

# BRNO

**BUSINESS  
SCIENCE  
INNOVATION**

B | R | N | O

# Brno is IN.



## **Brno is investing in its future.**

It supports businesses with high added value, develops the talents of students and scientists, cares for foreign experts, popularises science and technology, works together closely with research centres, tests new solutions in the public space, and digitalises city services.

Simply put, Brno is IN! And the local and international awards it's received are proof of this.

**Follow the progress at [in.brno.cz](https://in.brno.cz)**



Do business  
and innovate

## Why business in Brno is IN

- The qualification level in the city ranks amongst the highest, with **14,000** new college and university graduates per year.
- Brno is the centre of great ideas. Brno is safe and creative. **Every third** electron microscopy in the world comes from Brno, turbochargers made in Brno hide under the bonnets of formula 1 cars, and even the legendary computer game Mafia was made here.
- Global antivirus giants developing cybersecurity are also at work in Brno, and surely you can guess where the most comprehensive borreliosis diagnostics in the world come from?
- Since 2010, Brno has supported the Brno Expat Centre, which cares for **1,500** foreign experts every year.
- Brno has **20 years** of experience in supporting innovation in the Czech Republic. It implemented the first innovation strategy back in 2002.

# Develop talents



## Why science in Brno is IN

- Brno is a university town. Nearly **65,000** students study at its universities, while another **5,000** continue along the scientific path.
- We support young talents. As part of the Brno Ph.D. Talent program, we've distributed nearly **90 mil. CZK** since 2009 amongst **257** the young and talented doctorates from local universities.
- **11** grant holders from the European Research Council operate here as well as members from the prestigious European Molecular Biology Organisation and European Hematology Association.
- The local science/research institutions are dedicated primarily to biology, medicinal science, material research, and nanotechnology. They stand amongst the most successful institutions in the Czech Republic and Europe in receiving international grants.
- The Festival of Science, Days of Electron Microscopy, or Prototype? Brno lives for science and the events that popularise it for both the general and professional public.



Perfect  
services and  
bring innovation

## Why smart Brno is IN

- We're working on digitalising city services. We're developing the e-shop Brno iD, which offers **13** types of city services to its more than **325,000** registered users.
- We give university students the opportunity to apply their inventions and skills in urban development. Since 2011, **123** student teams have participated in the Inter-University Students' Competition MUNISS, where over **800** students have worked to solve more than **50** different topics.
- We're building the image of Brno as a smart city. Since 2017, the international trade fair and conference of smart solutions URBIS SMART CITY FAIR has been held in Brno.
- In accordance with the city's latest innovation strategy, we're working on transferring innovations from the business and scientific/research sphere to individual areas of the city's development. For innovative start-ups, within the Laboratory of the Future Brno, we act as **customer zero** for testing smart solutions in the environment of the Brno public administration.



## Prototype and Verify

### From the lab to the market.

We support the penetration of innovations into the market. To help innovative ideas on their way to becoming a final product, we help their authors overcome the difficult phase of creating a functional prototype and verifying the interest of potential customers.



- Support amounts to **800,000 CZK**
- **2×** increased overturn and the number of employees upon project completion
- **6** newly founded companies

Doing business in Brno is **IN**

## Centre of International Trade

### We support local companies to expand abroad.

We enable South Moravian companies to expand to foreign markets, helping them to establish personal ties with potential business partners.

Thanks to this project, they have easier access to information and tips related to international trade and the opportunity to be part of an official delegation to establish new connections.

- **14** trade missions abroad
- **800** new contacts
- approx. **70,000,000 CZK** in follow-on agreements, contracts, projects, and orders



Doing business in Brno is **IN**

## Brno Ph.D. Talent

We support talented doctorate students of technical and natural science.

Using the Brno Ph.D. Talent program, we motivate talented students to pursue doctoral studies and support their skill development in the field of strategic research management. In this way, we're creating a community of active young scientists who will continue their careers in Brno.

The award-winning students join a group of excellent researchers whose discoveries contribute to Brno's reputation as a city of science, research, and innovation.



