

2016 Hong Kong Student Summer Internship Programme



中国华信
CEFC CHINA



海上絲綢之路協會
MARITIME SILK ROAD SOCIETY

Welcome Booklet

Prepared by

CEFC Group (Europe) Company a.s.



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The Czech Republic and its Capital Prague

The Czech Republic is part of the former Czechoslovakia which broke up peacefully in 1993 into two countries – Czech Republic and Slovakia. Czech Republic has a long history. Its former self is the Kingdom of Bohemia which achieved preliminary unification in the 9th century.



Czech Republic is a landlocked country in Central Europe. The country is bordered by Germany to the west and north-west, Austria to the south, Slovakia to the east and Poland to the north-east. The Czech Republic of today includes the historical territories of Bohemia and Moravia, and Czech Silesia.

The primary industries in Czech include machinery manufacturing, finance, chemical engineering, metallurgy, glass manufacturing and beer brewing. The main trading partners of Czech are EU members, in particular Germany.



Czech joined the European Union in 2004. In 2006 the World Bank listed Czech as a developed country, which enjoys a high level of development among CEE countries. Czech joined the Schengen area on Dec 21, 2007 and cancelled border restrictions with neighboring countries hereafter. Czech is not a member of the Euro zone yet. The local Czech currency is Koruna (CZK) and the exchange rate between RMB and CZK is 1 RMB=3.64 CZK¹.



¹ As per exchange rate of July 4th



Prague (*Czech: Praha*) is the capital and the largest city of the Czech Republic and is situated in the north-west of the country on the Vltava River. Prague lies at the center of the European continent and is especially important from the perspective of transport. Therefore, it is called the Heart of Europe. The size of Prague is 500 sq km and it is home to 1.2 million people.

Prague is a famous historical city in Europe. The building of castles began in the 9th century. Between 1345 and 1378, Prague was the capital of the Holy Roman Empire and the Kingdom of Bohemia. The city reached its peak of success and prosperity during the reign of Charles IV. That's when the first university in Central, Eastern and Northern Europe - Charles University - was built.

From the industrial revolution to the start of the Second World War, Prague was one of the industrially advanced cities in Europe and held an important position in the Austro-Hungarian Empire. Back then Prague was a place where different ethnic groups used to mingle with each other and was well known for its rich cultural diversity. However, after the two world wars, the Czechs are the only ethnic group that dominates Prague. During the cold war, several world-stunning events took place in the city, including the Prague Spring of 1968 and the Velvet Revolution in 1989.

Prague is a famous tourist destination and is full of architectural styles dating back to different historical periods, including Romanesque, Gothic, Baroque, Rococo, Neoclassicism, Art Nouveau, Cubism and Super-modernism. However, the Baroque and Gothic buildings are particularly eye-catching. The first impression the architectural structures in Prague leave people with is that they have a rich variety of domes as well as brilliant colors. Therefore it is acclaimed as the City of One Thousand Towers and the Golden City. And it is said to be one of Europe's most beautiful cities. In 1992 the historical center of Prague was recognized by UNESCO as a World Heritage Site.

Prague is an important cultural city in Europe too. Historically lots of outstanding musicians and literature masters had lived in Prague, including Wolfgang Mozart, Bedřich Smetana, Antonín Dvořák, Franz Kafka, Václav Havel and Milan Kundera. The rich cultural atmosphere has survived to this day.



Other Famous Czech Tourist Cities

The Capital of Beer - Plzen

Plzen is situated in western Bohemia, 90 kilometers from Prague, the capital of the Czech Republic. Plzen which is also the capital city of the Plzen Region is the second largest city in the region and the fourth largest city in the country.

Plzen is one of the most developed cities in Czech and is well known for its breweries as well as industry prowess.

Legend has it that Czech King Vaclav decided to establish a royal city of freedom at here in the 13th century. He subsequently granted the citizens the privilege to produce beer exclusively. From then on, beer brewing technology has been passed on from generation to generation in Plzen. By the 15th century, Plzen beer had become well known across the Bohemian region. Four centuries later, it started to sell worldwide. The world's most famous beer brewery – the Plzen Brewery – was established in the 19th century, whose beer museum and the cellar are the most popular destinations among tourists.



Skoda was established in Plzen in 1859 and used to play an important role in the Austro-Hungarian Empire. Nowadays it still forms a crucial part of the Czech industry. After the Velvet Revolution, Skoda undertook restructuring with two main business units being kept: Skoda Transportation and Skoda Electric.

The Town of Fairly Tales - Cesky Krumlov

Cesky Krumlov, a small Czech town, is situated in southern Bohemia in the south of the country and is reputed to be the world's most beautiful town with a population just over 10,000. Located in the upstream region of the Vltava River, the town is approximately 160 kilometers from Prague, the capital of the Czech Republic. The place began to boom gradually in the 13 century, as it served as an important trade route. Most of the buildings there were built between the 14th century and the 17th century predominantly in the Gothic style and the Baroque style.



