

# Simply Clever. Which brands make the Czechs proud?

5HD280 From Kafka to Havel

Lecture 10



EVROPSKÁ UNIE  
Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání



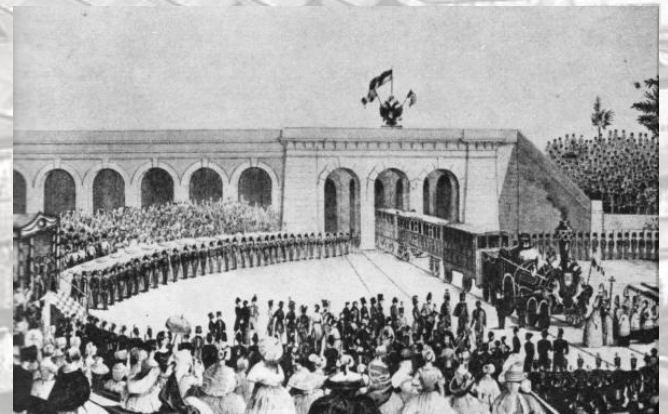
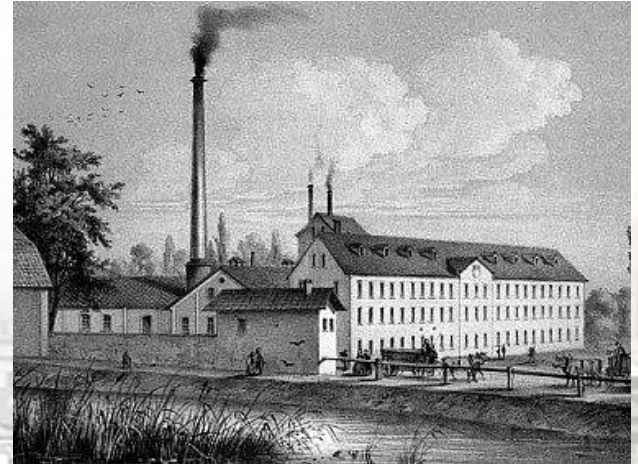
MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# Origins of today's Czech economic level

- Second half of the 19th century
- First important steps to economic development
- Important institutional reforms during 1850's
- In 1870 Czech lands were one of the most industrialized and developed parts of Austria Hungary

# Origins of today's Czech economic level

- Main Industries
- Foodstuffs
  - Sugar and beer
- Textile
- Glass and porcelain
  - Old tradition. Moser (19th century), Thun (late 18th century)
- Railroads and machinery
- Banking



# Origins of today's Czech economic level

- Main Industries
- During 1880s and 1890s new industries were established
  - Automotive industry
  - Electric industry
- Key brands:
  - Skoda Pilsen, Pilsner Urquell, Ringoffer – Prague, Tatra, Baťa, ČKD, Laurin & Klement



Českomoravská Kolben-Daněk (ČKD)

Založeno r. 1771. **F. RINGHOFFER, Smíchov-Praha.** Založeno r. 1771.

Továrna na stroje, slévárna železa a kovářna, válcovny na měď a hamry.  
Továrna na vagony a tendry.  
Továrna na zboží měděné a kovové.