- Over **260** hopeful, young scientists supported since 2009
- Nearly **90 mil. CZK** invested in talents
- Almost **70%** of supported doctorates hold scientific positions in Brno
- **11** completed years of this competition

Doing science in Brno is **IN**

## Micro & Macro

Both outer space and the nanoworld are areas where Brno has achieved world-renowned results.

We support activities that present to the residents of Brno and the South Moravian Region the results of research and development by Brno's technologically superior companies in high-tech fields: electron microscopy and space technologies.

Educational events such as Days of Electron Microscopy, Brno Space Days, and the worldwide exposition EXPO are opportunities for their visitors to learn about the unique research results that are penetrating into the everyday life and activities of the average person.

- **3** electron microscopy producers in Brno
- **20** subjects in the Brno Space Cluster
- **1/3** of all electron microscopy comes from Brno
- **300,000** visitors to the Micro & Macro exposition at EXPO in Dubai
- **7,000** visitors to Days of Electron Microscopy (2019)



Doing science in Brno is **IN**

## Brno Expat Centre

### We help expats turn into Brno locals.

Attracting talent and integrating foreign experts are essential for the development of the city. That's why we support the Brno Expat Centre (BEC), which helps new arrivals get settled in the city free of charge. It provides consultations and assistance, educational seminars, and networking events. Its services can be used by foreign professionals, entrepreneurs, as well as their partners and children.

The employment of qualified foreigners in local companies multiplies the city's economic and innovative potential, thus increasing the quality of life for everyone.



- **1,500 clients** each year
- Foreigners make up **15%** of Brno's inhabitants
- **62,000** foreigners from **100+** countries around the world
- **86%** of expats recommend living in Brno

Making Brno smarter is **IN**

## Brno iD

### City services online, convenient and fast.

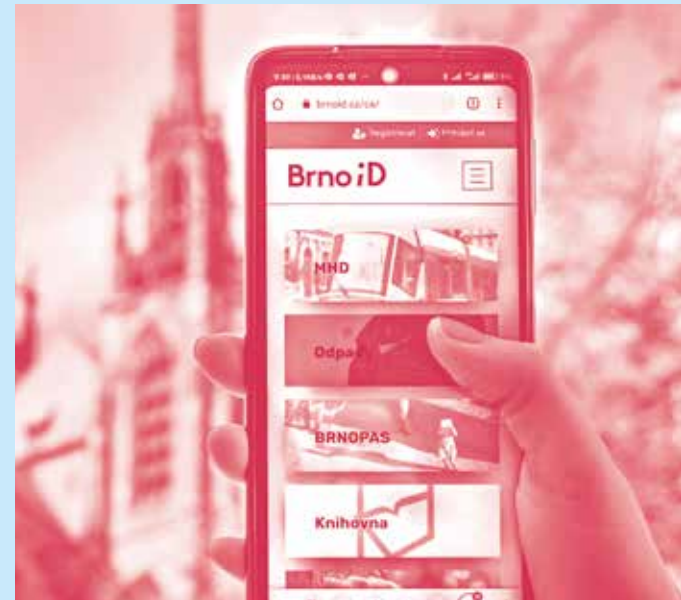
In 2017, we launched the Brno iD e-shop. We're working to gradually digitalise the city's services so that its citizens can take care of everything they need online.

#### Main effects of digitalising city services via Brno iD:

- Convenient use of city services from anywhere, even from the comfort of your own home
- Savings for the city, city districts, city-owned companies, and contribution organisations
- Pressure to simplify or update the processes for providing city services
- Effective communication between the city and the e-shop users

[brnoid.cz](https://brnoid.cz)

- **13 types** of city services online
- over **325,000** registered users
- **412,000,000 CZK** turnover in 2021
- **360,000** successful payments in 2021



Making Brno smarter is **IN**



B | R | N | O

We are the **Department of Cooperation and Development**, which has been involved in designing tools for the development of the city's innovative potential for more than 10 years. Together with our partners, we create an environment in Brno that is favourable for the development of businesses and investments with high added value, for the attract of talents in science and research, and for the implementation of smart solutions in the city and public administration.

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