



Embassy of the Czech Republic
in London

Embassy of the Czech Republic in the United Kingdom



“Czech Republic 100”

**Embassy 2016-2018 Public Relations and
Cultural Policy Framework**



“Czech Republic 100”: Opportunities in the United Kingdom in 2016 – 2018

At the foundation of modern British-Czech relations lies a strong historical tradition of building democratic societies, fighting against fascism or other forms of repression, and the defence of freedom and human rights. Relations between the two countries are generally guided by our membership in NATO and still the European Union. A substantive part of the bilateral relation in the long run consists of stable trade relations, a steadily growing interest of British investors in the Czech market, and cultural and educational presentations, contacts and exchanges, especially among universities. Relations are further shaped by approximately one hundred thousand Czech citizens living in the United Kingdom who constitute the largest Czech expatriate community of its kind in the world.

Nonetheless, the essence of contemporary British-Czech relations, areas and methods of productive mutual cooperation is ambiguous. We have reached a new phase in our search for ways to utilise the relations to their maximum potential, to contribute to a new dynamic in these relations, and to help identify new Czech interests in this traditional territory. When we overlook the many differences which affect our relations we find that the Czech Republic is an attractive partner for the United Kingdom in areas where it offers originality, high quality, and opportunities and services which are not always readily available in the United Kingdom. When the United Kingdom leaves the European Union, these valuable differences will become of an even greater importance. The Embassy will therefore aim, without narrowing the general framework of cooperation or discouraging collaboration in other areas, to develop cooperation in the following sectors: a) industry, technology, science and innovation; b) culture and arts; c) tourism with an emphasis on medical tourism.

The ambition of the Embassy is to present the Czech Republic as an attractive destination, as a partner which has plenty to offer, and as a country, not only with many original products and cultural, artistic and historical values and standards but, also and especially, a country of unique ideas and approaches. To this end the Embassy will take advantage of symbols relevant to the bilateral relation. The most important ones are tied with the year 2018, the 100th anniversary of the 1918 founding of Czechoslovakia and modern Czech statehood, as well as the 50th anniversary of the 1968 Prague Spring. Both of these events were, and are, widely known to the British public and have rallied a lot of sympathy and support. The Embassy will utilise this unique ideological and symbolical platform to build its medium-term project **“Czech Republic 100”** in cooperation with many partners. In the three years’ framework of this project, the best products and activities of the Czech Republic - **Czech Top 100** - will be introduced.

The project, with its own logo, will consist of various activities and events over the next two years and will culminate in a **Czech Week in London** in 2018. This

