

Appendix D: Work Package 2 - Outreach & Dialogue Results

Overview

During September-October 2025, we conducted outreach to three categories of companies to validate partnership potential and gather direct market feedback. HowToRobot conducted direct outreach to Danish manufacturers, while Czech market outreach to integrators and end users was conducted by Filip Plevac, local consultant partner contracted by the embassy.

- **5 Czech automation integrators** - to assess partnership readiness
- **9 Danish automation solution manufacturers** - to confirm export interest
- **10 Czech manufacturing end users** - to validate automation demand

This document provides contact information and key findings from each dialogue to enable direct Embassy follow-up.

Overall Finding: Strong mutual interest confirmed across all categories. Czech integrators are uniformly open to Danish partnerships and actively seeking specialized technologies not currently available from existing suppliers. Seven of nine Danish manufacturers show medium to high interest in Czech market entry, with clear readiness to invest in partnerships given appropriate support. End user demand validates WP1 market sizing, with labor shortage (not cost reduction) driving automation urgency among SME manufacturers.

Recommended Focus for Embassy services: Support packages should prioritize integrator identification and matchmaking services, reference installation facilitation, and partnership development rather than generic market entry services. Danish manufacturers consistently request help connecting with qualified integrators who have established customer bases and technical self-sufficiency. Service models enabling integrator independence are critical for partnership success.

Czech Automation Integrators

Purpose: Assess openness to Danish technology partnerships and understand integration capabilities.

Selection: Integrators were chosen based on application area expertise (welding, assembly, palletizing, packaging), company size (13-75 employees), and technical capability to implement advanced automation solutions.

Engagement: Outreach conducted by Filip Plevac (local Czech consultant) through structured interviews during September-October 2025, 5 companies responded.

Contact Overview

Company	Employees	Focus Area	Contact	Note
HBI Weld s.r.o.	13	Robotic welding automation	Tomáš Gurcík, Project Manager, responsible for development	Seeking handheld laser welding partner; requires service independence and competitive pricing vs. Slovenian suppliers; refurbishment work stable
De & Co Hranice s.r.o.	22	Custom automation solutions	Tomáš Rossner, CEO - Member of the Board	Open to win-win partnerships, including foreign suppliers; values stability, mutual trust, and service support; no major concerns, but checks partner reliability and chemistry
TERMEX s.r.o.	19	Non-automotive robotics (packaging, palletizing, marking)	Drahomír Doleček, Managing Director & Co-owner	Open to new suppliers if they offer missing technologies (e.g., grippers, quality control); prefers reliable, standard brands; cautious with new projects, seeks clear boundaries and added value
CBG AUTOMATI ON s.r.o.	~75	Automotive sector, industrial automation	Miloš Skypala, Managing Director & Co-owner, responsible for business development	Open to new suppliers except China; partnership must balance business conditions, price, and service; interested in joint projects, not just buying components
DEUS Automatio n a.s.	30	Turnkey robotic automation	Alex Černý, CEO - Member of the Board	Open to international partnerships, especially for niche solutions; no concerns about foreign suppliers but values local service support; notes rising Chinese competition

Key Takeaways:

- All 5 integrators open to partnerships with foreign suppliers including Danish manufacturers; primary concerns are service independence, competitive pricing, and partner reliability
- Strong preference for partnerships offering missing/niche technologies rather than competing with established suppliers (particularly Slovenian brands mentioned as current benchmark)
- Local service support capability valued but not blocking factor; integrators want ability to service independently without supplier dependency

Danish Automation Solution Manufacturers

Purpose: Confirm export interest and identify support needs for Czech market entry.

Selection: Manufacturers selected based on technology alignment with Czech priority applications identified in WP1 (welding, palletizing, assembly, machine tending, mobile robots, dispensing).

Engagement: Direct outreach conducted by HowToRobot through phone interviews during September-November 2025, 9 companies responded.

Contact Overview

Company	Technology	Contact	Interest Level	Embassy Support Needs
Spin Robotics	Screwdriving/Assembly	Teit Silberling, CEO - tsi@spin-robotics.com 21 17 27 52	High	Help identifying right integrators and focus customers for reference cases; wants integrator partnerships (not distributors)
EasyRobotics	Machine tending	Anders Kjempff, CEO - ak@easyrobotics.dk - +45 53 77 02 67	Medium	Matchmaking events with integrators; already exports to 40+ countries including Czech with 150 integrators globally
Aim Robotics	Dispensing/Gluing	Martin Bo Petersen - mbp@aim-robotics.com - 31515511	Medium-High	Help finding integrators with good customer base and local network access; has Czech distributors but wants integrator partners
Capra Robotics	Mobile robots (logistics)	Alexander Scherfe - abs@capra.ooo - 30907301	Medium	Market validation that automation business case exists; works with integrators on logistics applications

