



Invest in Žďár nad Sázavou

Žďár
nad
Sázavou *



Welcome

Welcome to Žďár nad Sázavou, a charming town nestled in the heart of the Czech Republic. Known for its rich history, picturesque landscapes, and strategic location.

Žďár offers an inviting environment for investors seeking opportunities in diverse sectors. With a robust economy, skilled workforce, and supportive business infrastructure, the town presents a promising investment destination.

From burgeoning industries to cultural heritage sites, Žďár nad Sázavou combines tradition with innovation, making it an ideal place for growth and prosperity in various investment ventures.

Martin Mrkos
Mayor



Quick Facts

Country	Czech Republic, European Union	Town Population (2021)	20,124
		District Population	119,034
Schengen space country	YES	Regional GDP per capita (2021)	20,449 USD
Region	Vysočina	Time zone	UTC+1

Economy: The town has a diverse economy with industries such as manufacturing, engineering, automotive, and services.

Historic Landmarks: Home to the UNESCO-listed Zelená Hora Monastery, an exceptional Baroque architectural masterpiece designed by Jan Blažej Santini-Aichel.

Education: Hosts various educational institutions, including schools and vocational training centers.

Tourism: Known for its historical significance, picturesque landscapes, and cultural and cultural heritage, it attracts tourists interested in history, architecture, and nature.

Transportation: Well-connected by road and rail networks, providing access to neighboring towns and cities.

Cultural Activities: Offers a range of cultural events, festivals, and exhibitions throughout the year, celebrating local traditions and arts.



City for Business 2021

Žďár nad Sázavou was named the Best City for Business in Vysočina Region and the second best in the Czech Republic within the municipality with extended competence category in the research project Město pro byznys 2021



