CZECHINVEST
Drive for success

Invest in the Czech Republic: Facts and stories for Taiwanese investors

www.czechinvest.gov.cz

European expansion today is no longer a question of where.
It is a question of where it will actually work.

Most companies start the same way.
They analyse markets, compare costs, evaluate logistics.
And then reality sets in.

Some locations look good on paper
but don’t hold up in operation.
Others are too expensive, too complex or too slow.

Companies today are not looking for the theoretically best country.
They are looking for a place where things work in practice.
Not only in the first year. But over time.

There are places where things simply take off
and stay that way.

And the Czech Republic simply works.

Why Europe

The world and Europe are changing structurally.
Production is moving closer to customers.
Supply chains are shortening.

Europe is no longer just an export market.
It is becoming a place where companies
need to be physically present.

Investor decision-making has shifted.
Companies no longer focus only on costs, location or talent.
They focus on resilience, adaptability and long-term positioning.
They demand stability, security and predictability.

Western Europe offers market access
at a price that often does not make sense.

Other parts of the region offer lower costs but do not
always provide the necessary stability or quality.

The real challenge today is not how to enter Europe.
The real challenge is finding a place where it works.

Why the Czech Republic

If the question is where to start in Europe,
the Czech Republic may not be the first answer.
But very often, it is the final one.

After comparisons.
After site visits.
After real-world testing.

Investment essentials

A solid foundation

- Population 10.9 million
- Workforce 5.5 million

Built on industry

- One of the most industrialised economies in the EU
- Innovation leader in the region
- Strong industrial and technology base
- Diversified economy across sectors
- Exports account for 70–80% of GDP

Connected to Europe

- Access to 450 million EU customers
- Part of the EU, OECD and NATO

Designed for investment

- Low-risk environment: AA– (S&P) | Aa3 (Moody's)
- Competitive and predictable tax system: (21% CIT, 15% PIT, 21/12/0% VAT)

But more important than the individual figures is what they deliver together…

Location that works in practice

The Czech Republic is not just in the middle of Europe.
It sits within reach of key customers.

From a single location, companies can efficiently serve Germany, France, Italy, the Netherlands and other major European markets without the cost base of Western Europe and without fragmenting operations.

That is why it is not just a manufacturing location.
It is a true base of operations.

For the majority of investors, the country serves as an entry point to the broader European market not in theory, but in day-to-day operations.

Costs that make sense

The Czech Republic does not base its attractiveness on being the lowest-cost option.

And that is precisely its strength.

It offers a combination that works in practice:
cost, quality and performance a balanced combination.

Efficient enough for manufacturing.
Advanced enough for technology.
Highly advanced for long-term operations.

This is not a compromise.
It is a functional model.

Talent that can be developed

Across Europe, the challenge is the same: people. The difference is not where you find them, but how you work with them.

The Czech Republic offers a strong technological foundation, universities, research centres and engineering talent.

The same principle applies here as elsewhere: companies that succeed do not wait for ready-made talent. They build their own teams and capabilities, and this approach has proven to work here over the long term.

Stability as an investment factor

Today, investors do not see stability as a bonus.
They see it as a baseline requirement.

The Czech Republic offers a predictable business environment and political stability, a high level of safety and security, and openness to foreign investment
These are not givens in other countries.

And without them, it is impossible to build a business over the long term.

Ecosystem that grows with investors

The role of foreign companies in the Czech economy is not marginal. It is fundamental.

Foreign investors account for a significant share of industry, exports and R&D in the Czech Republic. They are responsible for roughly two-thirds of the country’s exports.

In R&D and innovation alone, they account for nearly half of total investment.

This leads to a simple conclusion: companies don’t just come to our country, but they stay, they grow, and they help shape the environment.

Relationship with momentum

Economic cooperation between the Czech Republic and Taiwan has been built over time.

And in recent years, it has accelerated.
Investment is growing.

Technology partnerships are deepening.

Connectivity between the two markets is improving, including direct air links.

This creates something that matters most to investors:
trust and continuity.

Growing Taiwanese investment presence

Taiwanese companies have established a strong and steadily growing presence in the Czech Republic over the past two decades. The Czech Republic has become one of the key destinations for Taiwanese investment in Central Europe thanks to its strategic location, skilled workforce, industrial tradition, and strong integration into European supply chains.

Taiwanese investors are particularly active in electronics, advanced manufacturing, ICT, and technology-intensive industries. Long-term investors such as Foxconn, Wistron, Inventec, Pegatron, and Asus have significantly contributed to regional economic development, job creation, and the expansion of high-value-added manufacturing activities.

In recent years, the Czech Republic has also seen a growing number of Taiwanese expansion projects in R&D, innovation, and emerging technologies, reflecting the increasing strategic importance of Czech–Taiwanese economic cooperation.