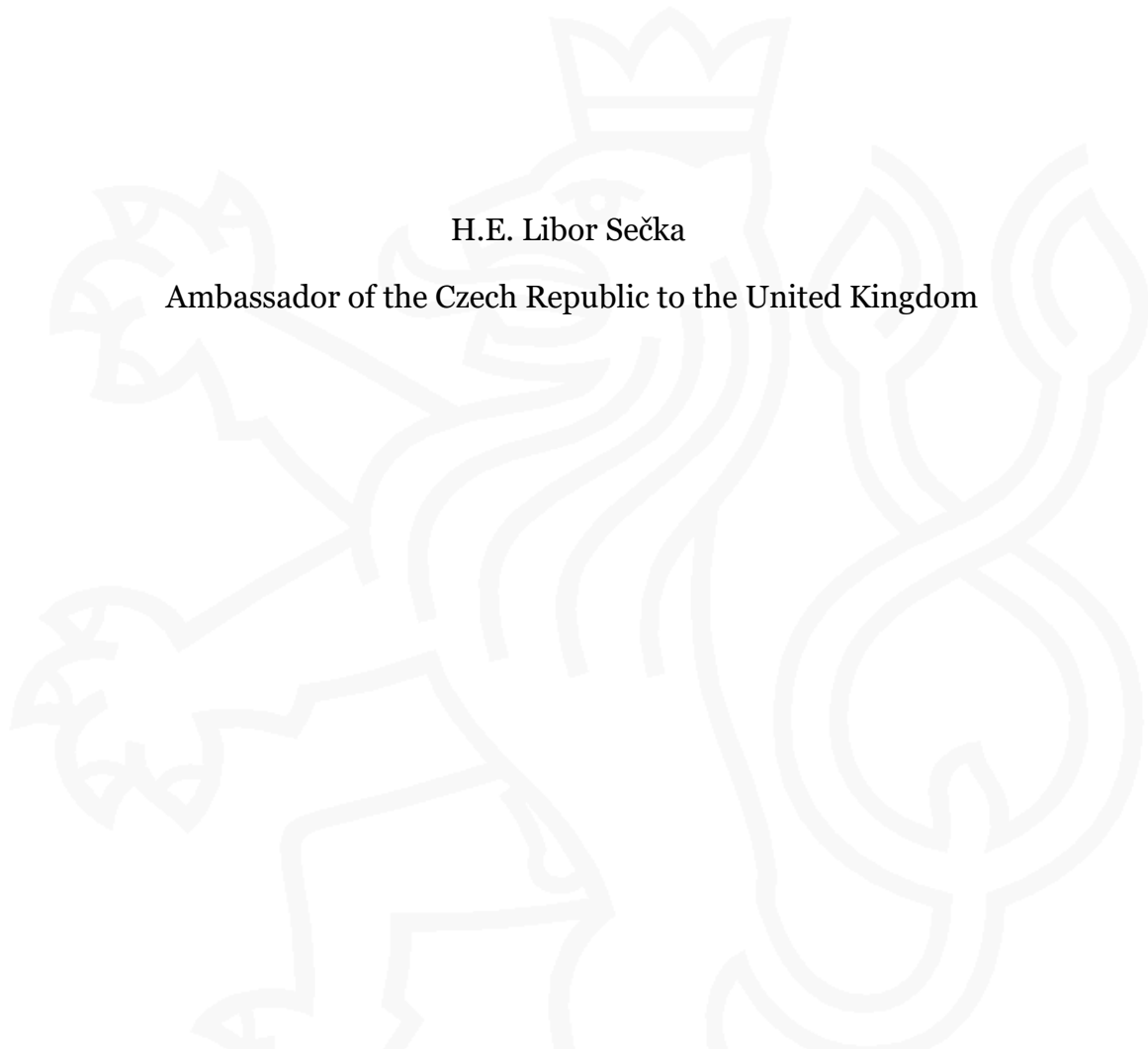


“week” will introduce a variety of the best from Czech engineering and the heights of Czech science and art. Among other events, there will be a concert by the Czech Philharmonic Orchestra at the Royal Academy of Music in London, a Czech Heart Day presenting taking care of the human heart including the prevention of heart attacks and an exhibition of Czech visual arts to name just a few. The week will be launched and/or concluded by the President or the Prime Minister of the Czech Republic as part of a larger state reception. The media partner of the whole Programme is the Czech Radio, main and public radio broadcaster of the Czech Republic, celebrating its 95th anniversary in 2018.

Undoubtedly, this is a very ambitious and demanding project, both in terms of organisation and resources. We expect to secure a combination of private and public funding and have already begun talks with several potential partners. This project will require rigour, patience, improvisation and compromise in order to capture attention and attract support and understanding on all sides. This project steps out of existing practice and thus raises questions and uncertainty. It is a live project, an attempt whose future will partly depend on circumstances at the time. Nonetheless, it brings a new charge, a hope of achieving something useful and a purpose for which no effort should be regretted. It presents a new, original path, to which the alternative is the ordinary, the stereotypical, the average. The Czech Republic deserves such a path in the United Kingdom.

H.E. Libor Sečka

Ambassador of the Czech Republic to the United Kingdom





Accomplished Activities in 2016

- **A series of chamber music concerts**
 - a) September - Wind Quintet Concert on the occasion of the Czech National Day
 - b) September - Wind Quintet Concert, Embassy of Slovakia
 - c) December – Christmas String Quartet Concert
- **State reception on the occasion of the Czech National Day**
 - Residence of the Czech Ambassador in Hampstead, London
- **Open Door to Cambridge**
 - A study visit of Czech high school students to Cambridge that will make them familiar with the opportunities offered by the university (6-8 students, 5 days)
- **Opening of the academic year**
 - A cocktail event to greet Czech and Slovak students in the UK on the occasion of the start of the new academic year
- **Czech Christmas celebrated in London**
 - Czech-style Christmas celebration organised by the Czech government agencies located in the United Kingdom – Czech Centre London, Czech Tourism, CzechInvest and CzechTrade
- **Special logo “Czech Republic 100”**



