



Business Climate Survey The Czech Republic



Business Climate Survey for Swedish companies in the Czech Republic 2026

A report from Team Sweden in the Czech Republic

Table of Contents

Foreword	4
Executive summary	5
About the survey	6
Economic outlook.....	8
The market	11
How Swedish companies succeed in the Czech Republic.....	16
Acting sustainably	19
Contact us	22

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51 respondents

(total +2,250 respondents for 41 markets)

Current business climate

58%

of Swedish companies perceive a positive business climate

Industry turnover

62%

of Swedish companies expect their industry turnover to increase

Future investments

41%

of Swedish companies plan to increase their investments slightly or significantly in the next 12 months

Globally valued success factors

1. Sales competence
2. Cost efficiency
3. Partnerships/Local relationships

Brand Sweden

76%

of Swedish companies abroad consider Brand Sweden beneficial for business

Local conditions with high satisfaction

1. Personal safety
2. Distributor, Suppliers & Service providers
3. Work culture/Business mindset

Local conditions with least satisfaction

1. Level of digitalisation
2. Licenses, permits and approvals
3. Labour market regulation

Environmental considerations

51%

of respondents believe the environment is a considerable factor in their customers' purchasing decisions

Corruption

2%

of respondents faced some type of corruption in 2025

Human rights violation and labour rights abuses

2%

of respondents report some type of corruption in 2025

Foreword

Over the past year, the economic environment in Europe has remained marked by gradual recovery and continued uncertainty. The Czech economy has gradually returned to growth, supported by easing inflation and improving real wages. As noted by the Czech National Bank, inflation has moved closer to target levels, allowing for a gradual easing of monetary policy, while the Czech koruna has strengthened, reflecting improved macroeconomic stability. At the same time, the economy remains dependent on external demand and continues to face uncertainty linked to global trade conditions and cautious investment activity.

Amid these developments, Swedish companies continue to demonstrate a strong and long-standing commitment to the Czech market. The Czech Republic remains a strategically important partner for Sweden, characterised by close economic ties, well-established trade relations, and a shared foundation within the European Union. Sweden also maintains a strong institutional presence in the country through a network of institutions that support bilateral cooperation. The Embassy of Sweden in Prague plays a central role in strengthening political and economic relations, while Business Sweden supports companies in navigating the local market and expanding trade and investment.

The findings of this year's Business Climate Survey point to broadly positive developments. Swedish companies report solid financial performance and an improved perception of the business climate. At the same time, a degree of caution persists, particularly in investment decisions, reflecting the broader global context.

The Czech Republic offers many strengths as a business destination, including a strategic location, a competitive industrial base, and a well-functioning operational environment. However, the survey also highlights areas where further progress could enhance competitiveness, particularly in administrative efficiency, regulatory processes, and aspects of the labour market.



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Executive summary

The Business Climate Survey 2026 indicates that Swedish companies in the Czech Republic operate in a stable and increasingly favourable business environment, supported by strong financial performance and continued confidence in future growth.

Most companies report a positive view of the business climate, reflecting a clear improvement compared to the previous year. Profitability levels are high across most segments, particularly among large and industrial firms, confirming the Czech Republic's role as a reliable and mature market for Swedish business operations.

Growth expectations remain broadly optimistic, with most companies anticipating increased turnover in the coming 12 months. However, expectations have moderated slightly, pointing to a more cautious outlook amid ongoing global uncertainty. This is also reflected in investment plans, where many companies plan to maintain current levels rather than expand significantly.

The business environment is generally perceived as well-functioning, particularly in terms of safety, infrastructure, and access to suppliers and service providers. At the same time, regulatory and administrative factors, including labour market regulation, licensing procedures, and digitalisation, continue to be viewed as key challenges.

Competitiveness is primarily driven by cost efficiency, strong brand positioning, and close customer relationships. The Swedish brand remains an important asset, contributing positively to business performance across sectors.

Sustainability-related factors are gaining attention but remain secondary in customer purchasing decisions. Environmental considerations are generally seen as having limited influence and are rarely viewed as decisive. Reported exposure to corruption and human rights risks is low, although many respondents indicate limited visibility into such issues.

Overall, the survey highlights a resilient and well-established Swedish business presence in the Czech Republic, with strong fundamentals and continued growth opportunities, alongside areas where improvements could further enhance the business environment.

“**Our financial performance in the Czech Republic has remained strong, confirming our stable and well-functioning position in this market. The Czech Republic is an important part of our Central and Eastern Europe operations and continues to support regional growth through the gradual expansion of our portfolio and improved access to innovative treatments for patients living with rare diseases.**”

Sobi
Global biopharmaceutical
company specializing in
treatments for rare diseases

About the survey

The Business Climate Survey is a global initiative designed to capture the perspectives of Swedish companies operating in international markets. It provides insights into both the opportunities and challenges they encounter, as well as their performance, strategic outlook, and expectations for the year ahead. Through a combination of quantitative and qualitative questions, companies assess key aspects of their business environment, including the economic climate, market conditions, and regulatory framework. Respondents are also invited to reflect on broader themes such as ease of doing business, sustainability, and other strategic priorities in their respective markets.

The survey consists of 18 standardised questions to ensure consistency and comparability across countries. This enables meaningful cross-market analysis and helps identify trends that extend beyond national contexts. The survey is conducted annually across a wide range of markets worldwide, providing a comprehensive overview of the global business climate for Swedish companies.

The Czech Republic survey is based on responses from 51 Swedish companies active in the market, representing a broad range of industries, company sizes and levels of market experience. Data collection took place in February 2026. The findings offer a snapshot of how companies perceive current conditions, their expectations for the future and the key factors influencing their operations. They also highlight strengths as well as challenges that may require continued attention from both businesses and policymakers.

A mature and industrially anchored Swedish business presence

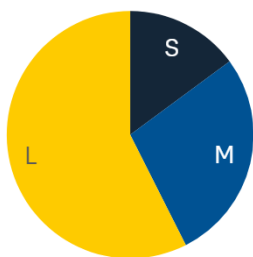
Swedish companies maintain a stable and well-established presence in the Czech Republic, characterised by a high share of large and internationally integrated firms. Large enterprises account for 57 per cent of respondents, followed by medium-sized companies at 28 per cent and small firms at 15 per cent. While large organisations dominate, the presence of mid-sized and smaller firms indicates a gradually broadening business landscape.