Key Figures

Number of investors:	**20**	**Total investment value:**	**CZK 21.6B**
Number of investment projects:	**40**		**EUR 766.9M**
Number of planned jobs:	**24.7K**		**NTD 28.7B**

Major Taiwanese investors in the Czech Republic

Voices of Taiwanese investors

“Why we chose the Czech Republic”

C-TECH

Established in the Czech Republic:	2025
Location:	Prague
Sector:	Hardware, ICT
Main focus:	Battery manufacturing, hardware manufacturing

C-TECH UNITED Co., Ltd. was established in June 1996 and listed on the OTC market in August 2009, with the stock code 3625. As a renowned Taiwanese designer and manufacturer of lithium-ion and lithium polymer battery modules, C-TECH's major clients include international giants such as LG, HP, Dell, Acer, Schneider and SRAM. The company's product range encompasses battery modules for e-mobility, backup systems (BPS), electric vehicles, 3C/IT devices and energy storage systems. Since its inception, C-TECH has dedicated significant R&D resources to developing new technologies and providing customers with high-quality products and comprehensive battery module solutions.

Get more information: www.c-techone.com/en


"The Czech Republic is not just a place for investment. It is a place where you can build both a business and a life."
— Van Fan, General Manager of C-TECH Czech s.r.o.
C-TECH

C-TECH

A place to stay, not just to operate

For C-TECH, the Czech Republic is not described only in strategic or operational terms, but also in personal terms. “The Czech Republic is my second country. It is my second home,” says Van Fan.

That is more than a figure of speech. For the company’s leadership, life in Czechia became part of the investment story itself. Families moved, children grew up here, attended local schools and formed lasting ties to the country. Over time, the Czech Republic ceased to be just a place to run a business. It became a place where roots could be put down.

That experience shapes how C-TECH talks about investment. The company still sees a strong business case.

“If you compare logistics, labour cost and taxation the Czech Republic is the choice. It is my choice,” Van Fan says.

From C-TECH’s perspective, the Czech Republic offers one of the better balances available to Taiwanese investors entering Europe: good logistics, manageable costs, reasonable taxation and a stable base of operations inside the EU.

However, the company gives equal weight to the environment around the business. Compared with other global locations, the Czech Republic stands out due to its safety, predictability and quality of life.

“Even at night, I can walk outside and I am not worried,” says Fan.

That matters for companies moving managers, teams and families across continents. A country that feels secure and livable is easier to build a business in over the long term.

C-TECH also values the people it has found here, especially in engineering and technical roles.

“The engineering capability is very fresh and very valuable,” says Van Fan.

At the same time, the company is unusually direct about the cultural side of operating in the Czech Republic. In its view, the real adjustment often has to happen on the side of the investor.

“I need to change my mindset first,” Van Fan says.
That line captures a broader lesson. Czech teams are more likely to question, discuss and expect dialogue. Work-life balance is understood differently than in many Asian environments. For C-TECH, that difference is no longer seen as a weakness. It is part of what makes the European environment work.

“In Europe, there is more humanity,” Fan says.

The conclusion the company draws is clear:

“You have to localize,” he added.

That means trusting local managers, adapting expectations and building a business that fits the local environment rather than trying to copy one from elsewhere.

C-TECH also describes the Czech market as transparent and healthy — a place where rules are understandable and margins come from proper, lawful business rather than shortcuts.

Local partnerships are part of that model as well.
The company points to cooperation with Czech-certified entities and technical partners as an important bridge between its own expertise and the requirements of the local market.

For C-TECH, then, the Czech Republic is not only a place to expand. It is a place where business becomes durable because life, trust and partnership make it possible to stay.

CTi

Established in the Czech Republic:	2024
Location:	Klecany
Sector:	Hardware manufacturing
Main focus:	Manufacturing of high-speed data interconnects

Originally founded as a steel wire company in the 1960s, CTi has transformed into an industry-leading manufacturer of high-performance, high-reliability cable and interconnect solutions. Today, the company's cables are found in airports, data centers, broadcasting rooms, operating theatres and commercial and residential construction projects all around the world while meeting or exceeding the relevant international standards in transmission signal integrity, structural integrity, flame rating and hazardous substance control.

Get more information: www.cticable.com.tw

CTi wire & cable

“We were not simply entering the Czech Republic, we were entering Europe through a location that made our business model both viable and scalable.”

***— Sunny Lin,
CTi Group Vice President***

CTi
Entering Europe in practical terms

For CTi, the Czech Republic was never primarily about the Czech market itself. It was about access to European customers, from a location that would remain feasible.

“We were not simply entering the Czech Republic. We were entering Europe,” Sunny Lin explains.

That distinction shaped the company’s entire decision. Western Europe was too expensive for this type of operation, so the company focused on Central and Eastern Europe. The Czech Republic was not the automatic first choice. However, it became the preferred choice after comparisons, site visits and direct discussions with local institutions.

What convinced CTi was not only information in spreadsheets, but also the reality on the ground.

“We saw that it works not only in theory, but in practice,” Lin says.

Logistics were tested directly. Representatives of the company drove across highways in the Czech Republic and neighboring countries to understand how the infrastructure actually functioned: whether roads were reliable, whether delays were manageable, and how well the country connected westward. In that test, theCzech Republic performed well.