The whole town is surrounded by the winding Vltava River and is blessed with more than five centuries of peaceful development. Therefore, the architectural style of the town has been kept intact and it has become an excellent model of the Central European Medieval towns. In 1992 UNESCO granted Cesky Krumlov the dual title of the World Cultural and Natural Heritage Site.



Introduction of CEFC China Energy Company Limited



CEFC China Energy Company Limited (hereinafter referred to as “CEFC China”) is a private collective enterprise with energy and financial services as its core business. As the corporate name implies, CEFC China speaks for credibility of the Chinese. The strategy of the company seeks to serve the national industrial interest by building a modernized “economic

community” to compete as a multinational enterprise that expands cooperation in the international energy economy and achieves influence in the energy industry.

CEFC China is the largest private company in Shanghai, and the sixth largest private company in the People’s Republic of China. CEFC China does business in the finance, energy and industry sectors. Company has offices in the USA, UK, Canada, Mexico, Russia, United Arab Emirates, Indonesia, Singapore and South Korea. CEFC China gives work to more than 21 thousand employees worldwide. In the Fortune Global 500’s leader board of the largest companies in 2015, CEFC China took the 342nd position.





Introduction of CEFC Group (Europe) Company a.s.



As the main office for its European activities, CEFC China chose Prague, the capital of the Czech Republic, where it operates under the name CEFC Group (Europe) Company a.s.

Since 2015, CEFC China made several investments in the Czech Republic. Amongst those, you would find capital entries to J&T Finance Group, Žďas engineering company, Travel Service airlines, the Pivovary Lobkowicz Group, and also to Médea Group — a media company and Empresa Media

publisher house and Barrandov TV Group. So far, the company invested a total of over 20 billion Czech Crowns in the Czech Republic.

Outside its traditional and prioritized fields of operation, company invests also on the fields of travel industry, healthcare, ecommerce, media and sport. The company became the major owner of the Czech football club SK Slavia Prague.



Introduction of J&T Finance Group SE

J&T Finance Group SE does business in the field of private banking (J&T BANKA and its Slovak branch, Russian J&T Bank AO and Barbados J&T BANK and Trust) as well as retail banking (Slovakian Poštovní banka, Croatian VABA Bank).

J&T Services offering administrative, personalist, accounting, consolidation or tax consultation services is also a part of the group. Seated in Prague, J&T Finance Group SE was set up on 1 January 2014 by merging J&T Services and Techno Plus companies in order to utilize their banking activities. In 2015 CEFC China acquired a company's share which will be raised to 50 %.



Introduction of Pivovary Lobkowicz Group



Pivovary Lobkowicz Group, a.s. is one of the largest brewing groups in the Czech Republic. It consists of seven regional breweries located throughout Bohemia and Moravia. Commencement of their activities dates back to the Middle Age and the oldest brewery was founded as early as in 1298. Its breweries Protiví and Vysoký Chlumec were owned by the most significant aristocratic families in the history.

The Group produces a wide portfolio of beers, soft drinks and table waters. The Group currently offers 70 beer brands. Apart from traditional beer such as pale ales lagers, it offers a range of beer specialties – from semi-dark and higher-alcohol-content beers to dark lagers and non-alcoholic beer. Group has been exporting its products to many countries around the world.

Lobkowicz Group has received dozens of prestigious domestic and international rewards, for example, the gold medal of Czech Beer competition in 2015 and 2016 (Zlatá pivní pečeť).



Introduction of Travel Service a.s.

Being the largest Czech airline company, Travel Service a. s. operates on the market since 1997. It operates also in Slovakia, Hungary and Poland through subsidiaries. CEFC China holds nearly a half of the company's share. Branded as SmartWings, the company operates charter and private Business Jet flights. Travel Service fleet landed on 393 airports on four continents and transported 5.7 million passengers last year.



The company is a proud holder of IOSA (IATA Operational Safety Audit) certificate representing the highest air traffic operational safety and quality. Additionally, Travel Service holds a one-third share in the Czech Airlines, another strong airline company.

