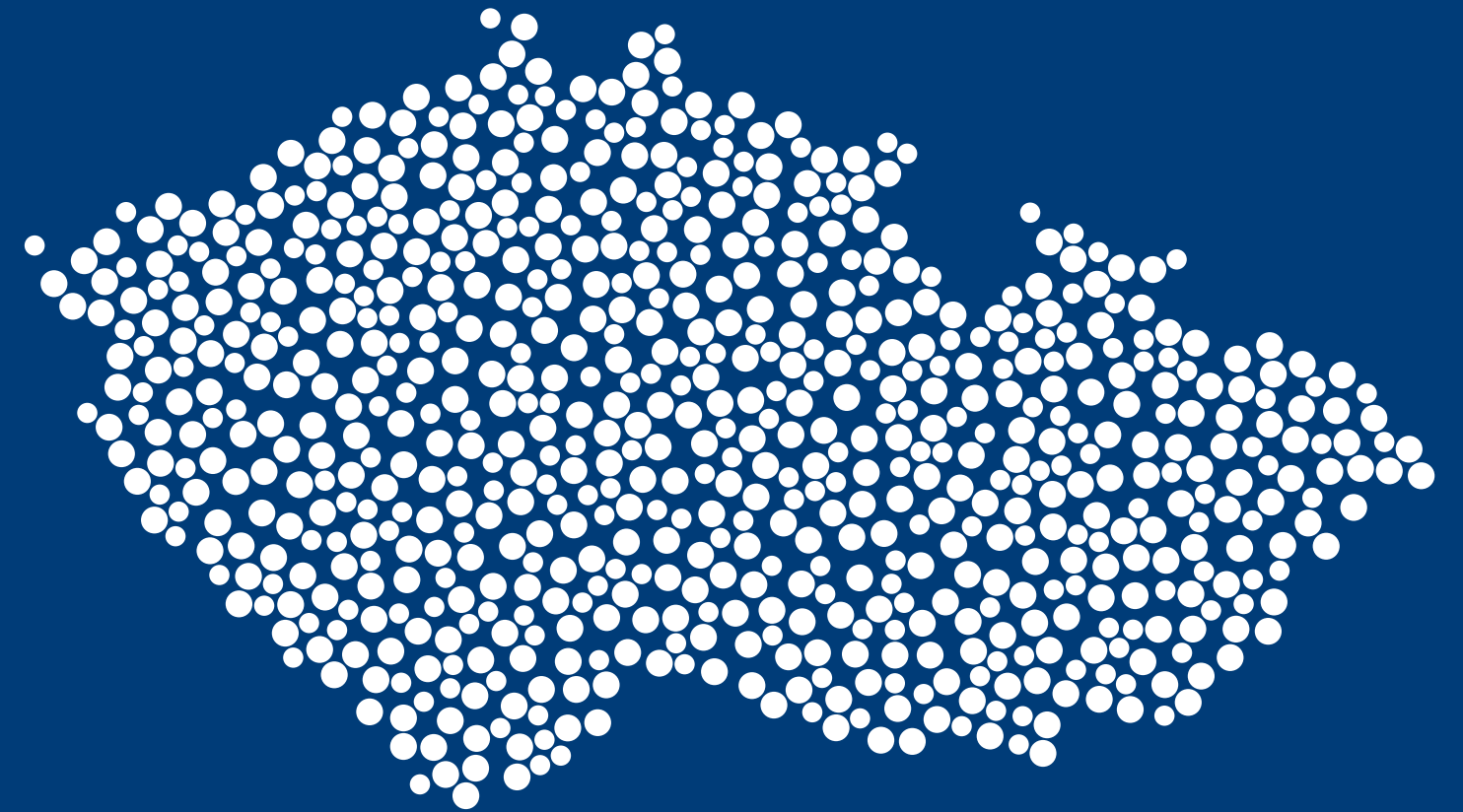


Inspirational monthly magazine Czech Convention Bureau

Regional startups with MICE
potential



Regional startups with MICE potential

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Capital City of Prague

Regional startups with MICE potential



HappenEE

Prague-based startup HappenEE is developing a comprehensive platform for event management and organization that covers the entire event lifecycle, from registrations to the app itself and detailed analytics.

HappenEE helps organizers create seamless hybrid, virtual and in-person experiences with an emphasis on maximum audience engagement. The platform offers mobile and web event applications that facilitate networking, interactive voting and clear event program management. It is invaluable for MICE event organizers thanks to a centralized attendee management system, lightning-fast contactless on-site check-in using QR codes and the possibility of complete visual personalization according to the client's brand.



In practice, HappenEE can be used at large international congresses and internal corporate conferences. Participants will appreciate a smooth arrival without queues, immediate access to speaker materials and the opportunity to join discussions via live Q&A, while the organizer will gain invaluable data on audience behavior and interests.



unlimited



English, Czech



Rohanské nábřeží 678/23, Prague 8



happenEE.com

More info: [Prague Convention Bureau](#)

Productboard

One of the most successful tech unicorns to emerge from Prague is Productboard. This product management platform helps organizations centralize customer feedback, prioritize development steps, and create clear strategic planning.

For the MICE segment (especially for conferences, client meetings and professional summits), Productboard is a great tool for working with participant feedback in a structured way and involving them in co-creating the event content or project vision. It allows organizers to effectively collect ideas from participants in one place and transform their ideas into real outputs for subsequent years or follow-up projects.



In practice, it is a great interactive element for various conferences, developer events or strategic teambuildings. During workshops or networking blocks, participants can vote directly in the application on the future direction of projects, suggest topics for future lectures or evaluate the biggest challenges in their field, which turns passive listening into a highly engaged and innovative experience.



unlimited



English, Czech



Boudníkova 2506/3, Prague 8



productboard.com

More info: [Prague Convention Bureau](#)

SmartGuide

Prague startup SmartGuide turns smartphones into personal digital guides using augmented reality, audio and geolocation. For the MICE segment, it represents an ideal tool to offer congress or incentive event participants an engaging and flexible accompanying program in and outside Prague without the need to organize live guides for dozens of groups.

SmartGuide allows organizers to create their own customized digital routes that take visitors to interesting places around the event. The technology uses GPS, so the audio guide automatically starts at the exact location, tells stories and works reliably even offline, saving mobile data for international guests.



The application will find practical use as an original and sustainable benefit for delegates of large international congresses, who can walk a personalized route through the city in their free time, or as a modern outdoor activity as part of corporate teambuilding.



unlimited



English, Czech (and many others)



W. Churchill Square 1800/2, Prague 3



smartguide.com

More info: [Prague Convention Bureau](#)

Mews

Originally a Prague-based technology unicorn, Mews is now a global leader in cloud-based property management systems (PMS), which completely digitizes and automates hotel operations.

Mews fundamentally modernizes the entire customer experience from booking, not only accommodation but also conference spaces, to check-out and brings huge potential for streamlining logistics associated with mass accommodation and meetings.



In the MICE segment, it is key for working with large groups of participants - it enables efficient reservation management, automated check-in/out and integration with event systems. It significantly speeds up the check-in of delegates in hotels during congresses. It is practically used at large events with accommodation - delegates can check-in online, avoid queues and organizers have a better overview of logistics.



unlimited



English, Czech (and many others)



I. P. Pavlova Square 1789/5, Prague 2



mews.com

More info: [Prague Convention Bureau](#)

MIWA (Minimum Waste)

Prague-based MIWA develops innovative technologies for minimizing single-use packaging based on circular distribution and smart modular stands. In the MICE sector, it responds to the increasingly strong demand for sustainability and brings elegant hardware and software solutions for ecological catering without unnecessary waste.

For corporate events, exhibitions and congresses, MIWA offers stylish self-service dispensers for dried fruits, nuts, muesli or coffee, which operate on the principle of precise and hygienic dosing. This system eliminates the creation of hundreds of disposable plastic packaging and at the same time has a very aesthetic and educational effect within the framework of corporate social responsibility.



The use at events consists of integrating MIWA modules into catering zones as part of ecological "zero-waste" snack stations. Participants can self-serve and touch-freely dispense refreshments into pre-filled cups, transforming a regular coffee break into an interactive and sustainable experience.



flexible



Czech, English



Belgicka 115/40, Prague 2



miwa.eu

More info: [Prague Convention Bureau](#)

South Bohemian Region

Regional startups with MICE potential



The renovated Jindra brewery in Jindřichův Hradec

After almost sixty years, beer is being brewed again in Jindřichův Hradec. The first batches are stored in the historic cellars of the newly renovated castle brewery.

The two young brewers, Václav and Matěj, who started the brewery, are connected to the brewery by family ties. Matěj's grandfather was the last brewer to brew beer here as part of the state-owned brewery. And Václav's wife's grandfather was born right in the brewery and spent his entire childhood there as the son of a brewery worker.

The protective hand over the first batches of beer and the mentoring role for the brewers of the Jindra brewery was held by brewer Ivan Chramosil, a legend of the Czech brewing scene, who brewed beer at the famous Prague brewery U Fleků for 44 years.



The brewery also includes the Smetana Restaurant, where it is possible to organize a social party or meeting in stylish premises.

Tours of the brewery are also planned for the future.



50



Czech, English



Dobrovského 2, Jindrichuv Hradec,



<https://www.pivovarjindra.cz/>

More info: [South Bohemia Convention Bureau](#)

Corporate RestArt

Are you looking for a pleasant place for a corporate event in České Budějovice? How about the newly opened RestArt café.

RestArt – Café & Bistro in the heart of České Budějovice is a space where a modern interior meets a unique atmosphere of art. The café is decorated with sculptures, paintings or other works of art that turn every visit into an experience.



Enjoy Trepallina's authentic Italian coffee with great, tailor-made catering.

The conference lounge of the RestArt café offers a quiet and stylish environment with a capacity of up to 50 people and complete conference equipment.



50



Czech, English



Přemysl Otakar II Square. 128/39, České Budějovice



<https://restartcafe.cz/>

More info: [South Bohemia Convention Bureau](#)

Treasure Hunt Camp

Treasure Hunt Tábor offers a unique opportunity to explore the history and culture of this fascinating city through an exciting game.

Treasure Hunt Tábor invites you to discover the secrets and legends of the Hussite city.

This teambuilding activity, which is truly a treat for all adventurers, will draw you into the heart of South Bohemia, the second largest city in the region.



40 gems of this city await you, and you should ideally set aside about 2.5 hours to discover them.

One of the main advantages of the Treasure Hunt game is its versatility and flexibility. The game does not require any special skills or knowledge, so participants of all ages and professions can participate.



10 - 1000



Czech, English



Tabor center



<https://www.z-agency.cz/cs/blog/treasure-hunt-tabor-teambuilding-v-husitskem-meste>

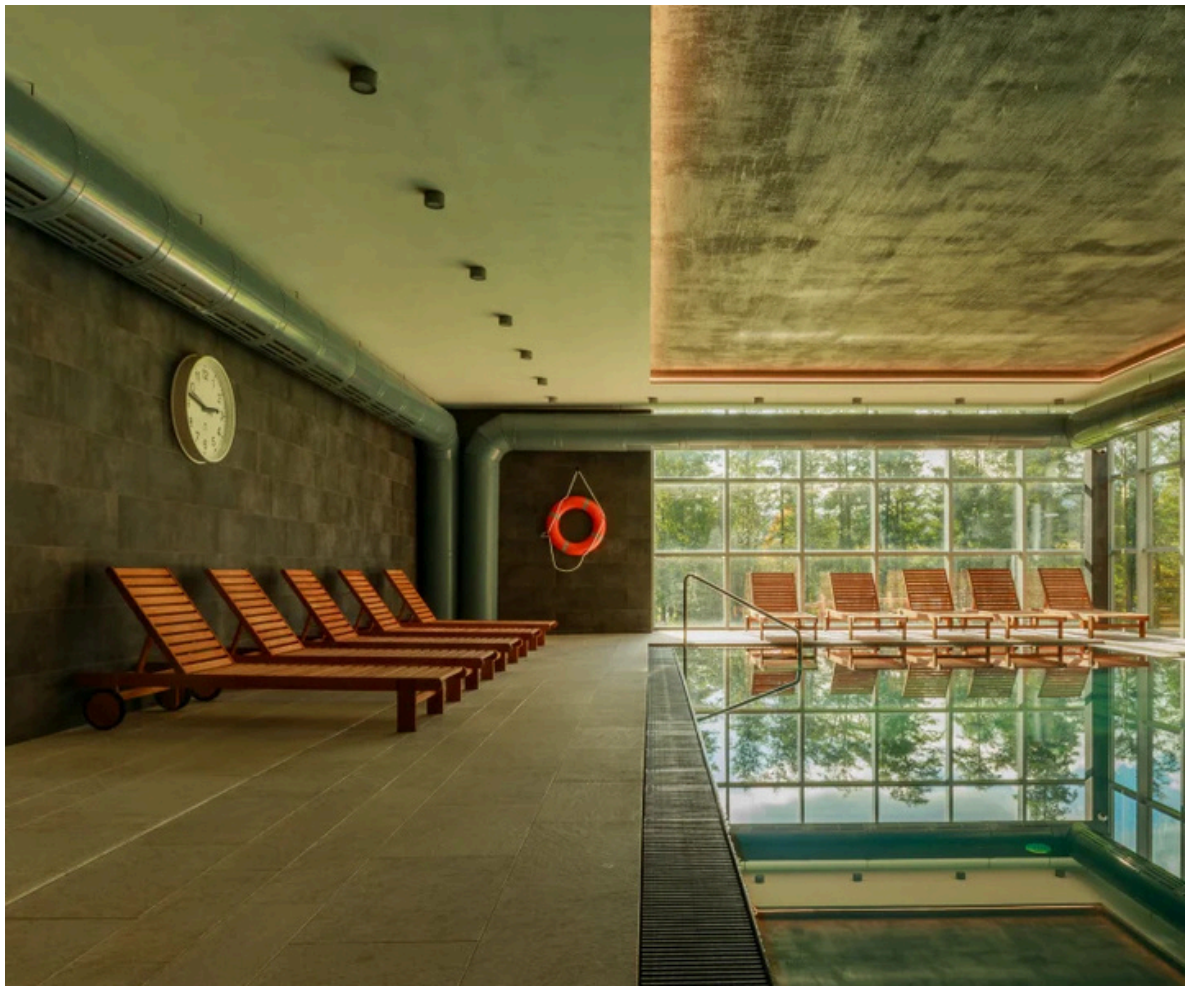
More info: [South Bohemia Convention Bureau](#)

Orsino - resort near Lipno with its own beach

Are you planning a smaller corporate event where you expect great catering, wellness, and outdoor activities? Resort Orsino is the right choice.

The Orsino Resort on the banks of Lake Lipno is the ideal place to slow down and recharge your batteries.

It combines the warm attitude of the people, modern wellness and the unique atmosphere of Lipno and Šumava.



Accommodation at the resort has a capacity of 7 rooms with a total of 22 beds. Additional capacities can be arranged within Horní Planá.