From CTi’s point of view, the Czech Republic offers a useful combination: proximity to Western clients and a sustainable base of operations in Central Europe. That makes it possible not only to serve current customers more effectively, but to expand further across the region over time.

Institutional support also mattered. CzechInvest helped the company understand the investment environment, visit potential sites and connect with the Association for Foreign Investment (AFI), through which CTi was able to engage accountants, lawyers, HR providers and other local professionals. That kind of support made the entry process clearer and more manageable. Cost, in other words, was an important factor, but it was not sufficient on its own. A country also had to be navigable.

CTi also highlights something less measurable but still important: the broader attitude toward Taiwan.

"We want to operate in a country where we share the same values and respect each other instead of being merely tolerated,” Sunny Lin says.

In the company’s experience, the Czech Republic offers that. It sees the local environment as open, cooperative and positive toward Taiwan, which contributes to confidence in its long-term investment.

The same applies to daily life. Safety, quality of life and easy adaptation for Taiwanese staff and families matter in practice, especially when companies are trying to build a stable and sustainable presence within Europe.

CTi also points to the commercial effect of being present in the EU itself.

“Being physically present in Europe changes how customers see you,” says Lin.

That shift is important. A supplier based overseas can be perceived differently from a company operating inside Europe. Physical presence signals commitment, stability and long-term intent.

The company is also realistic about challenges. It mentions visa issues, some unexpected costs, practical communication difficulties and differences in work culture. None of that is dismissed. But none of it is presented as a reason not to invest.

For CTi, success in the Czech Republic depends on understanding the local environment and adapting management practices accordingly. On that basis, the country offers not just a place to invest, but also a credible way to build a European business.

FOXCONN

Established in the Czech Republic:	2000
Location:	Kutná Hora, Pardubice
Sector:	ICT, hardware
Main focus:	Electronics manufacturing

Foxconn was founded in Taiwan in 1974 and has since grown into the world's leading electronics manufacturing services provider. Today, the company operate across 24 countries with around 900,000 employees during peak season, delivering advanced technology solutions at global scale. Intelligent manufacturing, and now AI era manufacturing, is technology intensive and requires innovation. Foxconn holds almost 55,000 patents and manages a vertically integrated production model, from design to final assembly.

Get more information: www.foxconn.com

FOXCONN
HON HAI TECHNOLOGY GROUP

"Foxconn's European footprint began in the Czech Republic and over time, it has grown into one of the key pillars of our operations in Europe."

***— Nicky Monaghan,
Vice President,
Executive Director of EBG***

FOXCONN
Where the European footprint began

When Foxconn began evaluating Europe around 2000, the Czech Republic did not emerge as a backup option. It was the preferred choice from the beginning.

“The combination of location, talent and a stable business environment made it a clear decision from the start,” says Nicky Monaghan.

What mattered was not only geography, though this aspect mattered a great deal. A central location meant access to key European markets, efficient logistics and the ability to support customers through just-in-time supply chains from a practical base.

“Foxconn’s European footprint began in the Czech Republic,” Monaghan notes.

The company also found something else: an industrial environment that it could build on immediately. The Pardubice region brought technical education, manufacturing experience and a long electronics tradition. Foxconn was not arriving in an industrial vacuum.

“The attractiveness of Pardubice is the same today as it was then,” Monaghan says.

That foundation was reinforced by institutional support. CzechInvest and local authorities helped the company identify the right site and navigate the early investment process. A decisive advantage was the former Tesla Pardubice facility, which provided an existing industrial base that could be modernized and expanded.

That changed the economics and speed of the investment. Foxconn did not need to build everything from the ground up.

Over time, what began as one operation expanded into a major European hub. The company later added a second major site in Kutná Hora, and today it employs nearly 5,000 people in the Czech Republic. The country has become a significant part of Foxconn’s broader network.

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"The progress over the past 25 years has been remarkable," says Nicky Monaghan.

Still, the company is clear about what made the difference.

"Without question, it's the people," Monaghan adds.

Foxconn points to technical capability, direct communication and a work culture in which people are willing to speak up and improve processes. In its view, the Czech operation contributes not only production capacity, but also ideas, initiative and organizational value.

The company also emphasizes continuity beyond the factory gate. Support for international employees, cooperation with schools and broader community engagement have helped it build something more durable than a workforce.

"We didn't just build a team. We have built a real community," says Nicky Monaghan.

That matters in a long-term investment. The Czech Republic is described not only as a good place to operate, but also as a safe and stable country where employees and families can imagine staying.

For Foxconn, that combination — industrial depth, institutional support, capable people and long-term livability — is what turned an initial investment into a lasting European base.

FREE Bionics

Established in the Czech Republic:	2025
Location:	Brno
Sector:	Biotech
Main focus:	AI-driven exoskeletons

FREE Bionics' journey began with its first team of scientists at ITRI Taiwan (Industrial Technology Research Institute, the leading national institute developing robotic technology). After overcoming obstacles and challenges, and winning the 2016 R&D 100 award, the team spun off from ITRI in 2017. FREE Bionics is the first independent company in Taiwan developing powered exoskeletons, exo-suits and bionic technology products.

