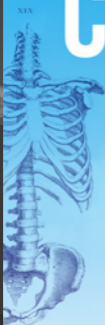




#BRNO REGION CLOSER LOOK

Book of samples of #brnoregion
you should know

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PRAGUE
2 HOURS

#BRNO REGION

VIENNA
2 HOURS

BRATISLAVA
2 HOURS





1.

Having a look around the world? Searching for a new place to study, work or even live? This collection is an ideal tool for your new beginnings, as it brings together lots of facts about what makes **#brnoregion** so great. WARNING! Reading this booklet carries a high risk of: curiosity, excitement and even hopelessly falling in love with **#brnoregion**. And don't forget to turn its pages, because just like **#brnoregion**, the material here is worth exploring in detail!

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1.



#brnoregion: A unique area at the very heart of Europe, inimitable and original. Don't believe it? Look through this sampler to get a taste of what to expect. No matter if you are looking to change your life or simply curious. Take each card and compare it with what your home region offers. If you enjoy the bits in this sampler, you might want to order the full menu. But the real thing isn't available as a takeaway, so you'll have to come and enjoy it in person right in **#brnoregion**.

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EVERYTHING

CREATIVE PEOPLE
NEED

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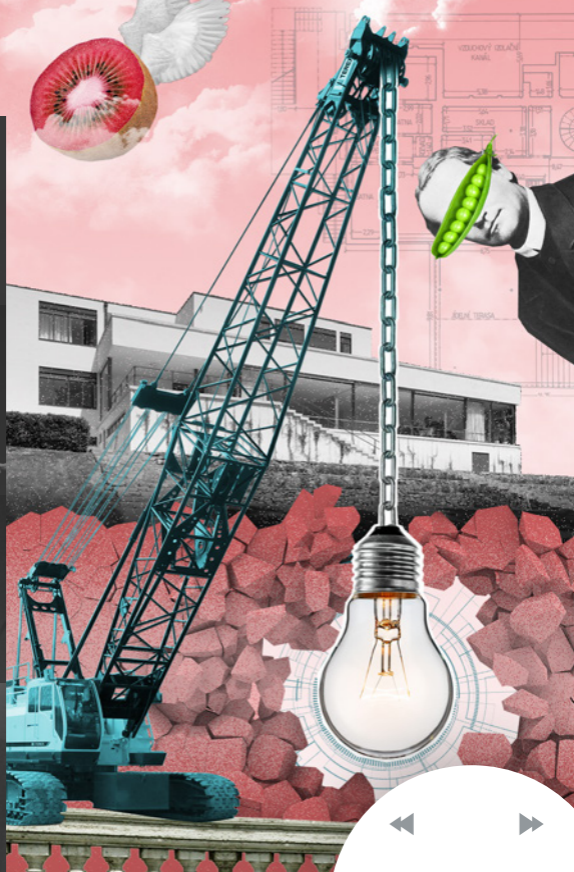
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1.

#brnoregion has the ideal conditions for bringing creativity and progress together. There is a perfect innovation ecosystem, modern local government, and massive support for research and development. We welcome and love all innovation and ideas, as you can see from the dozens of globally successful local and international companies that call our region home.



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MASARYKOVA UNIVERZITA

THE SCIENCE!

#brnoregion =
20,000+ employees in
science and research,
400+ companies with
their own research
programmes,
20+ technology
development centres at
international businesses.



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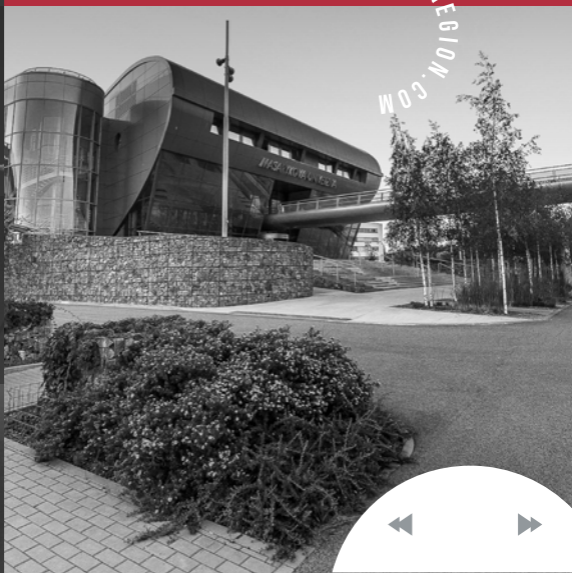
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#BRNOREGION