Bicycle, scooter or paddle board rental can be arranged on site.



30



Czech, English, German



Volarska 167, Horni Plana



www.resortorsino.cz

More info: [South Bohemia Convention Bureau](#)

South Moravian Region

Regional startups with MICE potential



JIC

For more than twenty years, the JIC innovation agency has been helping technology companies to emerge and grow, many of which are now among the world's most successful companies.

In addition to incubating startups, it connects companies, investors, universities and researchers and regularly organizes professional conferences, networking events, meetups, workshops and educational programs focused on entrepreneurship, technology and innovation.



In its buildings, it offers facilities for workshops, lectures and coworking, which are used mainly by start-up entrepreneurs, students and companies from the region. For organizers of MICE events, JIC is an interesting partner mainly in terms of content - it can enrich the program with an inspiring lecture or connect with the startup community. In the region, JIC plays the role of creator and guide of the innovation ecosystem: it connects people, companies and institutions and helps them find the right direction. Thanks to this, Brno is not only a city of trade fairs and congresses, but also one of the most important innovation hubs in Central Europe.



Unlimited



CZ, EN



Purkyňova 127, 612 00 Brno-Medlánky



<https://www.jic.cz/en/>

More info: [Brno Convention Bureau](#)

CEITEC

CEITEC is one of the most important scientific centers in Central Europe and a long-term partner of the Brno Convention Bureau in the Convention Ambassadors program.

Thanks to its strong international scientific community, it regularly hosts professional conferences, workshops and summer schools and helps bring prestigious association congresses to Brno. For organizers, it represents a unique opportunity to combine a conference with a visit to top laboratories or an inspiring scientific program.



The motto "Connecting people, event by event" perfectly describes CEITEC's approach to building a scientific community. In addition to international congresses and professional conferences, it also organizes lectures, workshops, popularization events, open days or thematic excursions focused on, for example, electron microscopy, modern architecture or studies within the CEITEC PhD School. This offers event organizers a unique opportunity to enrich the conference program with an authentic experience from the world of cutting-edge science and innovation.



Unlimited



CZ, EN



U vodárny 2965/2, Brno, 616 00,



<https://www.ceitec.cz/>

More info: [Brno Convention Bureau](#)

ART

KUMST is a creative and entrepreneurial hub that connects designers, architects, creators, startups and companies.

It was established under the auspices of the South Moravian Innovation Center (JIC) with the aim of supporting entrepreneurship in the cultural and creative sectors through education, mentoring, networking and connections with investors. Today, it is a place where innovative projects with international potential are created and where the creative community from Brno and the entire Czech Republic regularly meets.



In addition to coworking, studios and modern conference spaces, KUMST offers a rich program of lectures, workshops, meetups and networking events focused on design, business, marketing and new technologies. For MICE event organizers, it is an inspiring place where the conference can be enriched with an excursion, creative workshop or meeting with successful entrepreneurs and designers. KUMST thus shows that Brno is not only a center of science and technology, but also a city of creativity, innovation and modern business.

 150

 CZ, EN

 Údolní 495/19, 602 00 Brno-střed

 <https://www.brnoconvention.cz/prostory/kumst/>

More info: [Brno Convention Bureau](#)

FabLab Brno

FabLab Brno is a digital workshop equipped with 3D printers, laser cutters, CNC machines and other modern technologies.

In addition to supporting startups and community makers, it organizes corporate workshops, educational programs, and creative teambuilding events, during which participants design and make their own products.

A unique addition to the accompanying program is the FabLab University truck - a mobile digital workshop that can arrive directly at the conference or corporate event location. After parking, it transforms into a fully equipped makerspace with 3D printers, a laser cutter, a CNC milling machine, a robotic arm and other technologies, offering interactive workshops and experiential activities directly at the organizer.



For the MICE sector, FabLab Brno represents an original way to enrich a conference or corporate meeting with a practical experience, support creativity, teamwork, and show that Brno is one of the European centers of innovation and modern technologies.



Unlimited



CZ, EN



Purkyňova 649/127 612 00 Brno



<https://www.brnoconvention.cz/aktivita/fab-lab/>

More info: [Brno Convention Bureau](#)

Velvet Innovation Meetup

Velvet Innovation is an international platform founded in Brno that connects companies, startups, researchers, universities, investors and public administration. Its goal is to create a space where new collaborations and innovations are born through dialogue, trust and sharing of experiences.

Of particular interest to conference organizers are the Velvet Innovation Meetups – regular informal meetings held every third Thursday of the month at various inspiring locations in Brno. Each meetup presents approximately ten innovative projects from the business, academic and public sectors and subsequently offers ample space for networking. The events regularly move between major institutions in the region, thanks to which participants get to know not only local innovators, but also unique spaces suitable for organizing events.



Since its inception, the platform has hosted over 30 meetups, featuring hundreds of speakers and thousands of attendees. Velvet Innovation is an inspiring showcase of modern networking and offers conference organizers the opportunity to connect their events with one of the most dynamic innovation ecosystems in Central Europe.



 Unlimited

 CZ, EN

 Brno

 <https://www.velvetinnovation.com/cs/meetupy>

More info: [Brno Convention Bureau](#)

Karlovy Vary Region

Regional startups with MICE potential



Vary&Te

The largest creative center in the Karlovy Vary region.

Vary&Te is a new generation creative and technological hub. A place where art, innovation and business connect. Whether you create with code, painting or 3D printing, here you will find the facilities, community and tools for real progress. VARY&TE combines modern technologies with creative thinking and entrepreneurial know-how. Whether you are an artist, entrepreneur or innovator, here is everything you need to develop creative projects.

Functional spaces, one goal: project success. VARY&TE functions as an innovation hub. The concept is designed to support every phase of the innovation process.



Flexible workspaces optimized for intensive work and knowledge sharing. Fast internet connection, quiet zones for focused work and spaces for team collaboration.

Regular lectures, workshops, hackathons and networking events are held in the lounge for up to 80 people. Meeting cabarets for 6 to 12 people are available. Chill zones on each floor for relaxation and informal networking,

 100 people

 EN, DE

 Dykova, Stara Role, 360 17 Karlovy Vary

 <https://varyete.cz/>

More info: [Carlsbad Convention Bureau](#)

Blaho work

The Temple of Creativity in the Ore Mountains.

A unique space whose soul is people.

A unique cowork space in the foothills of the Ore Mountains, this is a creative community that gives you space to shine.

The Basilica of Higher Bliss can accommodate up to 80 seated guests. The entire space can be adapted on a turnkey basis for evening events, chamber training sessions, and filming.



Well-being activities:

Community coworking operation:

- They create accessible and inspiring facilities for freelancers, students, and start-up projects.

Education and workshops:

- They organize professional lectures, courses and training for the public and experts.

Supporting creativity and innovation:

- They connect people from different fields and provide them with space to implement their ideas.

 80 people

 EN, DE

 Masarykova 1299, 363 09 Ostrov nad Ohri

 <https://blaho.work/>

More info: [Carlsbad Convention Bureau](#)

KIC KK

Regional Innovation Center

A place where the innovation ecosystem of the Karlovy Vary Region is alive to the fullest!

The Regional Innovation Center of the Karlovy Vary Region (KIC KK) is a regional organization whose goal is to develop entrepreneurship, support innovation, connect companies with schools, and assist in the economic transformation and growth of the Karlovy Vary Region.



Scope of activities:

Support for entrepreneurs: Provides advice, helps find subsidy options and financing (e.g. innovation vouchers).

Connecting partners: Connects local businesses, public administration, creatives, students and schools.

Regional development: Manages open data and analyses for better decision-making in the region, coordinates strategic projects (e.g. in the field of sustainability and modern technologies)

 50 people

 EN, DE

 Zavodni 278, Karlovy Vary – Tašovice, 360 18

 <https://kickk.cz/>

More info: [Carlsbad Convention Bureau](#)

DESIGN PARK

DIZAJNPARK is a place where the joy of knowledge is cultivated, creativity is developed and the sharing of ideas is encouraged.

DIZAJNPARK is an association of creatives, patriots and design activists, which contributes to the development of the Karlovy Vary Region. Through creative education, it motivates entrepreneurship, initiative and citizenship. It creates a space for knowledge, meetings, experiences and thereby makes the Karlovy Vary Region more attractive for local residents and future new settlers. The DNA is creativity, quality, activity and citizenship.



The cultural space Výměník hosts exhibitions, workshops, lectures and networking meetings. The main activities are aimed at children, youth and the general public. They focus on creativity, cooperation, communication, responsibility and teamwork. They show that design is an integral part of everyday life and believe that design and creativity have the power to change the world!

For event organizers:
a selection of popular workshops, or they will prepare a tailor-made workshop for you.
It offers team building activities and training focused on design thinking and idea generation.

 50 people

 EN, DE

 Západi 1749/21, Karlovy Vary

 <https://www.dizajnpark.cz/>

More info: [Carlsbad Convention Bureau](#)

THE SUMMER IS ALIVE!

The Karlovy Vary Amphitheater and Summer Cinema comes to life. Open-air culture in the heart of the city.

Films, concerts, theater and summer events in a unique atmosphere.

A place for meetings, experiences and unforgettable evenings.

The iconic venue hosts a varied program every year, bringing the entire place to life from afternoon until night.

Both the venue itself and our partners offer a wealth of activities – from a pleasant sit-down with a coffee or a glass of prosecco, to facilities for passing cyclists, afternoon theater performances and a program for children, to evening concerts, special events and nighttime film screenings under the open sky in the unique atmosphere of the amphitheater.



The Letňák Lives Association was founded with a single goal: to restore and revive this beautiful space, which has a long history in the city and deserves a new chapter.

Open-air culture: The offer includes more than just film screenings – they envision a place where you can meet, share experiences, organize an event, and enjoy culture outdoors.



3500 people (500 covered stands)



EN, DE



Slovak 2003, Karlovy Vary



letnakvary.cz

More info: Carlsbad Convention Bureau

Vysočina Region

Regional startups with MICE potential



Cultural and Creative Center of Vysočina

The gates of the new Cultural and Creative Center of the Vysočina Region have opened in the grounds of the Žďár nad Sázavou Castle. The complete reconstruction of the convent of the former Cistercian monastery has created a modern cultural, educational and scientific facility of the 21st century.

The center offers:

Multifunctional hall for conferences, concerts, shows and performances.

Residential and co-working spaces for innovative companies and experts from creative industries or international artistic teams.

Facilities for events, exhibitions and community events.

A space for creative learning, connecting science with artistic research, and engaging local communities.



The center is open to non-profit organizations, private initiatives, and public service. The vision of the center's creators is to offer a space where new impulses are born - local, regional, and international.

 500 people

 EN

 Zdar nad Sazavou Castle

 <https://zamekzdar.cz/kulturne-kreativni-centrum-vysocina/>

More info: [Vysočina Region Convention Bureau](#)

Vortex Factory

The Vír Factory is a place where a laboratory for the future of the Czech countryside is being created. In the former factory complex in the village of Vír, new ideas for agriculture, production, energy, as well as architecture and design are being born.

This is a former industrial area, the oldest part of which, as well as the main building, is the Factory with a small hydroelectric power plant, powered by a stream flowing under the building. The area is also being developed as a hydroponic farm, trout farms, fruit drying and cider mill. The upper part of the area, called the Coal Mine, offers generous opportunities for multifunctional use - the dominant feature of the outdoor area is a brick chimney with a unique adrenaline attraction: a jump from a platform set at a height of 26 m.



The vast Tóvárny complex offers large and architecturally attractive conference rooms for organizing corporate events, training courses or social events. For startups, the complex offers fully equipped office facilities, conference and technical facilities, accommodation and catering on site, an inspiring space and the possibility of immediate application of new knowledge, marketing support for new projects, cooperation in finding investors and financing projects.



according to client's specifications



EN



Vír 1



<https://www.tovarnavir.cz/>

More info: [Vysočina Region Convention Bureau](#)

WorkFinder

WorkFinder, a student startup from the Vysočina region, serves as a modern web platform and application for connecting high school and university students with companies offering part-time jobs, internships, or short-term contracts.

The project responds to current challenges in the labor market, especially the more difficult task of reaching the younger generation. Instead of students applying for jobs, companies take the initiative and reach out to suitable candidates directly. In mid-April 2026, this project dominated the grand final of the BeNextOne competition and won the title of the best student startup of the year.



The application can be effectively used for the MICE segment - it serves as an ideal tool for flexible recruitment and management of personnel for various events. The field of gastronomy, events and the MICE industry in general are among the most common fields where students apply themselves in the application.



according to client's specifications



EN



Na Zavodi 1668, Humpolec



<https://workfinder.cz>

More info: [Vysočina Region Convention Bureau](#)

The Mozkohs

The only brain gym in the Czech Republic — neurotechnology, brain teasers, smart games and modern brain teasers. You will find out for yourself that brain training is definitely not boring.

The first and only Brain Teaser in the Czech Republic. Programs are prepared for individuals and small groups directly at the Brain Teaser in Třebíč; however, the Brain Teaser team also travels to companies, school parties, and other events throughout the Czech and Slovak Republics.



Mozkoherna offers original experiential, development and teambuilding programs for companies that combine fun with scientific knowledge about the human brain. Mozkoherna can serve as a great location for company parties, congresses, conferences, balls or family days for employees.



according to client's specifications



EN



L. Pokorného 24/28, Třebíč



<https://www.mozkoherna.cz/>

More info: [Vysočina Region Convention Bureau](#)

Black Garden & Black Wall

In Jihlava, you will find two thematically connected businesses on one street right in the city center: Black Wall and Black Garden. Both projects focus on modern design and premium services.

Black Wall bar is located right in the historic center of Jihlava and will impress guests with its light industrial style and a varied selection of signature drinks. In an innovative way, they have brought the traditional Old Bohemian liqueur Mahlerovka back to life - they will mix an original cocktail for visitors with a reference to the composer Gustav Mahler, who is inextricably linked to Jihlava. For corporate events, they will provide a complete bar service including a menu, inventory, custom-made mobile bars, a banquet with molecular cocktails and a bartending show.



Black Garden offers a private spa, wellness with a Finnish sauna and a jacuzzi, and spaces for corporate parties, training or teambuilding events with a capacity of 15-20 people. Catering is of course provided, as well as a bartending show and wine, rum or gin tasting, which can be part of the teambuilding or evening program.



20 people



EN



Škrétova 2 and 3, Jihlava



<http://www.blackwall.cz/>
<https://black-garden.cz/>

More info: [Vysočina Region Convention Bureau](#)

Hradec Králové Region

Regional startups with MICE potential



Dobroládovna

From Grandma's Pantry to a Big Dream

DobroLádovna is a social enterprise that offers a wide range of delicious products such as jams, caramels, syrups, chutneys or freeze-dried fruit. Their production is based on quality, carefully selected ingredients and honest hand processing. The basis of all delicacies are ingredients from local farmers and orchardists, which DobroLádovna supports local production in the region and ensures the freshness and ripeness of the processed fruit and vegetables. The only exception is citrus, which it imports directly from small farmers in southern Italy.



