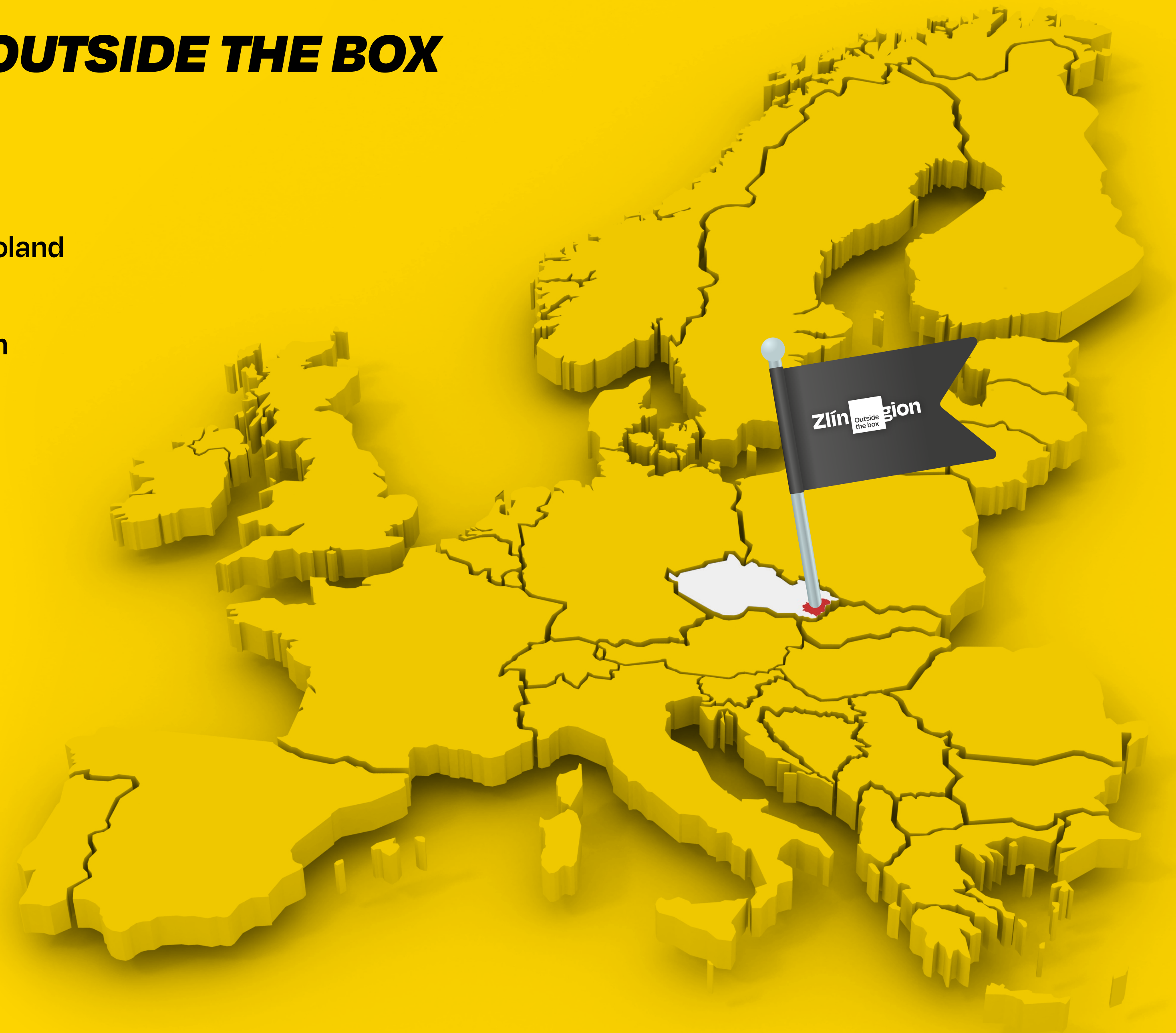
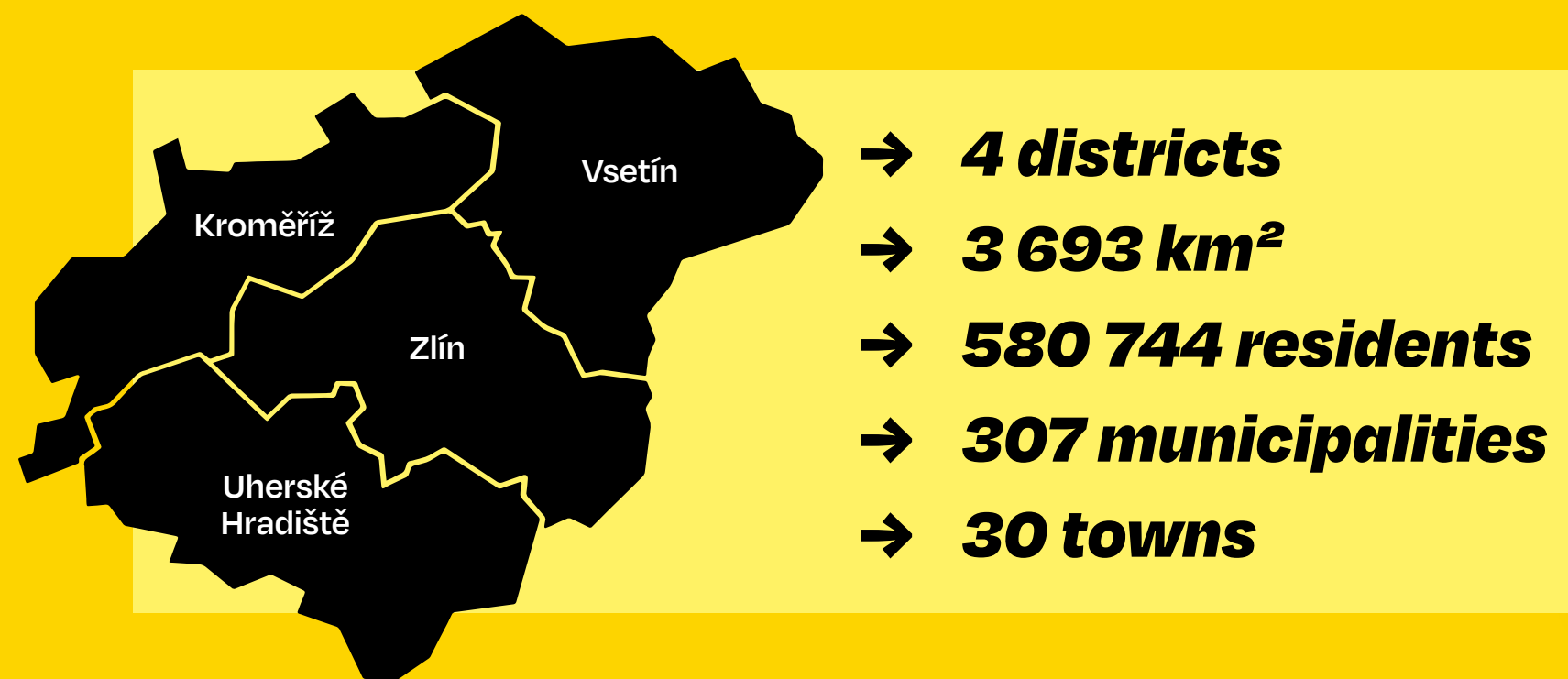


