



## Role of Chamber of Commerce in SMEs' Education in the Czech Republic

Assoc. Prof. Stanislav Schorm, PhD.  
 Regional Chamber of Commerce Brno

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## Czech Republic - the country in the heart of Europe





**Czech Republic**

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## Czech Republic – EU member since May 1, 2004


- Population: 10 235 455
- Area: 78 865 km<sup>2</sup>
- Capital - Prague
- Membership: UN, NATO, EU, CEFTA, CE, OSCE, OECD
- Neighbours: Germany, Poland, Slovakia, Austria
- GDP: 2970.3 bil CZK in 2005, *less than 75% of EU per citizen* except Prague
- Currency: Czech Crown (CZK), 28 CZK per Euro



**ECONOMIC GROWTH 1996 – 2006 IN %**

GDP	4.0	-0.7	-0.8	1.3	3.6	2.5	1.9	3.6	4.2	6.1	7.7
UNEP	2.9	4.8	6.5	8.7	8.8	8.1	7.3	7.8	8.3	7.9	7.1

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## Number and Employment of SMEs in the Czech Republic

STRUCTURE OF ENTERPRISES ON EMPLOYEES NO.	Number of SMEs Employment in SMEs in thousands			Number of SMEs on total number of enterprises in the CR in %				
	Corporation ownership 0-249 empl.	Private ownership 0-249 empl.	Total number of SMEs Total employment					
0-10	51%							
11-50	27%							
51-250	15%							
251-	7%							
Industry	25 959	553	133 884	108	159 843	661	99,42	45,95
Building	6 581	126	96 869	90	103 450	176	99,93	78,92
Business	43 280	281	190 048	112	233 328	393	99,94	77,06
Hotels/Rest. etc.	5 067	48	43 631	66	48 698	104	99,96	88,29
Transport	5 880	71	40 556	90	46 436	101	99,79	34,95
Financial services	1 019	12	14 684	1	15 703	13	99,82	20,00
Services	52 957	284	289 761	79	342 718	363	99,95	78,74
Agriculture	2 492	107	41 044	16	43 536	123	99,92	85,62
<b>Total</b>	<b>143 235</b>	<b>1482</b>	<b>850 477</b>	<b>452</b>	<b>993 712</b>	<b>1034</b>	<b>99,43</b>	<b>61,11</b>

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## Legality of chambers of commerce in the Czech Republic

Chambers of commerce re-established after 1989 according the law 301/1992 Sb.:

- Czech Republic Chamber of Commerce (with central office in Prague)
- Regional (district) chambers of commerce (with central offices in capitals of the NUTS 4th and 5th level)
- Voluntary membership

Services, provided by chambers of commerce according to the law (discussed here)

- Training and education
- Advisory services and expertise


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## Regional Chamber of Commerce Brno (BRCC)

- Established in 1993
- 680 members, majority of members are SMEs
- EIC network member
- Situated in BVV Trade Fairs Brno area
- Situated in Brno – the capital of South Moravia
- South Moravia is famous for its industries, agriculture and mainly vineyards
- South Moravia shares borders with Slovakia and Austria and is very near to Hungary
- Brno is known as a city of universities and trade fairs
- Brno is becoming a centre of IT technologies

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**BRCC as a centre of regional information network for entrepreneurs**

- Czech Ministry of Industry and Trade granted project „Information Places for entrepreneurs (InMP)“
- Headed by the Czech Republic Chamber of Commerce
- 156 InMPs in the Czech Republic
- 21 InMPs in South Moravia
- The BRCC is South Moravian regional headquarters



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**BRCC HQ and training and education facility**



**Parameters**

- Situated within BVV Trade Fairs Brno area
- Renovated in 2006
- 1 large hall with 120 seats
- 1 classroom with 30 seats
- 1 computer classroom with 14 workstations

**Corresponding supporting infrastructure**

- Own
- Shared with Brno Exhibitions Inc.

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**BRCC education and training activities**

- Seminars
- Workshops
- Courses
- Conferences
- Meetings with local and state authorities
- Missions (UK, Germany, Italy, Austria, etc.)
- Concepts elaboration
- Co-operation with Austrian Chamber of Commerce

**SUMMARY: THE SCOPE OF BRCC TRAINING AND EDUCATION ACTIVITIES IS VERY EXTENSIVE. THE QUALITY OF ACTIVITIES IS MONITORED THROUGH QUESTIONNAIRES, FILLED BY PARTICIPANTS**

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**Main areas of training and education in BRCC**

- Law entrepreneurship related affairs
- Company management
- Marketing and selling skills
- Accounting
- Human resources management
- Foreign trade skills
- EU affairs
- Cross - border affairs
- Language special skills
- IT skills
- Courses for entrepreneurs – beginners
- Concepts of vocational training of craftsmen

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**ESF and Phare supported projects managed by BRCC**

- Cross Border Network Supporting Entrepreneurship in the Euro region South Moravia – Lower Austria (Phare CZ 2003/005–079.02.01.0004), 2005 -2006, 350 000 Euro
- Regional Centre for Education of Entrepreneurs (ESF CZ.04.1.03/4.1.11.1/2604), 2005 – 2007, 6 mil CZK i.e. 200 000 Euro
- Vocational Education of Craftsmen in South Moravia Region (ESF CZ.04.1.03/3.3.11.1/2655), 2006 -2007, 5 mil. CZK i.e. 170 000 Euro

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**Cross Border Network Supporting Entrepreneurship in the Euro region South Moravia – Lower Austria**

