

Case Study

CzechInvest - Automotive 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 second half of 2005 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 automotive 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, supply tier
- 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 January of 2006 and after further testing the completed version was delivered during February 2006. This database is currently in use as a major marketing tool for Czech automotive suppliers and is available to view online at

www.automotive.czechinvest.org

Since completion of the database the Czech Republic has succeeded in attracting the major new investment of Hyundai Motor Corporation which plans to develop a state of the art automotive assembly plant at Nošovice in the Moravia-Silesia Region. Over the next 3 years the company will invest 800 million – 1 billion Euro and reach production of 300,000 cars a year.