Brno is a growing science metropolis: new science facilities are growing, as is total investment in science and research (among the largest in Europe). More and more scientists keep coming to do top-quality research. The Exhibition Centre hosts the Science, Research & Innovation trade fair every year, and even the youngest children enjoy doing science at the VIDA! Science Centre. Science does wonders in #brnoregion!

WWW.BRNOREGION.COM





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5.

THE GROWTH!

We provide
the background for
those who make world
a better place through
intricate innovation.



#BRNOREGION

#brnoregion offers everything you need to grow: the only step you need to take to succeed is to bring your ideas and passions to life. You will get daily support through the precise network of the regional innovation ecosystem and your colleagues and friends. #brnoregion is the perfect background for everyone who believes that gradual innovation is the world's hope and future.

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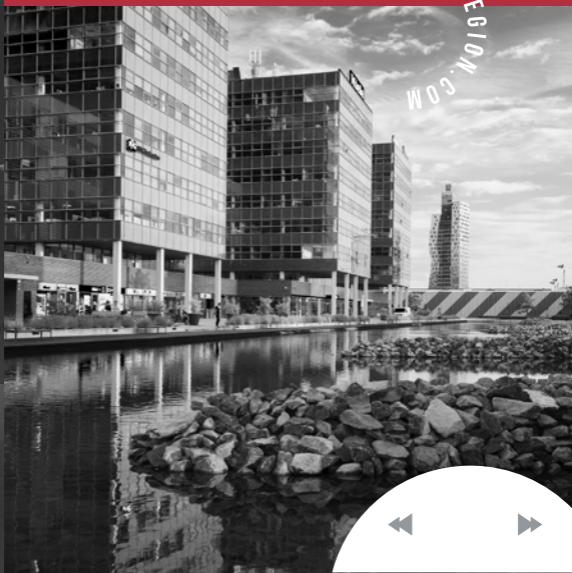
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THE INTERCONNECTIONS!

We connect education, research,
and business: it works!



#BRNOREGION

One of the best cards up our sleeves is the knowledge economy. We form connections. The city is just the right size: people know one another so cooperation starts easily and we connect universities with businesses, the private sector with the public sphere, scientific centres with universities. It works. This is proven by the perfectly functioning regional innovation ecosystem as well as the numerous successful local and international companies.

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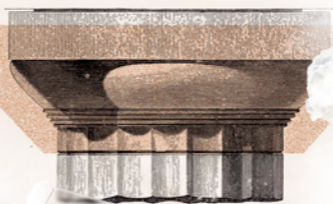
4.



5.



1.    **MAKES**
YOU FEEL
LIKE HOME.





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#brnoregion is a place like home: the people are friendly, open, and hospitable, and they care about their neighbours and neighbourhood. Open hearts win out over indifference, authenticity over pretence. Even if you don't know anyone here yet, don't worry: nobody here stays alone.





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THE TRADITIONS!

National folk traditions and traditional innovation: both inspire followers.



#BRNOREGION

If your idea of “tradition” involves folk art, traditional local costumes, and music, then #brnoregion is the best place for you: this is where the greatest number of traditions have survived and are still practised.

But it also has a modern tradition of innovation, invention, and discovery: this is where people like Mendel, Kaplan, and Gödel worked. That’s why Brno is home to a knowledge economy, numerous research centres, and thousands of young people who’ve come to #brnoregion to study, start their careers, and maybe become the next Mendel, Kaplan, or Gödel.

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THE SINCERITY!