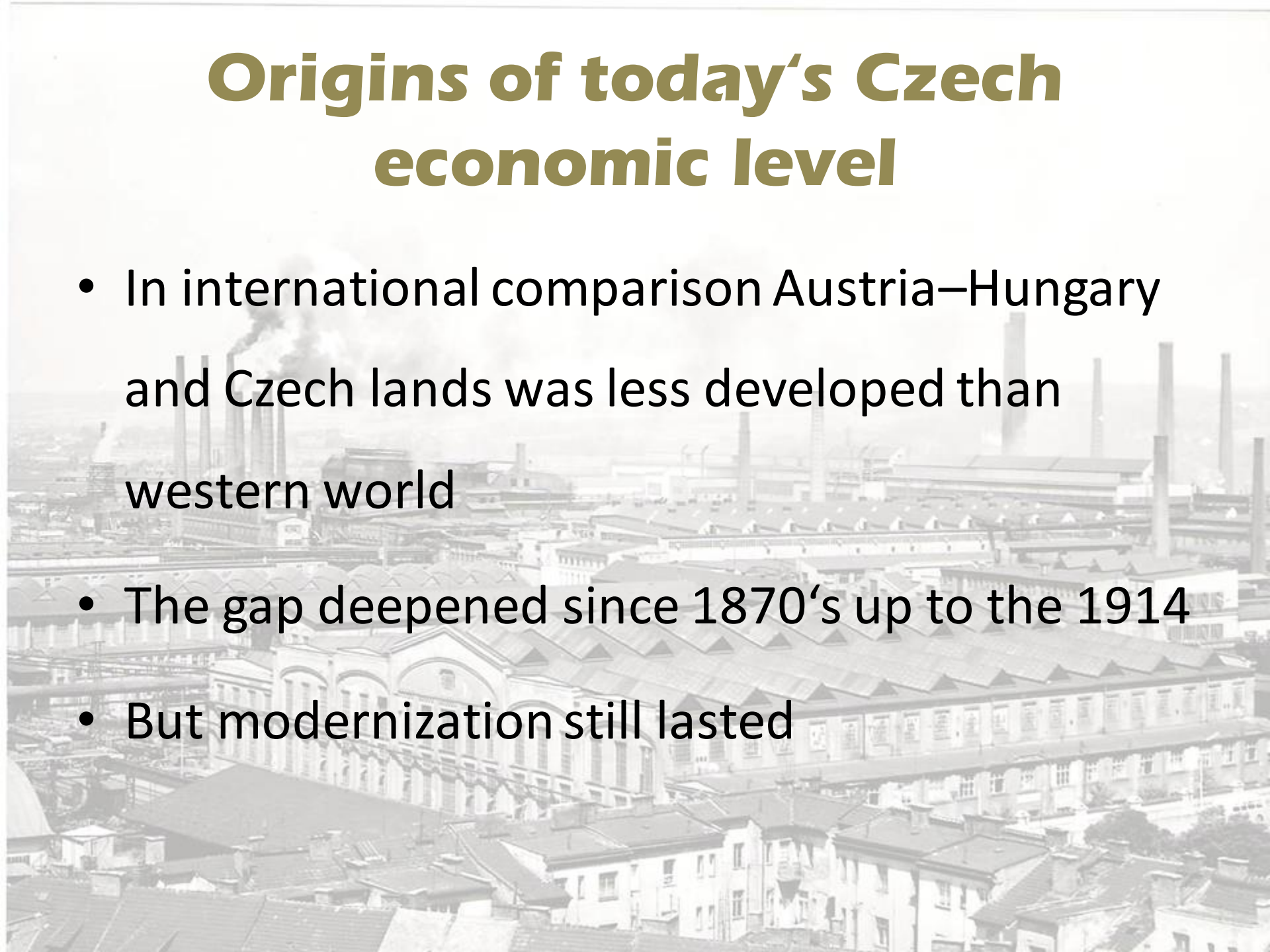
Speciální oddělení pro stavbu, zařízení a rekonstrukci pivovarů a sladoven.  
**Varny**  
na vaření pary, sušení a topení plynů a uhlí.  
**Sladovny**  
a hvozdy pro pilsně, vídeňské a bavarské slady.  
**Vagony ku dopravě piva s chlazením a vytápěním.** 17

Stroje ku čistění ječmene a sladu. Obracovače sladu. Dopravníky vyfukovací.  
**Pneumatické sladovny,** a síce buňovce soustavy Gallandovy.  
**Stroje chladiče a ledotvorné** (soustavy Lindbergy). Vyrobeni právě pro Kálovo-Uhersko.  
**Parní stroje a parní kotle** nejvýbornější konstrukce.

Ringhoffer Smíchov

# Origins of today's Czech economic level

- In international comparison Austria–Hungary and Czech lands was less developed than western world
- The gap deepened since 1870's up to the 1914
- But modernization still lasted



# Economic development of Czechoslovakia

## 1918–1938

- Czechoslovakia consisted of parts with different economic levels
- Important measures were passed
  - Land reform
  - Monetary reform
  - Nostrification
  - Some of them meant property transfers