The longevity of operations is a defining feature. Most companies have operated in the market for many years, with mature firms representing 63 per cent of respondents, compared to 33 per cent of experienced companies and only 4 per cent newcomers. This points to sustained engagement and suggests that the Czech Republic continues to be perceived as a stable market for long-term investment.

From a sector perspective, the industrial segment remains the largest area of activity, accounting for 52 per cent of companies. Consumer-oriented businesses and professional services each represent 24 per cent, indicating a more diversified presence beyond traditional industrial operations.

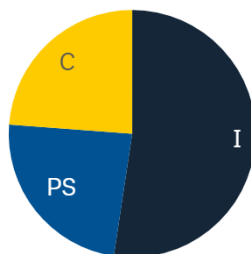
The country's central location in Europe and a strong industrial base continue to support access to key regional markets. Together with a predictable business environment shaped by EU membership and regulatory stability, these factors support favourable conditions for long-term operations, particularly for companies with cross-border activities.

Size of companies



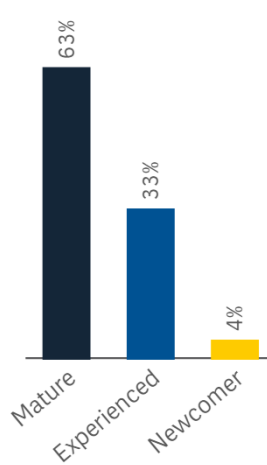
NOTE: Global employees.
 Small 0-249
 Medium 250-1,000
 Large >1,000.

Main industry



NOTE: Industrial 52%.
 Professional services 24%.
 Consumer 24%.

Age of companies



NOTE: Mature (-2004).
 Experienced (2005-2020).
 Newcomer (2021-).

Economic outlook

Strong financial performance among Swedish companies

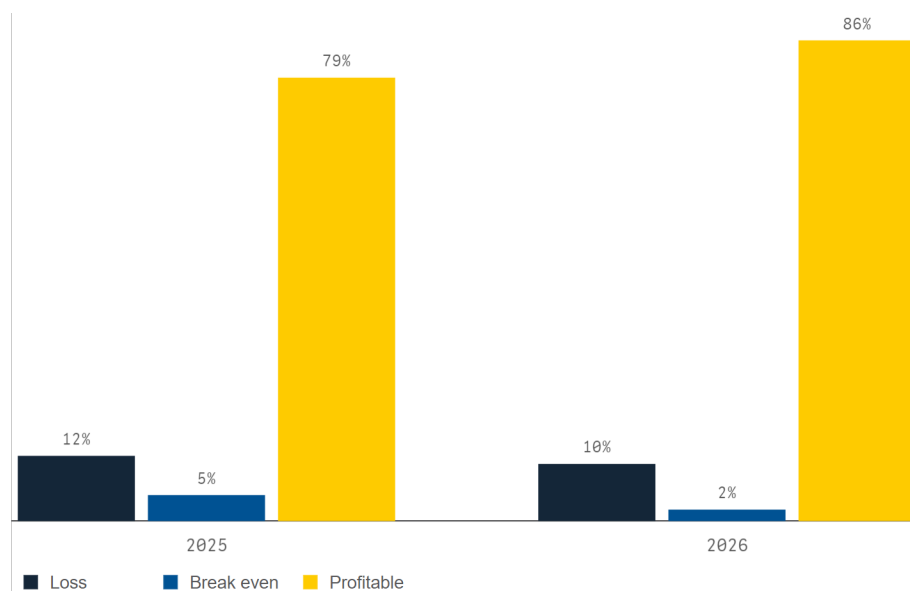
Swedish companies in the Czech Republic report strong financial performance, with 86 per cent of respondents indicating profitability, while only 10 per cent report losses and 2 per cent report breaking even. This marks an improvement compared to the previous year, with profitability increasing from 79 per cent to 86 per cent, suggesting a strengthening business environment.

Performance varies across company characteristics. Larger firms demonstrate the strongest results, with 92 per cent reporting profitability, compared to 77 per cent among medium-sized companies and 86 per cent among small firms. This suggests that scale continues to provide a competitive advantage, while mid-sized companies appear to face comparatively greater challenges.

Sectoral differences are also evident. The industrial sector shows the highest level of profitability at 90 per cent, reinforcing its role as the backbone of Swedish business activity in the Czech Republic. Professional services and consumer-oriented companies report slightly lower, though still robust, profitability levels at 80 per cent and 78 per cent respectively.

Company age further highlights the importance of market experience. Mature firms report the strongest performance, with 93 per cent reporting profitability, compared to 80 per cent among experienced companies. In contrast, newcomers display a more mixed picture, with an equal share reporting profits and losses. This suggests that while the Czech market offers strong conditions for established players, newer entrants may face a more challenging market entry phase.

How would you describe your company's financial performance in the Czech Republic in 2025?



NOTE: The number of respondents for this question was 49. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Stronger growth trajectory than European average

The Czech Republic demonstrates solid economic performance, with GDP growth reaching approximately 2.6 per cent in 2025. Growth is expected to moderate to around 2.1 per cent in 2026–2027 before recovering to 2.7 per cent by 2028. Throughout the forecast period, the Czech economy is

projected to outperform both the European and Western European averages, highlighting its relative resilience.

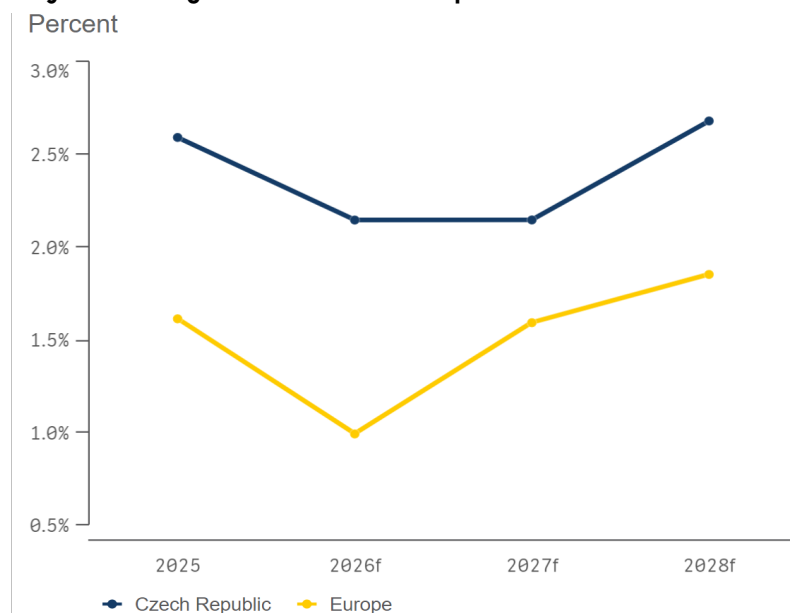
This pattern suggests that the recent slowdown is cyclical rather than structural, with underlying fundamentals remaining strong and supporting a positive medium-term outlook.