By supporting or enhancing human strength and mobility in medical and industrial fields, the company aims to increase the global working population and human potential. It provides various exoskeleton products and solutions to make people's lives easier and better.

Get more information: www.freebionics.com.tw

FREE Bionics
EXPERT OF EXOSKELETON

“The Czech Republic was our first real step into Europe and the moment we knew our expansion could actually work.”

— Summer Chen,
EU Business Representative of FREE Bionics Czech s.r.o.

FREE Bionics

How to enter Europe: A scalable and proven market entry model

For FREE Bionics, entering the European market was fundamentally about more than just geographic expansion. It was about pinpointing a location that would enable efficient execution, robust risk management and early validation of growth potential.

The Czech Republic became the company's crucial entry point.

Rather than immediately venturing into the larger Western European markets with higher costs and longer timelines, FREE Bionics strategically selected the Czech Republic as its proving ground, a place to validate whether its business model could operate successfully within the European healthcare ecosystem.

"The Czech Republic was the first market where we could clearly validate both operational feasibility and commercial potential," says Summer Chen.

This crucial validation was secured through direct engagement: local site visits, partner discussions and hands-on market interaction. As visibility improved, uncertainty decreased empowering the company to transition from exploration to execution with unwavering confidence.

A key advantage was the immediate accessibility of the operating environment. Compared to Western Europe, the Czech Republic offers a more accessible and responsive business landscape, facilitating rapid partner onboarding and a streamlined initial setup.

"Collaboration here develops swiftly. Our partners are open, responsive and committed to finding practical solutions," Chen elaborates.

This directly minimises market entry friction, a critical factor for any company focused on efficient international expansion.

The speed of execution was another decisive element.

"The overall setup process was significantly faster than in other European markets, where similar timelines could extend beyond a year," Chen notes.

For investors, this translates directly into improved time-to-market, enhanced capital efficiency and accelerated early revenue generation — all essential drivers of investment performance.

From a strategic perspective, the Czech Republic functions as an unparalleled Central European hub. Its prime geographical location grants efficient access to surrounding markets, enabling companies to scale regionally without the burden of duplicated infrastructure.

“We are effectively positioned at the center of Europe, which allows us to expand outward in a structured and cost-efficient way,” says Summer Chen.

Cost structure further strengthens the investment case. Compared to major Western European economies, the Czech Republic offers:

- Lower initial setup costs.
- Consistently manageable operating expenses.
- Significantly reduced financial pressures during early expansion phases.

This cultivates a controlled environment perfectly suited for testing, iterative improvement and robust scaling.

“In Western Europe, both operating costs and tax burdens can dramatically increase the entry barrier,” Chen adds.

For companies operating in the rehabilitation and medical technology sectors, regulatory accessibility is equally critical. The Czech environment provides a more navigable regulatory pathway, while reimbursement frameworks support earlier and more practical engagement with healthcare providers.

Equally significant is the inherent cultural and operational alignment. Czech and Taiwanese teams share a pragmatic, execution-oriented mindset, which effectively minimizes communication barriers and accelerates project implementation.

Once market entry was firmly established, FREE Bionics’ strategic focus shifted decisively from assessing feasibility to driving scalability. The Czech Republic proved not only the viability of the company’s model viability, but also its inherent replicability. For FREE Bionics, the Czech Republic has transcended its role as a mere entry point. It now stands as a validated European expansion model. One that combines speed, cost-efficiency and scalability, while minimizing initial market risk.

INVENTEC

Established in the Czech Republic:	2004
Location:	Blučina (Brno)
Sector:	Electronics manufacturing
Main focus:	Electronics and server solutions

At Inventec, possibilities take shape. Since 1975, Inventec has offered scalable manufacturing capabilities to help technology brands and innovators scale new concepts worldwide. Inventec is an innovative engineering partner, working closely with ecosystem players to design and produce cutting-edge solutions that transform ideas into global impact. Through its expertise and worldwide manufacturing presence, Inventec reliably helps customers capture market opportunities and make any vision sustainable and durable, regardless of scale or ambition.

Get more information: www.inventec.com

Inventec

"What initially looked like a cost decision has, in hindsight, turned out to be a strategic one. The Czech Republic is no longer just another manufacturing site. It has become a core part of our European operations, one we've relied on for over two decades."

— John Busby,
Director and Legal Representative

INVENTEC
Built for the long term

Inventec did not come to the Czech Republic with a grand European narrative. It came with a calculation. The company compared the UK, Poland, Hungary and the Czech Republic, looking at labour costs, real estate and long-term viability.

