

## **AFI STRATEGY**

### **MISSION**

“We support investors and investments in the Czech Republic.”

### **VISION (POLICIES)**

1. Promote the Czech Republic as a country that is ideal for new investments and business.
2. Defend the interests of foreign investors in the Czech Republic.
3. Develop, influence and cultivate the investment environment in the Czech Republic.
4. Be a platform for cooperation between the private and public sectors.
5. Associate top-level consulting firms.

### **LONG-TERM GOALS**

1. Raise awareness of the AFI in the Czech Republic and abroad.
2. Become a single, unified contact point for investors in the Czech Republic.
3. Be a business platform for the member and partner base and for the broadest circle of foreign investors in the Czech Republic.
4. Be a respected partner of the public administration and thus increase our ability to influence and promote issues in the public sector.
5. Be a platform that mediates business opportunities for its members, partners and other interested parties, while bringing them valuable information for their business and providing networking opportunities both within and outside of the AFI.
6. Actively seek out business opportunities (foreign investments/demand for services) for AFI members and actively present the AFI so that opportunities come to them.

### **TARGET GROUPS**

1. Potential investors
2. Existing investors
3. Potential member and partner companies
4. Existing member and partner companies
5. State administration, municipalities

### **TOOLS**

1. Potential investors
  - 1.1. We use persuasion, recommendations and provision of information to support the decision that the Czech Republic is the right country for investing.
  - 1.2. Seeking out opportunities through foreign offices and foreign channels.
2. Existing investors
  - 2.1. Maintaining contact through professional and networking activities.
  - 2.2. Listening to their needs, provision of consulting services and mediation of discussions with the public sector.
  - 2.3. Defence of interests in relation to the public sector.

3. Potential member and partner companies

- 3.1. Targeted expansion of the member and partner base not only with sectors that are already represented in the AFI, but primarily with sectors that are relevant for investors and not currently represented in the AFI.

4. Existing member and partner companies

- 4.1. Active search for business opportunities, assistance with accessing information through professional, networking and other activities, and a personalised approach.
- 4.2. Active linking of AFI member and partner companies and identification and maximisation of their potential and synergies.
- 4.3. Media communication with member and partner companies. (Dissemination of news, newsletters and information on the activities of members and partners.)

5. State administration, municipalities

- 5.1. Communication of investors' problems.
- 5.2. Legislative lobbying and presentation using expert groups composed of partner and member companies and representatives of the state administration for the purpose of defending investors' interests and supporting the business environment in the Czech Republic.
- 5.3. Assistance and presentation as an organisation that is able to help municipalities effectively implement partnerships with the aid of the public and private sectors.