Swedish companies maintain broadly optimistic expectations for the coming 12 months. A majority of companies (62 per cent) expect turnover to increase, while 26 per cent foresee no change and 13 per cent anticipate a decline. However, this represents a slight decrease compared to the previous year, with fewer companies expecting growth and more expecting stable performance.

Differences emerge across company groups. Larger and medium-sized firms show the strongest confidence, while smaller companies are more cautious. Professional services stand out as the most optimistic sector, whereas industrial companies report solid but more moderate expectations. Consumer-oriented firms display a comparatively more uncertain outlook.

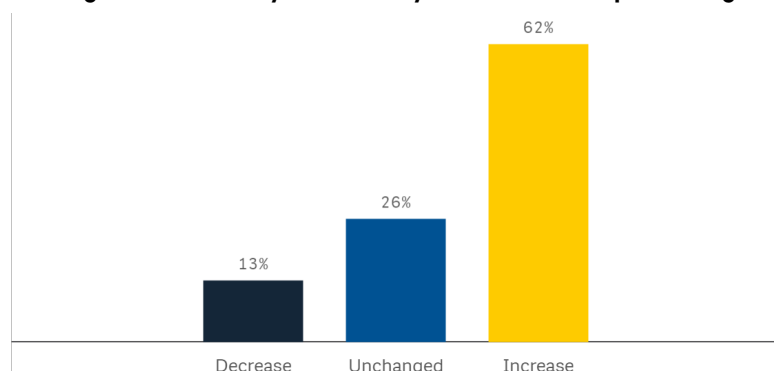
Company maturity also influences expectations. New entrants are highly optimistic, with all expecting growth, while more established firms adopt a more balanced perspective, reflecting greater experience in navigating economic cycles.

Projected GDP growth in the Czech Republic



NOTE: Constant prices.
SOURCE: Oxford Economics. 20 March 2026

Compared to the development in the past 12 months, what are your expectations for the coming 12 months for your industry in the Czech Republic regarding turnover?



NOTE: Decrease and increase represent aggregations of slight/significant development changes. The number of respondents for this question was 49. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Cautious but improving investment outlook

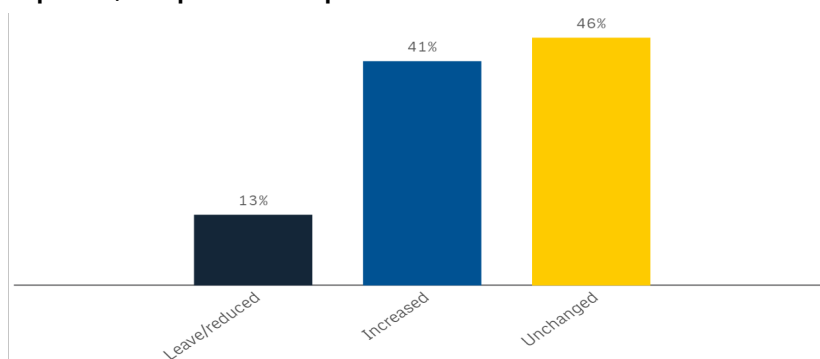
Swedish companies in the Czech Republic show a cautiously improving investment outlook. A total of 41 per cent of respondents plan to increase investments over the coming 12 months, while 46 per cent expect investment levels to remain unchanged and 13 per cent anticipate reductions.

Compared to the previous year, investment sentiment has strengthened, with a higher share of companies planning to expand investments and a notable decline in those expecting reductions. At the same time, the large proportion of companies maintaining current investment levels indicates that a degree of caution persists.

Investment plans vary across company characteristics. Medium-sized firms display the strongest investment appetite, while large companies tend to adopt a more cautious wait-and-see approach. Sectoral differences are also evident, with professional services showing the highest level of planned investment growth, while consumer-oriented companies are more likely to maintain current levels.

Company age further highlights differing strategies. New entrants are fully focused on expansion, with all respondents planning to increase investments, whereas more established firms show a more measured approach. Mature companies are more likely to keep investment levels unchanged, reflecting a stronger focus on stability and efficiency.

What are your company's investment plans for the coming 12 months in the Czech Republic, compared to the past 12 months?



NOTE: Reduced and increased represent aggregations of slight/significant development changes. The number of respondents for this question was 46. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

The market

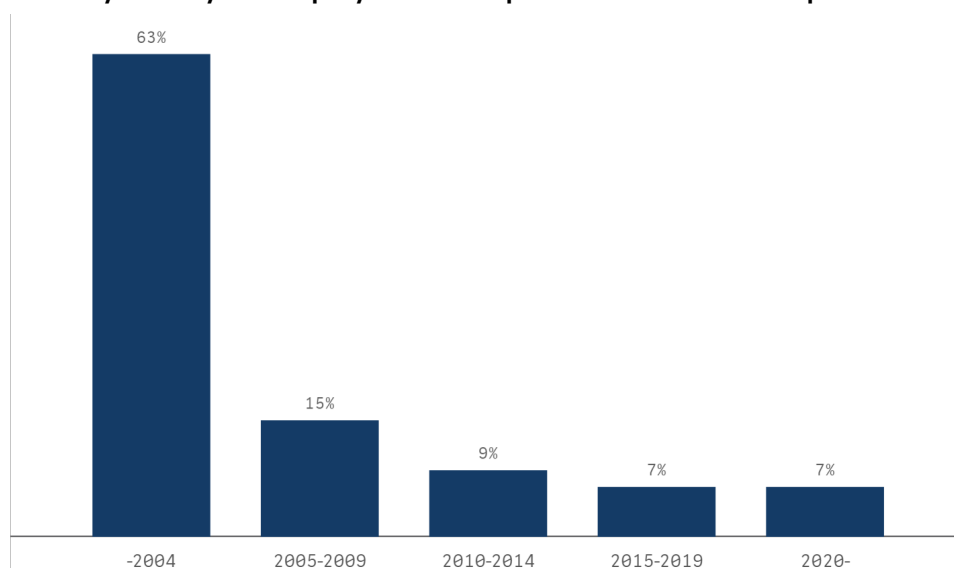
Long-standing presence with a broad sectoral reach

Swedish companies in the Czech Republic are characterised by a long-standing and well-established presence. Most firms, 63 per cent, have been active in the market since before 2004, while only a small share have entered in recent years. This highlights the Czech Republic's role as a market for long-term operations rather than rapid new market entry.