DobroLádovna products are available in more than 60 stores and delicatessens. The company also cooperates with restaurants, hotels, cafes and prepares gift packages full of goodies for various occasions. You can also use them as corporate gifts.



-



Czech



Skochovice 60, Nový Bydžov 50351



<https://www.dobroladovna.cz/>

More info: [Hradec Králové Region Convention Bureau](#)

Weelet

How to diversify the program of a congress, conference or corporate event and at the same time introduce the destination to the participants in an unconventional way?

Weelet connects modern technology, outdoor activities, storytelling, and discovering real places.

Using a mobile application, participants follow an interactive route, solve tasks, work with a map, and gradually uncover the story associated with the place. The route can also be tailored to a specific location, topic, and target group.



For congress and incentive visitors, Weelet can represent an original accompanying program, informal teambuilding, or an opportunity to get to know the host city and its lesser-known corners in a fun and active way.



-



Czech



Komenského 264/5, 500 03 Hradec Králové



<https://landing.weelet.cz/spoluprace>

More info: [Hradec Králové Region Convention Bureau](#)

IONT tech

Smart charging for more sustainable events.

Sustainability and electromobility are increasingly reflected in the organization of conferences, congresses and corporate events. IONT tech, a manufacturer of charging stations from Nové Město nad Metují, offers solutions for electric cars and e-bikes for companies, hotels and public spaces.

Of particular interest to event organizers is the possibility of renting mobile charging stations that can be easily installed directly at the event location. Participants can conveniently charge their electric vehicles during the program, while the organizer expands the event services with a practical element supporting sustainable mobility.



Ve dvou se to lépe táhne



The IONT tech solution can be an interesting addition not only for one-time congresses, exhibitions or corporate meetings, but also for hotels and conference venues that want to be better prepared for the needs of guests arriving by electric vehicle.



-



Czech



Johnova 302, 549 01 Nove Mesto nad Metují, CZ



<https://iont.tech/>

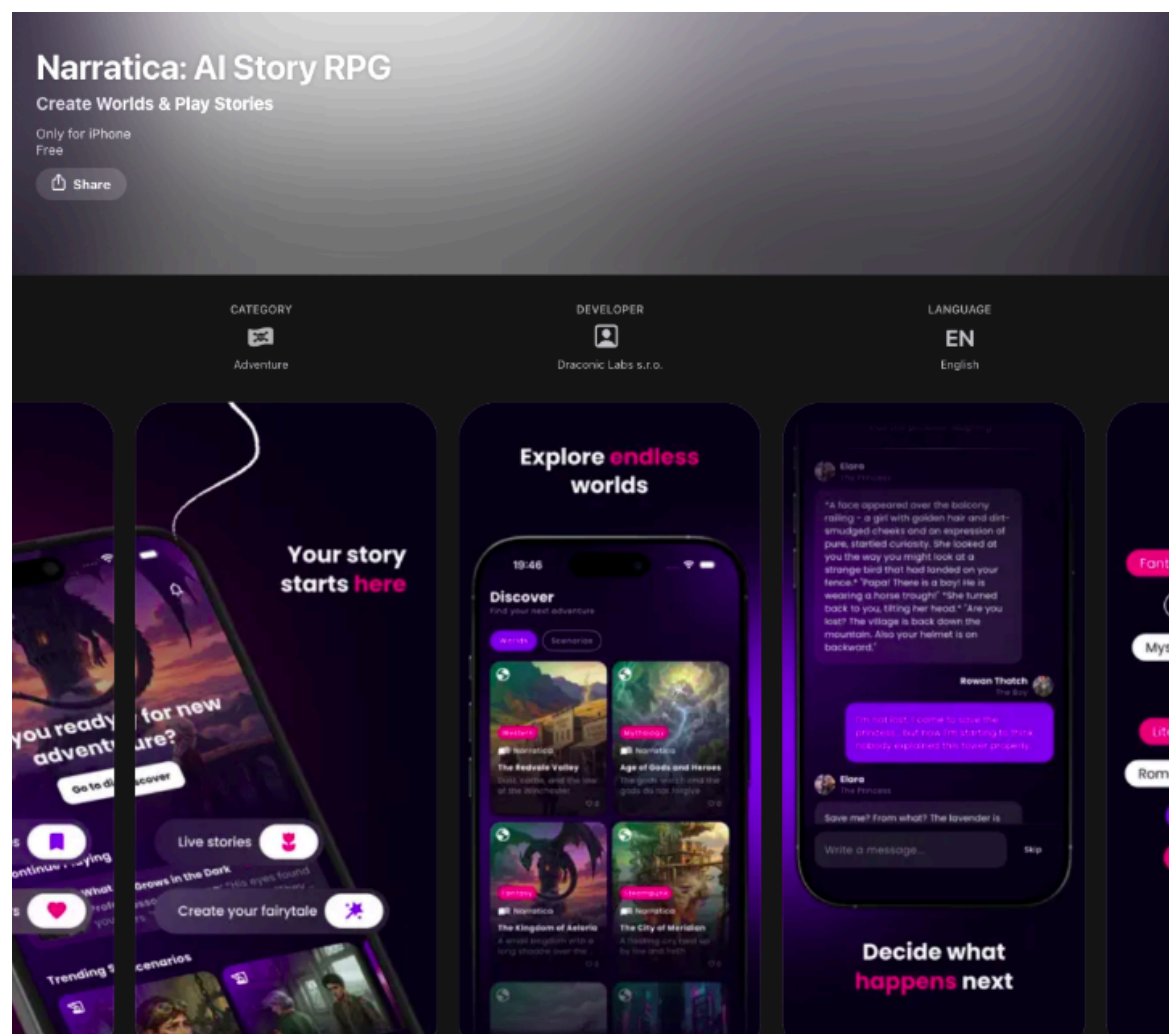
More info: [Hradec Králové Region Convention Bureau](#)

Fiction

When a participant becomes part of the story

What if guests at a corporate event or conference didn't just watch the story unfold, but decided for themselves how it would unfold? Narratica is an AI platform for interactive storytelling that allows you to create your own worlds, characters, and scenarios and then turn them into stories that respond to the user's decisions.

The project is being developed by Czech studio Draconic Labs, and Narratica also represents the young innovation scene of the Hradec Králové region. The platform combines creative writing, game principles, and artificial intelligence, putting users directly at the center of the action instead of passively watching content.



This principle also offers interesting inspiration for congress and incentive tourism – for example, when creating a gamified accompanying program, a thematic story connected to the venue, or unconventionally involving participants in the event program. Narratica thus shows how new technologies and storytelling can enrich the experience of events and their host destinations in the future.



Hradec Kralove



Czech, English



Piletická 486, Věkoše, 503 41 Hradec Králové



<https://narratica.ai/>

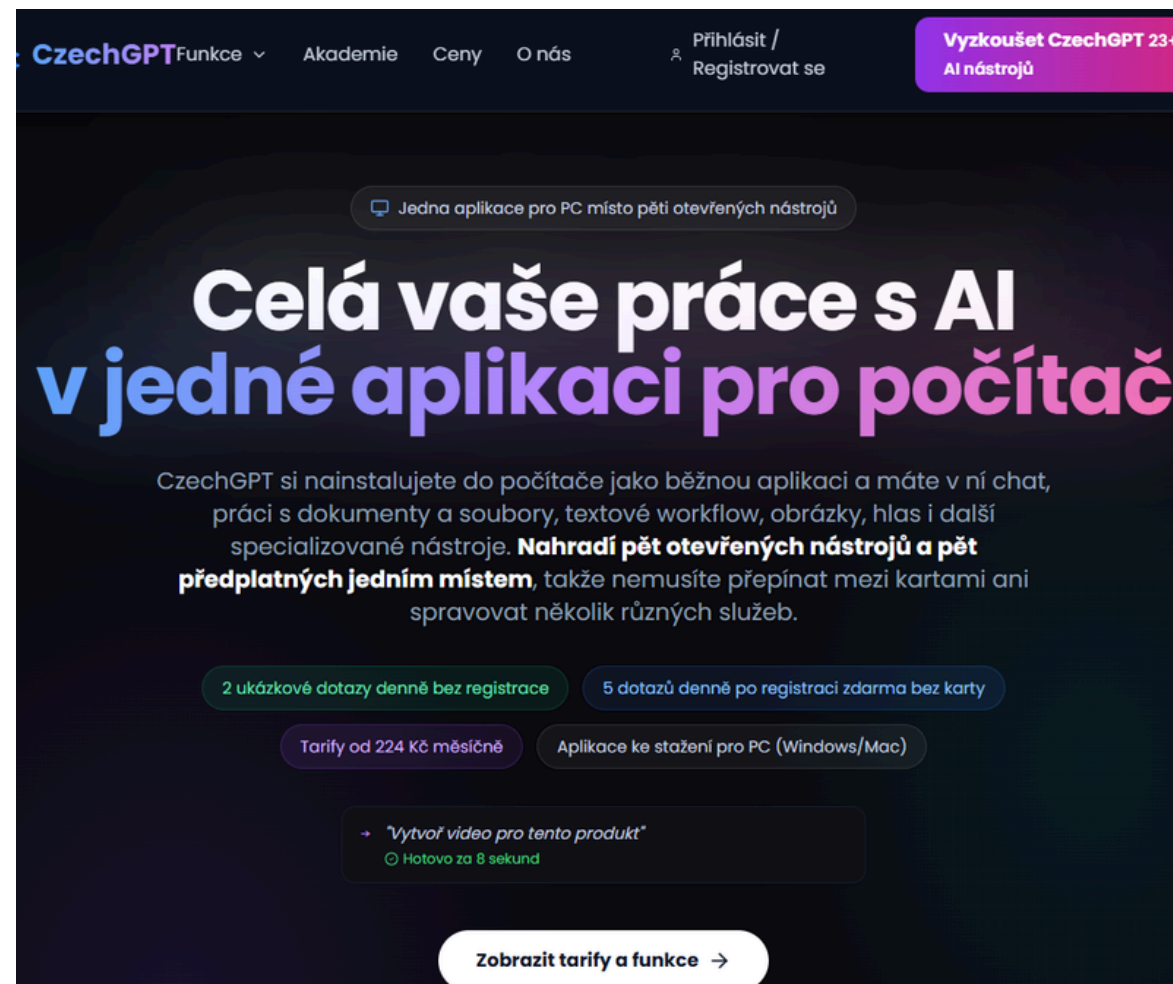
More info: [Hradec Králové Region Convention Bureau](#)

CzechGPT

Czech AI as an assistant for modern events

Artificial intelligence is increasingly becoming a part of the daily work of companies and event organizers. CzechGPT is a Czech AI platform that connects work with texts and documents, marketing, translations, visual creation and other tools for more efficient work in one place.

In the environment of congresses, conferences and corporate events, it can help, for example, with the preparation of invitations and programs, the creation of posts on social networks, the translation of materials for foreign participants, the processing of documents or the summary of outcomes from meetings.



Thanks to the Czech environment and focus on practical work scenarios, CzechGPT can make the possibilities of artificial intelligence accessible even to teams that are just starting out with AI. For the MICE segment, it represents an interesting example of how modern technologies can simplify the organization, communication and promotion of events and save time for the most important thing - the experience of the participants themselves.



Czech

Na Lani 1408, 516 01 Rychnov nad Kněžnou

<https://czech-gpt.cz/>

More info: [Hradec Králové Region Convention Bureau](#)

Northern Bohemia Region

Regional startups with MICE potential



Lipo.ink

Do you want to organize a meeting, press conference, training or perhaps a smaller or larger conference? In the Lipo.ink building, you can choose from ten meeting rooms!

The Liberec Business Incubator is a non-profit organization whose mission is to support both new and established entrepreneurs in the Liberec Region. It has been fulfilling its mission since 2017 as an independent section of the ARR – Regional Development Agency, spol. s r.o. Since 2020, it has been based in a revitalized building in the center of Liberec, where it provides its clients with modern facilities. The offer includes a coworking center, an ideal place for connecting fields and personalities.



Under one roof, you will also find offices, prototype workshops, and event and meeting spaces that can be rented. The bright and airy spaces are fully equipped with projection technology, kitchenettes and a reception. For large events, it offers a unique two-story space with a bar, stage and large screen.



according to client's specifications



Czech, English



U Jezu 525/4, 460 01 Liberec



<https://lipo.ink/>

More info: [Northern Bohemia Convention Bureau](#)

Ecohouse

The Liberec startup Ecohouse was founded in 2022 by Petra Doubková with the aim of bringing ecological and practical solutions to the household. Its main product is ecological laundry paper - a fully soluble, lightweight and plastic-free alternative to conventional detergents.

For the MICE segment, EcoHaus is attractive with its emphasis on sustainability, ecological composition and support for ESG values, which organizers and corporate clients are increasingly looking for. In the B2B area, EcoHaus offers corporate gifts and tailor-made gift packages. You can choose a unique combination of sustainable products (from laundry rolls to perfumes and essential oils to products for ecological cleaning or gentle textile care), including your own branding and packaging design. It also offers the possibility of producing tailor-made sustainable textiles.



The offer also includes educational webinars, lectures and workshops tailored for entire teams. They focus on sustainability in practice, non-toxic cleaning and saving resources and costs, thereby helping companies meet their ESG goals. EcoHaus can be used in practice as an original sustainable gift or attention in packages for conference and trade fair participants, or as a content-rich workshop and lecture as part of a corporate teambuilding or educational block.