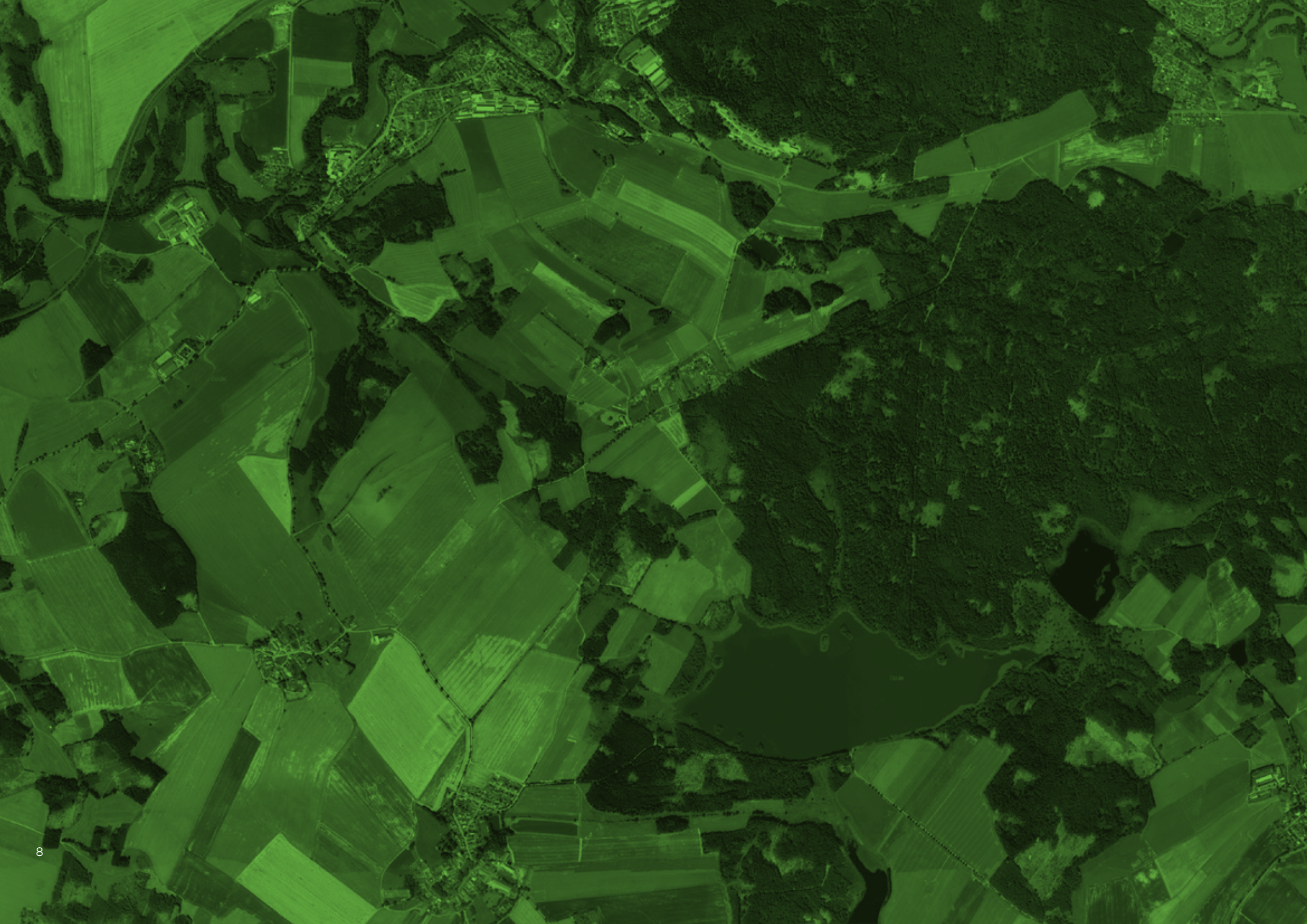
Quick History

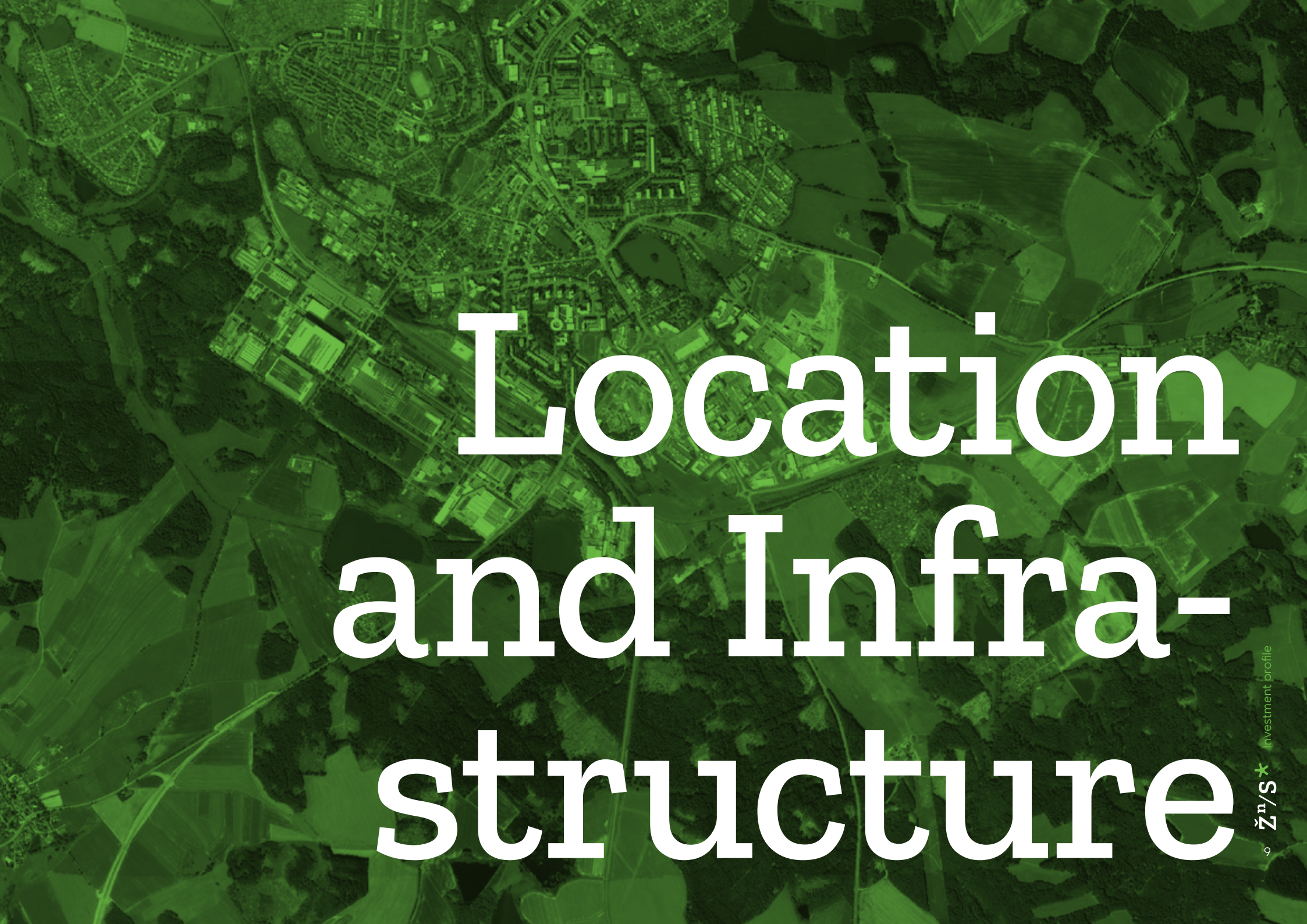
Žďár nad Sázavou, situated in the Vysočina Region of the Czech Republic, boasts a fascinating history that spans centuries. Settlement of Žďár grew alongside the Cistercian monastery founded by Boček from the town of Obřany in 1252. Žďár as a small town was first mentioned in a charter dated 1293.

The Pilgrimage Church of St. John of Nepomuk at Zelená Hora, an exceptional architectural gem designed by renowned Baroque architect Jan Blažej Santini-Aichel, was constructed here in the early 18th century. This UNESCO-listed site stands as a testament to the town's historical significance and artistic prowess, showcasing a unique fusion of Gothic and Baroque styles.