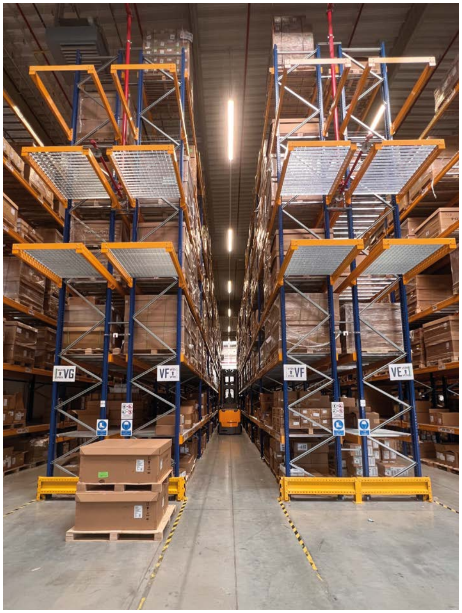
“We made the call based on data, nothing else. And the Czech Republic came out on top,” says John Busby.

At first, it was a cost decision. Over time, it became something much more important: one of the company’s core European bases. Not because that outcome was guaranteed, but because the location kept proving itself.

One of the company’s customers transferred part of its production from Germany to the Czech Republic. There was skepticism from the market. Some expected quality to suffer.

“People said quality would drop,” John Busby recalls.

It did not. According to the company, customer feedback moved in the opposite direction: quality improved. That matters, because it changed the role of the Czech operation. It was no longer simply a lower-cost site. It had demonstrated that cost competitiveness and production quality could coexist.



Today, the Czech operation serves more than 60 countries. Location is part of the story, but not the whole story. What matters is that the operation has remained functional and adaptable over time. Teams stayed. Capabilities developed. The site continued to absorb change as the business evolved.

That continuity was never meant to be short-term.

“The Blučina site was never a factory for 2024 or 2025, this is a factory for 2029, 2030,” says John Busby.

The Czech Republic is not without its complications. Permitting can be inconsistent, and specialized skills are not always readily available. Inventec is direct about that. In some technical areas, the company has had to invest in capability building rather than rely on an already mature labor pool.

“You have to grow your own people,” Busby says.

That is not presented as a weakness of the country so much as a condition of long-term industrial development. For a company willing to invest in talent, the Czech Republic has offered a workable base, stable teams and room to plan beyond the immediate cycle.

After more than twenty years, the conclusion is no longer theoretical. Inventec stayed. It invested. It expanded.
What began as a cost comparison became a long-term manufacturing decision — and then a strategic one.

JMEM TECHNOLOGY

Established in the Czech Republic:	2025
Location:	Prague
Sector:	Hardware / Semiconductor
Main focus:	ICT / Cybersecurity

Jmem Tek operates within the upstream semiconductor industry and specialises in hardware-based solutions for quantum-resilient cybersecurity. The company develops hardware security IP and IC design solutions, combining proprietary Physical Unclonable Function (PUF) technology with post-quantum cryptography (PQC) to enable next-generation hardware security. Its solutions are designed to protect critical systems against evolving cyber threats and ensure robust data protection in the quantum era, with applications across UAV, defense, fintech and IoT systems.

Get more information: www.jmemtek.com

JMEM TEK

"The Czech Republic is not just a place to expand. It is a place to build partnerships, develop technology, and connect Asia with Europe."

— John Chang, Founder & CEO of Jmem Technology

JMEM TECHNOLOGY

Building a European base for the next generation of security

Jmem Technology starts from a different premise than most manufacturers. Its business is built around a problem that is only becoming more urgent: how to secure hardware in the post-quantum era.

“Post-quantum security must move beyond theory and become deployable in real devices,” John Chang says.

That mission shapes how the company thinks about Europe. For Jmem, Europe is not simply a sales market. It is a region where advanced industry, research institutions, semiconductor capability and concern for digital resilience come together in a way that matters to the business.

“Europe is not just a sales destination for us,” says Chang.

Within that strategy, the Czech Republic emerged as a strong fit. The company points to the country’s engineering talent, growing technology ecosystem, solid industrial base and Central European location. Just as importantly, it saw a country open to international technology investment and willing to engage seriously during the evaluation process.

“It offered a strong balance of capability, opportunity and long-term strategic fit,” says Chang.

Jmem has already established its Czech office and plans to mark the opening formally in 2026. The office is intended to do more than represent the company administratively. It is expected to support technology development, local ecosystem engagement and future collaboration with customers, institutions and regional partners.

“It will become one of the key bridges connecting our Asian roots with our European growth strategy,” John Chang adds.

That role is central to the company’s view of expansion. In Jmem’s case, success is not defined only by market entry. It is defined by whether the company becomes part of a broader innovation environment.