The sectoral distribution of companies is broad, with activity spread across a range of industries. While retail and wholesale, industrial equipment, and other industrial sectors represent the largest individual segments, Swedish companies are present across diverse areas including automotive, chemicals, construction, healthcare, and business services. This reflects a well-established and broadly distributed business footprint across the economy.

In terms of local employment, most companies operate with relatively small teams. Of the respondents, 73 per cent report fewer than 250 employees in the Czech Republic, while only a limited share employs more than 1,000 people locally. This suggests that many Swedish companies maintain lean local operations, even when part of larger multinational groups.

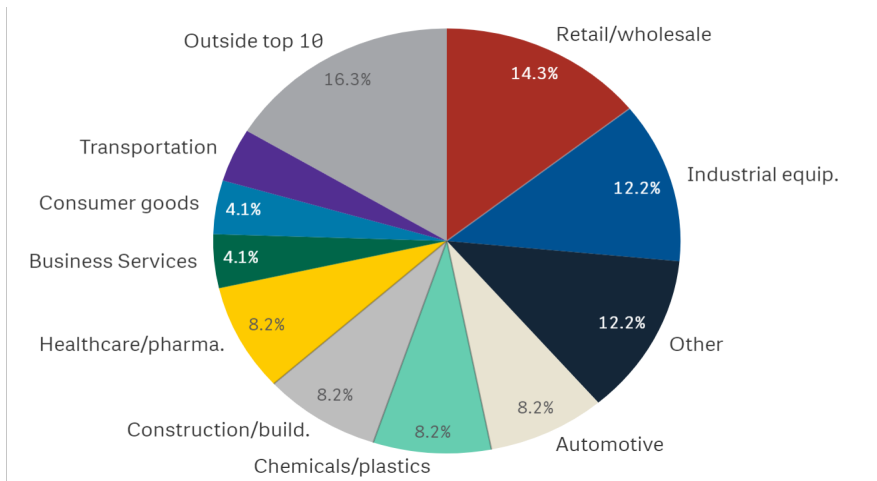
In what year did your company establish operations in the Czech Republic?



NOTE: NOTE: The number of respondents for this question was 46. "Don't know/Not applicable" responses are included but not shown in figure.

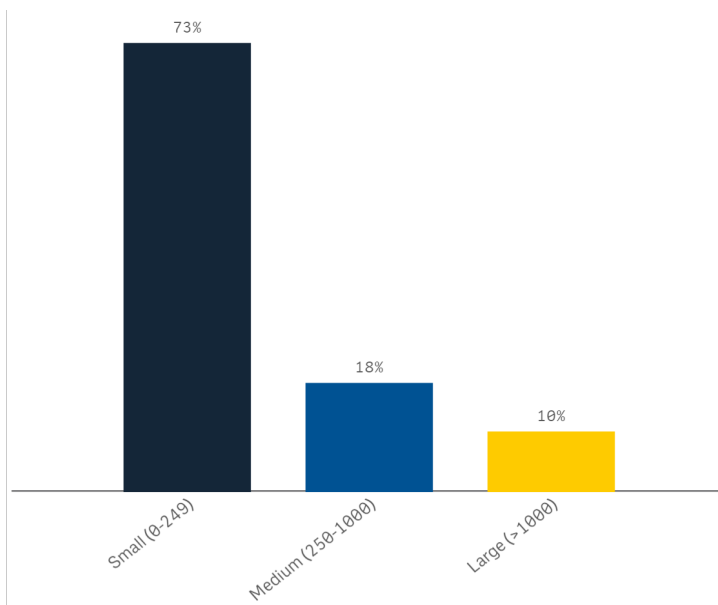
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

What is your company's main industry in the Czech Republic?



NOTE: NOTE: The number of respondents for this question was 49. "Don't know/Not applicable" responses are included but not shown in figure.
 SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Swedish firms' local number of employees in the Czech Republic in 2026



NOTE: The number of respondents for this question was 51. "Don't know/Not applicable" responses are included but not shown in figure.
 SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Significant improvement in business climate perception

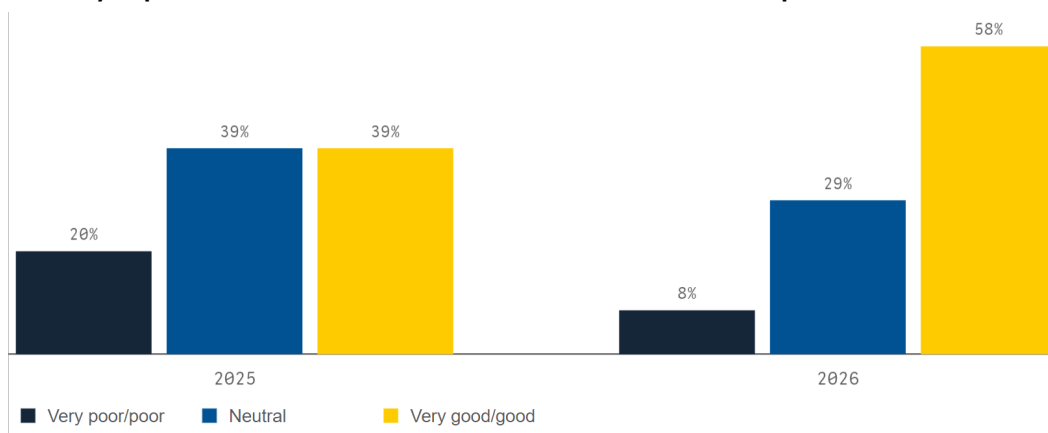
Swedish companies report a notably positive view of the business climate in the Czech Republic, with a clear majority expressing confidence in market conditions. In total, 58 per cent of respondents assess the climate as good or very good, while 29 per cent consider it neutral and only 8 per cent perceive it as poor. This marks a significant improvement compared to 2025, when 39 per cent reported a positive view, 39 per cent were neutral, and 20 per cent perceived the climate as poor. The shift suggests a move from caution towards greater confidence in the business environment.

