salary Costs (EUR/per Annum)

Function Employee Level	Experience	Accounting Labour Cost*	HR Labour Cost*	IT Labour Cost*
Management**	5+years	€37,800 – 44,400	€31,100 – 37,800	€42,200 – 48,900
Team leader***		€17,800 – 22,200	€17,800 – 22,200	€24,400 – 31,100
Operative with English	AP/AR Accountant Controler	€11,100 - 14,200 €13,300 - 15,600 €14,200 - 16,900	€12,000 – 14,200	€12,000 – 14,200

^{*} Annual labour costs per FTE in EUR incl. 1. Gross base salary, 2. Statutory cost (insurance); excl. bonuses: operative 0 % – 5 %, TL 0 % – 15 %, management 10 % – 25 % – according to company's compensation & benefits policy.

^{***} Experience in SSC, > 5 years exp. as team leader, lead of > 10 employees, excellent process knowledge, very good in English, German skills available. Reports to manager of Spoke.



^{**} Good experience in SSC, > 5 years exp. as manager, lead of > 100 employees, profound process knowledge, excellent in English. Reports to Manager of Hub.

The city of Olomouc and its agglomeration has a solid amount of existing modern office space with further potential for the future. In Olomouc, there are several new office projects in advanced stages of preparation which could enhance the office supply of the city by another ca. 30,000 m² over the mid-term horizon. Over the past few years, the agglomeration of Olomouc has attracted many international as well as domestic companies from the SSC/BPO and ICT sectors. This is largely thanks to the availability of an educated, highly qualified labour force, at a significantly lower cost to Prague. Combined with an above-average level of unemployment, which includes a large proportion of higher education graduates, we expect demand from the sector of business services to grow even further in the agglomeration.



54,000 m²

is the current total modern office stock in Olomouc. Another ca. 23,000 m² of office space is located in Prostějov and Přerov which gives the agglomeration an office stock of approximately 77,000 m².



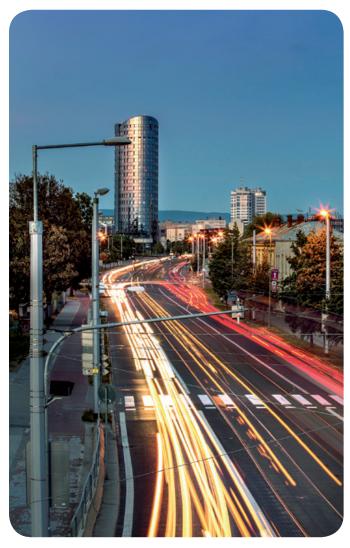
30,000 m²

of office space is the potential new supply which could be built in the city of Olomouc by 2020, subject to demand from tenants.



4,000 m²

is the current level of available space in Olomouc, giving the city a vacancy rate of 7%. On top of this, there is also available space in Prostějov and Přerov.



Picture: Bea Centrum, Olomouc



€8.5-9.5 m²/month is the prime headline office rental cost in

Olomouc. The majority of the modern offices are currently being offered between €6–8 m²/month. Unlike other major office markets in the Czech Republic where rents are denominated in Euro, the majority of rents in Olomouc are denominated in Czech Crowns.



Source: JLL - 2017



Antonín Staněk Mayor of Olomouc City of Olomouc

"Olomouc is a university city with a rich history and strategic location. The city has great accessibility through its excellent infrastructure and has developed a good business and scientific background, supported by the strong educational potential and a high quality of life. Olomouc is proud to have the second oldest university in the Czech Republic with more than 22,500 students studying in multiple languages. Palacký University is an internationally recognised university with a strong science and research program. It is one of the best ranked universities in the country and participates in a range of international cooperation programmes. Students can choose numerous types of courses in almost 20 foreign languages.

Modern development of the city is represented predominantly by internationally significant science and research centres, industrial and commercial areas, complexes of administrative buildings, luxury hotels, residential projects and leisure time activities. Olomouc is recognised as a European hidden gem for its unique spirit and is a famous destination for hosting international conferences, exhibitions, festivals and sport events.

The Olomouc agglomeration and its close relationship with the neighbouring cities of Prostějov and Přerov offers a wide ranging labour pool for employers. This is largely thanks to its convenient location in centre of Moravia and makes this area easy to reach from larger surrounding cities, especially Brno and Ostrava. The region is also in close vicinity to the foreign capitals of Vienna and Bratislava and to Krakow and Katowice in Southern Poland."