Throughout its history, Žďár nad Sázavou has weathered various transformations, from periods of prosperity under the Cistercian monks' influence to the challenges of wars and political changes. Industrialization in the 20th century brought about further growth, shaping the town's economy and infrastructure.

Today, Žďár nad Sázavou stands as a vibrant town that cherishes its cultural heritage while embracing modernity. Its historical landmarks, coupled with a thriving community and scenic surroundings, continue to attract visitors and serve as a reminder of its illustrious past.



An aerial photograph of a landscape, featuring a mix of green fields, forests, and a built-up urban area. The entire image is overlaid with a semi-transparent green filter. The title 'Location and Infrastructure' is centered in large white text.

Location and Infra- structure



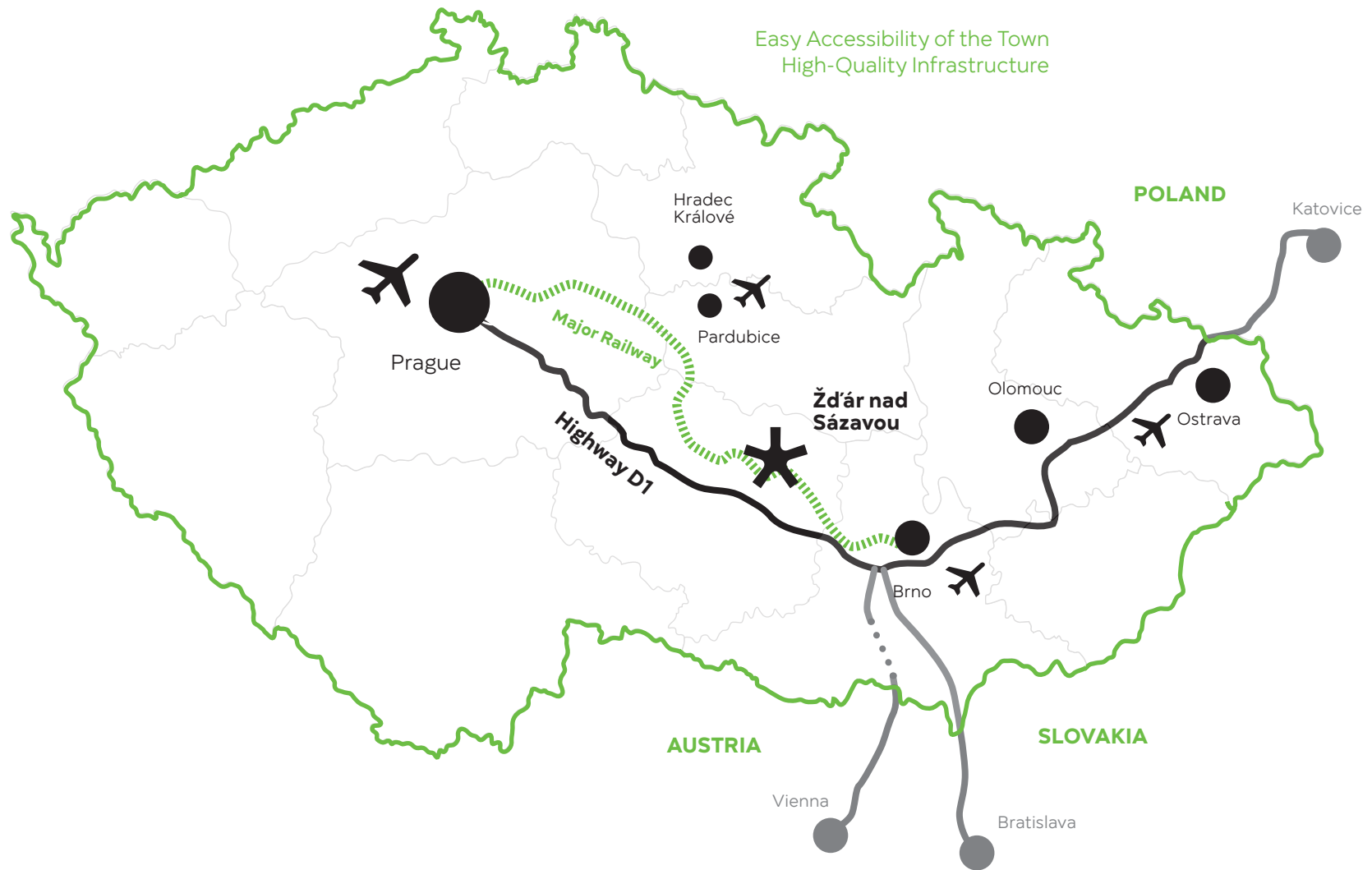
Geographical Advantage

Žďár nad Sázavou, located in the heart of Europe, enjoys a prime geographical advantage that positions it as a pivotal hub for business and connectivity within the region. Nestled amid picturesque landscapes, the town benefits from its central position, providing easy access to major cities and neighboring European countries.