PRESENTATION OF THE ZLÍN REGION

ZLÍN REGION – WE THINK OUTSIDE THE BOX

- The region of Zlín sits in the South East corner of the Czech map, nestled in a picturesque, forested valley between Austria, Slovakia and Poland
- The regional city of Zlín connects the territory and is the natural center of the region The region was created by merging the districts of Zlín, Kroměříž, Uherské Hradiště and Vsetín
- It is built upon the home of Tomáš Baťa and boasts well established companies, tradition is knocking on the door of tomorrow



SOCIOECONOMIC FACTS

GDP per capita in PPS (2023, EU 27 = 100):

75,4 %

Unemployment rate (August 2025):

3,8 %

Average gross monthly wages and salaries (2th quarter 2025)
(exchange rate 24,8 CZK/EUR)

1 770 EUR

Municipalities in the Zlín Region with more than 20 thousand inhabitants (1. 1. 2025):

1. Zlín (74 684)

2. Kroměříž (27 917)

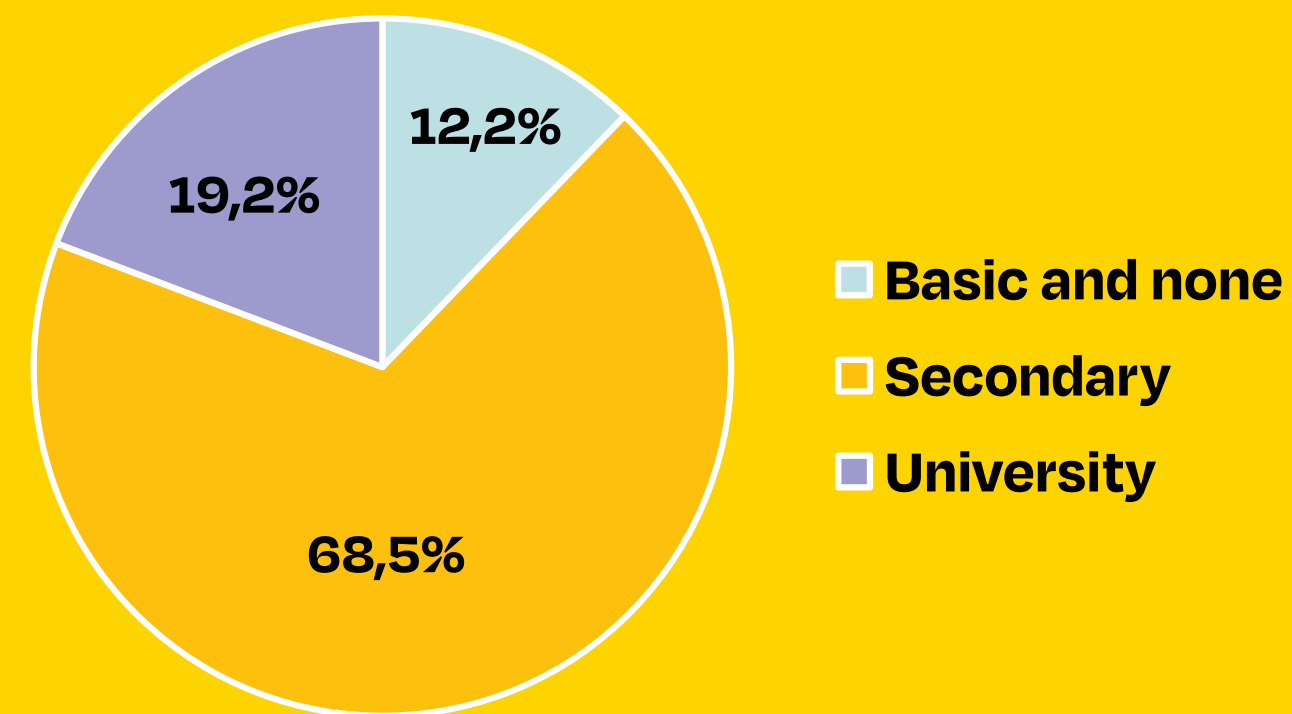
3. Vsetín (25 185)

