

# CZECH FOCUS

The magazine of the Association for Foreign Investment and CzechInvest

## The other jewel in the crown

The Czech electronics sector comes of age

The Czech Republic and South Korea: a positively developing partnership

Pizeň: a region where investors and beer succeed

Location strategy: electronics manufacturing hotspots in the Czech Republic

### Expats Speak

**Michael Mullen**  
PwC Legal  
Partner



*"It is probably the dynamism and changing nature of business here that I enjoy the most."*

#### What do you like most about living in the Czech Republic?

I've lived here now for half my life (25 years), so what I have liked about the Czech Republic has changed over the years. Initially it was the vibrant social and business environment (post-revolution social changes, privatizations, fast developing business) and the beer of course. This has changed into an appreciation of good wine and watching and participating in the development of local expertise and capital, and seeing the effects of pre-European and

post-European integration. I also appreciate that the population of business leaders is small and it is relatively easy to orient oneself among them. It is probably the dynamism and changing nature of business here that I enjoy the most. On a personal level, I also appreciate that Prague offers a combination of interesting culture and business, with the ability to escape the city easily into beautiful countryside.

#### What was the most surprising for you?

Not much surprises me anymore.

#### What is your favourite Czech food?

Duck with dumplings and red cabbage!

#### What would you recommend to visit in the Czech Republic?

Terezin, a local pub in the middle of nowhere, the Sumava Mountains, the Czech Technical

Museum, a concert at the Tyn Theatre in Prague, Prague Castle on an early Monday morning, Prague Zoo, the Prague Metro.

#### About my company

PriceWaterhouseCoopers Legal is a leading Czech law firm with offices in Prague, Brno and Ostrava. Globally, we cover 87 countries and employ more than 2,500 lawyers. In the Czech Republic, we cover all services required of a top local law firm, with the professionalism and integrity required of an international organisation such as PwC. We also offer our services at a fair "local" price, with a significant discount from what you would expect from a global law firm focusing only on legal services. We speak multiple languages and are experienced with multinational projects and the sometimes complicated international legal issues related to such projects. ■

**Hee Seok Kim**  
CEO  
Le Mars Group



*"I really enjoy seeking out attractive opportunities to develop businesses with new Korean investors coming to the Czech Republic."*

#### What do you like most about living in the Czech Republic?

There are many potential Korean investors in Czech Republic. So, I really enjoy seeking out attractive opportunities to develop businesses with them. Also, I can enjoy the fresh air because the Beskydy Mountains are close to where I live.

very surprised by the taste of beer, especially Pizeňský Prazdroj. In Korea, I have never taste as delicious as this.

#### What is your favourite Czech food?

What I like is guláš with dumplings and beer. I have also tried other Czech foods, such as svičková, vepřo knedlo zelo, etc., but guláš is number one for me.

#### What would you recommend to visit in the Czech Republic?

When Korean friends ask me this question, I always tell them Old Town in Prague, as there are many historical architectural elements, like the Powder Tower, the Astronomical Clock and so on.

#### What was the most surprising for you?

When I arrived in the Czech Republic, I was

#### About my company

Since its establishment as a professional

corporation in 2006, Le Mars Group has been providing comprehensive industrial solutions for our clients worldwide. We have three main areas of business. The first one is construction. We are able to help our customers with everything then need from A to Z. We usually start with finding a proper location and continue with the design and permit processes. When these steps are completed, we arrange construction of the building with our partners. The second area of business is focused on complete LED solutions, which we provide through our professional team of specialists. We initially create a simulation and then manage the LED installation. The last point/area is provision of quality-control services. Le Mars Group began operating in the automotive industry at the end of 2013. We always try to do the best for our customers. ■

**Radwan Seddiqi**  
Executive Director  
Redtoo



*"I love the Czech Republic."*

#### What do you like most about living in the Czech Republic?

The Czech Republic is very versatile; it is great for skiing (my favourite is the highest mountain in the Krkonoše – Sněžka) and hiking as well as family trips to many cultural sights. Considering that it is quite tiny, there is really much to see and experience in the Czech Republic. It is interesting... just by writing this, I am reminded of how much I actually love this country. For instance, Šumava, with its beautiful woods and meadows and the River Berounka, watching it flow by while enjoying a family picnic on the banks.

#### What was the most surprising for you?

I was quite pleasantly surprised how laid back the people are. The next thing that probably surprises most visitors to the Czech Republic is the fact that beer is cheaper than soft drinks.

#### What is your favourite Czech food?

Pork with dumplings and sauerkraut ("Vepřo knedlo zelo").

#### What would you recommend to visit in the Czech Republic?

Every visitor to the Czech Republic should see the Astronomical Clock, Old Town Square and Charles Bridge and take a walk through the Golden Street at Prague Castle. Besides Prague, must-sees are definitely Karlštejn and the ossuary in Kutná Hora.

#### About my company

Starting in Switzerland more than 25 years ago, we have grown into one of the most successful global IT consulting and service companies with offices spanning several countries. We are both strategic advisors and full-service IT providers with comprehensive know-how under one roof. Our customers' core business benefits from our optimisation of their business processes and efficient implementation and operation of their technology investment. Our competence, reliability, precision, openness and loyalty form the very core of redtoo and have allowed us to expand very quickly in the Czech Republic, where we started with a small team at end of 2012. Today, our seventy highly qualified specialists provide expertise and services mainly in highly regulated and complex technology environments of large enterprises from our two offices in Prague and Brno. ■