

**AMSP ČR**

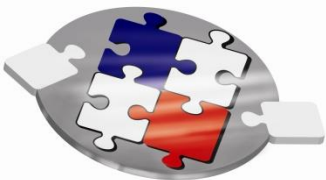
**Association  
of Small and Medium-Sized  
Enterprises and Crafts  
of the Czech Republic**

# EU - Japan EPA from perspective of Czech SMEs – expectations and opportunities”



# Content

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- **Real problems**
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- **Recommendation**





# About us





# AMSP ČR – Who Are We?

- **AMSP ČR** is the main representative of the broadest business segment in Czech Republic
- **AMSP ČR** is a supportive place for export, research, development and innovation, finance, taxation etc.
- AMSP ČR issues its Trade News magazine, business manuals and books, expert newsletters, own analysis, statistics and research.





# AMSP ČR – Who Are We?

3 pillars:

- **INDEPENDENCE**
- **PROFESSIONALISM**
- **EXPERIENCE**

**We are not a bureau.**





# AMSP ČR – our members are:

- **AMSP ČR represents more than 264,000 business entities**
- **Companies without size limitations from various fields from the whole of the Czech Republic**
- **Self-employed entrepreneurs and their organisations**
- **Independent associations, craft guilds**  
**= Individual and collective members, platforms**



# 10 main projects of AMSP ČR with high priority:

1. Young Business – start-ups
2. Family Business – generation Exchange – Year of Family Business 2018
3. Business women – mothers with small children, women 50+
4. Crafts - Year of Crafts 2016
5. Small shop – infoservis for electronic sales register





# 11 main projects of AMSP ČR with high priority:

6. A ted' česky – support of local producers and growers
7. My restaurant – support of small restaurants and gastro enterprises
8. Year of Countryside 2017 – stabilization of small businesses
9. Silver business – experienced entrepreneurs 55+ & SMEs
10. Year of digital business 2019
11. Year of small business 2020



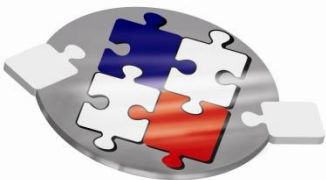
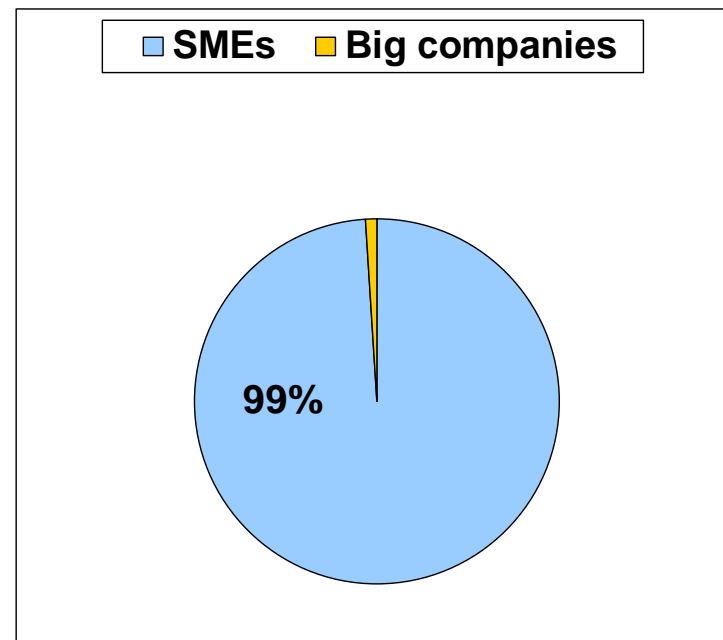


# Statistical Data



# SME from a Czech perspective

**SME represent 99 % of companies  
in the Czech Republic**



# SME from a Czech perspective

<b>Micro companies (<math>\leq 10</math> employees)</b>	<b>95,5 %</b>
<b>Small companies (<math>\leq 50</math> employees)</b>	<b>3,7 %</b>
<b>Middle companies (<math>\leq 250</math> employees)</b>	<b>0,8 %</b>





# Real problems



# Real problems

- Minimal marketing activities about EU – Japan EPA
- Strong EU market
- Japan = exotic export market for Czech SMEs





# Opportunities



# Opportunities

- Software & IT Services
- Space industry
- Nano industry
- Energy industry







# Recommendation



# Recommendation

- Marketing improvements of EU - Japan EPA
- Explanation of opportunities in Japan
- Emphasis of success stories





# Contact



Thank you for your attention!

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