4. Uherské Hradiště (24 887)

5. Valašské Meziříčí (22 580)

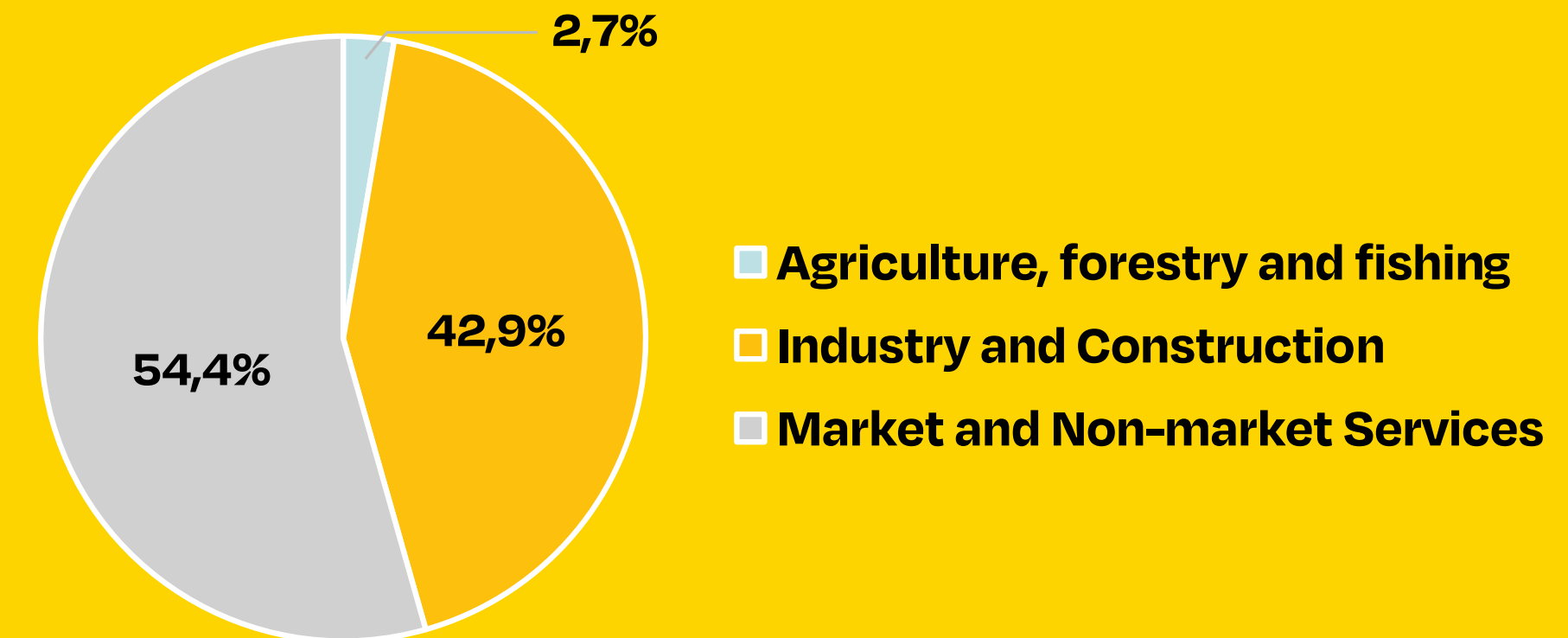
EDUCATION AND EMPLOYMENT IN SECTORS

Population by educational attainment
in the Zlín Region (1Q – 2025)



■ rate of university educated population is rising up every year

The employed in the economy sectors
in the Zlín Region (1Q – 2025)



■ slowly declining but still significant industrial orientation of the Zlín Region





ZLÍN A CITY OF CULTURE, GROWTH, INNOVATION AND SAFETY

- The administrative and economic center of the Zlín Region
- Home to Tomas Bata University, a leader in polymer sciences, nanotechnology, and industrial design
- A city shaped by Bata's entrepreneurial legacy, blending functionalist architecture with modern development
- A hub for design, film, and creative industries, hosting the Zlín Film Festival, the world's largest children's film festival
- Strong focus on innovation and technology, with a rapidly growing ICT and aerospace sector
- A business-friendly environment with a high concentration of SMEs and export-oriented companies

Zlín is a city that honors its past while shaping the future, making it a dynamic destination for business, education, and culture.

CREATIVITY - ZLÍN REGION, A PLACE OF IDEAS

- Hub for creativity and innovation, fostering new ideas across industries
- Home to Zlín Creative Cluster – supporting digital media, animation, gaming, and design.
- Rich legacy of Zlín Film Studios and the Zlín Film Festival – the world's largest children's film festival.
- 30 % of Red Dot Design Award in Product Design go to Zlín Region

→ If you are looking for creativity, you most likely would find it in Zlín Region





ENTREPRENEURSHIP – A REGION OF BUSINESS SUCCESS

- Zlín Region is known for its entrepreneurial spirit, inspired by Bata's legacy
- 70 % of the economy is export-oriented
- Zlín Region Investment Agency (ZRIA) supports business expansion and foreign investment
- The fastest-growing IT region in the Czech Republic – 600 % growth in 10 years
- A high concentration of businesses (56 per 1,000 economically active inhabitants)





INNOVATION – THE FUTURE IS CREATED HERE