Proximity to major transportation hubs enables swift access to key economic centers, making it an ideal location for businesses seeking accessibility and logistical convenience.

Additionally, the town's strategic placement offers investors an advantageous gateway to the broader European market.

With its connectivity to major trade routes and nearby commercial hubs, Žďár nad Sázavou presents a promising opportunity for companies looking to expand their reach and establish a strong foothold in Central Europe.



Transport

Žďár nad Sázavou, situated in the Vysočina Region of the Czech Republic, boasts excellent transportation connections that enhance its accessibility and appeal.

The town is a critical junction on a major railway line connecting Prague and Brno, offering efficient rail services for passengers and freight. Its comprehensive road network ensures easy access by car or bus to other major urban centers.

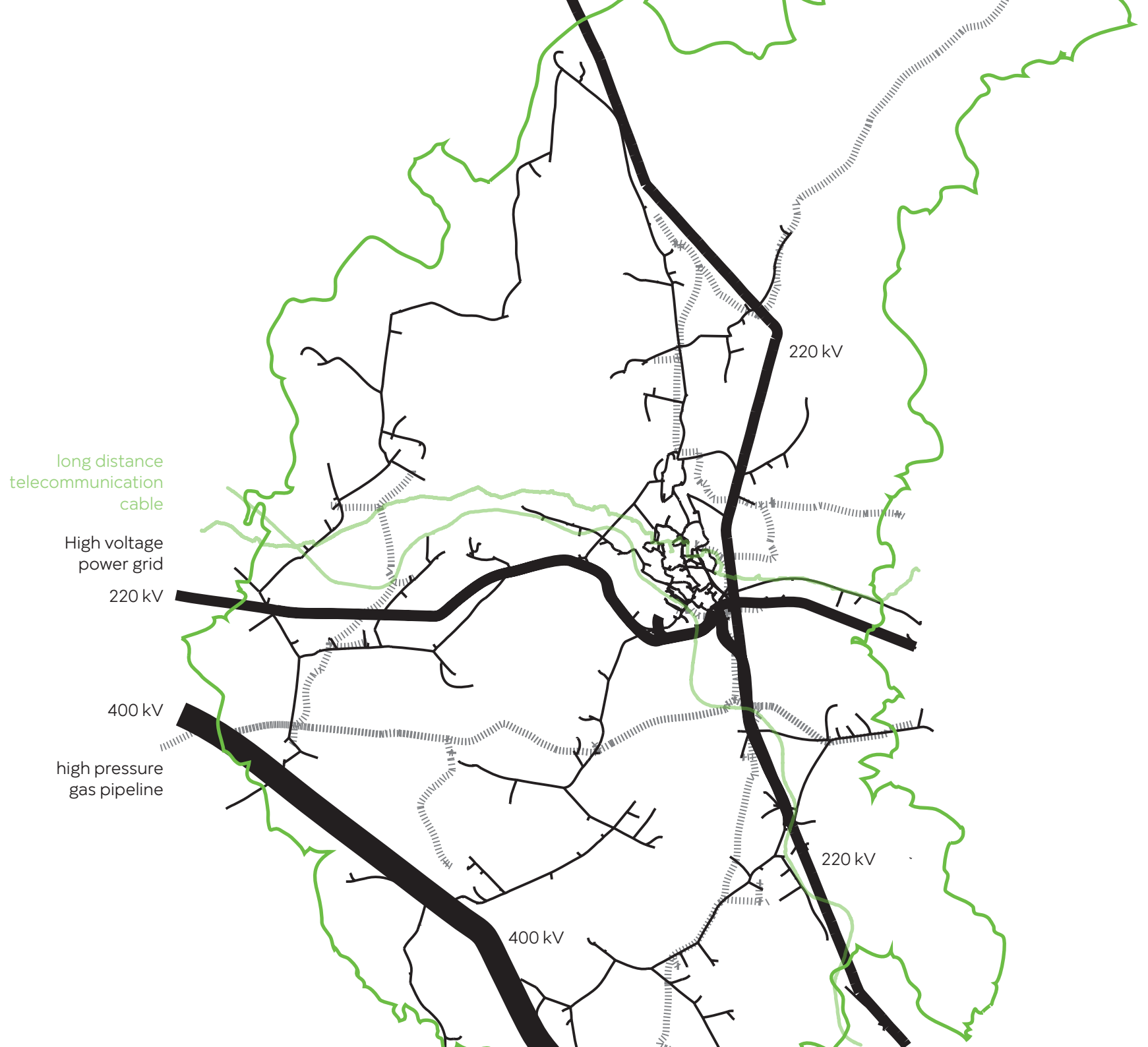
Local public transportation, including buses, facilitates smooth movement within the town, while cycling paths and pedestrian zones promote sustainable travel options. These robust transport links play a vital role in Žďár nad Sázavou's development, making it a key node in the national transportation network.

Travel times **by car**

Jihlava	37 min.
Brno (airport)	57 min.
Pardubice (airport)	58 min.
Prague (airport)	1 h 45 min.
Ostrava (airport)	2 h 30 min.