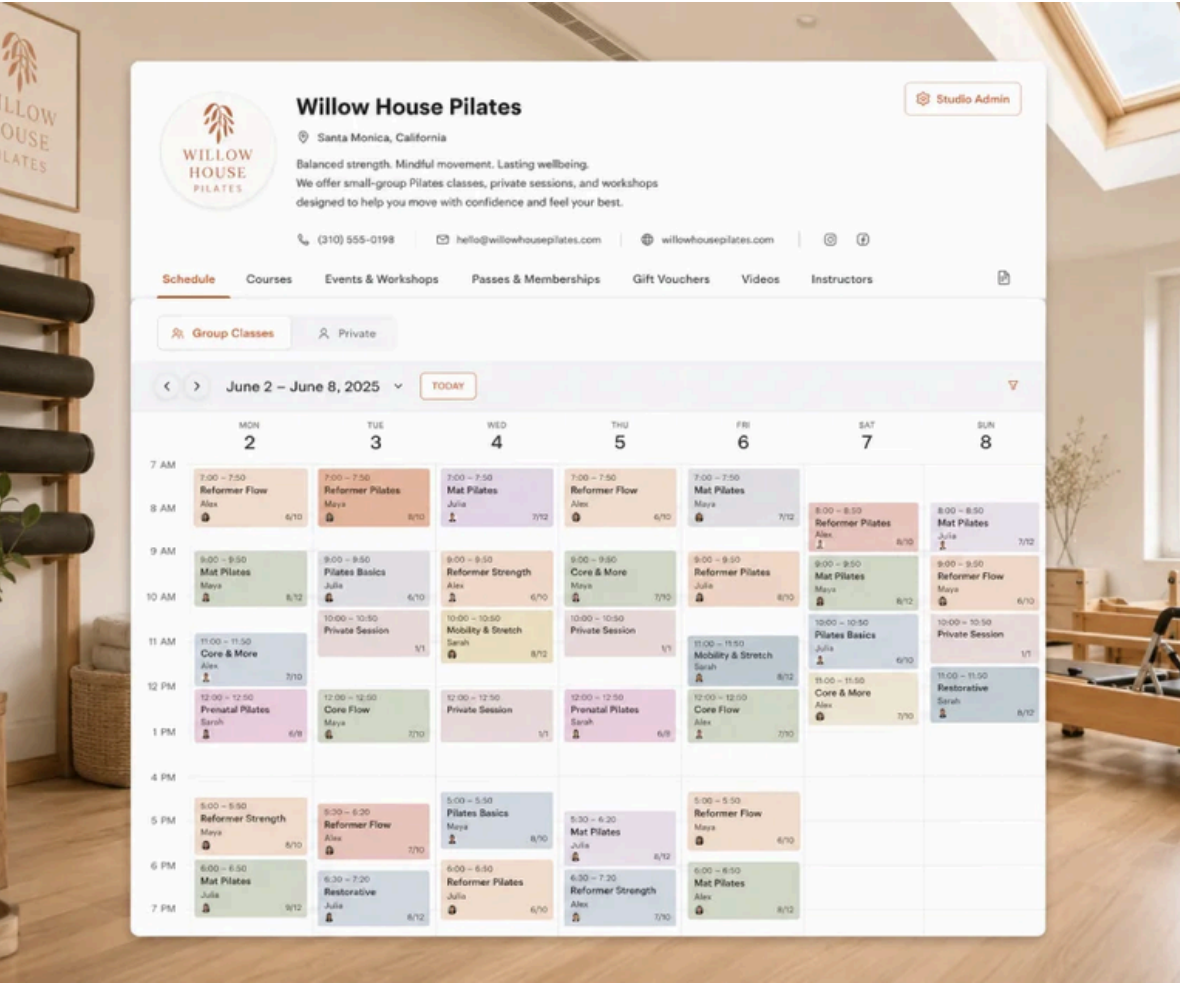
-  individual according to the scope of the event
-  Czech, English
-  without a company headquarters, online only
-  <https://ecohaus.cz>

More info: [Northern Bohemia Convention Bureau](#)

Zenamu

Zenamu was founded in 2020 as a small hobby project. Today, it is a startup that operates an intuitive booking and administration system primarily designed for yoga studios, fitness centers, instructors and course organizers. The tool is used for clear calendar management, lesson listing, and automation of bookings and payments.

The system offers a clear booking calendar, the ability to list one-time and recurring events, automatic sending of confirmations and reminders, and support for online payments. It allows you to have a complete overview of the occupancy of capacities in real time, and the platform can be easily embedded directly into your own website or used separately. It is available in several price-graded tariffs - from a free version for smaller events to advanced packages for large studios. These differ in features and monthly volume of reservations.



At corporate events and conferences, this tool is great for managing the accompanying program. Organizers can use it to seamlessly coordinate registration for activities with limited capacity, such as morning yoga for participants, afternoon experiential workshops, or evening tastings, eliminating manual spreadsheet registration.

-  according to the tariff
-  Czech, English, German and others
-  without a company headquarters, online only
-  <https://zenamu.com/>

More info: [Northern Bohemia Convention Bureau](#)

Wombatronic

Wombatronic is a creative-technological platform and association that connects art, innovative technology and interactivity. The main domain of the project is the use of drones (including unique winged drones), microcontrollers and kinetic elements to create immersive light and art performances.

The startup specializes in visually appealing indoor drone shows, narrative performances, and custom-made kinetic or interactive installations. The great attraction is the connection of drones with live actors directly on stage, where drones are not just a background, but equal actors in the performance. The brand offers dramatic opening blocks of events, flying deliveries of symbolic objects, and light choreographies that connect precision engineering and visual storytelling.



Wombatronic will find practical use as a spectacular opening or culminating element of the program at conferences, gala evenings and product launches, or as an interactive technological installation at trade fairs and corporate events, where it will attract the attention of participants.



unlimited



English, German, Czech



without a company headquarters, online only



<https://www.wombatronic.cz>

More info: [Northern Bohemia Convention Bureau](#)

Stroyspaces

STROYSPACES is a modern joint project of the Liberec technology startup nullspaces and the visual studio STROY. It combines computer vision technology, camera motion capture, and advanced projection graphics.

The result is an interactive gaming and visual system that projects a game field directly onto the floor or wall, allowing people to physically enter a digital game – for example, playing interactive football with a real ball on the projected field. For the MICE segment, it brings a modern element of gamification and experience without the need for any VR glasses or controllers.



The project creates immersive installations and custom entertainment zones. Using compact sensors and projectors, it can transform any surface into an action-packed gaming arena or interactive zone with its own graphics and branding. People can compete in game challenges, test their dexterity, or try out the connection of physical movement with the digital world. Thanks to its visual appeal, this element acts as an unmissable experiential attraction that attracts the attention of the surrounding area and involves event participants in the game.



individual according to the scope of the event



Czech, English



without a company headquarters, online only



<https://stroystudio.com/cs>

More info: [Northern Bohemia Convention Bureau](#)

Moravian-Silesian Region

Regional startups with MICE potential



Teambuilding where people laugh

Švihej: this is a Czech start-up from Ostrava.

Švihej is a purely Czech brand of skipping ropes founded in 2016 in Ostrava by brothers Tomáš and Marek Vaněček, which has grown from a garage into one of the most important sports projects in the Czech Republic.

The company will prepare a team building for your events that will bond the team and get employees moving. No lectures. Just movement, laughter and a few enthusiastic colleagues.



The Jump Rope Workshop is a 1-3 hour exercise program for companies and events:

- they will bring you skipping ropes
- will teach you the technique from scratch
- they will add a freestyle show/performance.

Every workshop is different, but they have one thing in common: people leave with a smile and the realization that skipping is not just for kids on the playground.



by arrangement



Czech, English



Poděbradova 1243/7, 702 00 Ostrava



<https://www.svihej.cz/>

More info: [Ostrava Convention Bureau](#)

We think healthy...

The slogan "We Think Healthy" reflects the philosophy of BrainMarket, which connects care for the body, mind, and nature.

For example, BrainMarket can be a partner of a corporate conference that wants to offer participants not just a classic coffee break, but also something extra...

The program may include a wellness or energy break, product tasting, short education about a healthy lifestyle, or a thematic workshop.



There is also an interesting potential for incentive programs and corporate gifts, where local products can replace the usual promotional item.

BrainMarket has experience with events and was, for example, part of the Ostrava Colours of Ostrava, so the world of large events is not completely unknown to it.

Make your event healthier with BrainMarket.



Czech, English



Organica, Bishop Bruno Square 3399/5, Ostrava



<https://www.brainmarket.cz/>

More info: [Ostrava Convention Bureau](#)

MSIC: a place where startups, ideas and people meet

The Moravian-Silesian Innovation Center connects startups, companies, and investors and creates a space where new ideas can become concrete collaborations.

The Moravian-Silesian Innovation Center (MSIC) is one of the key locations in the Ostrava startup and innovation ecosystem.

It helps startups grow, connects them with experts, investors, universities and established companies, and creates a community around them.

An important part of its activities are also events, workshops, conferences, and networking meetings, which bring people with different experiences and perspectives together.



For congress and corporate groups, MSIC can be not only a venue, but also an opportunity to experience the Ostrava startup ecosystem through pitching, workshops, visiting startups, or networking with local innovators.



Czech, English, Polish

Technologicka 375/3, 708 00 Ostrava

<https://ms-ic.cz/>

More info: [Ostrava Convention Bureau](#)

A place with character

Boutique Ostravica is not another anonymous conference space, it is a distinctive place in the center of Ostrava that combines the history of Ostravice-Textile with modern design

Boutique Ostravica offers several spaces under one roof for various types of events: from smaller meetings and workshops to conferences, networking or evening events.

There are meeting rooms, an auditorium, an atrium, a glass-enclosed Šišoid or the Etáž club. Individual spaces can be combined depending on the nature of the event, the number of participants and its program.



Another advantage is the ability to connect the work part with an informal program without having to move the group to another location.

The offer includes catering and selected coffee from CØKAFF, as well as the technical facilities necessary for corporate events.

 according to agreement and variability of individual spaces

 CZ, EN

 Dr. E. Beneše Square 284/3, 702 00 Moravská Ostrava and Přívoz

 <https://boutiqueostravica.cz/>

More info: [Ostrava Convention Bureau](#)

Experience. Together. Differently.

The company Team Events from Ostrava prepares corporate programs and teambuildings from short activities to full-day or multi-day programs.

The company has been operating on the market since 2009 and specializes in corporate events, teambuilding and experiential programs. They offer dozens of formats for various group sizes. These include, for example, the Formula team competition, Games without Borders, Grill Master or the Beskydy Games.

They always adapt the program to the number of participants, time, location and goal of the event.



In addition, team events can provide a complete service including location, transportation, accommodation, catering and program. For the organizer, they represent one partner who can take responsibility for the entire accompanying program.

The advantage is primarily knowledge of the region and the ability to connect the program with a specific location.



for this purpose



CZ, EN, PL



-



<https://www.tymove-akce.cz/>

More info: [Ostrava Convention Bureau](#)

Olomouc Region

Regional startups with MICE potential



ICOK Startup Academy

ICOK Startup Academy brings an opportunity for ambitious startups.

An intensive development program of the Innovation Center of the Olomouc Region. It offers five masterclass meetings, mentoring from experienced founders and direct feedback from investors. It is therefore an acceleration program for start-ups and innovators in the region. During 5 masterclass workshops, which always take place at the beginning of spring, professionals will take your startup to the next level and prepare you for meetings with investors. Together with the leading startup gurus in the Czech Republic, you will go through the world of expansion, sales, marketing and first financing.



About the program:

- Format: 5 intensive masterclass workshops.
- Goal: To take the business and ideas of local startups to a higher level.
- Experts: Participants will gain know-how from leading figures in the startup scene, mentors, and investors.
- Date: Regularly takes place during the spring months (for example, the April series).



Capacity is limited by the selection of organizers to maintain the quality of mentoring.



multilingual



17. listopadu 1230/8a, 779 00, Olomouc



<https://www.inovaceok.cz/akce/icok-startup-academy>

More info:

[Central Moravia & Jeseníky Convention Bureau](#)

UP Science and Technology Park

The UP Science and Technology Park is a center for innovation and technology transfer of Palacký University.

It supports the creation of startups and spin-off companies with an emphasis on utilizing the potential of UP. It makes new technologies accessible and connects companies with the world of UP. VTP UP offers a wide range of services for UP employees and students, but also for partners outside of it. It provides facilities, incubation and helps restart and connect the local startup community.

The comprehensive range of services is divided into the areas of Business, Commercialization and Specialized Services.



The UP Science and Technology Park supports cooperation in the application of science and research results in the commercial sphere and transfers the needs of the commercial sphere to the scientific and research workplaces of Palacký University in Olomouc, thus contributing to the growth of the economic level of the Olomouc Region.