Perceptions vary across company characteristics. Larger companies report the most favourable view of the business climate, with a strong majority describing conditions as good or very good, while small companies tend to adopt a more neutral stance, indicating a somewhat more cautious outlook among smaller players. Sectoral differences are also evident. Consumer and professional services companies

express relatively strong confidence, whereas industrial businesses show a higher share of neutral responses, suggesting that demand-side uncertainty may still influence sentiment in these segments.

Company age further highlights differences in perception. Newcomers report a highly positive view of the business climate, with all respondents assessing conditions as good or very good. Experienced companies also demonstrate strong confidence, while mature companies display a more balanced assessment. However, most responses still indicate good or very good conditions.

How do you perceive the current business climate in the Czech Republic?



NOTE: The number of respondents for this question was 48. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Strong operational conditions with administrative bottlenecks

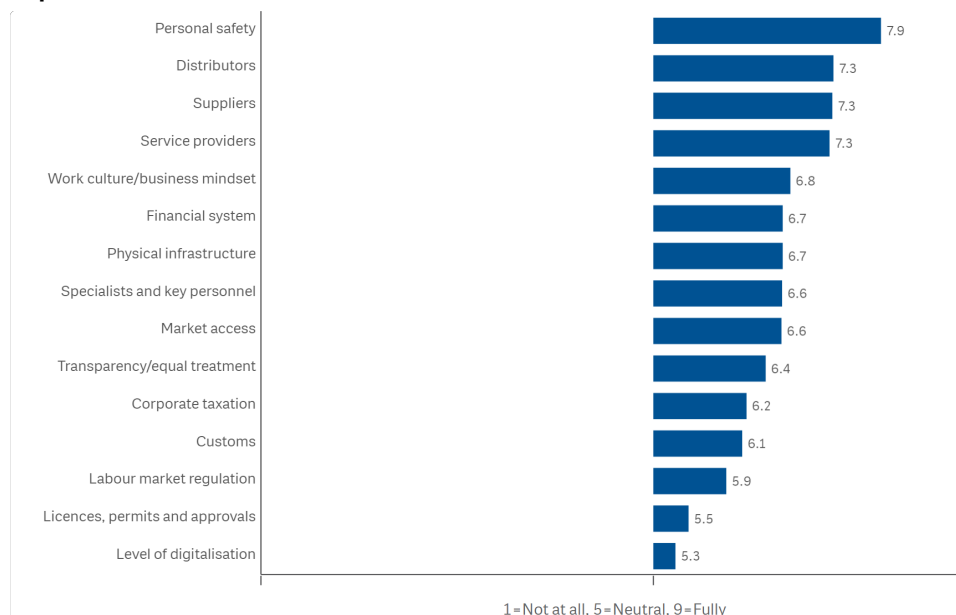
Swedish companies generally view the business environment in the Czech Republic as well-functioning, with several conditions receiving relatively high ratings. Personal safety stands out as the strongest factor, with a score of 7.9, followed by operational factors, such as distributors, suppliers, and service providers, all rated at 7.3. This indicates that companies benefit from a reliable and well-developed operational ecosystem, supporting efficient business operations.

Other core conditions, including work culture, the financial system, and physical infrastructure, are also assessed positively, with scores ranging between 6.7 and 6.8. Access to skilled labour and market access receive similar ratings, suggesting that while these areas perform adequately, they may constrain business operations.

At the same time, several regulatory and administrative factors are perceived less favourably. Transparency and equal treatment, corporate taxation, and customs receive comparatively lower scores, ranging from 6.1 to 6.4. The lowest ratings are given to labour market regulation (5.9), licences and permits (5.5), and the level of digitalisation (5.3), indicating that these areas are seen as more challenging and may act as constraints on business operations.

Overall, the findings suggest that while the Czech Republic offers a stable and well-functioning business environment, particularly in terms of safety and operational infrastructure, there remain structural and administrative areas where companies experience friction. These lower-rated factors highlight potential areas for improvement to further enhance the attractiveness of the market.

How well do the following conditions meet the needs of your company in the Czech Republic?



NOTE: The number of respondents for this question was 51.
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Low overall trade barriers, with challenges mainly linked to regulations and local requirements

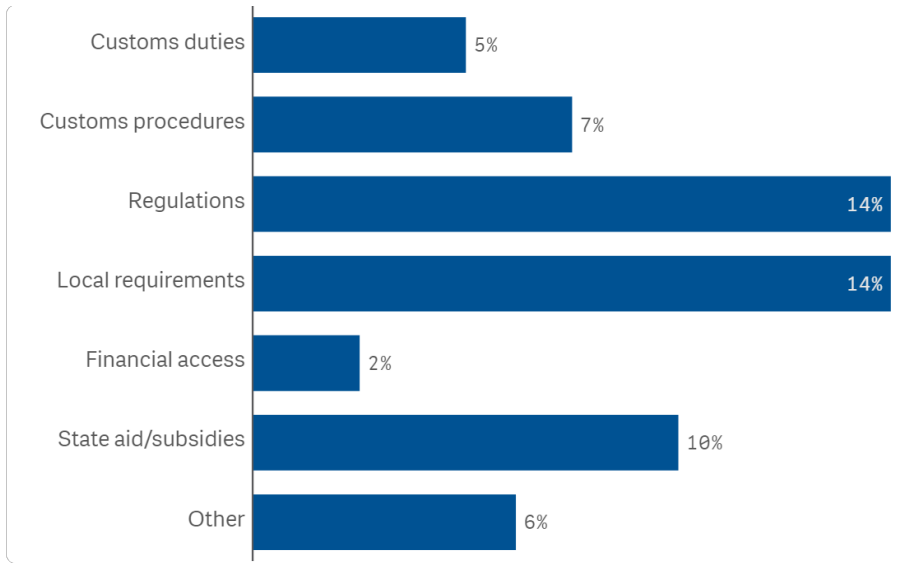
Swedish companies report relatively low levels of trade barriers in the Czech Republic, with most issues concentrated in a few specific areas. Regulations and local requirements are the most frequently cited obstacles, each reported by 14 per cent of respondents, indicating that administrative and compliance-related factors are the primary sources of friction.

