Tourism and Culture

South Moravia is an attractive destination for tourists, a region of time-honoured sights and wine that boasts rich cultural and historical roots. There are two sites on the current UNESCO World Heritage List in the South Moravian Region, namely the Lednice-Valtice Cultural Landscape and Brno’s Tugendhat Villa, an emblematic work of modern architecture. Slavkov u Brna, the site of the famous Battle of Austerlitz, is another famous locality in the region.

Wine tourism is another, rather unique speciality: Moravia is crisscrossed with more than 1,200 kilometres of sign-posted paths known as the Moravian Wine Trails.

The wide range of opportunities for practising sports in the South Moravian Region encourages active leisure, relaxation, entertainment and adventure. Lovers of powerful engines will find what they are looking for at the automobile and motorcycle races of the Masaryk Circuit, in particular its Grand Prix motorcycle races. While customary tourist attractions in the region include museums, galleries, theatre productions and other cultural and artistic events, there also exists a well-preserved tradition of folk culture. The male solo folkdance “verbuňk” was proclaimed an Intangible Cultural Heritage by UNESCO.

At the intersection of Austria, the Czech Republic, Hungary and Slovakia, centrope is emerging as a new and prospering transnational region, home to 6.5 million people. Since its inception in 2003, political leaders of 16 regions and cities have been committed to strengthening the centrope area of co-operation. For more information see www.centrope.com

www.kr-jihomoravsky.cz

www.centrope.com
**Economy and Investment**

The growth in economic performance and the accompanying increase in competitiveness of the South Moravian Region are closely associated with an expansion of research and development. Moreover, the region provides considerable stimuli for technology companies in the form of technology and biotechnology incubators and other specific tools for new and innovative enterprises. The principal industrial sectors are engineering, electrical engineering, information technology and life sciences. The large number of universities in Brno embodies great potential for the development of a highly qualified workforce, and the favourable natural conditions of the region allow for the continuation of a long tradition in specialised areas of agricultural production, such as vinegrowing or fruit and vegetable farming.

The South Moravian Region is trying to create attractive conditions for foreign investors. In 2009, its appeal was convincingly exemplified by its position as the Czech region with the highest number of investments for the third consecutive year. The majority of investors were companies active in mechanical engineering, electronics, electrical engineering, IT and software development.

---

**Welcome by the President**

The South Moravian Region is situated in the very heart of Europe, at the intersection of traditional trading routes. South Moravia is one of the Czech Republic’s most economically advanced regions; it is a land of industry and agriculture, science and research, culture and education, wine and international trade that also possesses a highly qualified workforce and an abundance of natural and cultural wonders.

I am happy to welcome you to this region.

Michal Hašek
President, South Moravian Region

---

**Science, Research and Innovation**

In 2001, the South Moravian Region was the first region in the Czech Republic to systematically set up a structure designed to support innovation. The South Moravian Innovation Centre focuses on assisting innovative enterprises and furthering the commercial utilisation of research and development. Numerous universities and research institutions contribute significantly to the competitiveness of the region in this field. Important projects for the development of research infrastructure include the Central European Institute of Technology (CEITEC), which aims to build a scientific research centre of excellence in biosciences, advanced materials and technologies, and the International Clinical Research Centre (ICRC), a strategic project in the field of applied research development, public healthcare and the knowledge-based economy (www.ceitec.cz; www.icrcbrno.cz).

---

**Transport and Accessibility**

One of the advantages of the region is its strategic location at the intersection of long-distance trans-European road and railway routes connecting both the East and West and the North and South of Europe. Its excellent transport accessibility is supported by the international airport located close to the centre of Brno.