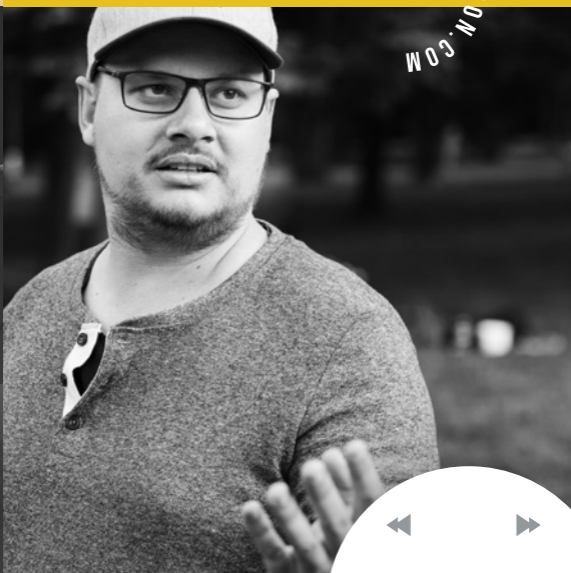
We are honest and
don't whitewash our
imperfections.



#BRNOREGION

Straightforward, sincere, and genuine: that's the people of #brnoregion. We like smiling, but we don't fake our smiles. If we're unhappy, don't expect to see American-style shining smiles. We don't whitewash the truth when it's uncomfortable; we speak about things the way they are. Just be spontaneous, act naturally, don't put on a show, and don't force a smile. You know. Be true to yourself.

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THE NEIGHBOURS!

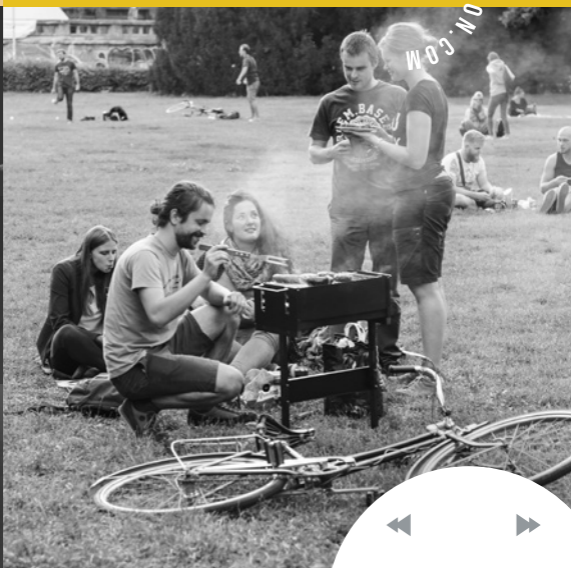
Good relations among neighbours are very important for both next-door neighbours and neighbouring countries.



#BRNOREGION

We want to maintain good relations with our neighbours. Don't expect grand gestures or a welcome committee when you move in, just a neighbour coming to share a home-made cake. You can see the same thing at a much larger scale with the Meeting Brno festival, which aims to support the best of community life. #brnoregion is a place where people cultivate the best fruit, vegetables, wine, and relations.

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EXCELLENT PLACE TO LIVE



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#brnoregion provides high living standards for everyone. There is a great public transport system, high-quality services, excellent beer for 1 euro, just everything you need to live with no reason for complaint. This wonderful place at the very heart of Europe with so much to offer is just waiting for you to come experience, enjoy and live it.





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THE PRICES!

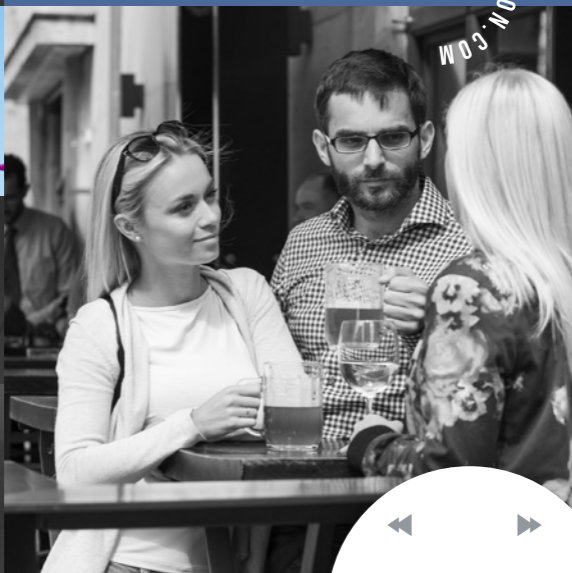
High quality of life at a reasonable cost may sound like a cliché slogan out of an uninspiring advertisement. No matter. It's true.



