



## PRESS MEMO

### SEMINAR

The seminar presented a review of successful models, including Brainport Eindhoven, Bilbao Ría 2000, MontePaschi-Siena and Zlín-Bata with the contributions of international experts, among which Mr. Kircher from the World Bank in Washington.

In all those cases, 'territory-brand' combination was used to create a strong marketing effect, communicating much more than just a territory or brand image.

### ZLIN REGION IN BRUSSELS

Representative Office of the Zlin Region to the EU  
The Rose House  
46 Boulevard de la Cambre  
B1000 - Bruxelles  
Tel. (32) 2 641.17.60  
Fax (32) 2 641.17.69  
[www.zlinregioninbrussels.eu](http://www.zlinregioninbrussels.eu)

## The Zlín Region participated in the seminar "You cannot NOT communicate"

**For the Open Days 2008, the Zlín Region decided to share its experience in communication and joined other partners within the initiative launched by HAL9000 Limited for an international seminar focused on regional branding and strategic territorial marketing.**

The 8th of October 2008, on the occasion of the Open Days Week 2008, the Representative Office of the Zlín Region in Brussels organised seminar „You cannot NOT communicate“, with the subtitle „Successful stories in territorial marketing“.

The Director of Center for Economic Applied Research of Tomas Bata University, Mr. Libor Friedel presented there the successful story of „Zlin-Bata“. He described that in 2004-05 the Zlin Region launched a global communication campaign which was aimed at attracting the attention of investors and wide public on the unique history of the Region, linked to the industrial adventure of the Bata Shoe Group that was created in Zlín at the end of the 19th century. The project raised the interest for the cultural and economic interactions between the Bata heritage and the present dynamism of the Region, that has today the highest ratio of businesses per capita in the Czech Republic. The presentation describes the basic elements of the campaign and the background of the Bata heritage. Also, Mr. Friedel did not failure to point out newly rising industrial zone in Holesov.

The event puts the basis for further cooperation among participants. HAL9000 Limited, the consultancy representing in Brussels the Zlin Region to the EU, continues to provide professional advice in economic development and identity branding to project promoters.



(CoR, 8.10.2008) Participants at the seminar „You cannot NOT communicate“

### For more information:

Zlin Region in Brussels: <http://www.zlinregioninbrussels.eu>