Alois Rašín



# Economic development of Czechoslovakia

## 1918–1938

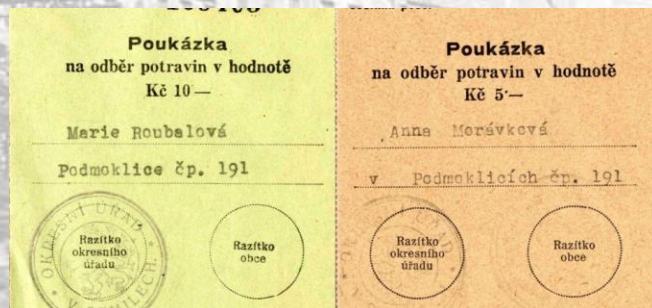
- After abandoning deflation policy in 1923 new boom came and lasted until the Great Depression broke out
- Since that economic convergence to the western world stopped

The depression was very severe and long-lasting

Partly due to economic policy

# Economic development of Czechoslovakia

- Great Depression





# Economic development of Czechoslovakia

## 1939–1945

- During the Nazi occupation Czech lands served German war efforts as an important supplier of machinery products and armaments
- Slovakia profited from war boom too
- But economic slowdown since 1944 and war damages connected with liberalization by Soviet and American troops caused high damages

# Economic development of Czechoslovakia



Škoda Mladá Boleslav (1945)



Baťa, Zlín (1945)

# **Economic development of Czechoslovakia**

## **1945–1948**

- Nationalization of key industries
- Monetary and land reform
- Post-war reconstruction and recovery
- 1947–1948 Two-years plan
- Economy suffered from disequilibrium partly caused by intensive political struggle

# **Economic development of Czechoslovakia**

## **1949–1953**

- Transition to economy of Soviet type
- Structural transformation
- Preference of heavy industry, especially machinery
- Reorientation of external trade
- Collectivization
- 1953 monetary reform

# **Economic development of Czechoslovakia**

## **1953–1968**

- Attempt for economic reforms
- 1958–1961 Rozsypal's reform
  - Within central planning
- 1965–1968 Šik's reform
- Preference of market mechanism

# Economic development of Czechoslovakia

## 1970–1989

- Renewal of central planning
- since mid 1970's problems with economic performance and international competitiveness
- Causes:
  - system of economic management
  - Oil shocks

# **Economic development of Czechoslovakia**

## **After 1989**

- Transition to market economy
- Privatization
  - Voucher privatization
- Devaluation of Czechoslovak crown
- Structural changes
  - Crisis and liquidation of many outdated industries

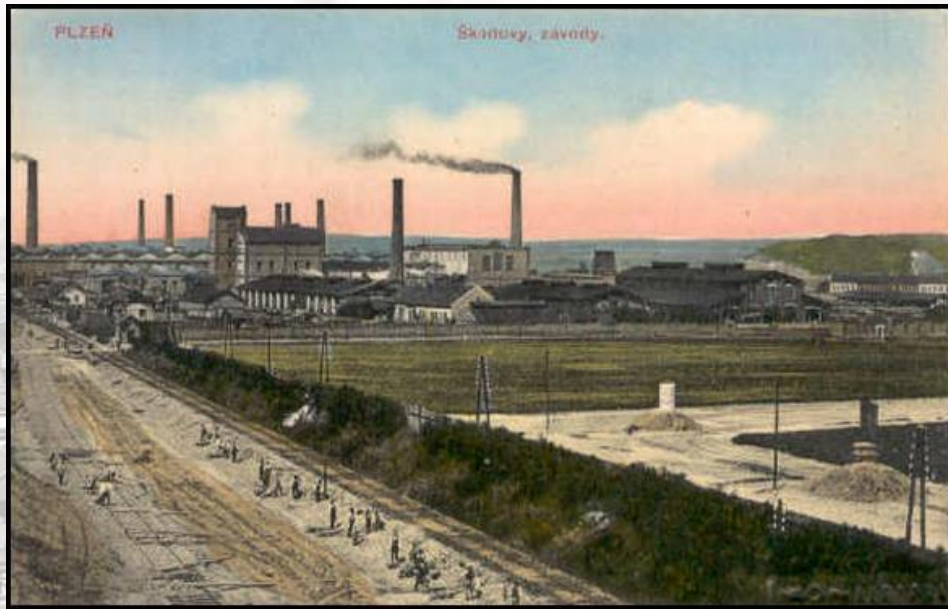
# Skoda Pilsen

An aerial photograph of the Skoda Pilsen industrial complex. The image shows a vast area filled with industrial buildings, numerous tall smokestacks, and a dense network of structures. The foreground features a large, multi-story building with a prominent facade. The background is hazy, suggesting a distant horizon or a misty atmosphere.