- Focus on high-tech industries – aerospace, ICT, smart manufacturing
- Technology Innovation Centre (TIC Zlín) – supporting startups & R&D
- ZLINNOVATION – a platform uniting entrepreneurs, researchers, and students
- Zlín Region is home to 5 out of 8 light aircraft producers in Czech Republic

→ If you want to work in high-tech (Microelectronics or Aerospace), you will most likely find a job in the Zlín Region.

- 417 engineering university students per 100,000 inhabitants

→ #1 in Czech Republic

SMART SPECIALISATION – INNOVATIVE COMPANIES

RIS Regional Innovation Strategy of the Zlín Region

PRODUCTS FOR LIVING POWERED BY DESIGN



AEROSPACE & DEFENCE



INDUSTRIAL & PRECISE MACHINERY



INTELLIGENT IT SYSTEMS & CYBERSECURITY



ADVANCED POLYMERS AND COMPOSITES



SEMICONDUCTORS & MICROELECTRONICS



INDUSTRIAL AUTOMATION & DIGITALIZATION





EDUCATION – KNOWLEDGE AT THE CORE

- Tomas Bata University (UTB) – 9,500+ students, 6 faculties (Faculty of Technology, Faculty of Management and Economics, Faculty of Multimedia Communications, Faculty of Applied Informatics, Faculty of Human Studies, Faculty of Logistics and Crisis Management)
- Key research fields: polymer sciences, nanotechnology, industrial design, ICT
- International exchange programs and research collaborations



DIVERSITY - A MULTIFACETED REGION

- Blend of traditional industries and modern technologies
- Multidisciplinary collaborations in design, industry, and digital arts
- A region that embraces global influences while preserving its local identity.
- Zlín Region is rich in natural beauty
- The Beskydy and White Carpathians mountain ranges offer perfect conditions for hiking and relaxation
- Pustevny, with its unique architecture by Dušan Jurkovič, is one of the region's top tourist attractions
- From the highest peak to the Morava River valley, the region boasts diverse natural landscapes





UNIQUENESS – A DISTINCT IDENTITY IN EUROPE

- Zlín's Baťa architecture and urban planning are globally recognized
- Unique combination of industry, creativity, and technology
- Strategic location fostering international trade and innovation

