



PRESS MEMO

ZLIN REGION IN BRUSSELS ON THE WEB

www.zlinregioninbrussels.eu

is the official website of the Representative Office of the Zlin Region to the EU.

Created in 2006 upon initiative of the Office in Brussels, the website contains all the information about the activities of the Zlin Region having reference to the EU, including the projects co-financed by the European budget. An information section collects all the materials edited by the Office. Links to the EU Institutions and other info-channels are also provided.

The site is available in both Czech and English versions.

ZLIN REGION IN BRUSSELS

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The Zlín Region in Brussels provides a new service to the local businesses: a virtual showroom for free promotion on the European market

The website of the Representative Office to the European Union has launched the virtual showroom for the local businesses wishing to profit of the opportunity raised by the Internal market.

On January 31st 2008, the Zlín Region in Brussels has activated the Showroom service on its official website.

Open for free to all businesses having a trans-border market dimension, the showroom represents an operational tool for the local companies to gain international visibility. Regional firms have the possibility of presenting themselves in a virtual space, providing links to their own sources of information and asking for industrial or commercial partners. In this way, the Zlín Region in Brussels contributes to create a customized channel to reach the European markets for all the local operators.

The Showroom is structured in three parts.

In the home page, visitors can choose the business category they are interested in. Then, a new page is opened with the complete list of the companies registered there. If visitors are willing to deepen the information about a specific company, by clicking on its name, they obtain access to a new page where each company is presented in details.

A first group of "pioneer" businesses is already registered there, but the inscription can be done whenever, without deadlines.

For more information about:

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

Direct access to the Showroom: <http://www.zlinregioninbrussels.eu/mission/showroom.html>



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