Other barriers are less widespread. State aid and subsidies are mentioned by 10 per cent of companies, while customs procedures (7 per cent) and customs duties (5 per cent) are cited less frequently. Access to financing appears to pose minimal concern, reported by only 2 per cent of respondents.

Some variation can be observed across company groups. Medium-sized firms report slightly higher exposure to regulatory barriers, while industrial companies more often highlight challenges related to regulations and state aid. However, these differences are relatively modest and do not materially change the overall picture.

The findings suggest that trade barriers are limited in scope and do not constitute a major obstacle for most companies, although administrative complexity remains a key challenge.

Has your company in the past year encountered trade barriers in the Czech Republic with a noticeably negative impact on operations, in any of the following areas?



NOTE: The number of respondents for this question was 51.
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

How Swedish companies succeed in the Czech Republic

Sales and service activities dominate, supported by strong manufacturing presence

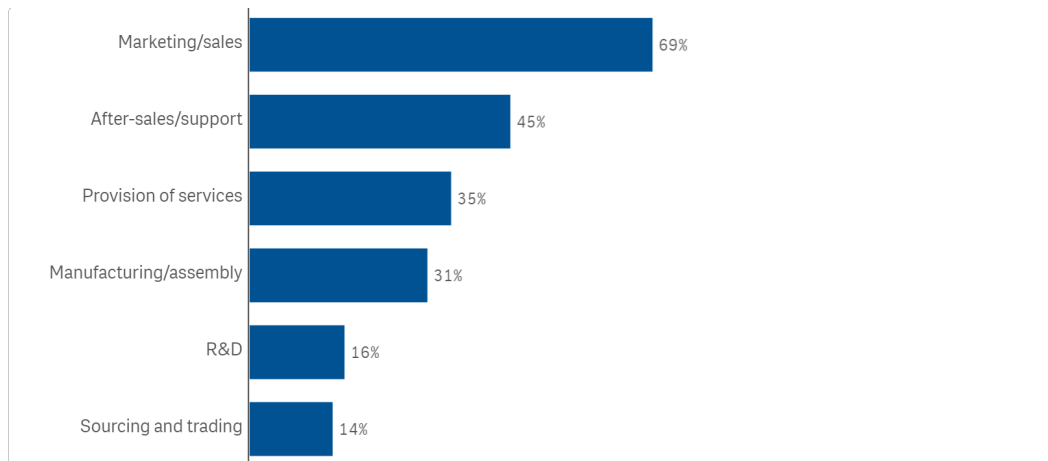
Swedish companies in the Czech Republic are primarily engaged in commercial and support-oriented activities, with marketing and sales being the most common function, carried out by 69 per cent of respondents. This highlights the country's role as an important commercial hub for reaching customers and supporting regional market operations.

After-sales services and support are also widespread, reported by 45 per cent of companies, indicating a strong emphasis on maintaining customer relationships and providing ongoing service. In addition, 35 per cent of firms are involved in the provision of services, further reinforcing the service-oriented nature of Swedish business activities in the market.

At the same time, a significant share of companies maintains production-related operations. Manufacturing and assembly are conducted by 31 per cent of respondents, underscoring the Czech Republic's continued importance as a base for industrial activities within Swedish companies' value chains.

More specialised functions are less common but still present. Research and development activities are reported by 16 per cent of companies, while 14 per cent are engaged in sourcing and trading. This suggests that while higher-value and strategic functions exist, they remain less common than core commercial and operational activities.

Operations of Swedish firms in the market



NOTE: The number of respondents for this question was 51. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Cost efficiency, brand strength and customer collaboration drive competitiveness

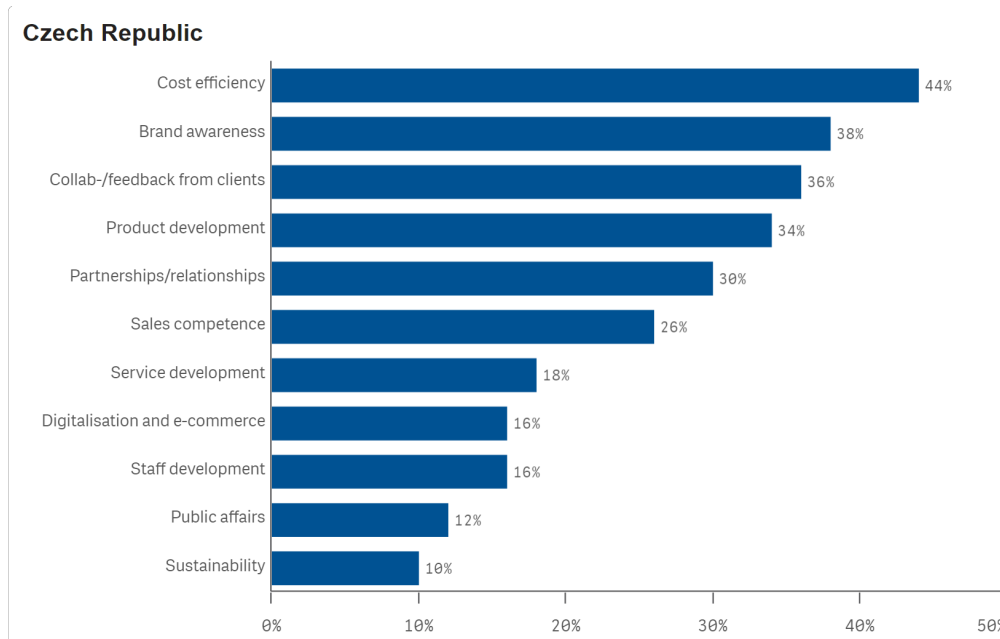
Swedish companies in the Czech Republic identify cost efficiency, brand awareness, and customer collaboration as the most important factors for maintaining competitiveness. Cost efficiency ranks highest, cited by 44 per cent of respondents, highlighting the continued importance of operational cost competitiveness.