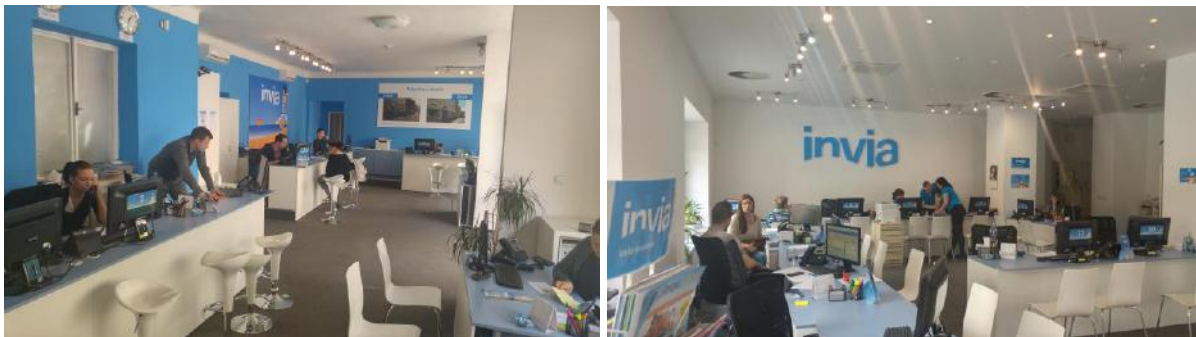


Introduction of Invia.cz, a.s.



Invia is the largest travel agency in the Czech Republic. The company is an authorised tour retailer with more than 300 renowned and insured travel agents in the Czech Republic and Slovakia.

The annual turnover reaches several billion CZK. Since its establishment in 2002, the company has had over one million customers. Invia provides its services on the Internet and in more than 100 offices all over the Czech Republic.



Introduction of Médea Group Empresa Media Group



Established in 1993, MÉDEA Group is the largest media agency in the Czech Republic. It provides complex media service ranging from media acquisition to planning for more than 600 clients.

The company's portfolio contains marketing communication (public relations, creativity, survey). As a member of global network Havas Média, the group is able of purchasing and planning advertisement activities in 91 countries.



Introduction of Le Palais Art Hotel Prague



Le Palais Art Hotel Prague is a luxurious five-star hotel located in the centre of Prague, the capital of the Czech Republic. Beautiful environment, comfort, a convenient location and a complex offer of services makes hotel Le Palais a perfect accommodation facility.

The building of the hotel belongs to the gems of the Belle Époque style from the end of the 19th century. Decorative stucco-work, wall paintings, elegance and

an attention to detail, all of this creates an unforgettable sensation inside the hotel.

The premises acquired its characteristic features as early as during reconstruction in the years 1888 and 1897. The hotel is owned by CEFC China and fits into complex service offer for tourists and entrepreneurs coming from China and whole Asia.





Schedule of HK Student Internship

Schedule of HK Student Internship (July 5th — Aug 4th)

Date	Time	Programme
July 5 th (Tuesday)	10:35 am	Flight: AY71, to PRG T2
	12:00 pm	Lunch
	Afternoon	Le Palais Art Hotel: check in and take a rest
July 6 th (Wednesday)	8:00 am	Breakfast
	Morning	Visit the Prague Old Town Square and the Charles Bridge
	12:00 pm	Lunch
	Afternoon	Visit the Prague Castle
July 7 th (Thursday)	8:00 am	Breakfast
	10:00 am	CEFC Europe: Welcome Meeting
	12:00 pm	Welcome Luncheon
	Afternoon	Visit the CEFC Europe
July 8 th (Friday)	8:00 am	Breakfast
	Morning	Visit Prague
	12:00 pm	Lunch
	Afternoon	Visit Prague
July 9 th & 10 th (Weekend)	BREAK	
July 11 th to 15 th	Workday	Work
July 16 th & 17 th (Weekend)	BREAK	
July 18 th to 22 th	Workday	Work (Visit the Pivovary Lobkowicz Group, a.s.)
July 23 th & 24 th (Weekend)	BREAK	
July 25 th to 29 th	Workday	Work
July 30 th & 31 th (Weekend)	BREAK	
August 1 st to 3 rd	Workday	Work
August 4 th (Thursday)	10:00 am	CEFC Europe: Summarization Convention
	7:30 pm	Flight AY718, from PRG T2 to Hong Kong (Transit: Helsinki)



Company Address

Company	Address
CEFC Group (Europe) Company a.s.	Na Prikope 857/18, 111 00 Prague 1
Travel Service a.s.	K Letišti 1068/30, 161 00 Praha 6-Ruzyně
J&T Banka a.s.	Pobřežní 297/14, 186 00 Praha 8-Karlův
Invia	U Půjčovny 2, 110 00 Praha 1
Le Palais Art Hotel	U Zvonařky 1, 120 00 Praha 2
Midea Group	Mikuleckého 1311/8, 147 00 Praha 4
Lobkowicz	Hvězdova 1716/2b, 140 00 Praha

Emergency Contact

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The P.R.C. Embassy in Prague

Telephone: +420 233 028 800



Emergency numbers (no prefix to be dialed)

General emergency number: 112

Fire Department: 150

Medical Emergency: 155

Prague City Police: 156

State Police: 158

