

## Case Study

### CzechInvest - Aerospace Suppliers Database

CzechInvest, the Investment and Business Development Agency, is an agency of the Ministry of Industry and Trade. Established in 1992, the agency contributes to attracting foreign investment and developing domestic companies through its services and development programmes. CzechInvest also promotes the Czech Republic abroad and acts as an intermediary between the EU and small and medium-sized enterprises in implementing structural funds in the Czech Republic.

During the first half of 2006 Alpha Management was contracted by CzechInvest to compile a database of all automotive suppliers in the Czech Republic. The objective was for this database to be developed in a 'user friendly' form suitable for presentation on the CzechInvest website or for distributed by CD-ROM.

Alpha completed the following scope of work as part of the contract:

- Review of existing databases of aerospace suppliers
- Contacting all companies on the database first by mail, then by telephone, to confirm key company information.
- Information checked included contact information, company commercial information, scope of production, key products, key clients
- Company information was presented via a full-text searchable database and via an interactive map of the Czech Republic.
- Final output was published using Macromedia Flash software and is viewable via a standard internet browser

Alpha presented the beta version of the database to CzechInvest in April of 2006 and after further testing the completed version was delivered during May 2006. This database is currently in use as a major marketing tool for Czech aerospace suppliers and will be available to view online later in the year.

The database was launched during the Farnborough International Airshow in July 2006 and marks the start of a major CzechInvest initiative to attract foreign investment into the Czech aerospace industry.

Nature:

- 1. Design / Development
- 2. Production / Assembly
- 3. Testing / Measuring
- 4. Repairs

Module:

- Airframe
- Interior
- .....

Regions:

- Moravskoslezský
- .....
- .....

SEARCH

MAP VIEW

Companies identified 114

SHOW / HIDE TOWNS

SHOW / HIDE ROADS

the whole database is displayed

For company details click on the region



KEY:

- Firm - Design/Development
- Firm - Production/Assembly
- Firm - Testing/Measuring
- Firm - Repairs

PRINT