



- Showcasing the Cutting-Edge Technologies of 15 Japanese Companies to the European Market from the Czech Republic, a Hub of European Manufacturing -

JETRO, a Japanese government-affiliated organization promoting trade and investment, will set up a Japan Pavilion at the International Engineering Fair (MSV 2026), supporting the participation of 15 Japanese companies.

This marks the fourth time that JETRO sets up a Japan Pavilion at MSV, following its participation in 2021, 2024, and 2025. Through this exhibition, JETRO will continue to support Japanese companies in expanding their presence in the European market, with the Czech Republic serving as a strategic gateway to Europe.

The Czech Republic has developed into an important manufacturing hub serving the EU market. As of February 2026, approximately 270 Japanese companies have established operations in the Czech Republic, including 106 companies with local production facilities. Meanwhile, labor shortages persist, as the unemployment rate in the Czech Republic remains among the lowest in the EU. With rising labor costs posing an increasing challenge for businesses, demand is expected to grow for labor-saving and automation technologies, including the deployment of industrial robots.

Given these circumstances, the Czech Republic's industrial upgrading is expected to drive further demand for automation equipment, high-precision manufacturing technologies, energy-efficient machinery, and environmental solutions, areas in which Japanese companies excel, thereby creating new business opportunities.

Through participation in MSV 2026, JETRO will showcase the advanced technological capabilities of Japanese companies to the European market and support their business development across Europe, with the Czech Republic serving as a strategic gateway to the region. We warmly welcome you to join us at the Japan Pavilion to see and experience Japan's excellent technologies first-hand.

<List of Represented companies and their exhibits>

https://www.jetro.go.jp/newsletter/cpr/2026/JapanPavilion_list_of_companies_MS26.pdf

<Location>

In the center of Hall V, Stand No. 088

<About JETRO>

JETRO is a Japanese government-affiliated organization promoting trade and investment, with a broad global network spanning 52 domestic and 76 overseas offices. In the Czech Republic, JETRO has an office in Prague supporting business exchanges between Japan and the Czech Republic.