#BRNOREGION

Lunch for 5 euro, beer or bread for 1. This is not the posh life in posh places with equally posh prices. The average annual salary in #brnoregion is about EUR 12,000 but it can easily reach twice that for IT jobs. The Czech Republic has among the lowest living costs in the EU. Statistics show the country to be the most content EU nation probably because of these low costs (though money isn't everything, of course).

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THE SAFETY!

According to the Global Peace Index, the Czech Republic is the 6th safest country in the world, even safer than Switzerland.

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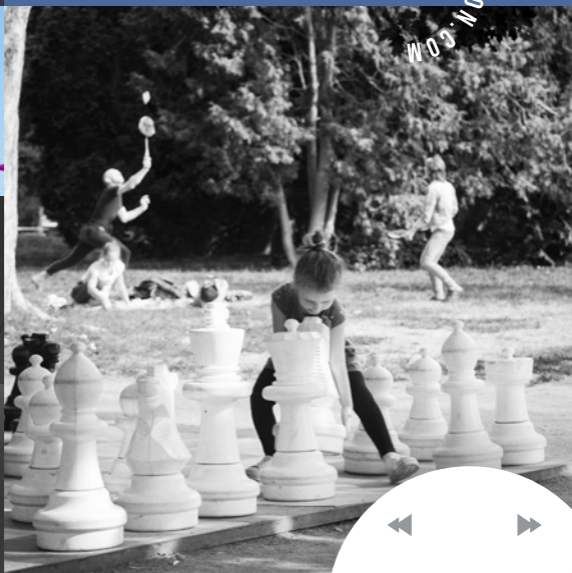
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#BRNOREGION

When a police spokesperson cancels a briefing for there being nothing to report and the police publish lists of acts of kindness in #brnoregion, you have to believe that this is a safe country indeed. Now add in the high living standard seen in the top-quality health care guaranteed to everyone, minimal unemployment, and great number of spectacular events and you get a clear result: #brnoregion is one of the best locations to live.

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THE CONNECTIVITY!

A 90-min drive to Vienna,
2-hour ride to Prague, or
2-hour flight to London
or Munich. Welcome to
the very heart of Europe,
ladies and gentlemen.



#BRNOREGION

We don't like the word "impossible", but it's impossible to get any more central than #brnoregion. The ancient Amber Road trade route ran through here, and it's now the area where the west of Europe meets the east. The climate is mild with four seasons, and all of Europe is within reach. Whether your idea of a perfect weekend is glacier skiing or fun on the beach: board a plane and you are there!

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THE TRANSPORT!

The public transport system is our pride and glory. Get a ticket, wait a moment, and something will come along to take you where you want to go.

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#BRNOREGION

Fast, reliable, clean, and economical: what is it? No jokes, just facts: public transport is like this nationwide. Brno has over 70 tram, trolleybus, and bus routes running on time 24/7, with connections to the local and regional transport systems. There are also fantastic night rides and very romantic boat trips across the Brno reservoir. Avoid the traffic jams!

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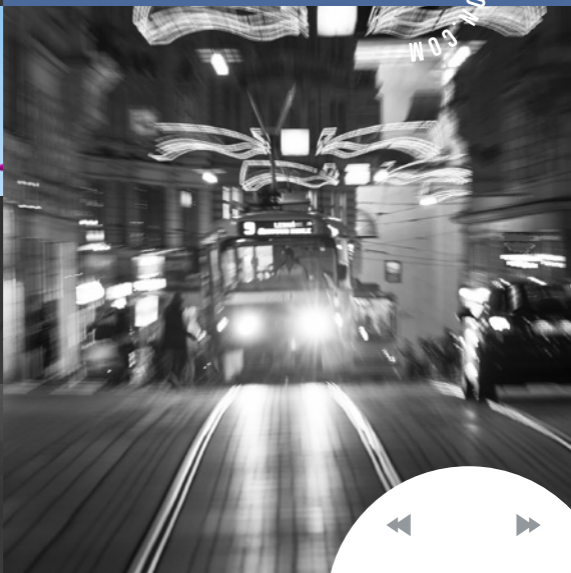
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THE WELCOME!

