



Zlín Region in Brussels

Region of Opportunities



PRESS RELEASE

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www.zlinregioninbrussels.eu awarded of the WEB PRIZE 2006

The website of the Representative Office of the Zlin Region in Brussels has been awarded by the international prize organised to promote Internet as a tool for diffusing culture, information and business related services. Another important demonstration of the quality of the work realised in Brussels for the benefit of the Zlin Region.

The second edition of the **WEB PRIZE** was held in April 2007 by the international jury of Sistema Friuli in Italy. The prize wishes to promote the web has an instrument to valorise culture and business activities all around Europe.

The website of the **Zlin Region in Brussels** has been chosen by a qualified jury of web designers, journalists and economic experts among 27 original projects on the basis of six criteria: the emotional impact of the website, the software used, the graphic lay out, the friendly navigation, the performance of the communication and the quality of the text.

The jury tested all the candidate websites and evaluated the interest and the updating of the information contained. After that, it decided for the top ten projects. Then, a new evaluation was realized, in order to identify the three finalists: www.ressrl.com ; www.gapit.it and www.zlinregioninbrussels.eu.

After a secret vote, the first prize was granted to www.zlinregioninbrussels.eu. The second place was for www.ressrl.com and the third went to www.gapit.it.

Conceived and managed by **HAL9000Limited**, the web site of the Zlin Region in Brussels is available on-line in Czech and English languages. It contains all the information about the current activities of the Representative Office of the Zlin Region in Brussels and the projects it works out for the Region and that are financed by the European Institutions. A wide section is devoted to the documentation about the European Union and its Institutions.

Together with the bimonthly **Newsletters**, the **Special Reports** and the **periodic seminars** in the Region, the website is part of the integrated communication strategy that the Representative Office of the Zlin Region in Brussels has developed to bridge the gap between Brussels and the local communities in the Region.

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