TRADITION – A REGION ROOTED IN HERITAGE

- **FOLKLORE HERITAGE** – The Ride of the Kings and Verbuňk dance are part of UNESCO's intangible cultural heritage
- **MUSEUMS AND HISTORY** – The Museum of Southeastern Moravia, the Slovácké Museum, and other institutions preserve the region's rich cultural legacy
- **BAŤA ARCHITECTURE** – The functionalist urbanism of Zlín is a global architectural landmark and a testament to Tomáš Baťa's visionary spirit
- **FILM TRADITION** – The Zlín Film Festival is the world's oldest and largest festival of films for children and youth





TRADITION – A REGION ROOTED IN HERITAGE

- **MUSIC AND ARTS** – The Bohuslav Martinů Philharmonic and other cultural institutions offer world-class artistic experiences. Prominent figures such as Tom Stoppard and Markéta Irglová represent the region abroad
- **CRAFTSMANSHIP AND DESIGN** – Traditional handcrafts, such as glassmaking, shoemaking (Baťa), and woodworking, merge with modern design
- **GASTRONOMY** – The region is famous for Wallachian frgál pastries, slivovitz (plum brandy), and traditional Moravian cuisine
- **VIBRANT CULTURAL SCENE** – Festivals like Masters of Rock, Barum Rally, and folk celebrations attract visitors from all over Europe

ATTRACTIVENESS - A GREAT PLACE TO LIVE & WORK

- High quality of life, vibrant cultural scene, and strong economy
- Beautiful natural landscapes, hiking trails, and UNESCO sites
- A welcoming environment for talented professionals and entrepreneurs



SMART REGION

SMART REGION

THE DEVELOPMENT STRATEGY OF THE ZLÍN REGION:

Vision: Zlín Region = an attractive, competitive, climate-responsible, and technologically advanced region with a high quality of life for its residents.

3 Pillars:

- 1) ECONOMY AND LABOUR MARKET,
- 2) PEOPLE AND QUALITY OF LIFE,
- 3) ENVIRONMENT FOR LIFE

SMART REGION 2030 – STRATEGIC PRIORITIES:

- Partnership on regional, national and international level
- Awareness raising and communication with relevant stakeholders
- Implementation of smart solutions in public administration, mobility, the environment, energy, education, culture, social services, healthcare, business, and tourism

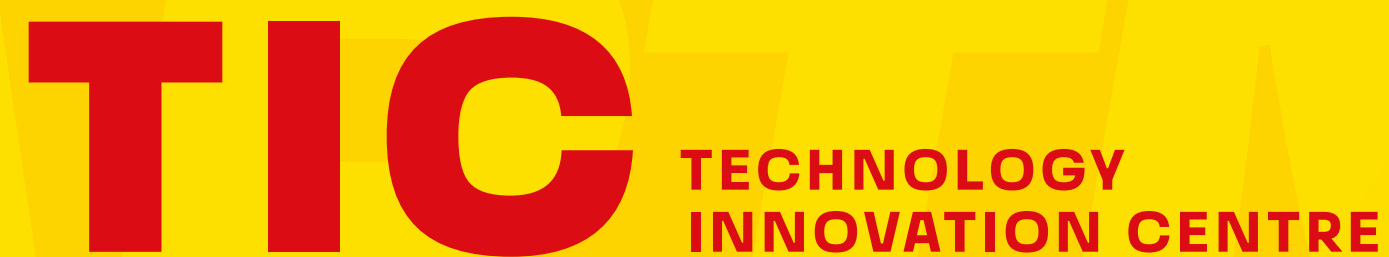


REGIONAL PARTNERSHIP – INNOVATION SUPPORT ECOSYSTEM

Zlinnovation

...is a platform of cooperating key support organizations for Innovation in the Zlín Region, with a comprehensive range of services for start-ups, SME's, R&D partners, students, schools etc...

organized by:



with support
by its founders:



and with active participation of other partners, in particular:



Zlín Region Investment Agency



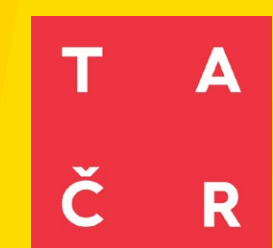
Regional Chamber of Commerce



Plastics cluster



Business and Investment
Development Agency



Technology Agency
of the Czech Republic



Czech Aerospace Cluster



Zlín Creative Cluster



HR Development Cluster



Business Incubator
Kunovice



Business Centre
Valašské Klobouky

INTERNATIONAL PARTNERSHIP

**MEMBERSHIP OF THE ZLÍN REGION
IN THE SEMICONDUCTOR SUPPORT
ORGANISATIONS:**



**CLOSE COLLABORATION OF THE ZLÍN REGION INVESTMENT AGENCY (ZRIA) WITH US PARTNERS
(TEXAS – AUSTIN, DALLAS, SAN ANTONIO) – SIGNED AGREEMENTS WITH OPPORTUNITY AUSTIN
AND SAINT MARY'S UNIVERSITY**

FOREIGN ACTIVITIES OF THE TECHNOLOGY INNOVATION CENTRE

Within the Smart Accelerator project, study and inspirational trips were realized to Portugal, Spain, Sweden, Austria, and Slovenia.