four buildings with a total area of 9,351 m²



multilingual



Šlechtitelů 813/21, 779 00 Olomouc- Holice



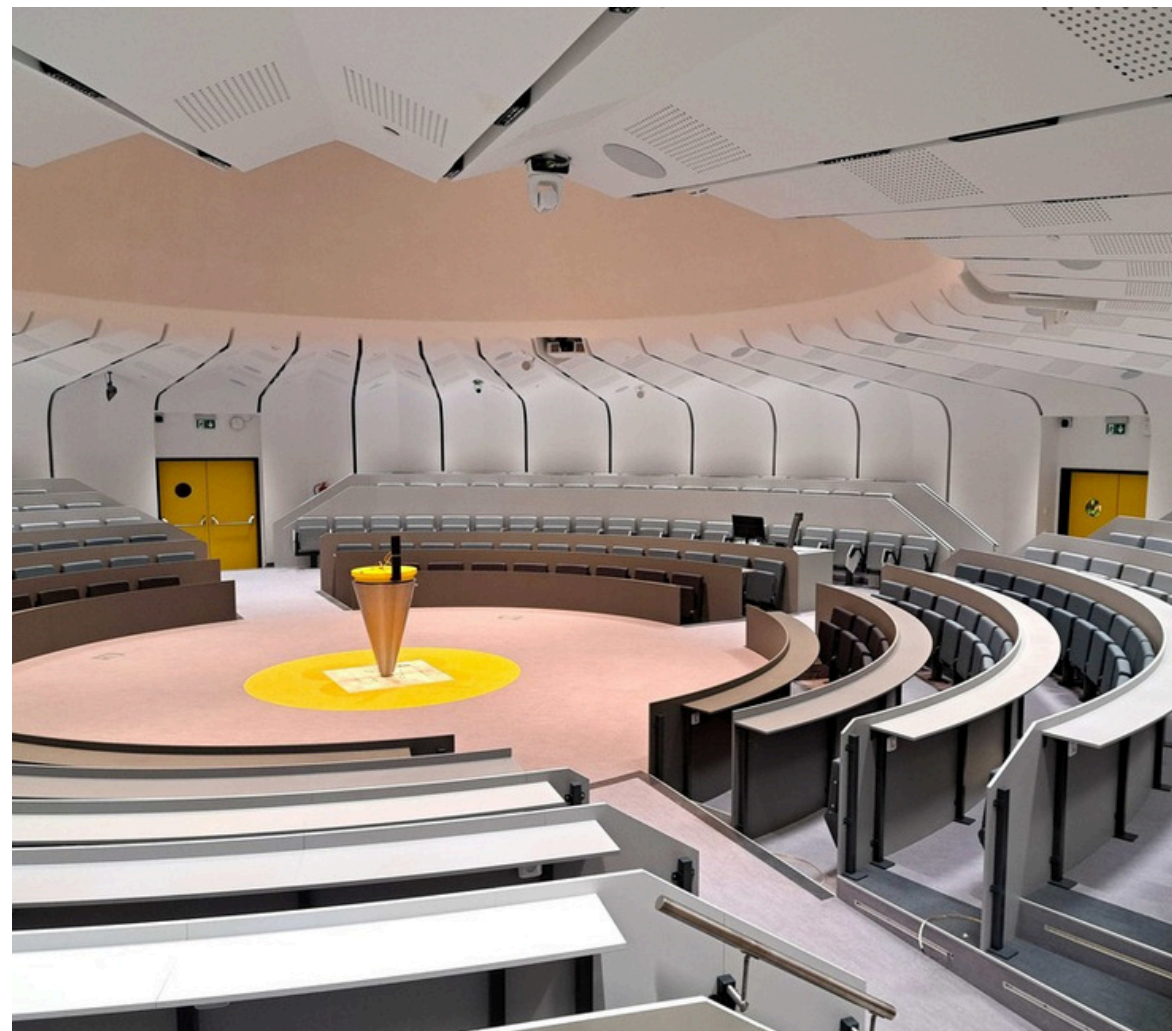
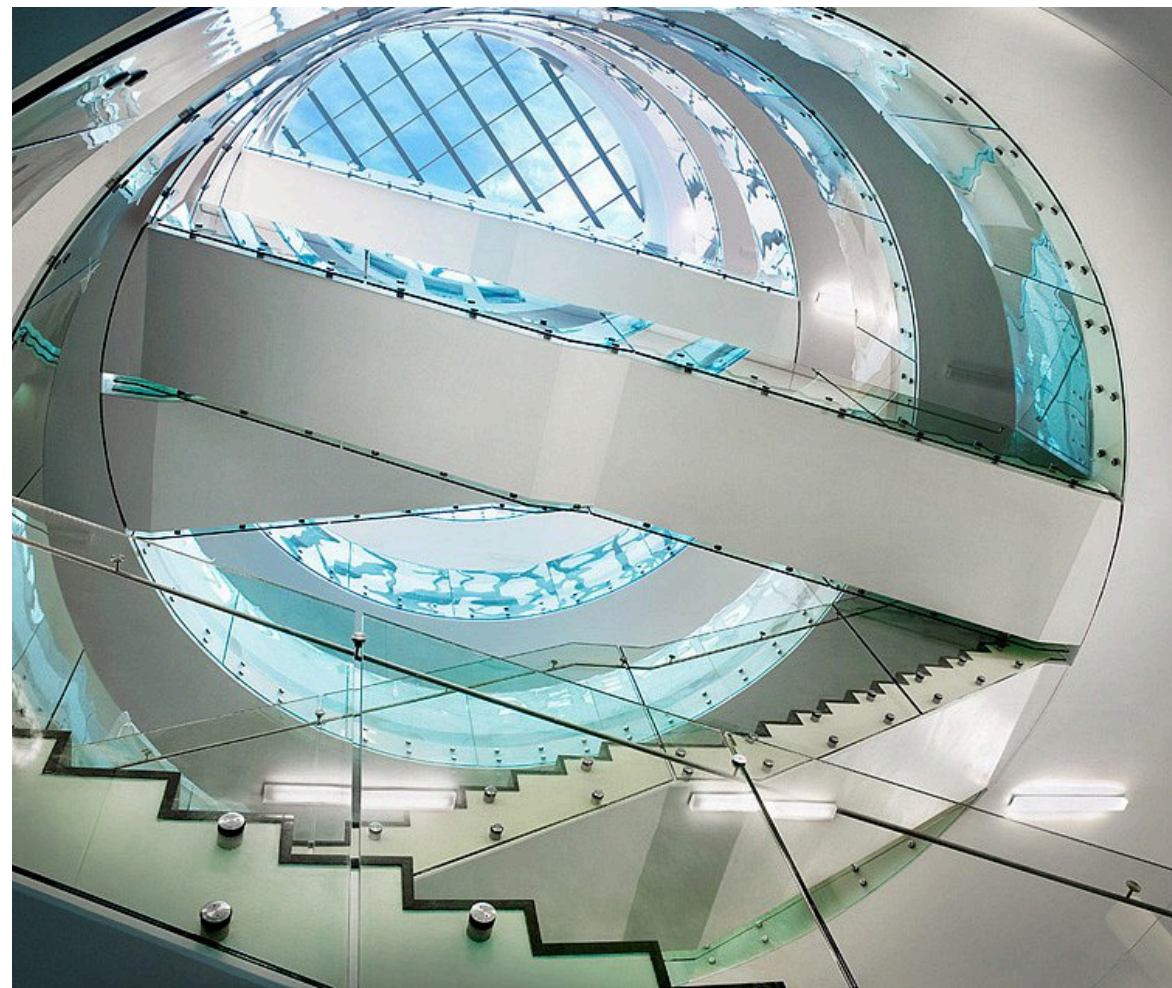
<https://www.vtpup.cz/>

More info:

[Central Moravia & Jeseníky Convention Bureau](#)

University projects

University projects represent scientific, research, development or educational plans that universities implement with the support of national and international grants. In Olomouc, the Project Service of Palacký University is dedicated to them, which helps with the preparation and administration of grants. This center provides consultations and assistance services to those interested in applying for grants and searching for subsidy options. The center also organizes a large number of workshops with clearly defined topics. Palacký University generates technological ideas and spin-off projects, also focusing on AI and modern technologies.



The main activities include:

- comprehensive services for project proponents;
- project consulting;
- administrative and financial management of projects;
- education, tutoring.



undefined



multilingual



Křížkovského 511/8, 779 00 Olomouc



<https://www.upol.cz/ps/o-nas/#c82205>

More info:

[Central Moravia & Jeseníky Convention Bureau](#)

East Bohemia Region

Regional startups with MICE potential



Get Out Fun - outdoor escape games

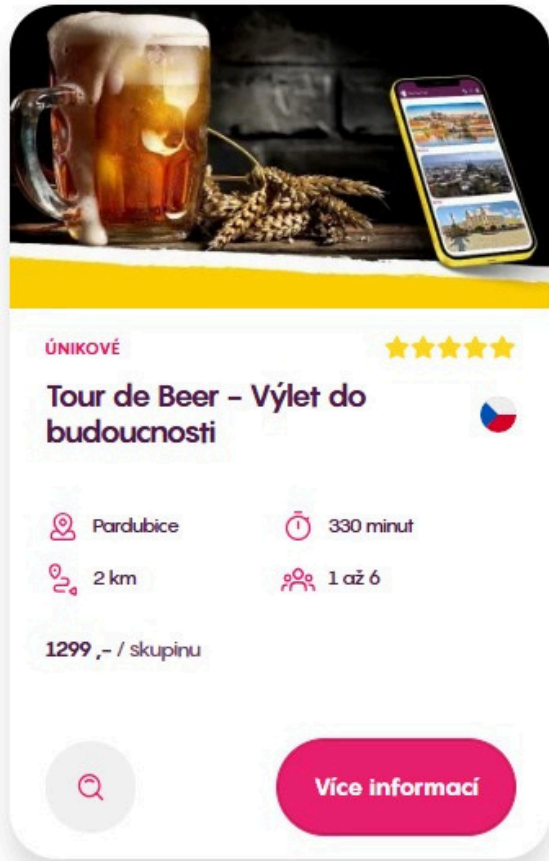
An original experience that connects, entertains and motivates, tailored to the company or department. Get Out Fun will guide you through the city or along your own chosen route. Or it will take you to the establishments through the Tour de Beer and Tour de Wine games.

Experience unconventional teambuilding! Get Out Fun helps build corporate culture and strengthen values through experiential programs. The Get Out Fun application launches leisure experiential programs throughout the Czech Republic, primarily in the form of outdoor escape games that guide players through the city or nature using a story. Participants complete tasks and solve ciphers throughout the journey.



You play in teams. Thanks to the possibility of gradual release into the game and branching of the story and routes, up to hundreds of employees can be served in one day. An outdoor escape game will support team spirit and encourage teamwork.

Since 2018, Get Out Fun has been entertaining companies and players with great references. They have created teambuilding for, for example, Prazdroj, a. s., ČEZ, a. s., EDERA Group, a. s., Decathlon and many others.



-  up to 500 people
-  Czech, English, German, French, Polish
-  Anywhere
-  www.getoutfun.com/pro-spolecnosti

More info: [East Bohemia Convention Bureau](#)

Fruit Bike

Are you looking for an original way to spice up your corporate event that combines a healthy lifestyle, fun, and sustainability? Introducing the Fruit Bike – a specially designed bike that turns the energy you put into your pedals into a refreshing fruit smoothie.

Fruit Bike brings a unique experience zone for indoor and outdoor events. Choose a combination of fruits, sit on the bike and mix your drink with your own power.

Fruit Bike works as an unconventional refreshment during conference coffee breaks, an original welcome drink and as a fun activity during company days and trade fairs.



A playful option with a gamification overlay is suitable for teambuilding thanks to the connection to the screen in real time. Participants can add up their combined mileage, virtually conquer routes between company branches or compete in team races. The service includes complete provision from bikes and ingredients to event service and custom graphics.

-  by arrangement
-  Czech, English
-  anywhere
-  www.fruitbike.cz

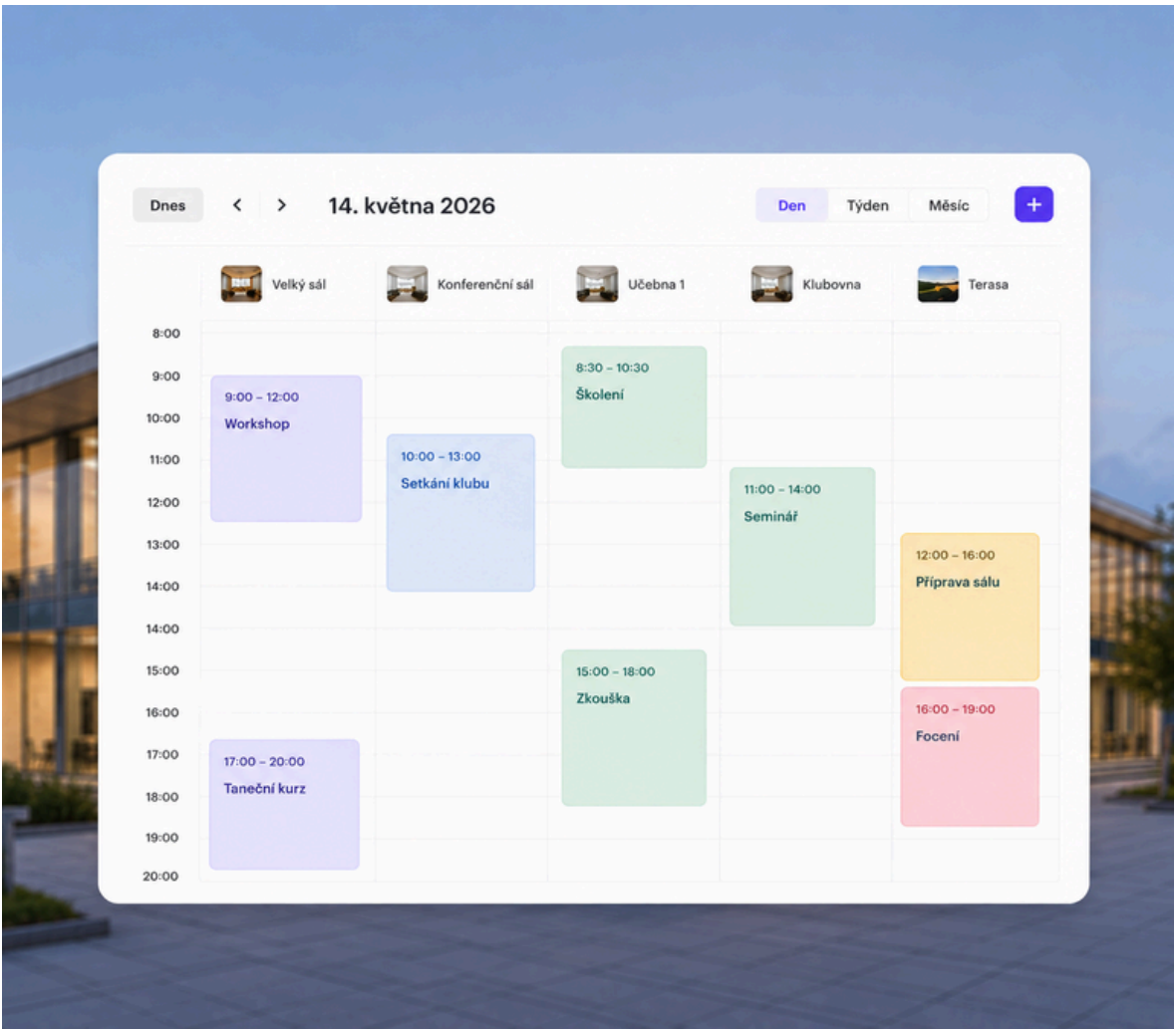
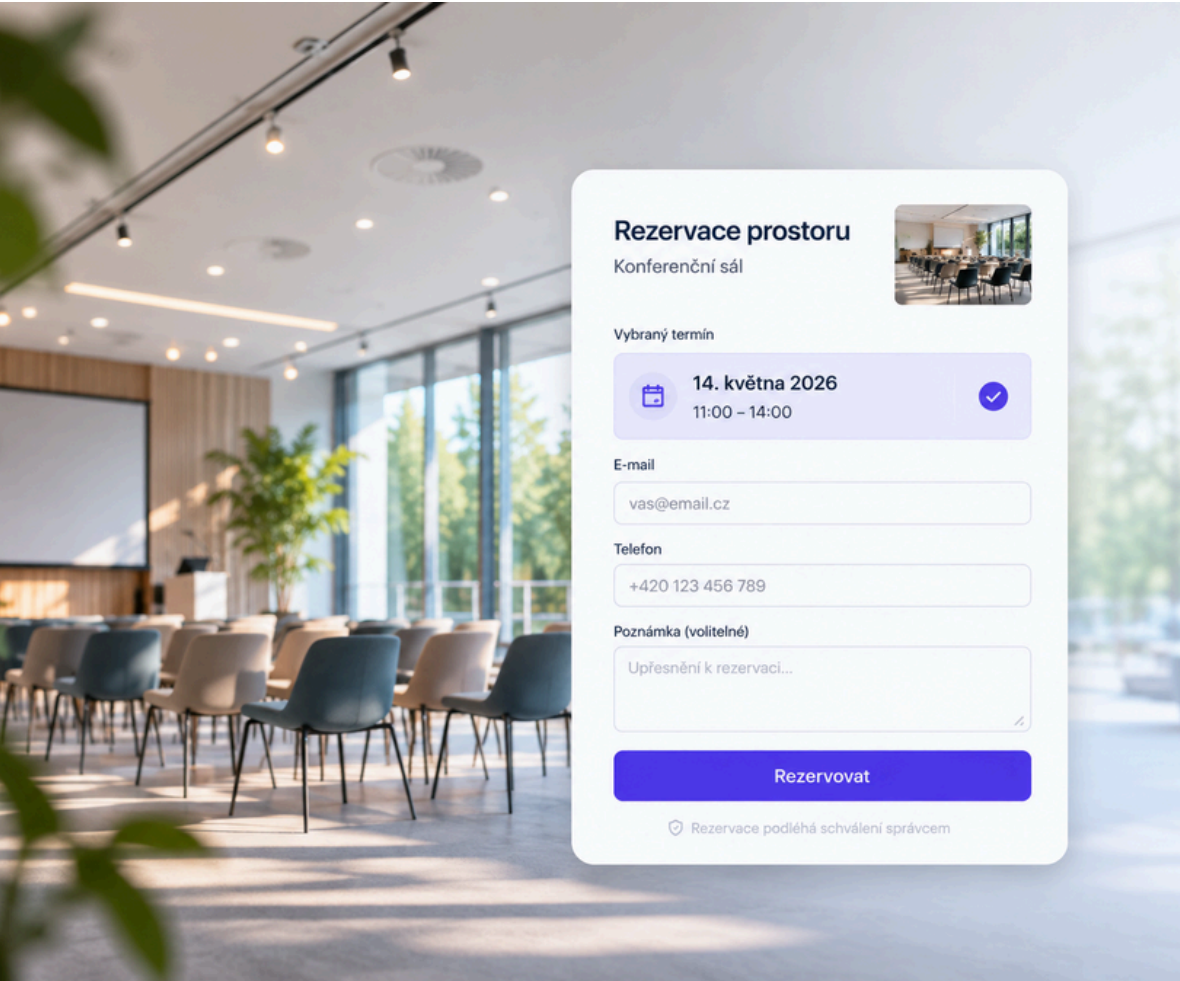
More info: [East Bohemia Convention Bureau](#)

Whatspot

Every event begins with a space reservation.