Travel times **by train**

Prague main station	2 h 24 min.
Brno main station	1 h 12 min.



Technical infrastructure

Žďár nad Sázavou boasts a robust technical infrastructure designed to support modern living and thriving industries. High-speed internet and advanced networks are available after significant investment in telecommunications.

This technological advancement not only supports local businesses but also enhances the quality of life for residents, enabling access to information, communication, and digital services.

Moreover, Žďár nad Sázavou prioritizes sustainable development, incorporating eco-friendly solutions into its infrastructure.

Initiatives promoting renewable energy sources, efficient waste management systems, and environmentally conscious urban planning reflect the town's commitment to a greener future.



An aerial photograph of the city of Žďár nad Sázavou, showing a dense urban area with numerous buildings, green spaces, and surrounding hills. The entire image is covered with a semi-transparent green filter.

Doing business in Žďár

Technologies for Carbon Neutrality

We welcome businesses in research and development, production or design of carbon neutral technologies with diversion from fossil nonrenewable resources, such as, technologies for zero emission transportation or vehicles etc.

Advanced Technologies / Software

We welcome businesses that technological progress is strongly embedded in their business DNA. Software technology companies focusing on AI/VR/AR, e-commerce, marketing, logistics, cyber security, big data, web services, etc. Any advanced industrial technologies, medical and pharmaceutical technologies, biotechnologies, and related fields or industries of advanced materials and membrane technologies.

Start-ups / Spin-offs

Even the Who started in a garage. They never missed flexibility, innovative power, and passion for work. We dream of visionaries and entrepreneurs who would dare to take flight from a garage to a globally successful .

Shared Service Centers

The town of Žďár nad Sázavou is covered with the fifth generation (5G) ultra-speed optical internet network. The town is a great place to live and work. There are not only very reasonable business costs and achievable home rentals, but also a high-quality education system, skilled workforce, and convenient accessibility to the town. Altogether this presents ideal conditions for shared service centers.

Economic Overview

Žďár nad Sázavou boasts a resilient and diversified economy that forms a vital part of the Czech Republic's industrial landscape.

The town serves as a dynamic center for various industries, including manufacturing, engineering, automotive, and services.

Manufacturing stands as a cornerstone of Žďár nad Sázavou's economy, with a focus on precision engineering, machinery production, and automotive components. The presence of established manufacturing facilities and a skilled workforce has contributed significantly to the town's economic stability and growth.

Additionally, Žďár nad Sázavou embraces innovation and technological advancements, fostering a conducive environment for research and development initiatives. The town's commitment to modernization and industry 4.0 principles positions it as a hub for innovation-driven enterprises seeking a strategic location for business expansion.

Žďár nad Sázavou's economic resilience, diverse industrial base, emphasis on innovation, and strategic connectivity underscore its significance as a thriving economic center within the region, presenting ample opportunities for investors and businesses looking to establish a foothold in a dynamic and progressive economic landscape.

**Žďár nad Sázavou is home
to successful companies such as:**

Cooper-Standard Automotive

VAMAFIL

Teleflex

KOVO Koukola

DEL

ŽĎAS

Hettich

PKS stavby

ICE Industrial Services

Social insurance

State social security system covers health care provisions, pensions, employment insurance and sickness pay as well as child-related benefits and other social services.

Employers are obliged to pay salary to employees for the first 14 days of illness. Statutory sick pay is paid from the 15th day

Both employers and employees contribute to the social security system.

Type of insurance	Employer %	Employee %
Health care insurance	9.0	4.5
Pension insurance fund	21.5	6.5
Employment insurance fund	1.2	0
Sickness insurance fund	2.1	0
TOTAL	33.8	11.0

Taxation

Corporate Income Tax (CIT):

The standard corporate income tax rate in the Czech Republic is **21%**.

A special tax rate of 5% is applied to basic investment funds.

Withholding taxes on income of non-residents 35/15/5 %, according to the type. The withholding tax rates may be reduced by double tax treaties.

Withholding Tax:

Dividends: A withholding tax of **15%** may apply to dividends paid to non-resident companies, although reduced rates or exemptions can be available under double tax treaties.

Personal Income Tax

15% and 23% on income exceeding social security payment cap (for 2023 approximately 1.9 million CZK).

Value Added Tax (VAT)

The standard VAT rate in the Czech Republic is **21%** for most goods and services.

Reduced VAT rates of 12% apply to specific goods and services as food, certain pharmaceuticals, and others. Reduce VAT rate 0% – books.

Road Tax

Road tax is generally payable by the operator of a vehicle registered in the Czech Republic.

The tax rate varies from 1,200 CZK to 4,200 CZK in the case of passenger vehicles and from 1,800 CZK to 37,800 CZK in the case of trucks.

Business Incentives

Investment Incentives

The Czech Republic provides incentives for eligible investment projects, including grants for job creation, subsidies for tangible and intangible assets, and tax incentives. These incentives are often region-specific and may vary based on the type and scope of the investment.