Currently, a cross-border cooperation project with Slovakia is being implemented under the Interreg program, titled „Region without Borders – Services without Borders.“

DECISION MAKING BASED ON INNOVATION MAPPING

DATA GATHERING AND COMMUNICATION WITH KEY INNOVATIVE STAKEHOLDERS

Technology Innovation Centre in Zlín (TIC) conducted consultations and surveys on technology needs, innovation opportunities and development challenges across different types of the innovative stakeholders in Zlín region since 2023:

140

Innovative municipalities

14

Innovative public organisations (such as hospitals etc.)

538

University students in technical and creative fields of study

119

Creative people (such as designers or film makers) and creative enterprises

40

Industrial automation enablers and leading companies

37

Ph.D. expats

52

Large expats employers

113

Innovative enterprises

8

Semiconductor manufacturing leaders

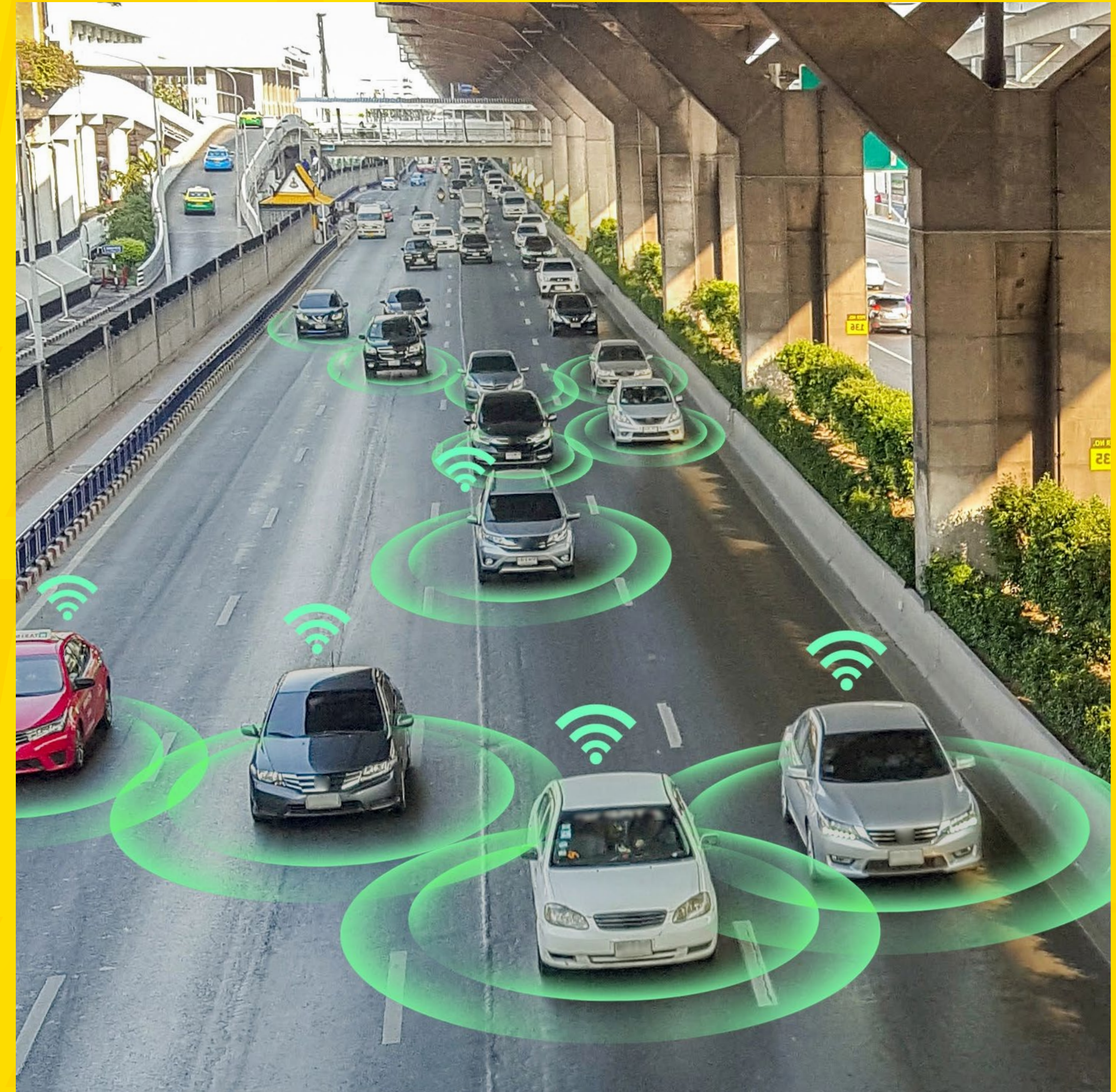
SMART MOBILITY

- **The Concept „Intelligent Transport Management Solutions in the Zlín Region“**
- **Regional Transport Information Center (RTIC)**
– a pilot project at the regional level with connection to ITS systems at national level
- The project **„International public transport without borders“** (financed by Interreg SK – CZ) – crossborder cooperation with Trenčín Region
- Planned study for **the introduction of low-emission mobility in The Zlín Region** – possibilities of H2, electricity, CNG, hybrid technologies in public transport, including needed infrastructure and availability of resources

Invitation to ITS
workshop
(with partners
from Austria):

 **Intelligent
Transport Systems**
of the Zlín Region

Zlín
27. 11. 2025
9:00 – 16:00



SMART ENVIRONMENT AND ENERGY

KEY PROJECTS:

PATHWAYS 2 RESILIENCE (P2R) (Horizon Europe)

Pilot participation (2024) helping the Zlin Region and Prerov assess climate risks, co-create adaptation pathways, and access Horizon Europe funding.



PATHWAYS2RESILIENCE

PLURAL (Horizon 2020)

Prefabricated „plug-and-use“ facade/retrofit kits to deliver fast, cost-effective renovations towards nearly zero-energy buildings (demo: Kašava)



METEOLAB (Project proposal for funding by the Ministry of Regional Development)

Living-Labs approach engaging local communities to test innovative sustainability solutions and boost regional climate resilience.

SMART ENVIRONMENT AND ENERGY



ENERGY AGENCY OF THE ZLÍN REGION – KEY INTERNATIONAL ONGOING PROJECTS:



Co-funded by
the European Union