Every conference, workshop, or community event starts with the same question: Where and when can it take place? But for venue managers, finding the answer often means repeated inquiries about available dates, searching through emails, and manually coordinating reservations.

The Czech app Whatspot helps to transfer this process into one clear environment. Companies, associations, clubs, event organizers and other interested parties can check current availability online, choose a suitable space and create a reservation or request a date. The administrator still has control over who can use the space, when and under what conditions.



Whatspot is used in conference and cultural centers, coworking spaces, community and municipal spaces, or educational and sports facilities. It helps reduce the daily administration around reservations and creates a single place where the supply of space meets those who want to use it.

 by arrangement

 English, Czech, Spanish, German, Italian, French, Polish, Dutch, Portuguese

 Zábořská 93, Zábokí, Prosec 539 44

 www.whatspot.app/cs

More info: [East Bohemia Convention Bureau](#)

Pardubice Avantgarde

When details at a corporate event create the overall impression. Treat the organizing teams and guests to style with a Czech story.

Avantgard, a family-owned brand from Pardubice, has been operating since 2004 and shows that a representative dress code and premium merch can be original and aesthetic. For conference organizers, event agencies and corporate buyers, it represents a reliable local partner that can take the visual identity of any event to the next level.

The first impression of an event is made by the people. Avantgard offers a complete range of men's and women's outfits for implementation and promo teams, hostesses and catering companies. The range includes elegant shirts (including practical non-iron options), ties, bow ties, women's scarves and stylish suspenders with leather centers.



All elements can be customized to the company colors and event theme using embroidery, embossing, engraving, laser marking or complete custom production. Avantgard proposes a concept of meaningful gifts for VIP guests, speakers and business partners. Leather goods with a delicate logo or monogram embossing, elegant badges and pins or tailored gift sets in original packaging. Each piece embodies honest craftsmanship, elegance and Czech tradition.

Avantgard can flexibly prepare smaller exclusive series as well as large conference orders. In addition, cooperation with a local Czech manufacturer minimizes the carbon footprint associated with logistics and supports the regional economy.



by arrangement



Czech, English



In Paradise 877, 530 02 Pardubice



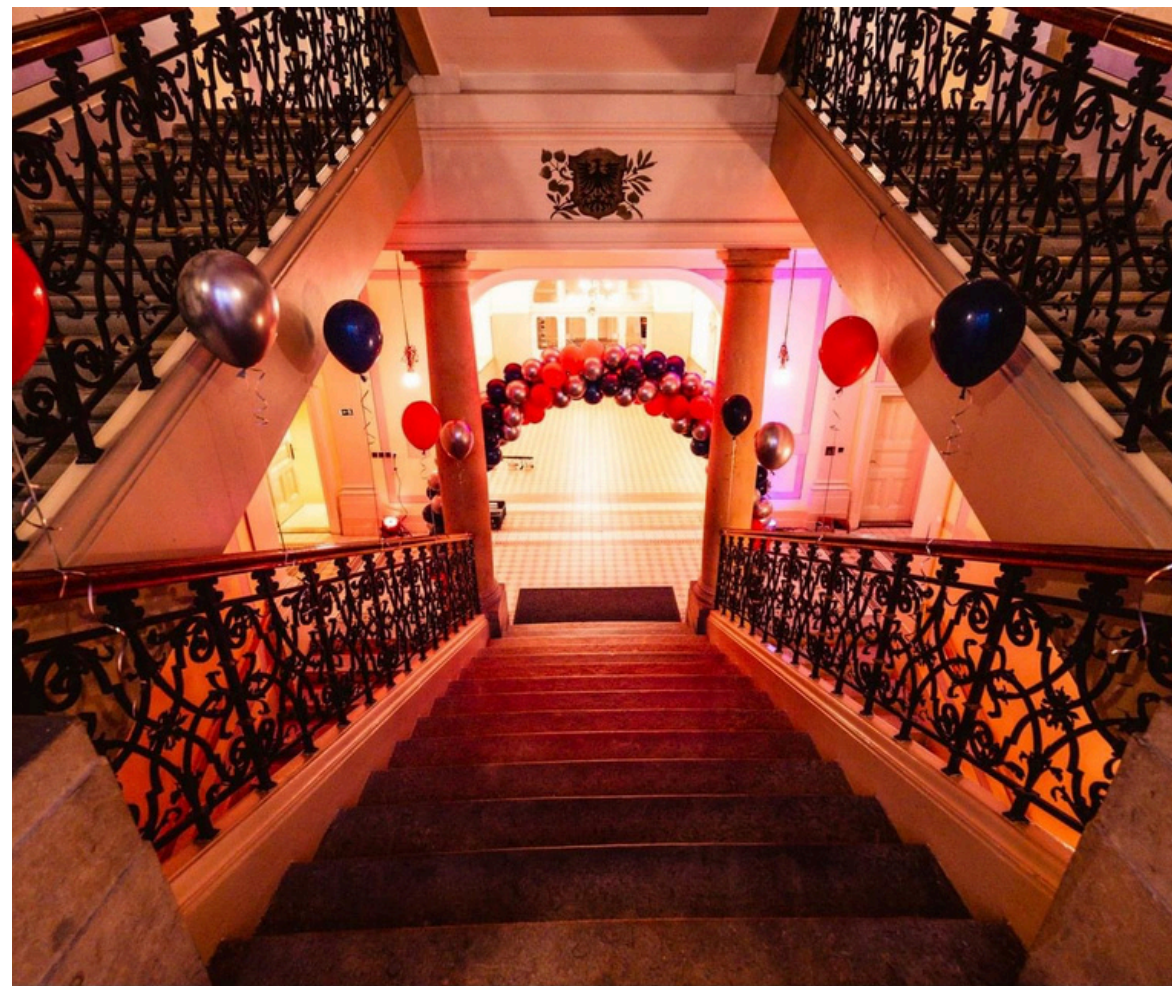
www.avantgard.cz

More info: [East Bohemia Convention Bureau](#)

empathy

empathy offers unconventional balloon decorations for corporate events, weddings, celebrations and other occasions. They use biodegradable balloons made from natural materials.

The family-owned company empathy offers professional decorations and balloon decorations for any occasion. They cooperate with event agencies and specific companies.



The balloons used for the decorations are 100% biodegradable. Their decomposition time is roughly the same as the decomposition time of an oak leaf. The balloons are made of rubber and colored only with natural pigments. The decorations can be customized according to specific demand, from regular individual balloons to slavobrán, garlands, balloon gates or balloon walls in a photo corner.



by arrangement



CZ, EN



Strojařů 1387, 537 01 Chrudim



www.empathyevents.cz

More info: [East Bohemia Convention Bureau](#)

Pilsen Region

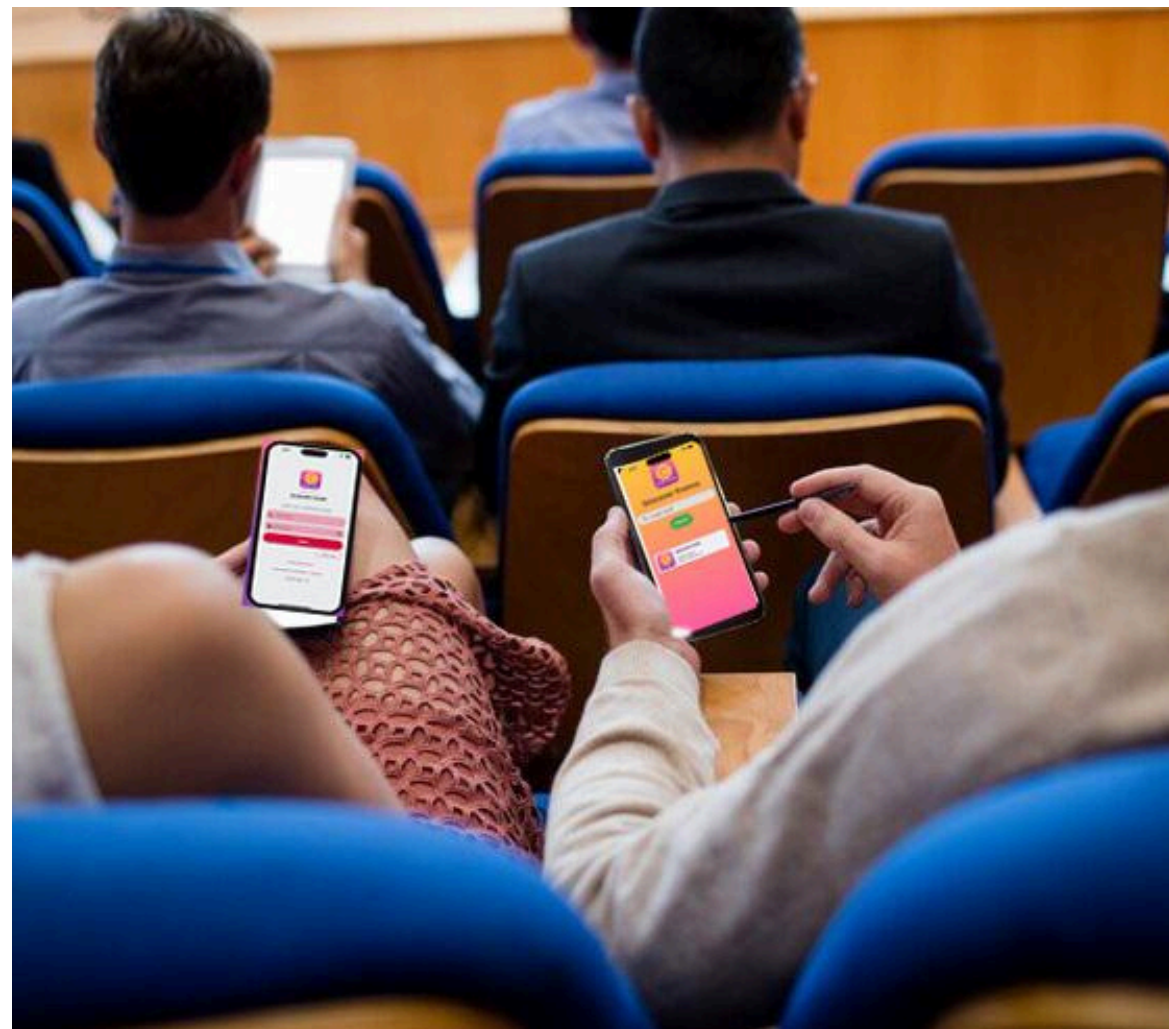
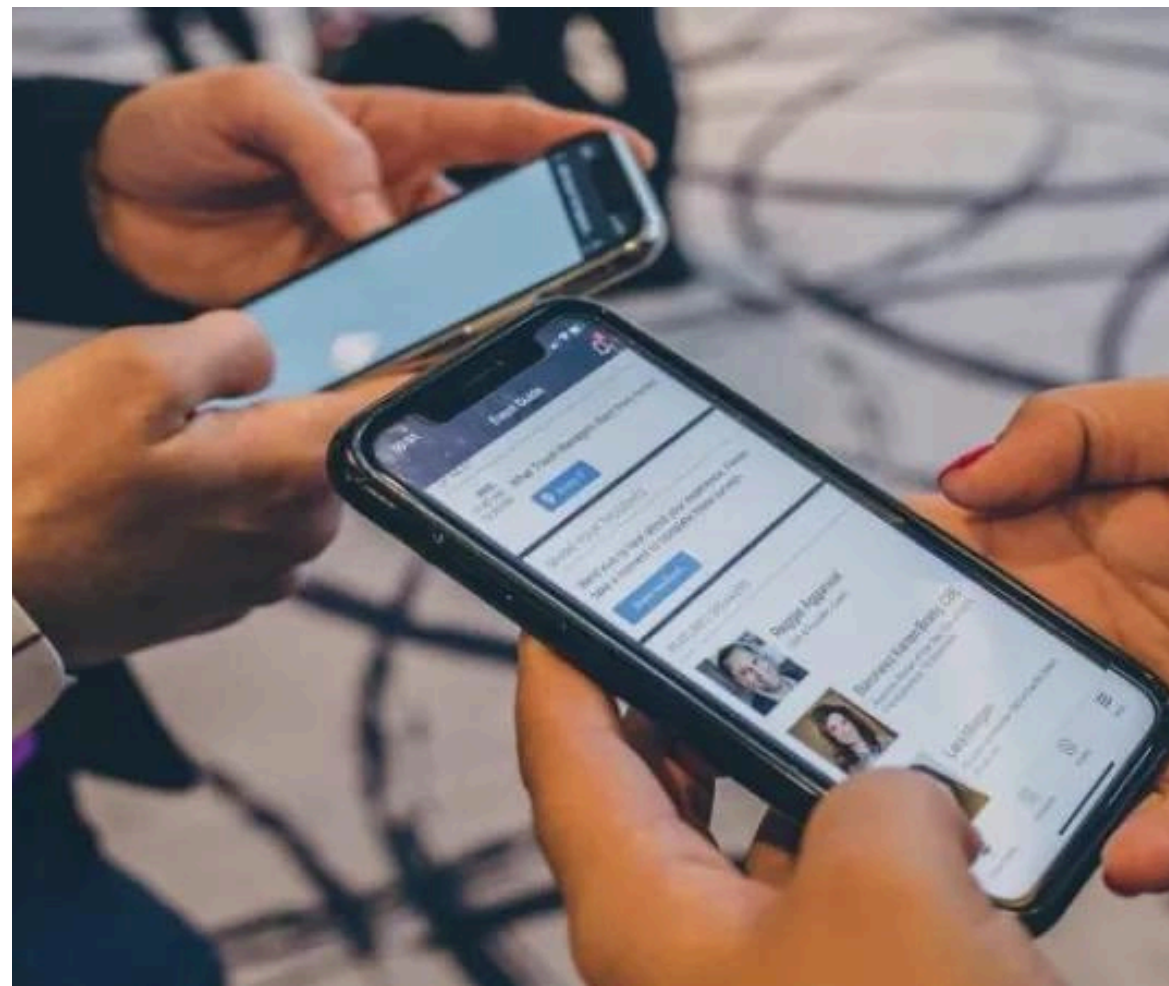
Regional startups with MICE potential



GUAVA

Mobile applications and digital solutions that can simplify the organization and running of conferences and corporate events.