Regional Aid

Certain regions in the Czech Republic qualify for regional aid to support economic development and job creation. This aid may include tax relief, financial contributions, or exemptions for investments in less-developed areas.

Research and Development (R&D) Support:

The government offers incentives to encourage R&D activities, such as tax credits or cash grants for eligible R&D projects. These incentives aim to stimulate innovation and technological advancements.

EU Funding Programs

The Czech Republic benefits from European Union funding programs, offering various grants, loans, and subsidies for businesses, particularly in areas like innovation, infrastructure development, environmental sustainability, and entrepreneurship.

Support for Small and Medium-sized Enterprises (SMEs)

There are initiatives dedicated to supporting SMEs, including grants, financial assistance, and advisory services aimed at enhancing competitiveness and facilitating growth.

Export Promotion

Programs and subsidies are available to assist businesses in expanding their export activities, including financial support for participation in international trade fairs, market research, and export development.

Job Creation Subsidies

Certain programs offer subsidies or financial incentives to companies creating new jobs, particularly in sectors facing high unemployment rates or specific skill shortages.



An aerial photograph of the town of Žďár nad Sázavou, showing a dense urban area with numerous buildings and surrounding green fields. The entire image is overlaid with a semi-transparent green filter.

Workforce in Žďár

Czech republic GDP (2022)	290 billion USD
Czech republic GDP per capita (2022)	27,226 USD
Regional GDP per capita (2021)	20,449 USD
Average life expectancy (2020)	78.23 years
Unemployment rate (2024)	3.9%

Average gross monthly wages according to job classification (Vysočina Region)

Managers	78,679 CZK	Craft and related trades workers	35,981 CZK
Professionals	55,311 CZK	Plant and machine operators, and assemblers	33,754 CZK
Technicians and associate professionals	45,204 CZK	Elementary occupations	25,501 CZK
Clerical support workers	34,505 CZK		
Service and sales workers	30,007 CZK		

Work force Population

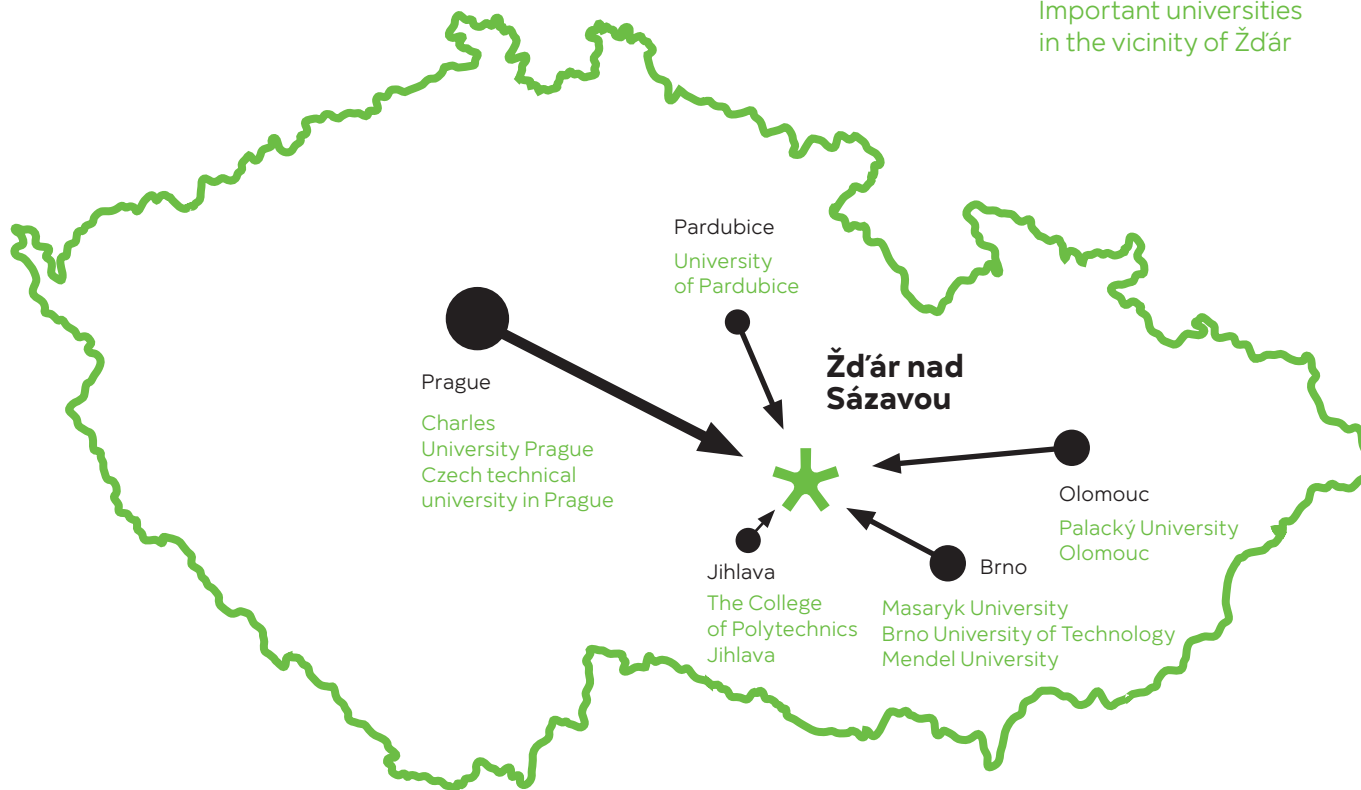
Czech republic Population (2023)	10,882,235
Vysočina Region Population	514,777
Žďár District Population	119,034
Žďár town Population (2021)	20,124
of which aged 15-64 (2021)	12,555