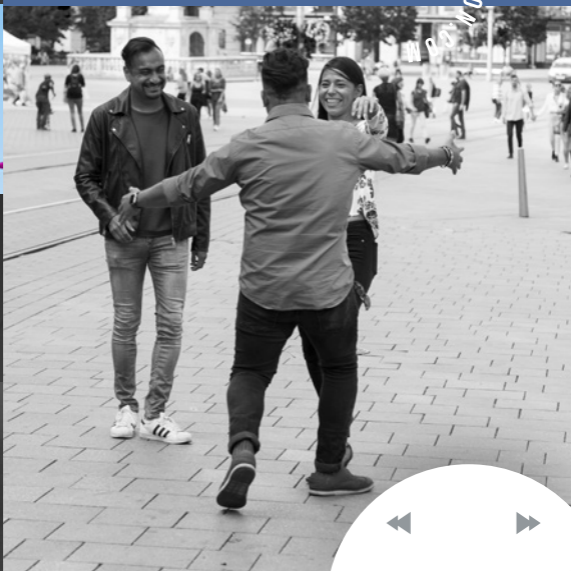
Dozens of meetups,
expat-friendly bars, events
for foreigners: #brnregion
knows how to make you
feel at home.



#BRNOREGION

#brnoregion is now home to about 40,000 foreigners (and that number keeps growing). It's no wonder. #brnoregion is extremely expat-friendly as you'll discover at the unique Brno Expat Centre, where you'll find support and advice, help with documents, and contacts for English-speaking doctors. The Financial Times declared Brno to be the best city for expat support. Don't hesitate to come and make use of that support!

WWW.BRNOREGION



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THE SIGHTS!

UNESCO sights, the oldest ceramic figurine in the world, functionalist architecture, stalagmite caves ... a sightseeing extravaganza.



#BRNOREGION

The Czech Republic is not a large country. It's not a global economic leader or a military power. However, the national traditions, history, culture, landscapes, and sights make the country a globetrotter's dream come true. History has been marching through the city leaving traces of all cultures behind. The New York Times noticed and listed us as 27th best sightseeing destination. Whatever you're eager to see: Prehistory? Functionalism? Janáček? We have it all!

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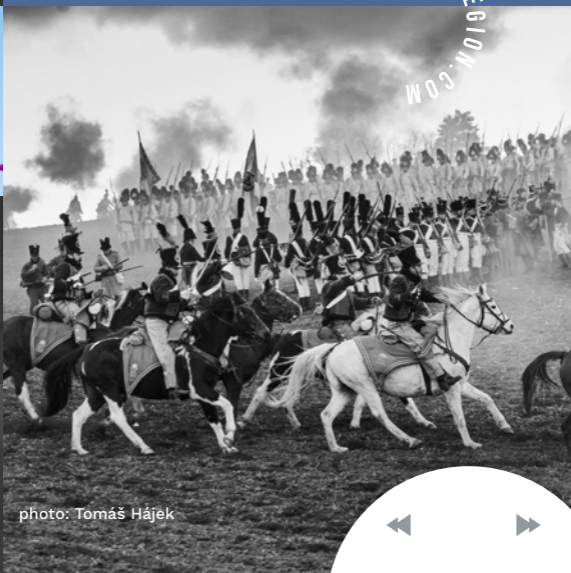


photo: Tomáš Hájek





THE CUISINE!

Food and drink mean
so much more than just
nutrition: passion, cravings,
and a font of inspiration!



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#BRNOREGION

Czech beer is legendary and we are proud of it. But wine production has an even greater tradition and #brnoregion is full of sunlit vineyards and long nights in wine cellars. It has also seen a great boom in cafes and rapid growth in gastronomy, with most global cuisines represented. The competition is so strong and the functionalist atmosphere so powerful that none of the places looks dull and most are pretty unique.