Archdiocese of Olomouc
Kohouti Ice Hockey Club
UNESCO heritage status
Food Industry Flora Olomouc
Cycle paths
Academia Film Olomouc
Beautiful city Holy Hill Zoo Galerie Šantovka
Palacký University
Olomoucké tvarůžky
Custav Mahler Holy Trinity Monument
Railway junction Hana Region Aleš Loprais
Half Marathon
Flamenco Festival Astronomical Clock
SK Sigma Olomouc Football Club

Why Olomouc?

Olomouc is steeped in history and in terms of its preservation, can only be compared with Prague. However, Olomouc is also a modern and forward looking city. We made a short survey of people who either come from the city, or who know it very well, to find out what it means for them. We asked the question "What words do you think best describe Olomouc?" The most popular answers are in the above wordgram, with the most common answers being the largest. If these words do not mean very much to you, then we hope this city profile will help you understand more about what the city has to offer and where the opportunities are for you or your business.

Olomouc: Lonely Planet Top Ranking

Lonely Planet's Secret Guide which introduces tourists to fifty beautiful, yet little-known destinations, ranked Olomouc in 2014 as Europe's number one most beautiful hidden treasure. "Olomouc is similar to a distinctive tourist restaurant, which is your personal little secret. The main square is among the most beautiful in the country, surrounded by historical buildings and decorated with the Holy Trinity Column, under UNESCO protection. The streets of the city are scattered with beautiful churches, many of which hosted an exciting history. Explore the Olomouc Archdiocesan Museum, a must-see, and then head to one of the many pubs and microbreweries."

Olomouc Offers a Balanced Lifestyle

Life is not all about work, so it is important to have a good balance of activities to satisfy your mind, body and soul. Fortunately, Olomouc is the perfect city to provide this with numerous cultural, sporting and other leisure activities to choose from. Among the most popular belong relaxing walks in the medieval city centre, taking in some of the protected monuments, many of which are centuries old. Olomouc is also famous for the annual Flora International flower show, the Academia Film Festival, Folk festivals, Food festivals, the Olomouc half marathon and its Zoological Gardens with more than 200 species for visitors to enjoy.

Get in Shape in Olomouc

For sporting lovers there are numerous activities to participate in or watch in their spare time. There is a wide range of sporting facilities available in the city that includes a football stadium, ice hockey arena, show jumping arena, swimming pool, tennis courts and sports hall. In addition to these and other facilities around the city, you will also discover beautiful nature surrounding the city where you can go hiking, running, cycling or maybe have a relaxing picnic if you want to just sit and take in the scenery. There are well over 50 hectares of green parks to explore so you are literally spoiled for choice.





Land Transport

	Distance (km)	Car (h)	Train (h)
Brno	80	0:59	1:32
Ostrava	92	1:05	0:56
Prague	282	2:45	2:04
Bratislava	203	2:05	2:40*
Vienna	218	2:37	2:18*
Krakow	256	2:38	5:24

* with one interchange

The Olomouc Connection

Getting to and from Olomouc is very convenient by overland transport with great connectivity to the national road and rail networks. The nearest airports, in Brno and Ostrava, are also reachable within a reasonable 1 hour journey. Within the city there is a very efficient and low cost network of trams and buses that will ensure that you can get to wherever it is you want to go.



Typical Prices in Olomouc for Everyday Things:



Monthly Rent of an 85 sqm Apartment

11,500 CZK / 426 EUR



Cost of a taxi journey within the city:

79 CZK / 2.9 EUR



Cost of a monthly public transport pass:

350 CZK / 13.0 EUR



Cost of a monthly gym membership:

843 CZK / 31.2 EUR



Cost of 2 cinema tickets:

330 CZK / 12.2 EUR



Simple sandwich or lunch menu:

110 CZK / 4.1 EUR



Cost of an espresso / cappuccino:

42 CZK / 1.6 EUR



Cost of a 2L bottle of Coca-Cola:

33 CZK / 1.2 EUR



Cost of a 0.5L Czech Beer:

31 CZK / 1.1 EUR



Cost of a bottle of red table wine:

147 CZK / 5.4 EUR

Source: Expatistan.com / 1 EUR = 27 CZK



Why Prostějov?