Support to regional authorities in triggering and facilitating energy communities. It establishes a One Stop Shop as a physical and virtual hub where citizens and stakeholders can access integrated services and digital tools for setting up energy communities. 10 partners from 6 European countries (Czech Republic, France, Germany, Greece and Italy), with 15 pilot sites.



Co-funded by
the European Union

9 partners from 6 EU countries (Spain – Catalonia, France, Belgium, Italy – Valencia, Austria, Czech Republic) share best practices for energy-efficient buildings and renewable heating. The project is fostering cooperation for growth and innovation of zero emission industrial parks.

FINISHED INTERNATIONAL PROJECTS (HORIZON, CENTRAL EUROPE, ...):





SMART EDUCATION

HAVE YOUR WAY

Are you looking for a program for your students that will help them choose a high school and future career? The course **Have Your Way** combines career counseling with experiential activities and modern technologies. Students will learn what they are good at, what professions they would enjoy, and how to choose the right school. They will try virtual reality, find out what their personality is like, and what is important to them in life.

We offer short-term and long-term courses. The short-term course focuses on a quick introduction to the topics of self-knowledge, career orientation, and future planning.

The long-term course goes more in-depth and includes personality and professional tests, development of key skills, and comprehensive career planning.

→ **3 825 Course graduates**

→ **1 142 Hours of consulting work**

→ **152 Consultations**

→ **2 Conferences**

→ **12 Lecturers**

SMART EDUCATION

NEW PROJECTS FOR 5G EDUCATION

(National Recovery Plan – Recovery and Resilience Facility)

- Submitted proposals by 5 **technically oriented secondary schools and gymnasiums.**
- New VR/AR labs, modern devices, and teacher training for interactive learning.
 - VR/AR classroom for immersive lessons across subjects and teacher upskilling
 - Campus 5G and VR for interactive lessons in science and languages
 - VR simulators (e.g. Drivin/first aid) for safe practice and regional sharing
 - VR simulations and online classes enabling practice-based learning beyond the classroom
 - Medical procedures and crisis scenarios in a simulated environment
 - Industrial Robotics Training Center





SMART HEALTHCARE AND SOCIAL SERVICES

KEY PROJECTS IN 5G AND ASSISTIVE TECHNOLOGIES:

IMPLEMENTATION OF 5G TECHNOLOGY FOR THE DEVELOPMENT OF THE EMERGENCY MEDICAL SERVICE OF THE ZLIN REGION

(National Recovery Plan – Recovery and Resilience Facility)

- Body-worn cameras and live ambulance video to the operations centre; remote diagnostics and better integration of EMS bases.