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SUCCESS

WITHIN YOUR GRASP



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#brnoregion is the perfect place to work hard and succeed. It is a metropolis of innovation with a rich history of invention and discovery. We love overcoming obstacles standing in the way of progress, and we support everyone with the talent and ambition to change the world, for the better non-violently, gradually, meaningfully, and most importantly: without casualties. That is what success means here.



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THE PROGRESS!

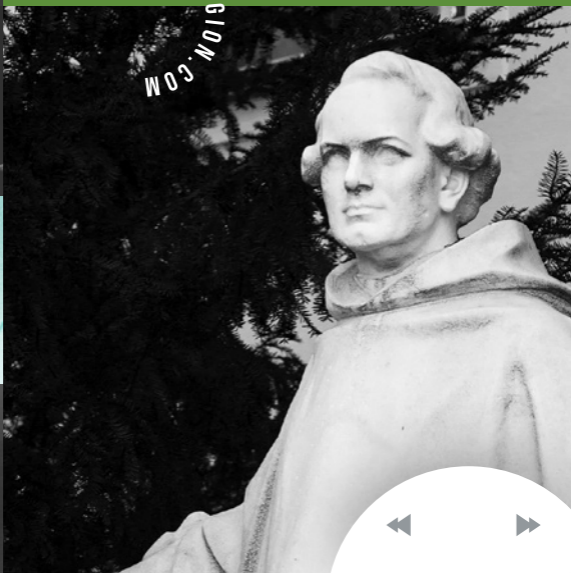
Czechs are innovative, handy, and inventive as expressed by the old Czech saying “golden Czech hands”.



#BRNOREGION

The art of innovation has flourished throughout history and the spirit of improvement is well established in #brnoregion. You can find it everywhere from an elaborate DIY watering system in a little garden to a laboratory with state-of-the-art electron microscopes. Our history is full of pioneers who got their start by making a small change to their surroundings: Erich Roučka, Viktor Kaplan, Gregor Mendel, Ernst Mach.

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THE SUCCESS!

Achievements global and local,
measurable and immeasurable:
#brnoregion gives birth to projects that
make us proud.



#BRNOREGION

We are very proud of the global success of Kiwi.com, Y Soft, AVG, and other projects launched in #brnoregion. We are a global superpower in the spheres of electron microscopy and speech-processing technology. All local projects and enthusiastic start-ups make us happy, as does the atmosphere of cooperation, responsiveness, and mutual support; these are our greatest achievements.

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THE BACKGROUND!

Similar conditions to elsewhere while being calmer and fair competition: the struggle to succeed is not a wild goose chase in #brnoregion.

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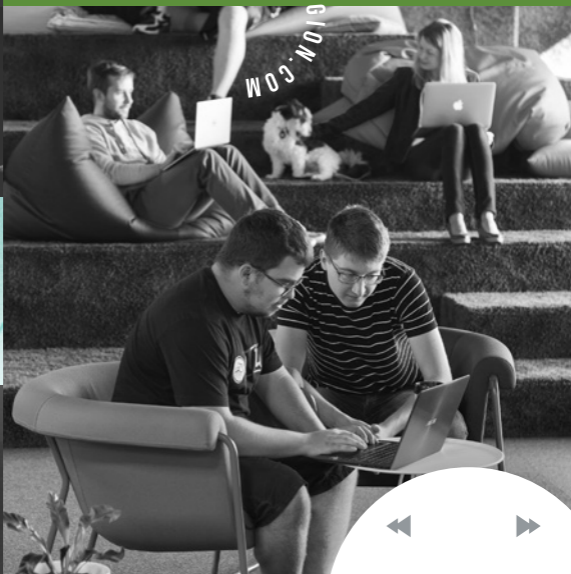
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#BRNOREGION

#brnoregion offers success within reach; an idea easily becomes a meaningful project in this resource-rich environment. With the shelter offered by the region's support, your career doesn't suffer when your first attempts aren't as successful as you expected. Initial failures don't matter and you don't have to fight for elbow room; this is a culture of acceptance and success is welcome. We want everybody to succeed, whether personally, regionally, or globally.