Žďár nad Sázavou prides itself on a skilled and adaptable workforce, a key asset contributing to the town's economic vibrancy and success. With a strong work ethic and a tradition of craftsmanship, the town cultivates a pool of talented individuals proficient in various sectors, including manufacturing, engineering, technology, and services.

The workforce in Žďár nad Sázavou is known for its dedication, technical expertise, and willingness to embrace new technologies and methodologies. Well-educated and trained individuals graduating from local educational institutions and vocational training centers contribute to a labor force that is adept at meeting the demands of a rapidly evolving job market.

Businesses looking to establish operations in Žďár nad Sázavou benefit from access to a skilled talent pool capable of driving innovation, supporting growth, and meeting the evolving needs of industries, making the town an attractive destination for companies seeking a capable and adaptable workforce.

Important universities
in the vicinity of Žďár



Workforce Education

The Higher Vocational and Secondary Technical School in Žďár nad Sázavou is one of the top 10 secondary technical schools in the Czech Republic. The school provides a comprehensive set of technical, business, and professional education finished by the secondary and higher technical degrees.

Students of this school receive awards in regional and national technical competitions. They can also participate in the prestigious foreign study programs.

The school activities benefit from the industrial know-how and multiple grant programs. It ranks among the most progressive schools integrating the latest technologies in its curriculum. There is also a substantial cooperation with local industrial companies as well as universities.



An aerial photograph of the town of Žďár nad Sázavou, showing a dense urban area with numerous buildings, streets, and green spaces. The town is surrounded by a vast, flat landscape with patches of trees and open fields. The entire image is overlaid with a semi-transparent green filter.

Living in Žďár

Catalogue of housing

2021–2024 – 28 family houses and 6 apartment buildings,
approx. **200 new households**

2024–2029 – 3 apartment buildings under construction,
approx. **60 new households**

2024–2029 – future projects of 47 family, houses
and 10 apartment buildings - approx. **350 new households**

Housing

The availability of high-quality housing is vital for the development of the town and its businesses. The housing strategy is focused on:

Individual and Residential Projects (Klafar area)

– development projects for the upcoming 5 years

Corporate Projects (shared PPP project of the town and the private sector)

Accessible Housing (development of city's residential infrastructure with social focus)

Identification and Continuous Development of New Residential Areas

Strategy for the Intensification of the Current Residential Areas (individual projects)

Support for Developer Activities

Educational facilities in Žďár

Kindergartens

Kindergarten Kamarád
Okružní street

Kindergarten Pastelka
Santiniho street

Kindergarten Pohádka
Brodská street

Kindergarten Sluníčko
Veselská street

Kindergarten Srdíčko
Vančurova street

Kindergarten Vláček
Haškova street

Kindergarten Vysočánek
Vysocká street

Primary Schools

Primary School Žďár nad Sázavou,
Komenského 2

Primary School Žďár nad Sázavou,
Komenského 6

Primary School Žďár nad Sázavou,
Švermova 4

Primary School Žďár nad Sázavou,
Palachova

Primary School Na Radosti

Basic Artistic School
of František Drdla

Secondary Schools and Higher Vocational Schools

Bishop Grammar School
Žďár nad Sázavou

Gymnázium Žďár nad Sázavou

Secondary School of Commerce
and Services SČMSD

Secondary Medical School and
Higher Vocational Medical School
Žďár nad Sázavou

Secondary School of Gastronomy
Adolpha Kolpinga

The Higher Vocational and Secondary
Technical School in Žďár nad
Sázavou

Schools

Žďár nad Sázavou takes pride in its commitment to providing quality education.

From primary schools offering foundational education to secondary schools providing comprehensive learning programs, Žďár nad Sázavou ensures access to quality education for its residents.

Moreover, the town is home to vocational training centers that equip students with practical skills and prepare them for various professions, contributing to a skilled workforce that meets the demands of the evolving job market.

Žďár nad Sázavou's educational environment reflects a dedication to innovation and modern teaching methodologies, supported by qualified educators committed to shaping the future leaders and contributors to society.

The town's educational institutions foster an environment that encourages curiosity, creativity, and lifelong learning, ensuring a bright future for the youth and the community as a whole.



Nature and Recreation

Žďár nad Sázavou is blessed with a breathtaking natural landscape that beckons both residents and visitors alike to explore its scenic beauty and abundant recreational opportunities. Nestled amid rolling hills, verdant forests, and meandering rivers, the town offers a haven for outdoor enthusiasts and nature lovers.