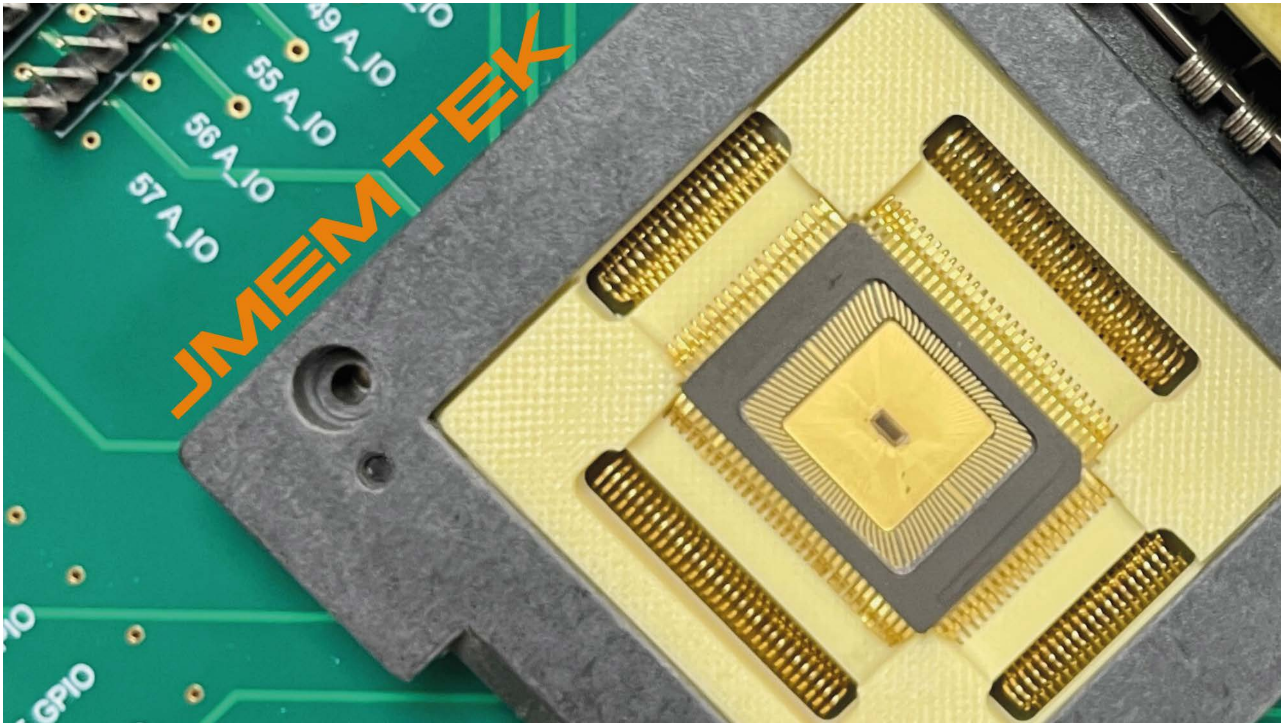
“Successful expansion is not only about entering a market. It is about becoming part of an ecosystem,” says Chang.

This is why collaboration with Czech universities matters. The company sees potential for joint work in semiconductors, embedded systems, cryptography and cybersecurity, as well as for talent development and knowledge exchange. In sectors like these, the line between research and commercial application is thin. That makes the quality of local partnerships especially important.

Jmem also sees broader significance in what the Czech Republic represents for Taiwanese investors. In its view, Czechia is becoming more visible as a stable and credible destination for technology investment — not only because of its location and industrial tradition, but because of the quality of relationships companies are able to build there.

Chang also points to a less technical factor: the combination of professional seriousness and quality of life. For international teams, that balance can influence where they are willing to work and grow over the long term.

For Jmem, the Czech Republic is therefore not just an expansion point. It is a place where technology, talent and partnership can be brought together in a way that supports long-term European growth.



WISTRON

Established in the Czech Republic:	2007
Location:	Brno
Sector:	ICT, hardware
Main focus:	Server manufacturing

Wistron Corporation is a global leading technology service provider, supplying innovative ICT products, service solutions and systems to top brands in the ICT industry worldwide. In recent years, with robust R&D and technological innovation capabilities, Wistron has undergone a growth boost that is driven by diversified product development. Wistron's comprehensive technology services encompass R&D, design, manufacturing, and after sales support. Its product and service lines include PCs, AI servers, networking, IPCs, automotive, and after sales services. With over 60,000 employees across R&D, manufacturing, and after-sales service facilities in North America, Europe, and Asia, Wistron reported consolidated revenue of USD 69.5 billion in 2025.

Get more information: www.wistron.com wistron

“What brought us to the Czech Republic first was location, logistics and talent. What keeps us here today is something broader: leadership, long-term value and the ability to grow with the local team.”

— Eric Lin, General Manager of Wistron CZ

WISTRON
Building in Europe, growing with Brno

Wistron's relationship with the Czech Republic did not begin with a temporary assignment. It developed with the business itself.

The company selected the Czech Republic during its European site selection process in 2006, when it evaluated several countries in Central Europe, including Poland, Slovakia and Hungary. Within the Czech Republic, several locations were considered before Brno was chosen.

The original logic was clear: central location, strong logistics, proximity to customers, access to university talent and competitive labor costs.

But over time, that logic changed.

What began as a manufacturing decision became a longer-term operating model built around people, leadership and local development.

Wistron's Czech story is closely tied to that evolution. Eric Lin joined the headquarters in Taiwan in 2002, moved into the European manufacturing setup in 2007, and has remained part of the Czech operation ever since. First in engineering and product management, later as plant manager, and since 2013 as general manager.

That continuity matters, because it reflects the way Wistron sees the Czech Republic: not as a short-term project, but as a place where a European business can mature.