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TRADITIONAL REGION WITH A MODERN CENTRE



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#brnoregion is the Promised Land for traditions, sights, and history, which doesn't mean modern and innovative trends are not welcome: tradition goes hand-in-hand with innovation and they live in perfect harmony. You'll soon discover that #brnoregion is a great place to live: a modern haven with tradition that offers an excellent active and social life.





THE YOUTH!

Brno is the #4 most popular city for students according to topuniversities.com, with the survey revealing the greatest appreciation for education quality and social life.

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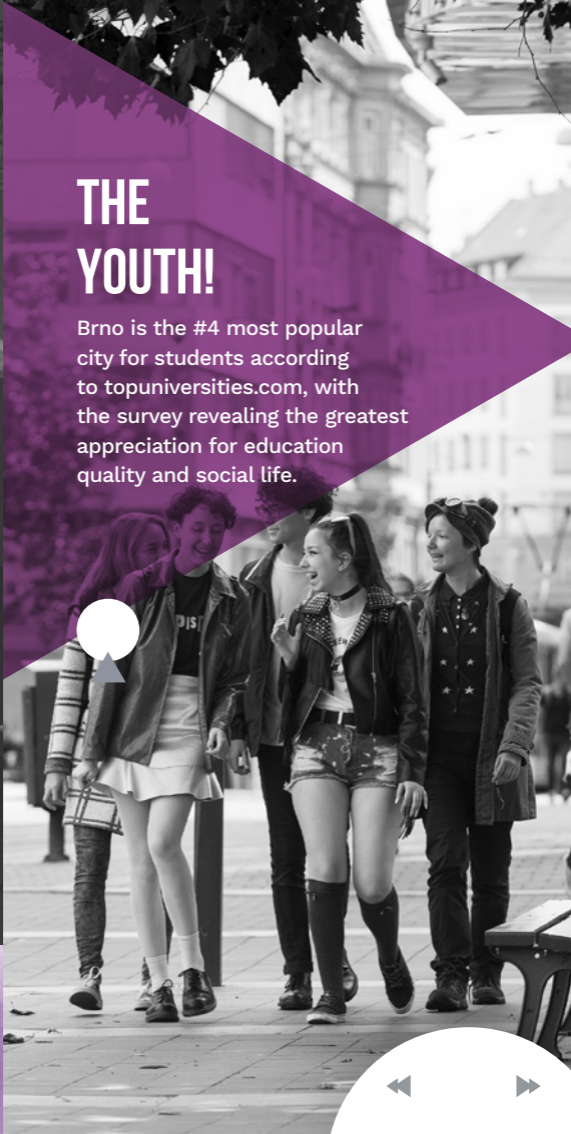
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#BRNOREGION

A single walk through the centre will reveal that Brno is a city of students: 12 universities and 60+ secondary schools attract young people. Because young people have always been a source of innovation, #brnoregion radiates energy, fun, life, and love. The city offers student discounts for fees to cultural events and a student cinema with a programme set by students.

WWW.BRNOREGION.CZ



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THE NATURE!

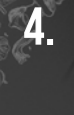
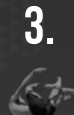
You may enjoy lifting weights at the gym, but you get the best exercise outdoors!



#BRNOREGION

Brno is a green city – parks and woods make up a third of its area, so it's no surprise we love spending most of the day outdoors. We have state-of-the-art gyms, of course, but none can hold a candle to cycling to work, skating outdoors, or cross-country skiing. On nice days, all of the city's parks are filled with people jogging, playing games, walking their pets, slacklining, doing tai chi, picnicking, relaxing with friends, just being outside, together and happy.

WWW.BRNOREGION.COM





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THE RESPONSIBILITY!

Ecology, human rights,
minorities, fair trade: people
in #brnoregion care about their
environment and more.



#BRNOREGION

Brno is home to dozens of non-governmental and environmental organizations, so you have many options for volunteering. People in #brnoregion are active and their civic engagement is clearly seen in hundreds of projects, from the communal gardens to the internationally respected Meeting Brno festival, established as a platform for meetings among people with various opinions, cultures, and religions.