CAMPUS 5G NETWORK – TOMAS BATA REGIONAL HOSPITAL, ZLIN

(National Recovery Plan Recovery and Resilience Facility)

- Secure high-capacity 5G across the hospital campus enabling instant transfer of imaging (X-ray/MRI/CT) and fully digital point-of-care workflows (paperless, laptops).

ASSISTIVE TECHNOLOGIES IN SOCIAL SERVICES

(Interreg Slovakia – Czech Republic)

- Testing and evaluating assistive tech with aim to improve care quality and accessibility, reduce staff workload and share best know-how.

SMART CULTURE

OBSERVATORY IN VALAŠSKÉ MEZIRŘÍČÍ – KEY PROJECTS:

CULTURAL AND CREATIVE CENTRE

(National Recovery Plan – Recovery and Resilience Facility)

- New building for creative education with high tech equipment.

SPACE FOR SPACE – MULTIFUNCTIONAL CREATIVE CENTER

(Ministry of Regional Development)

- Space research, nanosatellites and technology education for youth and professionals.

LIVING SCIENCE EDUCATION LAB 4.0

(Ministry of Regional Development)

- Combines real educational tools with digital technologies (VR/AR) to enhance learning and science communication.

EDUCATIONAL AND DEMONSTRATION CENTER FOR ADVANCED TECHNOLOGIES AND 5G APPLICATIONS (VDC-5G)

(National Recovery Plan – Recovery and Resilience Facility)

- Uses 5G to enhance education, research, and public engagement through modern communication infrastructure.



SMART SOLUTIONS IN MUNICIPALITIES

MAP OF SMART SOLUTIONS IN MUNICIPALITIES OF THE ZLÍN REGION

Town of Slavičín

„Cirkula“ Energy and Waste Complex

MUNICIPAL ENERGY CENTRE „CIRKULA“ (FORMER BOILER HOUSE): This represents a unique, comprehensive solution for achieving energy self-sufficiency and sustainability.

- **BIOMASS/WOOD CHIP UTILIZATION:** Transformation of the old boiler house into a modern heating plant utilizing renewable sources (wood chips) for heating.
- **TECHNOLOGY COMBINATION:** Integration of heat pumps and photovoltaic panels on public buildings.
- **RE-USE CENTRE:** Establishment of a centre for the reuse of goods (as part of waste management).
- **WATER RETENTION:** Installation of an accumulation tank for rainwater; overall, a feasibility study is being conducted on measures for water retention in the landscape.
- **MODERNIZATION AND INSULATION:** Modernization and thermal insulation of apartment buildings and public buildings owned by the city.

COMPANIES OPERATING IN THE SMART CITY SECTOR - ZLÍN REGION

The Zlín Region is home to a diverse range of companies that combine advanced technology, design, and sustainability. These firms operate across industries such as smart infrastructure, energy storage, automation, and digital solutions. Together, they represent the region's dynamic approach to innovation and industrial excellence.

CROSS Zlín, a. s.

Components for road
electro-infrastructure

Digiregion s. r. o.

Municipal communication
systems

Egoé a. s.

Furniture and outdoor
accessories

ELKO EP

Electronic devices
for home, office,
and industrial automation

EVC Group s. r. o.

Lithium battery packs

Incinity s. r. o.

Software integration
platforms for smart cities

COMPANIES OPERATING IN THE SMART CITY SECTOR – ZLÍN REGION

inChaNet s. r. o.

Electronics for electric
vehicle (EV) charging

LEDEOS s. r. o.

Broadcasting, lighting,
and solar charging systems

mmcité a. s.

Street furniture

rqpower s. r. o.

Electrical technologies
for buildings
and production facilities

SATTURN HOLEŠOV spol. s r. o.

Electronic communications
and IT technologies

Solar Global Storage a. s.

Photovoltaic power plants
and battery storage systems

Solartec MED s. r. o.

Photovoltaic components
and complete energy
storage solutions

Suntel Group a. s.

Telecommunication
and energy infrastructure
solutions

ZLINPROJEKT a. s.

Cable networks for electronic
communications

siliXcon s. r. o.

Traction motor controllers
and electric drive
systems

Edhouse, s. r. o.

Software and hardware
solutions

MONET+, a. s.

Software for secure digital
identity and electronic
payments



Zlín  **gion**

JOIN US IN SHAPING THE FUTURE

- Let's collaborate on investment, education, and innovation projects



www.zlinskykraj.cz



[@zlinsky_kraj_official](https://www.instagram.com/zlinsky_kraj_official)



[@zlinskykraj](https://twitter.com/zlinskykraj)



[Zlínský kraj – oficiální stránka](https://www.facebook.com/zlinskykraj)



[Zlínský kraj](https://www.youtube.com/zlinskykraj)



THANK YOU!

We look forward to collaborating with you!