Business Friendly Environment

Prostějov has one of the highest possible ratings in the country for financial stability, with sufficient reserves and limited debt. In addition, Prostějov consistently ranks in the top places of 'Business Friendly Environments' in the Czech Republic, a competition organized by Ekonom, a leading weekly Business publication. The criteria measures a number of factors from the business environment and also the availability or access to public information.

The Prostějov Connection

Prostějov has an excellent location on the D46 (D1) motorway connecting Prague – Brno – Olomouc – Ostrava. Therefore, getting to Olomouc by car only takes 12 minutes. Public transport takes a little bit longer, yet it is quick enough to save the time of many commuters from this 44,000 people town to the regional centre of Olomouc.

Land Transport

	Distance (km)	Car (h)	Train (h)
Olomouc	20	0:12	0:17
Brno	60	0:37	1:15
Ostrava	114	1:11	1:29*
Prague	263	2:31	2:37*
Bratislava	183	1:46	3:49*
Vienna	190	1:58	3:26*

* with one interchange

Game, Set & Match

Amongst other things, the Czech Republic is famous for its high ranking tennis players. Prostějov is the home of tennis excellence in the country, boasting members such as two times Wimbledon women's singles champion, Petra Kvitová, Lucie Šafářová and Tomáš Berdych. Every year there are a number of well known national and international tournaments including the Czech Open and the World Junior tennis final.

Things to do in Prostějov

If you are not a tennis player, Prostějov has a number of other cultural, sporting and leisure activities to keep you entertained. These include more than 70 historical monuments, such as a renaissance period City Hall and 16th Century Prostějov Chateau. Some of the most popular events include the Prostějov-Hana folk festival and the annual Prostějov beer-fest. Other sporting opportunities include cycling around and swimming in the Plumlov reservoir, a favourite spot for recreation and relaxation, just outside of the city.



The Preroy Connection

Přerov is both easy to reach and to commute from within the region. Interestingly, all express trains from Vienna, Budapest, Warsaw and Prague all make a stop in Přerov.

Land Transport

	Distance (km)	Car (h)	Train (h)
Olomouc	24	0:31	0:12
Brno	84	0:59	1:21
Ostrava	85	1:03	0:50
Prague	291	2:47	2:20
Bratislava	209	2:00	1:59
Vienna	216	2:24	1:58

Things to do in Přerov

Among some of the more interesting attractions in Přerov is the archaeological museum where a 25,000 year old settlement was discovered and is claimed to have been used by Mammoth hunters. If you are looking for more adrenaline, you can visit the Moto and Auto-cross race tracks which host the European championships. Přerov is also home to the Zubr brewery, two beer fests, the St. Lawrence festival and numerous historical landmarks.

Tour de Přerov

Stretching from the Beskydy mountains to Přerov, there is a 160 kilometre 'cycle highway' called Cyklostezka Bečva that is very popular for sports and touristic cycling enthusiasts, but also for cross country skiers during the winter months. One quite rare connected feature is the automated bicycle parking tower, opened in 2015, that can securely house 118 bikes.

Přerov is Well Educated

The College of Logistics in Přerov is a private technical college specialising in Logistics. Hear more below from the rector on its unique offer.



doc. Ing. Ivan Hlavoň, CSc. Rector VŠLG Přerov

"Vysoká škola logistiky (College of Logistics) is a private and unique non-university type of college in the Czech Republic. It offers a study programme in Logistics with a high level of application on the labour market for its graduates. Nowadays, logistics experts are in high demand from numerous employers in the market. Logistics is a perspective, modern and innovative way of operational management in a variety of sectors and in private businesses. The College is focused on providing an education that is not only applicable in logistics companies, but also at a government or municipality level. Graduates gain the experience to be experts and specialists in the management of transport logistics with all of its specific technical, technological and logistics aspects. They also develop a clear understanding of financial planning and business processes."

Olomouc is a Positive Choice

In April 2016, Standard & Poor's Ratings Services revised its outlook on the City of Olomouc from stable to positive and affirmed its 'A/A-1' long- and short-term issuer credit ratings on the city. This is great news for the city and should provide new or potential investors with the confidence that Olomouc has a strong future and has the capacity to grow. To confirm this further, we have spoken to a selection of companies, and their employees, who have chosen the Olomouc region for their business services centres, or indeed their careers. You will hear more about the rationale behind these choices and how they have continued to be successful.



NNIT

Leif Hodný Petersen Manager NNIT Czech Republic

11 years of very positive experience in Olomouc

"NNIT is an IT services company with headquarters in Denmark and more than 2,900 employees worldwide. We are nearly 300 employees in the Czech Republic, mainly in Prague.

