

# International Project “The Bridge of Friendship and Partnership”

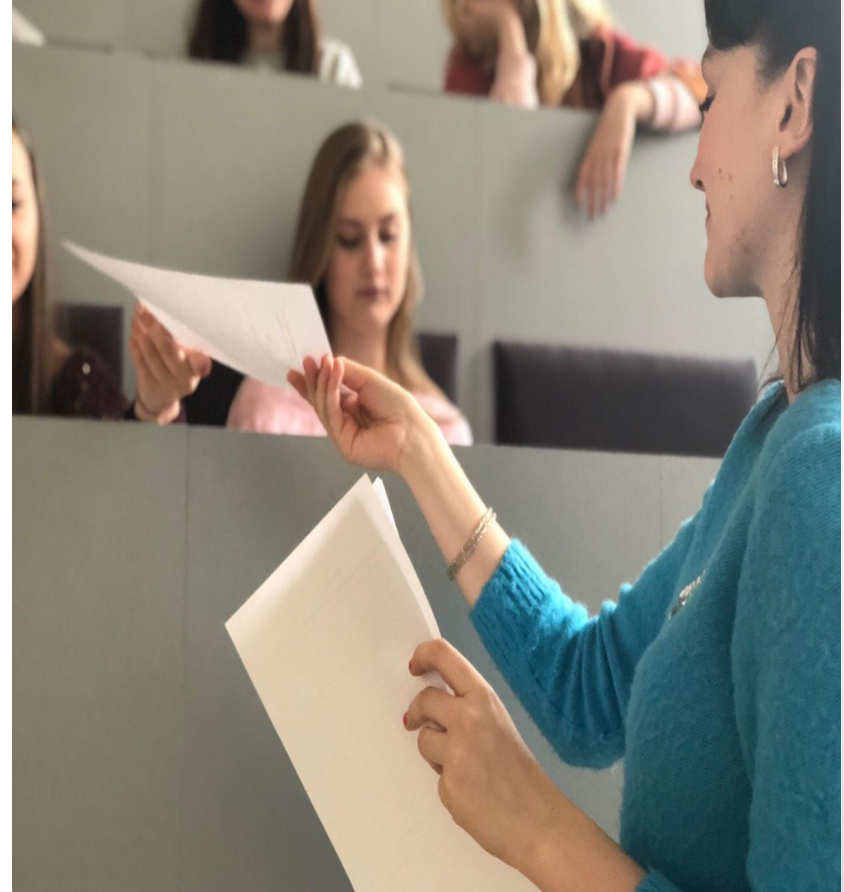
South Bohemia – South Ural  
Ceske Budejovice - Chelyabinsk

Beginning: Year 2016.

# Where to begin?

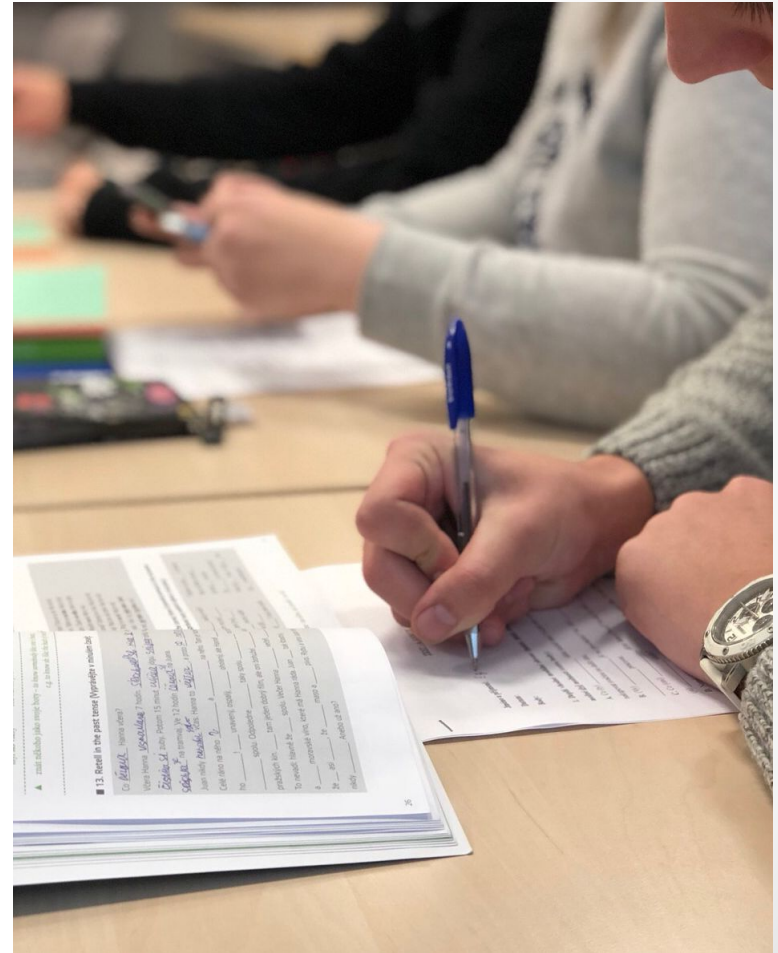
## *Education. But Why?*

- 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*