International Project "The Bridge of Friendship and Partnership"

South Bohemia – South Ural

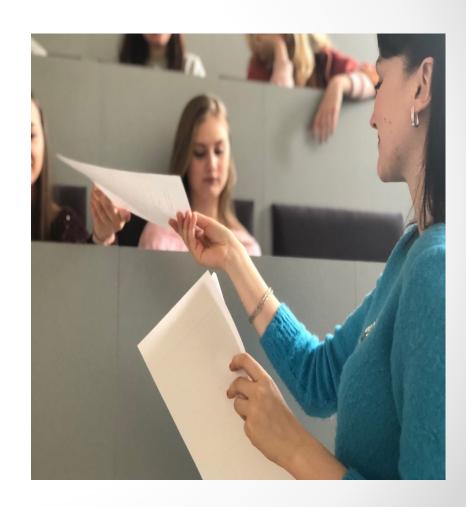
Ceske Budejovice - Chelyabinsk

Beginning: Year 2016.

Where to begin?

Education. But Why?

- Education is the fundamental part of the life.
- Education is a "must" part of family's financial expenditure
- Students are good marketing resource
- Russian students learning Czech Language in Russia need to have a practice native Czech speakers



Why education in South Bohemia?

- University of South Bohemia is one of the bests in Czech Republic
- Schools and
 Gymnasiums with a
 high-quality secondary
 education.
- South Bohemia is financially attractive region in terms of living costs.



Introduction of the Program in Chelyabinsk in 2015

- Presentations at secondary schools
- Opening the Centre of Czech culture and tourism
- Czech language lessons for Russian students with the native Czech language teacher



 Meetings for Russian students with Czech Hockey players from KHL (Traktor hockey team, Chelyabinsk).

 Advertising and marketing through TV and sources of mass media.

• Etc...



Year 2016. Ceskę Budejovice

- First delegation visiting South Bohemia University to participate in "Students' week"
- First students for Year-run Czech Language courses



Year 2017-2018.

Ceske Budejovice

- Second delegation to South Bohemia University (number of participants increased by 120 %)
- Students for Year-run Czech Language courses (number of participants increased by 100%)
- Parents' visits (number of participants increased by 300%)



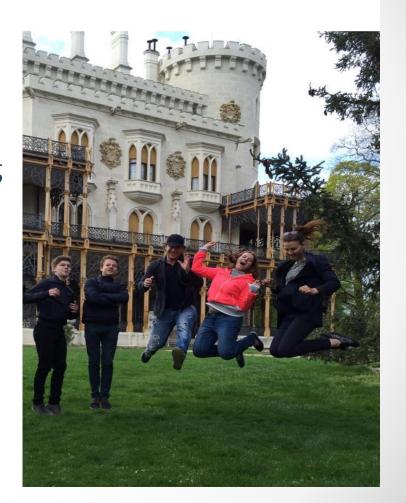
South Bohemia Tourism Now

- Mini groups of 4-8 for travel, gastro and SPA-programs
- Individual visits of parents, relatives of students.
- Excursions around South Bohemia are always included in the program of the visits of university delegates.



Tourism Plans

- September November 2018
- 1) FAM Trip for the heads of main Touroperator in Russia (together with South Bohemia Czech Tourism)
- 2) FAM Trip for managers and booking specialists of main travel companies in Russia.
- Introducing programs for Russian group travellers + Russian speaking travellers from EU.
- Introducing programs for English speaking travellers.



Art and Culture

 Musical and theatre ensembles from Chelyabinsk and other parts of Russia participating in contests and festivals in South Bohemia.



Sport Today and Tomorrow

- August 2018 first trial fitness tour with a fitness coach.
- Training camps for women hockey teams from Russia

(regularly from July 2019)



Thank you for Your Attention