I was in charge of establishing NNIT's first office in Olomouc in 2006, and it has been a very positive experience, without even a single serious problem all this time. People here are very well educated and quality oriented, very kind and reliable, and proud of their city and history.

Olomouc has made a lot of important investments in recent years. New international hotels and congress centers, a completely modernized central railway station, a metropolitan shopping mall in the centre, and comprehensive investments in upgrading important roads and squares. Compared to Prague, Brno and Ostrava, it's a smaller place, but the infrastructure is modern, and the university can play a central role in the growth. The city of Olomouc is constantly focused on facilitating a top class business environment, and providing a high quality of service for the citizens."





Stanislav Hájek Regional Financial Controller CEE John Crane

The success story of John Crane

"John Crane in Lutín, near Olomouc, has been building its reputation over the last 25 years and has become the biggest John Crane site in the world with currently over 520 employees. Along with our manufacturing capacity we also operate business services that demonstrate the world class capability of our teams. The company was initially established in 1992 as a joint venture with Sigma Pumps.

The choice of Lutín in the heart of Moravia has proven to be successful thanks to its geographical location, sufficient pool of skilled and talented people and being a good entry point for further expansion to Eastern Europe. Since 1996, we are a fully owned John Crane subsidiary and since 1998 we are the headquarters for Eastern Europe. Expansion to the emerging markets in Central and Eastern Europe has been managed from the Czech Republic. The success of John Crane in Lutín then further inspired our sister division, Smiths Medical, to set-up a manufacturing plant in Hranice, in the Olomouc region.

The Shared Service Centre in Lutín provides various services to other subsidiaries of the John Crane division as well as other divisions of Smiths Group plc – the global technology group. The HR Service Centre supports all businesses of the Smiths Group in Eastern Europe. The Finance team in Lutín is responsible for financial services in John Crane entities in Central and Eastern Europe. In addition, our team of designers provide drawings for our broad portfolio of John Crane products to customers in Europe and USA. They work in 3D CAD/CAM and participate on R&D projects in the digital modeling of new products too. Further expansion continues as we are extending our language capabilities, broadening our scope of services and improving the efficiency of our processes.

Our success in manufacturing excellence and business services is highly appreciated by our shareholders and is recognized by the further investments that continue to come to the Olomouc region."



EDWARDS

Nick Evans General Manager Product Company CZ Edwards

500 qualified specialists and still growing

"Edwards, based in Lutín, is a leading developer and manufacturer of sophisticated and environmentally friendly scientific and industrial vacuum products and solutions since 2002. Steep growth in our operations began in 2007 following the transfer of CNC machining and precise assembly lines from the UK sites.

The company's headcount went up from 170 to 500 in only three years. All employees - operators, CNC machinists and engineers - are qualified specialists who live mostly in the Olomouc and Prostějov regions. Edwards is not dependent on foreign direct workers or an excessive agency workforce as it offers a safe and clean working environment, friendly and ethical company culture, development opportunities and career growth in a very interesting business field which has the potential for further expansion. The favourable entrepreneurial environment in the region, qualified workforce and good infrastructure, including the proximity of the motorway, are key factors that convinced us to extend our R&D capacities and capabilities which are essential for our future profitable growth."

Careers in Business Services

The Olomouc region has predominately been focussed on the manufacturing, engineering and sciences sectors, however, more and more companies are now discovering the wider capabilities to fulfil other business services with new jobs being added each year and therefore creating a wider range of career opportunities for job seekers.





Andrea Jedelská HR administrator John Crane

"I made the decision to work in a multinational company when I was on a study Exchange program in the Netherlands.

In 2016, I started to work at the Smiths Group as an HR administrator. This is my second HR experience in a multinational company in the Olomouc region. In Smiths, I am involved in both international projects as well as in local projects. For example, I organise company events, training, assisting with PR projects and participating in data audits. The diversity of my work keeps me motivated and helps strengthen my soft and hard skills. Working in HR shared services is the best mix of challenge and fun which many young people are looking for."





CITY PROFILE

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Photographs on the cover page (part) and Page 15: Vojtěch Duda, Archive of University of Olomouc.

Photographs of Prostějov on Page 12: Archive of City of Prostějov. Photographs of Přerov on Page 13: Dominik Bachůrek and Archive of City of Přerov.