At the same time, market-facing capabilities play a central role. Brand awareness (38 per cent) and collaboration and feedback from clients (36 per cent) highlight the importance of strong market positioning and close customer relationships.

Additional factors also contribute to competitiveness. Product development (34 per cent) and partnerships (30 per cent) indicate that innovation and collaboration also contribute, although to a lesser extent than core commercial drivers.

In contrast, sustainability (10 per cent), public affairs (12 per cent), and staff development (16 per cent) are among the least frequently cited factors, suggesting that these areas are currently seen as less critical for maintaining competitiveness.

To date, which of the following areas have been important in maintaining competitiveness in the Czech Republic?



NOTE: The number of respondents for this question was 50. "Don't know/Not applicable" responses are included but not shown in figure
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

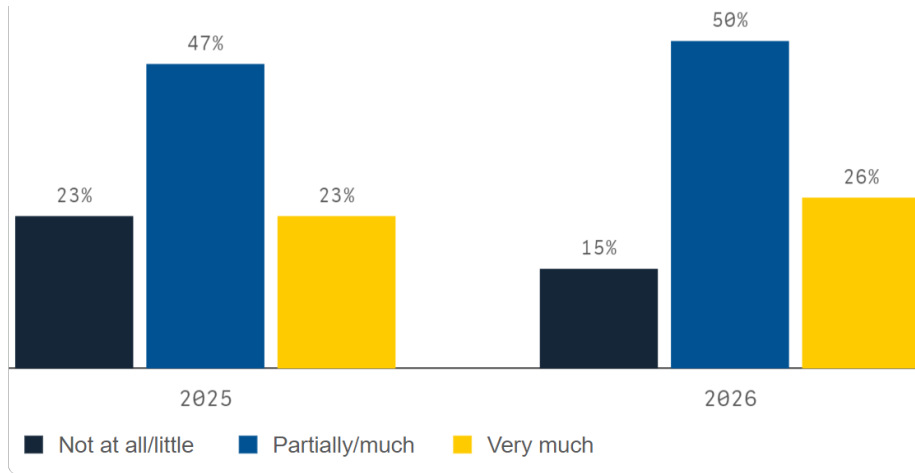
The Swedish brand strengthens business performance

Survey results show that the Swedish brand makes a strong contribution to business performance in the Czech market, with a majority perceiving at least a moderate positive impact. In total, 50 per cent of respondents state that the brand contributes 'to some extent', while a further 26 per cent report that it contributes 'to a great extent'. Only 15 per cent indicate little or no contribution, suggesting that the Swedish brand is broadly seen as an asset in the market.

Compared to the previous year, perceptions of the Swedish brand have improved. The share of companies reporting little or no contribution has declined from 23 per cent in 2025 to 15 per cent in 2026, while those perceiving a strong contribution have increased from 23 per cent to 26 per cent. The proportion reporting a moderate contribution has also risen slightly, from 47 per cent to 50 per cent. This shift indicates a strengthening role of the Swedish brand in supporting business activities.

Some variation can be observed across company groups. Medium-sized and large firms are somewhat more likely to report a strong contribution, while small companies more often report a moderate impact. Consumer-oriented companies report the strongest positive effects, highlighting the importance of brand value in customer-facing sectors. New entrants also show a particularly positive perception, suggesting that the Swedish brand supports market entry efforts.

To what extent would you estimate that the “Swedish brand” contributes to your business in the Czech Republic?



NOTE: NOTE: The number of respondents for this question was 46. “Don’t know/Not applicable” responses are included but not shown in figure.
 SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Acting sustainably

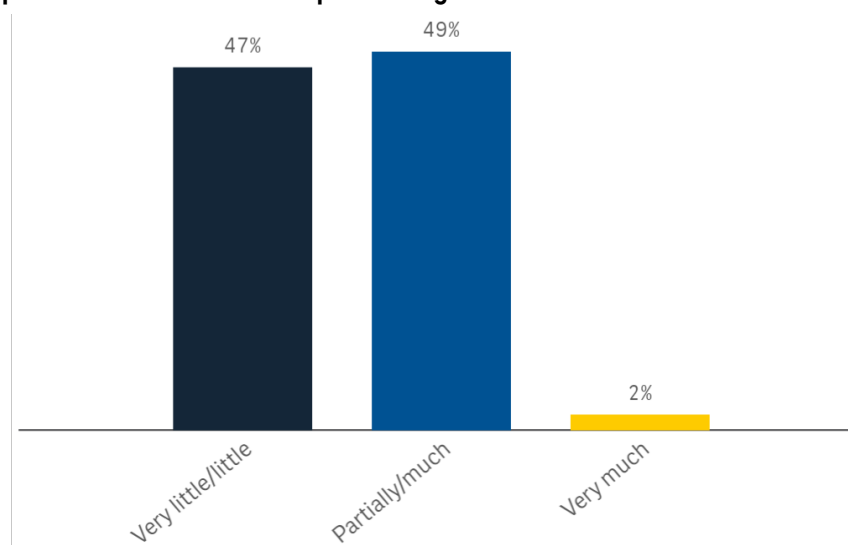
Environmental considerations remain a secondary factor in purchasing decisions

Survey results indicate that environmental considerations currently play a limited role in purchasing decisions in the Czech market. Most respondents report that customers take such factors into account only to a small or moderate extent. Specifically, 47 per cent state that environmental aspects are considered “very little or little,” while 49 per cent report a moderate influence. Only 2 per cent indicate that environmental factors play a major role in purchasing decisions. Compared to the previous year, the importance of environmental considerations appears to have weakened slightly.

Some variation exists across company groups, although the overall pattern remains consistent. Medium-sized companies are more likely to report a moderate influence of environmental considerations, indicating somewhat greater responsiveness to sustainability-related factors. In contrast, both small and large companies show a higher share of responses indicating low importance, pointing to more limited customer demand for environmental factors.

Sectoral differences further reinforce this picture. Consumer-oriented industries report the lowest importance overall, with a clear majority indicating that environmental aspects play little or no role in purchasing decisions. Industrial and professional services sectors show a somewhat more balanced distribution, with a larger share of companies reporting moderate consideration.

To what extent do customers in the Czech Republic consider environmental aspects of a product or service in their purchasing decision?