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THE URBANITY!

Do you prefer the countryside or
the city with all its comforts?
#brnoregion has them
both; there is no “or”.

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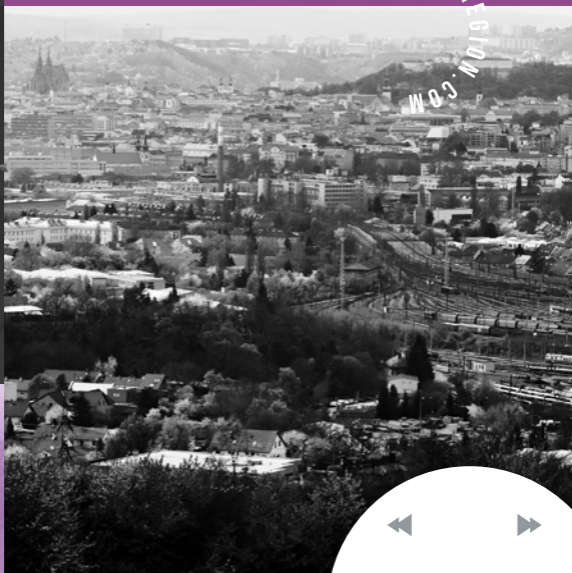
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#BRNOREGION

Let's put an end to the question of whether life is better in the country or city. #brnoregion has it all: the services of a metropolis and the calm atmosphere of the countryside, as well as an excellent bonus: wonderful landscapes. The city's parks aren't fenced in but open to everyone for sports, relaxation, and work, with picturesque views, sunlit vineyards, protected landscape areas, and the unique cave system of the Moravian Karst. All within reach of Brno, the second largest city in the Czech Republic.

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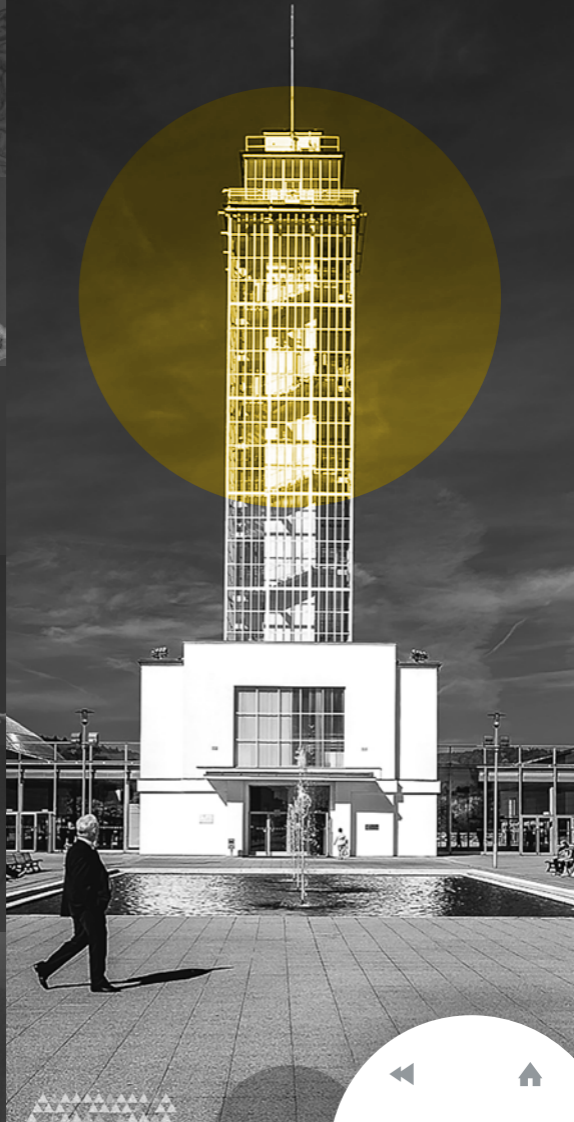
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#BRNOREGION

B | R | N | O



South Moravian Region