- Established in 1866 by Emil Skoda
- The biggest arm enterprise in the Monarchy
- Since 1899 joint stock company
- It made locomotives and industrial equipment too
- At the beginning of the 1920s Schneider Creusot entered the firm
- Firm acquired several other firms in different branches of machinery industry during interwar period



# Skoda Pilsen



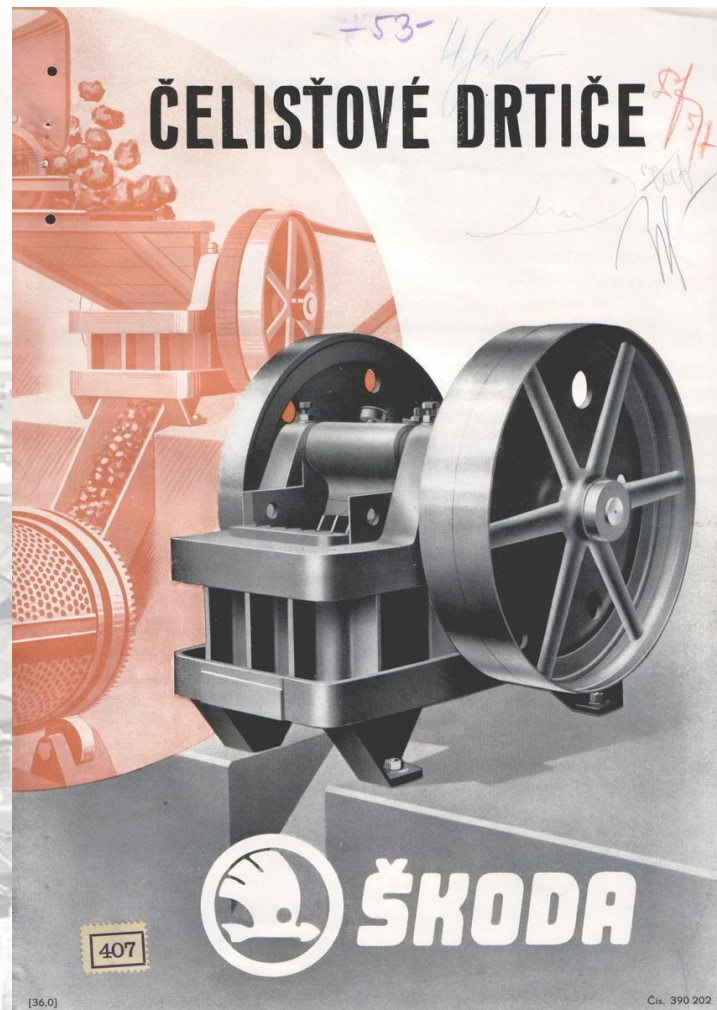
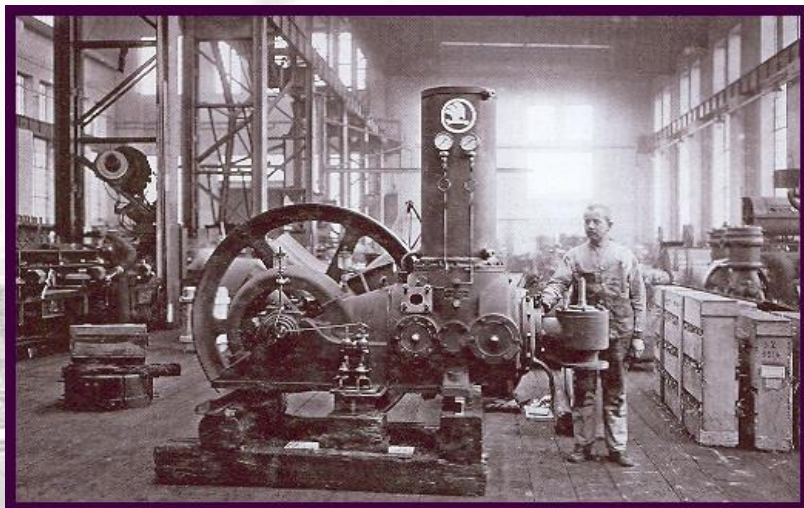
Emil Škoda (1839–1900)

# Skoda Pilsen

An aerial photograph of the Skoda Pilsen industrial complex. The image shows a vast area of industrial buildings, many with gabled roofs, and numerous tall smokestacks emitting plumes of white smoke. The foreground shows a residential area with smaller houses and streets. The overall scene is a dense industrial landscape.

