

International Project “The Bridge of Friendship and Partnership”

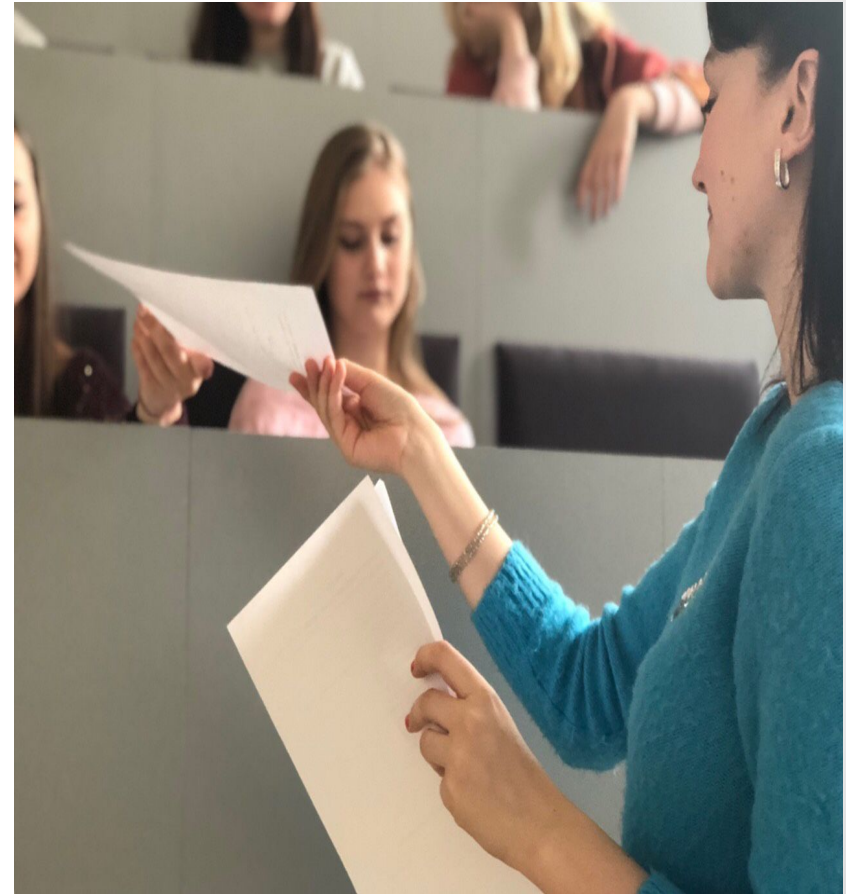
South Bohemia – South Ural
Ceske Budejovice - Chelyabinsk

Beginning: Year 2016.

Where to begin?

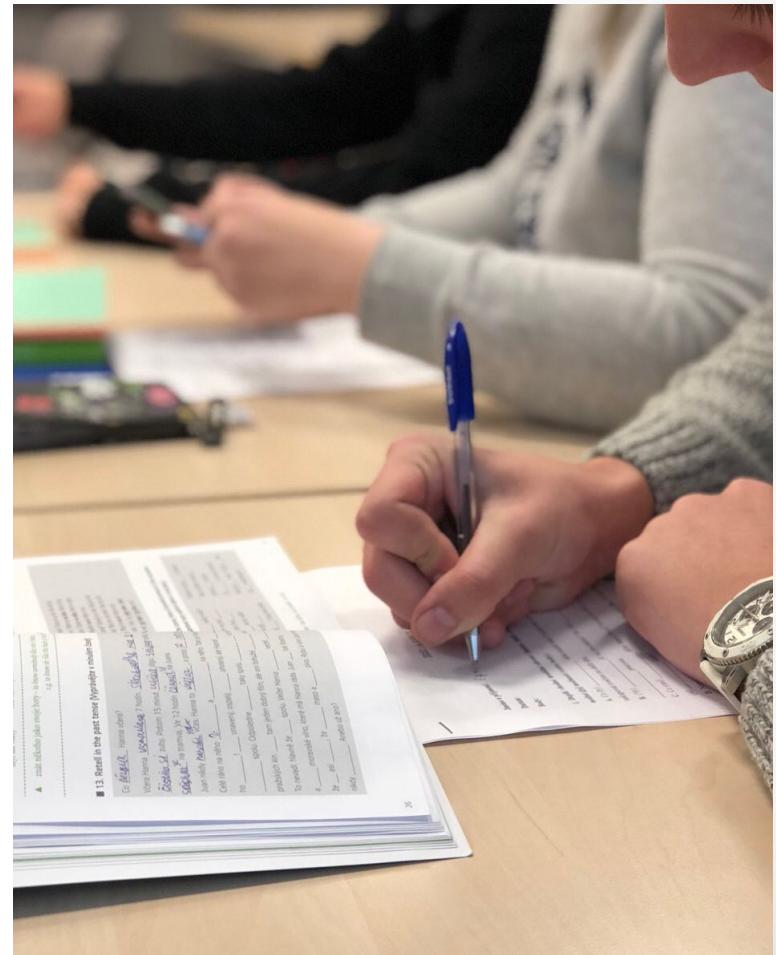
Education. But Why?

- 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. Ceské 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