Guava is a Pilsen-based technology company focused on developing custom web applications, mobile solutions and information systems. Thanks to its experience in designing intuitive digital products, it can create solutions exactly according to the client's needs - from simple mobile applications to complex information platforms.



For MICE event organizers, Guava is a partner who can prepare an event application with a program, participant registration, interactive venue map, notifications or a networking section. The mobile application also allows for feedback collection, communication with participants and continuous program updates. The result is greater visitor comfort and more efficient organization of the entire event.



adaptable solutions for small and large events



CZ, EN



Koterovská 152, 301 00 Pilsen



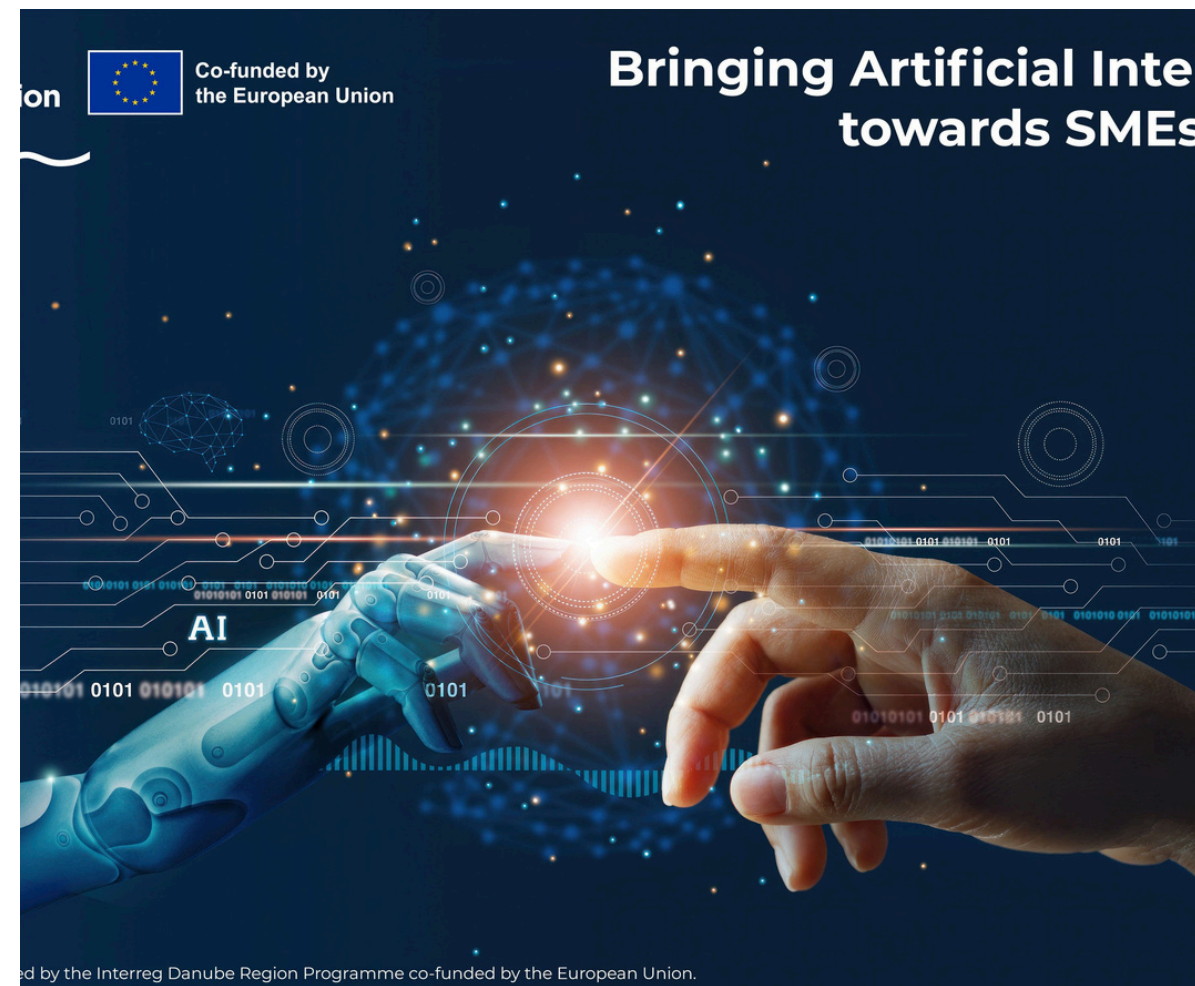
www.guava.cz

More info: [Pilsen Region Convention Bureau](#)

XR INSTITUTE

Virtual and augmented reality opens up new possibilities for presenting destinations, products and experiences

XR Institute is dedicated to applied research and development in the field of virtual and augmented reality. Its technologies find applications in education, industry, healthcare and ergonomics, and bring new ways of working with digital content.



In the MICE segment, virtual reality can be used as an attractive part of conferences, exhibitions and corporate presentations. Visitors can use VR to view manufacturing facilities, tourist destinations or technological solutions without having to physically visit. It can also be used for interactive training, onboarding or experiential accompanying programs that increase participant engagement.



individual, depending on the scope of the event



CZ, EN



Koterovská 2827/152, 326 00 Pilsen



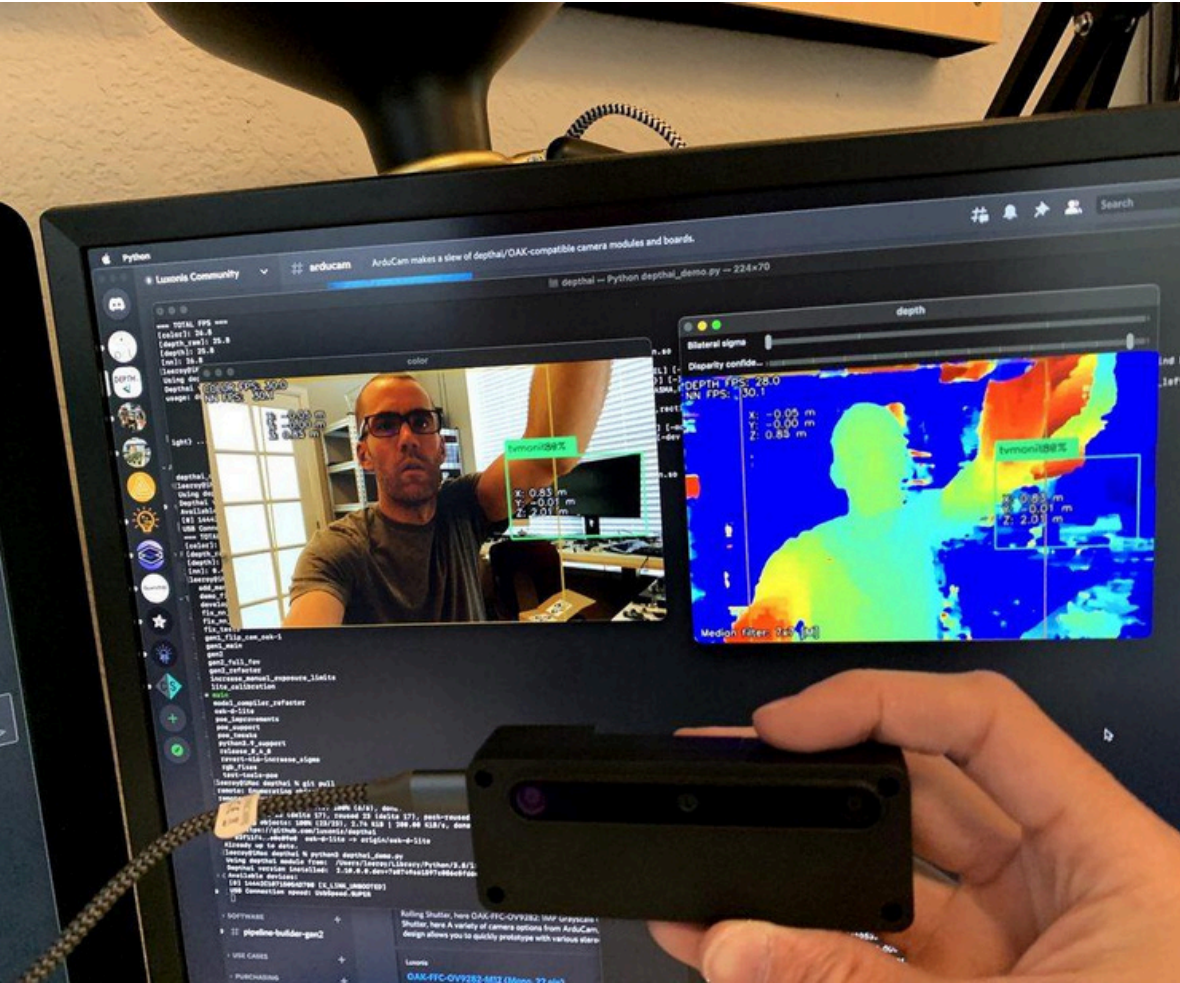
www.xr-institute.cz

More info: [Pilsen Region Convention Bureau](#)

LUXOR

Artificial intelligence and computer vision bring a new dimension to interactive technology presentations

Luxonis is an international startup with a development base in Pilsen, Czech Republic, that develops advanced computer vision and artificial intelligence systems for robotics, automation, and autonomous technologies. Its platform is used by developers and industrial companies around the world.



At conferences or trade shows, Luxonis can offer live AI demonstrations, interactive machine vision demonstrations, or technology installations that introduce visitors to the principles of artificial intelligence in a clear and engaging way. Such presentations are a good complement to technology conferences, startup festivals, and corporate innovation days.

-  individual, depending on the scope of the event
-  CZ, EN
-  Koterovská 152; 301 00 Pilsen
-  www.luxonis.com

More info: [Pilsen Region Convention Bureau](#)

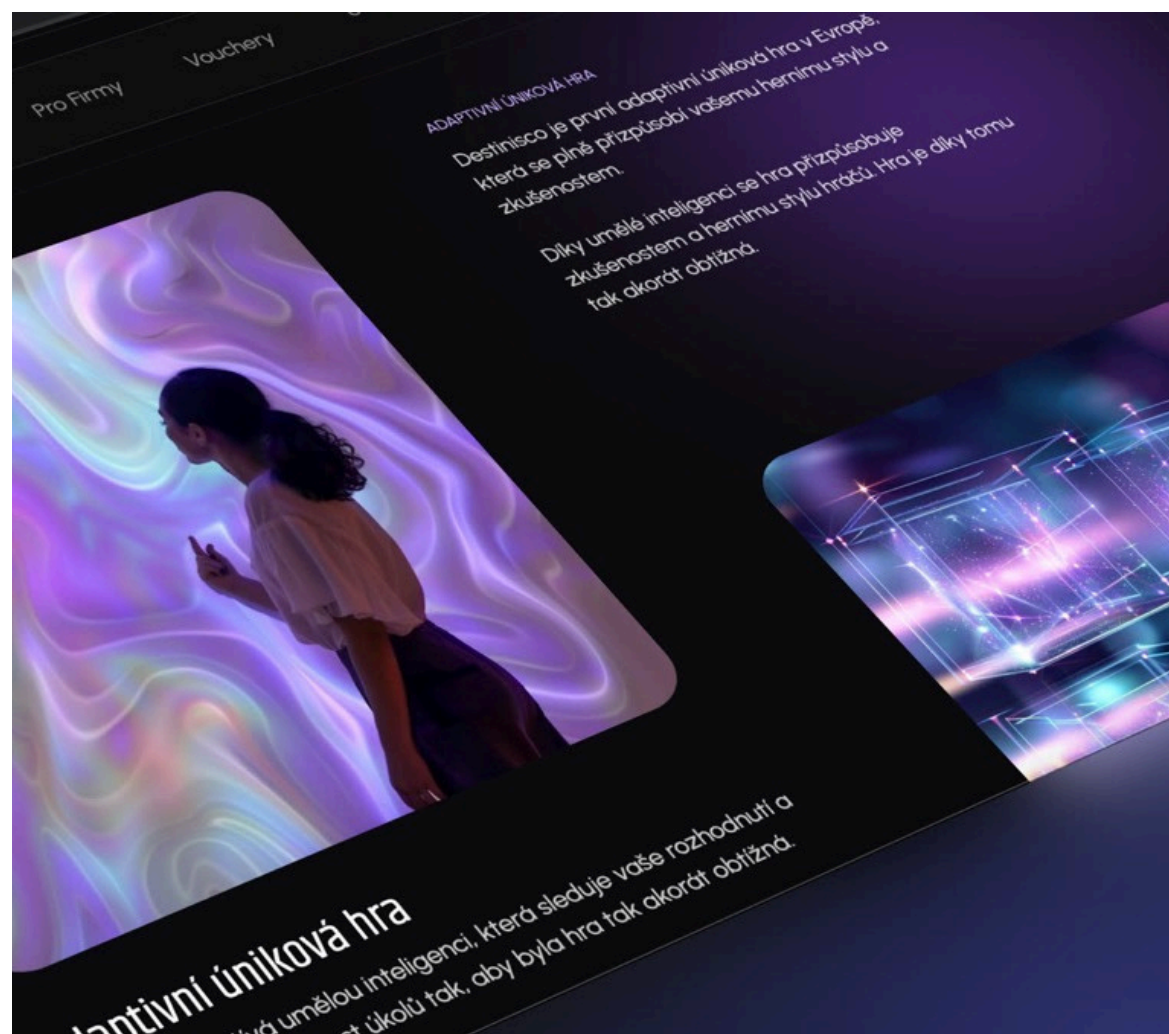
UHUMDRUM

Creative digital content that helps events engage before they start and long after they end

UHUMDRUM creative studio focuses on creating digital content, campaigns, videos, web presentations and communication for the online environment. It combines creativity with modern technologies and helps brands create content with high reach.



For the MICE sector, it can be a partner in creating the visual identity of the event, video invitations, social media content, live digital content during the conference or subsequent communication with participants. Today, high-quality digital content significantly affects the attractiveness of the event and its reach and helps extend the life of the event far beyond the day of the event itself.



without restrictions



CZ/ EN



Koterovská 152; 301 00 Pilsen



www.uhumdrum.com

More info: [Pilsen Region Convention Bureau](#)

Tvoříme pro vás – creative studio

From visual identity to promotion - creative support for modern events.

Tvoříme pro vás is a creative studio based in TechTower, dedicated to creating web presentations, graphics, content for social networks, marketing communications and event production. Thanks to the connection of creative and digital services, it can support the entire life cycle of an event - from promotion to communication with participants.



In the MICE segment, it can help with creating a visual identity for the conference, preparing registration websites, social media campaigns, graphic materials or digital communication during the event itself. High-quality content and a consistent visual style significantly contribute to higher attendance, a better participant experience and a longer media impact of the entire event.