NOTE: The number of respondents for this question was 49. “Don’t know/Not applicable” responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Low reported exposure to corruption, but high levels of uncertainty

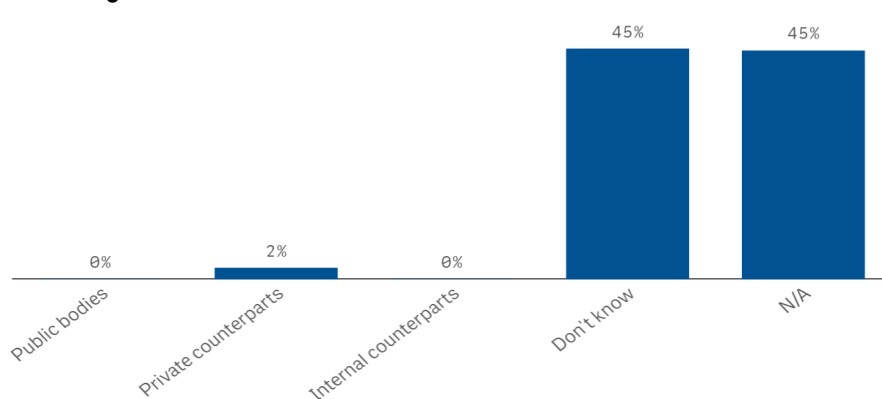
The findings indicate that reported exposure to corruption among respondents is very limited. Only 2 per cent of companies report encountering corruption in interactions with private-sector counterparts, while no respondents report exposure in dealings with public bodies or internal counterparts. This suggests that direct experiences of corruption are rare among surveyed companies.

However, the results are also characterised by a high degree of uncertainty. A substantial share of respondents either indicate that they do not know (45 per cent) or that the question is not applicable to

their operations (45 per cent). This limits the ability to draw firm conclusions and suggests that many companies may have limited visibility into situations where corruption risks arise.

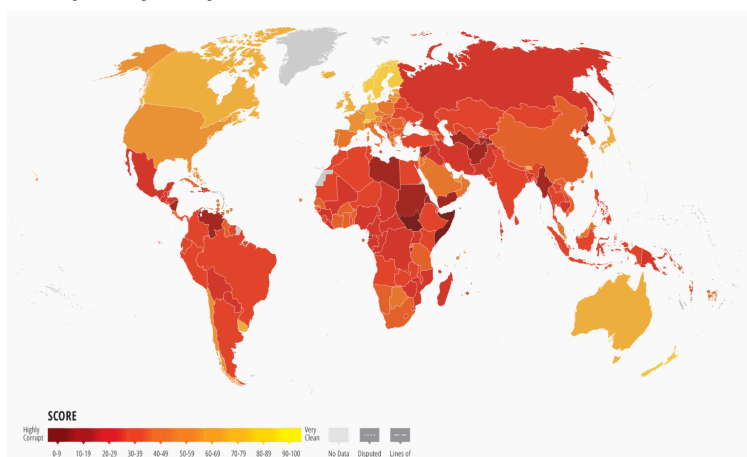
This relatively low reported exposure is broadly consistent with international benchmarks. In the 2025 Corruption Perceptions Index, the Czech Republic scores 59 out of 100, ranking 39th out of 182 countries globally. This places the country in the mid-range among EU members and slightly below the EU average, indicating moderate perceived levels of public sector corruption.

Has your company in the Czech Republic been exposed to corruption such as, but not limited to, attempts of bribery or fraud in contacts with any of the following areas?



NOTE: The number of respondents for this question was 51. "Don't know/Not applicable" responses are included but not shown in figure.
SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Corruption perception index 2025



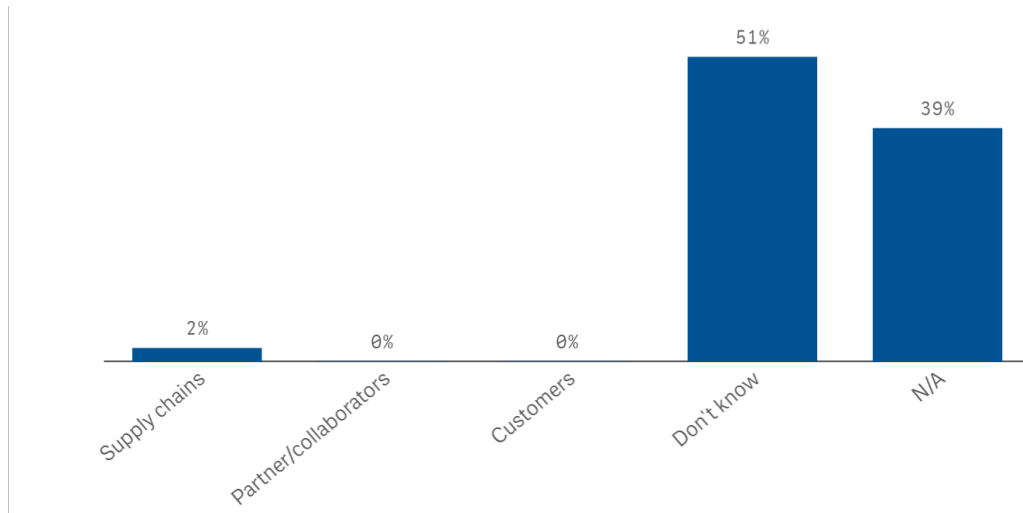
NOTE: The Czech Republic holds a score of 59 out of 100, positioning it globally 39th out of 182 countries.
SOURCE: Transparency International

Low reported exposure to human rights violations, but limited visibility

Reported exposure to human rights violations or labour rights abuses is very limited among respondents. Only 2 per cent of companies report such issues in supply chains, while no cases are reported in relation to partners, collaborators, or customers. The companies reporting such cases are large, mature firms in the industrial sector.

However, the results are characterised by a high degree of uncertainty. Most respondents indicate either that they do not know (51 per cent) or that the question is not applicable (39 per cent), suggesting limited visibility into potential risks.

Has your company in the Czech Republic encountered any form of human rights violations and/or labour rights abuse in contacts with any of the following areas?



NOTE: The number of respondents for this question was 51. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish Companies in the Czech Republic 2026

Contact us

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Government Offices of Sweden