CESTEK	Palletizing, mobile robots	Morten Bodilsen - mob@cestek.dk - 3049 9009	Medium	Help identifying target countries and integrators; needs support with market research and partner identification
EGATEC	End-of-line packaging	Jeppe Kristensen - jok@egatec.dk - 31783139	High	Help finding right partners; prefers fewer good partners over many mediocre ones; no Czech partners yet but strong export growth (50 employees)
Inrotech	Welding (shipbuilding, towers)	Jesper Torp - jto@inrotech.com - 61108835	High	Help identifying specific customers in shipbuilding and tower production; introductions to decision-makers; prefers direct customer contact
Made4CNC	Machine tending	Bjørn Boesgaard - 28257281	Medium	Local support for practical challenges (customs, documents); help assessing distributor vs integrator approach; refocusing on EU market
Migatronic	Welding (Co-Welder)	Kenneth Lyngsøe - 20195301 or Mads Jensen - mje@migatronic.dk - 22 62 60 73	Low	Already has Czech subsidiary and integrator network; wants to increase sales but minimal new market entry support needed

Key Takeaways:

- 7 of 9 manufacturers show medium to high interest in Czech market expansion or strengthening presence
- Most common support request: help identifying qualified integrators with good customer base and technical capability (not just distributors)
- Strong preference for integrator partnerships that are self-sufficient and can drive customer relationships independently
- Reference installations and customer case development are critical for market entry success

3. Czech Manufacturing End Users

Purpose: Validate automation demand and investment appetite.

Selection: End users chosen from priority industries identified in WP1 (metal fabrication, food & beverage, automotive, engineering), varying company sizes (66-800 employees), and different automation maturity levels.

Engagement: Outreach conducted by Filip Plevac (local Czech consultant) through structured interviews during September-October 2025, 10 companies responded.

Contact Overview

Company	Industry	Employees	Contact	Note
EC-TECH a.s.	Metal fabrication	66	Jan Šimoník, Managing Director & Co-owner, responsible for sales and business development	Planning 7M CZK welding robot investment; labor shortage forcing automation; production diversity main challenge; views automation as business necessity not ROI calculation
Company "2"	Metal packaging	430	<i>To be provided by Filip</i>	Fully automated lines; plans to invest ~430M CZK (less than before); aims for full robotization; space and energy limits; ROI target 2-7 years
Company "3"	Medical devices, elevators	410	<i>To be provided by Filip</i>	Sporadic automation investments, reliant on subsidies; labor shortage and slow capacity growth; lacks strategic automation plan; prefers Czech suppliers
Greiner packaging slušovice s.r.o.	Food & packaging	500+	Stanislav Štefánek, Head of Operational Excellence	50M CZK planned automation (less than before); automation crucial for productivity and competitiveness; change management and employee acceptance are key challenges
OSTROJ a.s.	Engineering (automotive forging)	150 (division) / ~800 total	Patrik Neuman, Director of Automotive Division	EUR 500,000 planned investment (slightly more than before); robots used in forging; space and harsh environment are main barriers; automation seen as inevitable
Sodecia Safety & Mobility Leskovec, s.r.o.	Automotive (safety & mobility)	120	Vít Valíček, Managing Director	No new automation investments planned; all lines automated but inputs/outputs manual; owner buy-in and financial advantage are main hurdles

Company "7"	Automotive (stamping/pressing)	~400	<i>To be provided by Filip</i>	No new investments planned; automation strictly ROI-driven (2-year payback); in-house automation team; project-driven, current capacity sufficient
PSP Pohony a.s.	Drives, gearboxes, mechanical engineering	102	Radek Hošek, Managing Director	No automation investment for 2 years, but more planned in year 3; automation tied to new equipment; main challenge is lack of internal initiative
Company "9"	Modular construction	250	<i>To be provided by Filip</i>	Automation focus on admin/digitalization; robotization of welding/painting under study; high variability and ROI are main barriers; prefers local suppliers
Favea a.s.	Pharmaceuticals	107	Matrina Pavlová, Chairman of the Board & Co-owner	CZK 20M planned investment (more than before); automation to support growth, focus on machine loading/logistics; lack of experience and need for reliability challenges

Note: As per agreement with the Embassy, Filip is working on de-anonymizing the remaining companies (marked with *To be provided by Filip*).

Key Takeaways:

- Investment appetite highly variable: 4 companies planning significant investments (7M-430M CZK), 3 companies with no immediate plans, 3 companies planning smaller/future investments
- Labor shortage is primary driver for smaller manufacturers; larger companies focus on productivity and competitiveness
- ROI requirements strict (2-7 years payback typical); automation viewed as strategic necessity by smaller firms but evaluated project-by-project by larger firms with existing automation teams