Planned Activities in 2017

- **A series of chamber music concerts**
 - a) Ivo Kahánek – the most famous contemporary Czech piano player
 - b) Series of various music bodies of the Czech Philharmonic
- **International Conference on Digitalisation**
 - Conference in London comprising of major telecommunications and digital media companies from Central Europe and the UK
- **Czech Supplier Day** *(in cooperation with CzechTrade)*
 - A business seminar and presentation of mechanical engineering and manufacturing opportunities for Czech suppliers on the British market
- **Czech Beer Day** *(in cooperation with CzechTrade)*
 - Business seminar and a presentation of Czech breweries for British buyers and distributors
- **Cultural delegation to the Czech Republic** *(in cooperation with CzechTourism)*
 - Organization of a delegation of chosen journalists, directors of galleries and independent arts consultants from the United Kingdom to the Czech Republic with an aim of supporting closer cooperation between the British and Czech artists
- **Day of Czech culture in Birmingham**
 - Launch of an art exhibition by Pavel Brázda in the Art Gallery of the Library of Birmingham. Concert of the Czech wind quintet “Belfiato” and other accompanying events by the partners of the Embassy of the Czech Republic in London
- **Czech Republic as a health tourism destination**
 - A conference and a trade fair, introduction of the Czech Republic as a suitable country for health tourism for UK citizens
- **State reception on the occasion of the Czech National Day**
 - Residence of the Czech Ambassador in Hampstead, Presentation of the Škoda company, the most important Czech car producer



- **Reopening of the Embassy of the Czech Republic in London**

- Introduction of the new premises of the Embassy to the public as well as business, diplomatic and cultural partners of the Embassy. Half-day cultural programme including concert, barman-show and introduction of Czech artists and companies active in the UK. The programme will conclude with a great light show projected on the wall of the Embassy

- **Christmas Charity Concert**

- Concert of one of the music bodies of the Czech Philharmonic with an aim of raising funds for donation to a chosen charity organisation working with the Czech community in the UK

- Parallel to envisaged activities, the Embassy of the Czech Republic created a “**Czech map of London**” - a virtual internet project that maps and gives publicity to important Czech personalities in London who achieved an important status, success or unique enterprise (architects, doctors, sportsmen, artists and others). The second part of the map will reflect on important places relating to contemporary and past Czech footprint in London.





Envisaged Activities in 2018

In cooperation with the Embassy of Slovakia in London

- **The week of Czechoslovak film**
 - In its recently reconstructed cinema the Embassy of the Czech Republic will introduce a selection of films from the period of the Czechoslovak New Wave with an introduction by their directors/writers
- **Czechoslovak Garden Party Majáles in London**
 - Traditional spring celebration organised on the occasion of the 100th anniversary of the 1918 founding of Czechoslovakia and the recognition of the Czechoslovak National Council by the British government
- **Conference Prague Spring 1968**
 - Academic conference organised on the occasion of the 50th anniversary of the Prague Spring at the School of Slavonic and East European Studies of University College London

Czech Week in London (fourth week of October):

a) Grand concert by the Czech Philharmonic at the Royal Academy of Music in London

- Concert by the most significant Czech orchestra, the honorary guests will be the highest political representatives of the Czech Republic

b) Czech Heart Day

- A special conference featuring Czech achievements in the field of cardiology in cooperation with Prof. Jan Pirk (IKEM Prague) and Prof. Jan Marek (Great Ormond Street Hospital for Children, London). Following the conference a business seminar with companies from the Czech medical technologies sector will be organised

c) Czech “Nano Day” (in cooperation with the Association of the Nanotechnology Industry of the Czech Republic)

- Conference and business seminar focusing on the achievements of Czech engineering and research in the field of nanotechnology

d) State reception on the occasion of the Foundation of the Independent Czechoslovak State

- Reception in the newly refurbished premises of the Embassy of the Czech Republic in London



e) Czech Art in the 1960's - photography, design, film – an interactive exhibition

- Interactive exhibition about the historical and cultural development of the central-European region in the 60's as told in the language of the 21st century

Another cultural activities

• **A Series of Art Exhibitions**

- Vladimír Kokolia – selection of paintings and drawings, IKON Gallery Birmingham
- Pavel Brázda, the latter works, City Art Centre Edinburgh
- DOX Prague / Castlefield Gallery Manchester – reciprocal exchange exhibition of four young artists from each country with the aim of introducing lesser known artists from abroad and to provoke a dialogue about their works

• **Opening of the Consulate General of the Czech Republic in Manchester**

- Opening reception attended by the political representatives of Manchester along with business, diplomatic and cultural partners of the Embassy of the Czech Republic in London

• **International Radio Conference**

- International conference organised on the occasion of the 95th anniversary of Czech Radio. The conference will be organised in cooperation with Camden City Council and the BBC with the title “Role of the media in the contemporary world”

• **State reception on the occasion of the Czech Statehood Day**

- Residence of the Czech Ambassador in Hampstead, Presentation of the Škoda company, the most important Czech car producer

• **Evening of the Czech Chamber Music**

- Chamber concert by Ivo Kahánek, the most successful contemporary Czech pianist

CZ100

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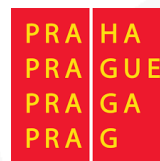
General and Media Partners

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