Brno played a central role in that decision. The city offered more than an industrial site. It offered universities, technical talent and a quality of life that made long-term development more realistic.

That part of the investment thesis has held up.

According to Wistron, the Czech labor market is tighter than it was before and competition for talent has increased. But the company still sees strong availability of engineers from universities and has placed growing emphasis on retention, employee care and leadership development.

The result is visible inside the company itself.

Many people who joined as new graduates are now among its key leaders.

That is one of the most persuasive parts of the Wistron story. The company did not simply hire in the Czech Republic. It grew with Czech teams.

The Czech environment also required adaptation. Wistron does not describe the balance between Taiwanese management culture and Czech working norms as perfect, but as workable. Its approach has been to set clear objectives and accountability while respecting local expectations, open communication and employee engagement.

That balance is central to the company's long-term view of Europe.

Wistron also points to strong support from CzechInvest, the AFI, the Economic Division of the Taiwan Representative Office in Prague, and business partners in Brno. At the same time, it is realistic about the challenges that remain. The labor market is competitive, zoned industrial land is limited, access to higher electricity capacity can take time, and permitting procedures remain slow for strategic-scale investment.

Even so, the Czech Republic remains, in Wistron's view, a strong gateway to Europe.

Not only because of location, but because of the combination of skilled people, a stable business environment and safe living conditions.

There is also a personal side to that judgment. Wistron's leader speaks about Brno not only as a place of work, but as a place of life. His son was born there. He describes both Taipei and Brno as home.

That dual sense of belonging captures something important about the company's presence in the Czech Republic. It is not just about operating in Europe. It is about building something that can last there.

For Wistron, the lesson is straightforward: long-term success in Europe depends not only on cost, but on talent, trust, adaptation and the willingness to grow together with the local environment.

A place for business, a place for life

Investments are not just about numbers. In the end, it depends on whether people are willing to relocate and whether they stay.

The Czech Republic works in this regard. It consistently ranks among the safest countries in the world, which is reflected in everyday life, in how cities function, how people move, and in the absence of concerns that are common elsewhere. For companies, this means a stable environment for employees and their families.

Connectivity also matters. From the Czech Republic, companies can efficiently manage activities across Europe, while links with Asia continue to improve, including direct flights between Prague and Taipei.

At the same time, the Czech Republic is not a closed country. More than one million foreigners live here, and Prague is naturally cosmopolitan without being overwhelming or impersonal. According to Taiwanese expats, adaptation is not difficult, but practical and manageable.

Some of the first major foreign investments in the Czech Republic came from Asia. They laid the foundation for the long-term presence of Asian investors, now supported by an established and active Asian business community.

Daily life is distinctly European, but without unnecessary barriers. Compared to Western Europe, the Czech Republic offers a balanced relationship between cost and quality of life, with a strong alignment between cost and value.

The Czech Republic offers strong technical education alongside international schools, making it possible to relocate entire teams, including families.

Yes, Czech work culture differs from that of Asia. It is more open and places greater emphasis on work-life balance. In practice, this leads to more stable teams and more sustainable long-term operations.

About CzechInvest

Entering a new market quickly, clearly, and without unnecessary complexity. This is where CzechInvest comes in.

For many companies, the biggest challenge is not the decision to invest itself. It is understanding how to make it happen: where to go, who to speak to, and how to move forward efficiently without losing valuable time.

CzechInvest, the Czech Republic's business and investment development agency, serves as a one-stop partner throughout the entire investment process. From the initial evaluation phase to the launch of operations, CzechInvest helps investors connect with the right partners, navigate the local business environment, and move projects forward efficiently.

We understand both the local market environment and the expectations of international companies, allowing us to significantly simplify the entire investment journey.

CzechInvest is an agency of the Ministry of Industry and Trade of the Czech Republic. Established in 1992, CzechInvest supports foreign direct investment and the development of Czech companies through a broad portfolio of services and business and investment development programmes.

CzechInvest's project statistics (1993–2025)

Approved projects
2.265

Expected total investment amount
CZK 1.3T / EUR 45.9B / NTD 1.7T

Number of new jobs
341.200

Our mission:

To support foreign direct investment.

To develop local companies including SMEs and startups.

To implement business-development programmes.

To help improve the business environment.

End-to-End investor support services:

- Business analysis and regulatory navigation
- Talent attraction and visa assistance support
- Advisory on financial support schemes including investment incentives
- Site selection for greenfield and brownfield investments, manufacturing facilities, and office locations
- Bespoke investment and business visits to the Czech Republic
- Identification and sourcing of trusted supply chain partners
- Facilitation of engagement with government bodies, regional authorities, and key stakeholders
- Coordination of meetings with leading consulting and advisory firms

CzechInvest in Taiwan

The CzechInvest foreign office operates in Taiwan within the Czech Economic and Cultural Office (CEKO) in Taipei. It has been serving as a bridge between the Czech and Taiwanese technology sectors since 2024. Its activities focus on supporting foreign direct investment, R&D collaboration, and the startup ecosystem. The CzechInvest Taiwan office connects companies, research institutions, startup incubators, and venture capital firms with the aim of fostering investment and strengthening business and technological ties.