**RESULTS**

- Regional opening conference on Czech – Austria regional co-operation in Znojmo – the historical city on the border with Austria, 275 attendees
- 8 courses, focused on Czech – Austrian co-operation lectured by Austrian lecturers
- 12 InMPs engaged in a specialised information network, special software developed for this reason
- Application and dissemination of the Austrian EUROFIT know-how, completely new product EUROAUDIT was developed and tested with 10 companies
- 2 project staff meetings

**SUMMARY: WE ARE READY TO SHARE OUR EXPERIENCE WITH NEW EU MEMBER COUNTRIES CHAMBERS OF COMMERCE**

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### Regional Centre for Education of Entrepreneurs RESULTS (December 31, 2006)

- Opening conference, 213 attendees
- Computer classroom built, 14 seats (WSs)
- 2 special multi-day/multi-module courses developed and run, 1 of them accredited, both to be transferred into e-learning form
- 68 one day courses developed and run
- 1998 attendees taught
- Provision of services and support for 657 companies
- 10% courses with IT component
- 12% course with ENV component
- 11 handbooks for the course „Entrepreneur – Beginner“ developed and tested

**SUMMARY: WE ARE READY TO SHARE OUR EXPERIENCE WITH NEW EU MEMBER COUNTRIES CHAMBERS OF COMMERCE ESPECIALLY IN PROJECT DESIGN**

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### Regional Centre for Education of Entrepreneurs BEST COURSE STRATEGIC MANAGEMENT OF SMES (A MULTI-MODULAR COURSE)

1. Introduction into the Strategic Management of SME
2. Personal Efficiency of a Manager
3. Marketing as an Indispensable Part of Any Company Strategy
4. Management of Changes in Company Strategy in Turbulent Business Environment

1. Control and Motivation of Employees
2. Control of Production, Services and Quality
3. EU Structural Funds and their Practical Exploitation in SMEs

**SUMMARY: 157 ATTENDEES TAUGHT IN 4 RUNS, E-LEARNING FORM OF THE COURSE WILL BE AVAILABLE SOON, ACCREDITATION OF THE COURSE UNDERWAY**

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### Vocational Education of Craftsmen in South Moravia RESULTS AND OUTLOOKS

**Problem to be solved:** Failure of the craftsmen training and education system in the Czech Republic after 1989 revolution and following privatization

- 950 companies (inc. 60 German owned and 21 Austrian owned) and 60 secondary schools for craftsmen addressed in order to get data on offer and request of labour market
- 3 analytical studies written based on collected data
- 2 other studies planned to develop recommendations for education and training improvement, incl. dual system of training elements application
- 1 study planned to set up recommendations for collaboration between schools and companies focused on improvement of practical training for graduates of craftsmen schools
- 10 programmes of craftsmen vocational education planned to be designed

**SUMMARY: DO NOT REPEAT OUR MISTAKES IN CRAFTSMEN EDUCATION, LEARN FROM OUR EXPERIENCE**

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### Universities in the South Moravian Region

Brno is getting world-wide known as a City of Universities  
Universities are important partners in SMEs education

- 6 public universities with more than 50.000 students and 5.000 staff
- 6 private higher education institutions with more than 5.000 students
- Whole spectrum of education on bachelor, master and doctorate level done (medicine, technical subjects, philosophy and social sciences, agriculture, arts, law and economy)
- A biggest private business school in the region is The Brno International Business School (B.I.B.S.) - [www.bibs.cz](http://www.bibs.cz)
- It is the whole country provider with ambitions to expand to the other countries (especially South and East Europe) and positive attitude to international co-operation
- It focuses on management, economy and law subjects on the bachelor, master and doctorate level, good experience with both open and in-company education

**SUMMARY: INTERNATIONAL EDUCATION IS BECOMING THE MOST IMPORTANT COMPETITIVE ADVANTAGE, THERE ARE MANY POSSIBILITIES HOW TO CO-OPERATE ON EXISTING PROGRAMMES OR DEVELOP NEW ONES**

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### BVV Trade Fairs Brno

The Premier Trade Fairs in Central Europe

[www.bvv.cz](http://www.bvv.cz)

- ✓ 50 international trade fairs and exhibitions
  - of which 23 fairs are top events in Central Europe
  - and 43 are leading fairs within the Czech Republic
- ✓ 1 million visitors (7% international)
- ✓ 10.858 exhibiting companies (25% international)
- ✓ 487.674 sqm net exhibition area
- ✓ Complex In-house Services
- ✓ Brno Convention and Exhibition Center - world class exhibition & convention halls
  - ✓ 667 000 m2 -total area
  - ✓ 191 000 m2 -exhibition space



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### BVV Trade Fairs Brno

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Brno trade shows mirror the economic dynamics of all major sectors:

- Manufacturing & Engineering, Transport & Logistics
- IT, Digital Entertainment
- Defence & Security
- Food & Food-Processing
- Agricultural Technology Forestry
- Fashion, Apparel, Footwear, Accessories
- Construction Industry
- Interior Design & Furniture
- Health Care, Biotech
- Life Style & Leisure, Travel, Sports
- Cars and Automotive Industry



4.-8. 6. 2008, Brno

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You are welcome to visit the Regional Chamber of  
Commerce Brno, Czech Republic  
[www.rhkbrno.cz](http://www.rhkbrno.cz)

**WE ARE READY TO SHARE WITH YOU OUR  
EXPERIENCE IN SMEs' SUPPORT AND EDUCATION**

**Thank you for your attention!**  
[vzdelavani@rhkbrno.cz](mailto:vzdelavani@rhkbrno.cz)