-  scalable solution according to the size of the event
-  CZ, EN
-  Halštatská 819/5; Pilsen 312 00
-  www.tvorimeprovas.cz

More info: [Pilsen Region Convention Bureau](#)

Central Bohemia Region

Regional startups with MICE potential



SIC – Central Bohemian Innovation Center

The Central Bohemian Innovation Center has been developing the innovation environment in the Central Bohemian Region since 2015. It connects startups, established companies, research organizations, scientists, investors, and public institutions and helps translate new ideas and research results into practice.

It offers mentoring, acceleration programs and investment support to budding entrepreneurs, helping companies with growth, digitalization, responsible business or entry into new markets. It provides support to research teams in finding commercial applications for their discoveries. In total, SIC has already supported more than 490 companies and helped implement over 500 innovations.

An important part of its activities is building an innovation community. SIC organizes conferences, professional workshops, networking events, meetups and business missions.



The INNOFORUM community connects founders and CEOs, entrepreneurial scientists, expert mentors, investors, and public sector representatives. It brings members new contacts, inspiration, an overview of technology trends, and opportunities for collaboration. For MICE event organizers, SIC can be a strong content and networking partner. It can help put together a professional program, recommend speakers and mentors, mediate contact with innovative companies and research centers, or connect the event with the regional innovation ecosystem. Thanks to international projects and membership in the European network EBN, it also offers outreach to foreign partners. This year, SIC received the Europe's Leading Start-up Hubs 2026 award.



depending on the chosen space and event format



CZ, EN



Trakonická 3367, 150 00 Prague 5–Smíchov



www.s-ic.cz

More info: [Central Bohemia Convention Bureau](#)

virtualGame Kladno

virtualGame is a virtual reality center in Kladno that offers modern technological entertainment to individuals and groups. Visitors have access to four separate virtual reality stations and two racing simulators, where they can try out dozens of games, competitions and experience programs.

Virtual reality allows participants to enter an environment that responds to their movements and creates an intense sense of presence. The offer includes action and puzzle games, sports simulations, exploring virtual places and titles designed for multiple players. The program is also suitable for complete beginners, who will be guided through the controls at the beginning and help with choosing the right experience.

For corporate groups, it is possible to prepare a tournament or a combined program in which teams alternate between virtual reality and car simulators.



For MICE event organizers, virtualGame is interesting primarily as a place for a smaller teambuilding, incentive program or accompanying activity after a conference or business meeting. The center also offers organizing corporate and private events. Thanks to its location in the Kladno House of Culture, it can be part of a wider program in the city.

Up to six participants can actively play at any one time; larger groups can take turns at individual stations.



up to 15 people - 6 players at the same time, larger groups in rotation



Czech; English service must be confirmed in advance



House of Culture Kladno, Sítná Square 3127, 272 01 Kladno



www.virtualgame.cz

More info: [Central Bohemia Convention Bureau](#)

CARDAM

CARDAM is a research and development company from Dolní Břežany that combines the know-how of the Academy of Sciences of the Czech Republic with the needs of industrial companies. It focuses on the development of technologically advanced products, mathematical calculations and simulations, digitalization of production processes and additive manufacturing.

The CARDAM team can guide the customer through the entire process of creating a new product - from the first design and feasibility study, through design, optimization and computer simulations, to the production and testing of the prototype. The company's significant specialization is industrial 3D printing from polymers, metals and other materials. The technology is used, for example, in the development of lightweight structures, production tools or parts with shapes that would not be possible to produce using conventional methods. It may offer a hands-on workshop, a 3D printing demonstration, a prototype development presentation, or a professional program dedicated to connecting science and industry.



For MICE event organizers, CARDAM is an interesting partner, especially for professional and technologically oriented groups. The company offers educational workshops dedicated to additive manufacturing and can present the process during which a digital model is transformed into a real product. The program can be supplemented with demonstrations of 3D printing, prototype development or the use of mathematical simulations in practice.

CARDAM can also be a source of expert speakers for conferences focused on innovation, Industry 4.0, digitalization, sustainable production and science-business cooperation. A workplace visit or a practical program is an attractive addition to a congress held in the region. The specific scope of the program and the possibility of access to the technological background must be agreed individually.



individually according to the program format



Czech, English



Věslava Michalika Square 933, 252 41 Dolní Břežany



www.cardam-solution.cz

More info: [Central Bohemia Convention Bureau](#)

DIANA Biotechnologies

DIANA Biotechnologies is a Czech biotechnology company that has been translating cutting-edge research results into practical products for diagnostic, academic and pharmaceutical laboratories since its founding in 2018. It operates its own modern research and production facilities in Vestec u Prahy.

The company is dedicated to molecular diagnostics, the development of PCR and RT-PCR products, monoclonal antibodies, and services for the research of new drugs. The basis of its development is its own patented DIANA technology.

Today, it operates in four biotechnology segments and its products are available in 18 European countries.

For the MICE segment, DIANA Biotechnologies is attractive primarily as an example of a successful scientific startup that has managed to grow into an internationally operating company.



Founders and members of the research team can enrich the program of the professional conference with a lecture on the transfer of scientific results into practice, the development of diagnostic methods, the establishment of a biotechnology company or the cooperation of scientists, investors and industry. For specialized groups from the fields of medicine, pharmacy, biotechnology and life sciences, an expert visit to a research facility may also be interesting. This can introduce participants to the functioning of a modern biotechnology company, the path from laboratory discovery to product or the principles of molecular diagnostics. However, DIANA is not a regular visitor or conference center, and therefore it is necessary to discuss the possibility of an excursion, its capacity and specific content individually in advance.



individually depending on the nature of the professional visit



Czech, English



Průmyslová 596, 252 50 Vestec



www.dianabiotech.com

More info: [Central Bohemia Convention Bureau](#)

Ústí Region

Regional startups with MICE potential



Coffee Lab

Coffee Lab is a place filled with the aroma of coffee, experiences, and a taste for experimenting, discovering, and improving. It is where coffee is roasted and intimate events are held.

A brand new original event space with a capacity of up to 20 people. An ideal place for smaller corporate events, workshops, intimate lectures or meetings with friends.

It doesn't have to be just about coffee lovers, but also about wanting to discover new spaces and awaken new interests in yourself.



At the Coffee Lab you will learn everything about coffee, roasting, storage, but you can also just "train" or "workshop" here and they will prepare you a snack made to measure or from a local café.



 20

 Czech, English

 Třída 9. května, 41, Rumburk

 <https://bohemicoffeehouse.cz/pages/coffee-lab>

More info: [Ústí Region Convention Bureau](#)

KK center

The Palace of Muses and Creativity in the middle of Litoměřice in the building of the former military headquarters comes to life and invites you to explore.

Get inspired, discover your creative side, and indulge in culture. The center's mission is to be a vibrant space for the development of cultural and creative life in the region - a meeting place for artists, creators, students, entrepreneurs, and everyone interested in culture and art.



Here you will find event spaces for your events, a café with a unique atmosphere, accommodation and a paradise for creative children and young people. And the halls? They have a concert hall for 120 people, a theater hall for 50, a multifunctional hall for 20-40, a ballet hall for 50, and a smaller one for another 20-40 people. There is wheelchair access here.



2 - 120 people



Czech, English



5. Května 76/11, Litoměřice



<https://www.kkc-ltm.cz/>

More info: [Ústí Region Convention Bureau](#)

Bedna

Bedna in Ústí nad Labem is a place where ideas come to life!

A creative and multifunctional space for meetings, education and business projects in the center of Ústí nad Labem with a constantly developing community.

You will find overlap here in music, sports, education, personal development and production of all kinds (graphics, videos, streaming, photos, events, etc.). Anyone who has ideas and the desire to implement them is welcome here.



In Bedna you will find event spaces for parties, gatherings, conferences and exhibitions. It offers education for students and the public in the IT world, business and lifelong learning.

Spaces for rent? Event Space, Podcast and recording studio, Office, Photo and video studio.



Czech, English

Masarykova 3127/28, Usti nad Labem

<https://www.bednausti.cz/>

More info: [Ústí Region Convention Bureau](#)

PRO.STORY

Pipes, drinks, events, dancing are things that connect, create community, and shape spaces.

PRO.STORY is a hookah bar in the center of Ústí, where no one would expect this establishment. The combination of coffee, hookah, and a studio can work together.

PRO.STORY has become a meeting place for students, pipe smokers, and families, whether for family celebrations or just on a Friday night.



You can rent the entire space just for yourself - with your own catering or as a ready-made service, with or without a DJ.



35 - 50 people



Czech, English



Revoluční 176/1, Ústí nad Labem-center



<https://prostoryul.cz/>

More info: [Ústí Region Convention Bureau](#)

Craft Print Hub 3D

The newly opened craft Hub in Ústí nad Labem connects traditional crafts, art, design and modern technologies.

The newly built facility offers creators, designers, and technologically focused innovators a space for creation, experimentation, and collaboration across disciplines.

The incubator includes an industrial design workshop, modern 3D printing equipment, and a studio for audiovisual production.

The workshops are designed to support the creative process, sharing experiences, and connecting traditional practices with digital technologies.



A significant part also includes a creative 4D studio, designed for the development of audiovisual and multimedia creation.

The new incubator supports young talent and strengthens the connection between craft, technology and art. It also includes a café.



10 - 20 people



Czech, English



Resslova 1760/2, Usti nad Labem



<https://www.3dprinthub.cz/>

More info: [Ústí Region Convention Bureau](#)

Zlín region

Regional startups with MICE potential



Cultural and Creative Center – Valašské Meziříčí Observatory

A modern cultural and creative center connecting science, technology, innovation and education. The newly opened facility in the Valašské Meziříčí Observatory offers inspiring facilities for smaller corporate training sessions, workshops, creative meetings and professional stays with unique technological equipment and the possibility of an experience program.

The cultural and creative center was completed in 2025 as part of the modernization of the Valašské Meziříčí Observatory and represents a completely unique space within the Zlín Region. It is intended primarily for smaller professional groups looking for an inspiring environment outside of traditional conference centers.



Modern seminar rooms, educational laboratories, development workshops and specialized research laboratories are available. The center has its own 5G SA network, virtual and augmented reality technologies, 3D printing and CNC technologies, making it an ideal place for training, workshops, creative hackathons, product presentations or team training. A great added value is the possibility of connecting the work program with experiential activities in the observatory area - for example, evening sky observation, astronomical programs, demonstrations of modern technologies, or the use of the almost two-hectare park area for networking and the informal part of the program. The building also includes accommodation, which allows for multi-day educational or research stays.



106 (lecture hall 50, seminar rooms 20 and 24, educational laboratory 12)



English - by prior arrangement



Vsetínská 941/78, 757 01 Valasske Mezirici



www.astrovm.cz

More info: [East Moravia Convention Bureau](#)

ZRIA - Progress Holešov Technology Park

A place where innovation, entrepreneurship and modern technologies meet. The Progress Technology Park in the heart of the Holešov Strategic Industrial Zone offers a representative setting for corporate training, workshops, networking and professional meetings focused on innovation, industry and entrepreneurship.

The Progress Technology Park is part of the Strategic Industrial Zone Holešov and is a modern business center focused on supporting innovative companies, startups and technology-oriented companies. In addition to office, laboratory and production space, it also offers high-quality training facilities suitable for small to medium-sized corporate events.



The premises are ideal for professional seminars, corporate training, product presentations, networking, business partner meetings or workshops focused on new technologies, industry or business. Thanks to its location directly in the technology park, participants get an authentic environment connected to innovation, research and the business ecosystem.

A great advantage is the strategic location in the center of the Zlín region with excellent transport accessibility, plenty of parking spaces and the possibility of connecting the work program with excursions to companies operating in the Holešov Strategic Industrial Zone. The Technology Park also closely cooperates with Tomas Bata University in Zlín, the Technological Innovation Center and other partners supporting the development of innovation and entrepreneurship.

 112 (2 halls 100 + 12)

 English

 Holešovská 1691, 769 01 Holešov

 www.zria.cz

More info: [East Moravia Convention Bureau](#)

Technological Innovation Center Zlín

A place where new business ideas are created, companies connect with experts, and innovations are born. The Technology Innovation Center (TIC) offers an inspiring environment for smaller conferences, corporate training, workshops, and networking events in the very heart of the Bata campus in Zlín.

The Technology Innovation Center is a key center of the innovation ecosystem of the Zlín Region. For more than twenty years, it has supported the development of startups, technology companies and creative entrepreneurship, connecting entrepreneurs with universities, investors and experts.



For corporate clients, it offers modern conference and training spaces suitable for workshops, seminars, networking, product presentations or smaller conferences. A great advantage is the location in the iconic Bata complex, just a few minutes from the center of Zlín, and the possibility of combining the work program with excursions, business events or a visit to the creative spaces of Incubator 23. TIC is an ideal choice for companies from the fields of technology, innovation, industry, IT and creative industries that are looking for an environment that supports collaboration, sharing of experiences and the emergence of new ideas.



274 (5 conference rooms, largest 118)



English



Vavrečkova 5262, 760 01 Zlín



www.ticzlin.cz

More info: [East Moravia Convention Bureau](#)

100dola

An original creative space connecting film, animation, technology and audiovisual creation. 100DOLA offers an inspiring environment for corporate workshops, training, presentations, networking and creative team activities.

100DOLA builds on Zlín's strong film tradition and creates a unique environment for companies looking for an unconventional venue for their events. It offers professional audiovisual facilities, a creative atmosphere, and the opportunity to combine a work program with film or technological activities.

The spaces are particularly suitable for smaller conferences, workshops, marketing meetings, product presentations or team building activities focused on creativity and innovation.



The advantage is the possibility of using film studios, animation workplaces, post-production technologies or preparing a program with an overlap into audiovisual production.



variable creative space for small and medium-sized groups



English



Filmova 174, Zlín - Kudlov



www.100dola.art

More info: [East Moravia Convention Bureau](#)

HUB123

A place to work, meet and develop new ideas right in the centre of Uherské Hradiště. HUB 123 combines coworking, community activities, a creative environment and business support. It offers facilities for smaller corporate events, workshops, training, networking and informal meetings.

HUB 123 is a modern shared space that creates a pleasant environment for entrepreneurs, creatives, freelancers and companies looking for a flexible place to work and meet. It is operated by the Slovácko Region - Association for the Development of Tourism.

For MICE clients, it offers the option of renting the entire space for your own event, separate rooms for team collaboration, work facilities or space for educational and community programs. Thanks to its more intimate atmosphere, it is ideal especially for workshops, creative meetings, brainstorming, corporate meetings or networking events.



The advantage is its attractive location right in the historic center of Uherské Hradiště and its connection to the local creative community. HUB 123 regularly organizes activities focused on entrepreneurship, creativity, education and community development, which makes it more than just a classic coworking space.



170 m² space, capacity up to 70 people



English - by prior arrangement



Mariánské náměstí 123, 686 01 Uherske Hradiste



www.hub123.cz

More info: [East Moravia Convention Bureau](#)

**Next month you can look forward to places suitable for
business brunch!**