Taiwan in the Czech Republic: Stories of a growing partnership

The presence of Taiwanese companies in the Czech Republic tells a story of two economies that have found in each other a natural partner. Across sectors as diverse as aviation, semiconductors and logistics, Taiwanese businesses are putting down roots in Central Europe and building connections that go well beyond trade. STARLUX Airlines is set to launch its inaugural flight between Taipei and Prague this summer, with service planned to increase to four flights per week from October. The new route is a clear sign of growing demand and deepening ties between the two countries. In the semiconductor space, a specialist equipment cleaning company brings world-class expertise to a region hungry for exactly this kind of specialised know-how. I-TRANS, operating at the intersection of semiconductors, specialty chemicals and logistics, helps keep the supply chains of a high-tech economy moving. And at the institutional level, the Taiwan Trade Center Prague, operated by TAITRA, works closely with CzechInvest to attract investment, connect businesses and ensure that the partnership between the two countries continues to grow. Together, these stories reflect something larger: a relationship built on complementary strengths, mutual trust and a shared belief that the best partnerships are those built for the long term.

— Peter Fan
Director, TAITRA Prague

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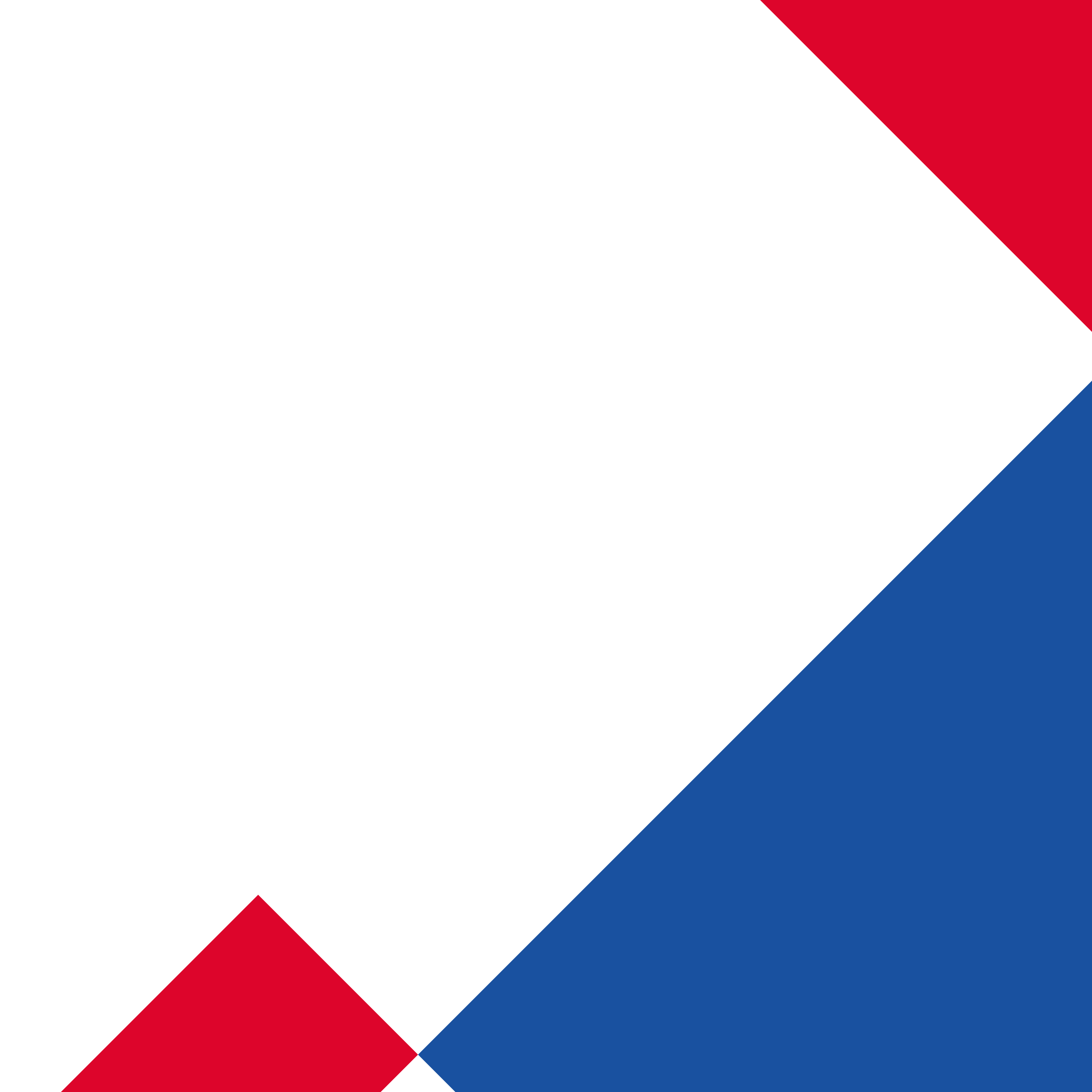

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