The picturesque surroundings provide an ideal setting for various outdoor activities, including hiking, cycling, and nature walks along well-maintained trails that wind through the captivating countryside. Nature reserves and parks within easy reach of Žďár nad Sázavou offer a glimpse into the region's rich biodiversity and serve as serene sanctuaries for wildlife observation and conservation.

For those seeking moments of tranquility, the area's natural beauty provides perfect spots for picnics, family outings, or simply unwinding amidst the serene surroundings. Whether it's exploring the lush forests, enjoying the calming sounds of flowing rivers, or admiring the panoramic vistas, Žďár nad Sázavou offers an idyllic retreat for nature enthusiasts seeking solace and recreation amidst stunning natural landscapes.



Lifestyle and Culture

Local cultural associations

Horácká muzika (folk music)

Svatopluk Mixed Choir

Žďaráček Children's Choir

Folk Ensembles Žďár – Rozmarýnka, Bystřínka, Studánka

Žďár Theatre Association

Žďár nad Sázavou pulsates with a vibrant cultural scene that celebrates its rich heritage and contemporary creativity.

Throughout the year, Žďár nad Sázavou hosts an array of cultural events including music concerts, art exhibitions, theater performances, and traditional folk festivals. These celebrations not only showcase local talents but also invite artists and performers from across the Czech Republic and beyond, fostering a dynamic cultural exchange.

The town's historical landmarks, such as the UNESCO-listed Zelená Hora Pilgrimage Church, serve as the backdrop for cultural events and heritage exhibitions, providing a captivating glimpse into the region's past while nurturing a sense of pride and appreciation for its cultural legacy.

The town's commitment to preserving cultural traditions and promoting contemporary creativity creates a vibrant and inclusive cultural tapestry, fostering a sense of community pride and engagement. Whether immersing in historical narratives or exploring modern artistic expressions, Žďár nad Sázavou offers a rich and diverse cultural landscape that captivates and inspires all who partake in its cultural life.

Cultural facilities

Culture House

Vysočina Cinema

Regional Museum

New Generation Museum

City Theatre

Žďár Castle

Model Kingdom

...

Cultural events

Den Žďáru (town festival)

Rowanberry Festivities

Horácký džbáněk (folk festival)

Concentus Moraviae

Street Art Festival

Korespondance

...



Sports and Wellness

Local sport clubs

BK Žďár nad Sázavou, z.s. – basketball
ČOCHTANKLUB – divers, a branch of SPMS
FC ŽďAS Žďár nad Sázavou
Hippos Žďár nad Sázavou – floorball
Junák – Czech Scout, Port Racek Žďár nad Sázavou
Czech Tourist Club, department Žďár nad Sázavou
Orel unity Žďár nad Sázavou
Ice Hockey Sports Club Žďár nad Sázavou
Dance Association Smyk Žďár nad Sázavou
TJ Žďár nad Sázavou

Žďár nad Sázavou is a haven for sports enthusiasts and wellness seekers, offering a diverse array of opportunities to stay active, rejuvenate, and embrace a healthy lifestyle. The town's commitment to sports and wellness is evident through its well-equipped facilities and serene natural surroundings.

Sports enthusiasts can indulge in various activities, including hiking, cycling, and running along scenic trails that wind through the picturesque landscapes surrounding the town.

For those passionate about team sports or seeking structured fitness programs, Žďár nad Sázavou boasts modern sports complexes, gyms, and multi-purpose sports arenas catering to a wide range of athletic interests.

The town's dedication to providing diverse sports facilities and promoting wellness initiatives amid its beautiful natural surroundings reflects a commitment to fostering an active, healthy, and balanced lifestyle for everyone who calls Žďár nad Sázavou home or visits for leisure and recreation.

Sport facilities

Pilák Recreational Area
Dense network of cycling paths
Active Club
Relaxation Center
Skiing trails
Winter Stadium
Tennis Courts
Football Stadium
Vysočina Arena
Nové Město na Moravě

Sports events

Saar Challenge
Running races Běhej Žďárák
IBU World Cup Biathlon
in Nové Město na Moravě

Why Žďár?

Investing in Žďár nad Sázavou promises a strategic opportunity within the Czech Republic. Boasting a resilient economy, skilled workforce, robust infrastructure, and a supportive business environment, the town offers a gateway to growth and success.

Its central European location, diverse industries, and commitment to innovation make it an ideal destination for investors seeking stability, expansion, and long-term prosperity.

See you in Žďár!



Municipality
Žďár nad Sázavou

Žižkova 227/1
591 31 Žďár nad Sázavou
Czechia
Europe

www.zdarns.cz

Contact for International Investors

Martin Mrkos
martin.mrkos@zdarns.cz
+ 420 739 477 703

Contact for Domestic Investors

Jana Mokrá
jana.mokra@zdarns.cz
+ 420 721 075 008



Žďár
nad
Sázavou ★