- During the world war II par of Hermann Göring Werke
- Big damage after bombing by allied air forces in April 1945
- In 1945 it was nationalized
- Specialization began
- For example air and automotive production were separated to independent enterprises

# Skoda Pilsen



# Škoda Pilsen

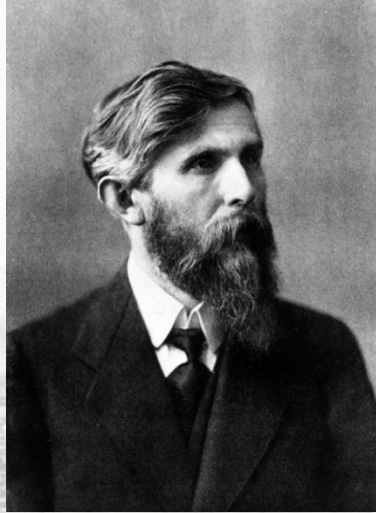


- In 1990 Skoda became joint-stock company again and it was privatized
- 1999/2000 bankruptcy and restructuralization
  - Another division of the firm (some key parts were sold)
  - Orientation toward transport equipment and equipment for powerstations

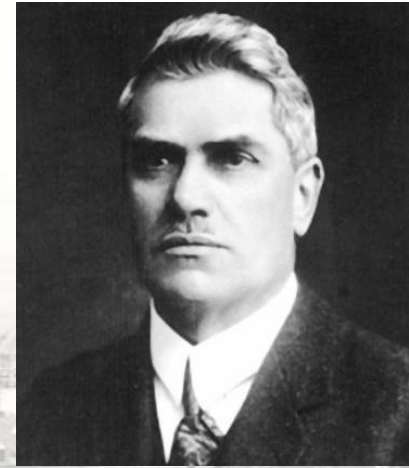
# Škoda Auto

- **Laurin & Klement**
- Since 1895 in Mladá Boleslav
- Originally it made bicycles and motorcycles
- In 1925 it was bought by Škoda Pilsen and renamed Škoda
- In 1945 nationalized separated from the concern
- In 1991 was sold to Volkswagen

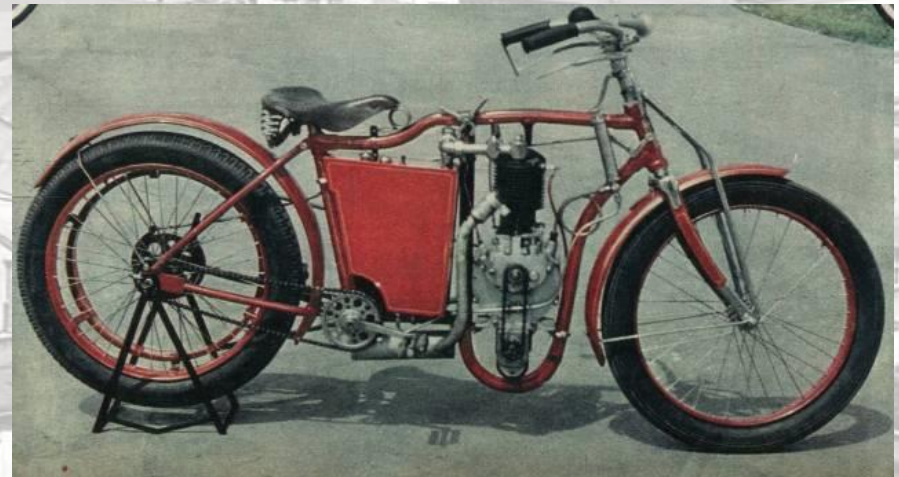
# Škoda Auto



Václav Klement



Václav Laurin



# Škoda Auto



# Baťa

- Established in 1894 in Zlín
- Tomáš Baťa visited the USA before the world War I
- He made money during WWI by making shoes for the army
- The most innovative enterprise in interwar Czechoslovakia
- The biggest shoes producer in the world



# Bata

**Pro  
bezpečnou  
jízdu  
dobré  
pneu**



**Bata**



Tomáš Baťa



79-  
25-  
ATLAS  
39-  
KREPEŠÍN  
39-  
ATLAS  
49-  
KREPEŠÍN  
29-  
KREPEŠÍN

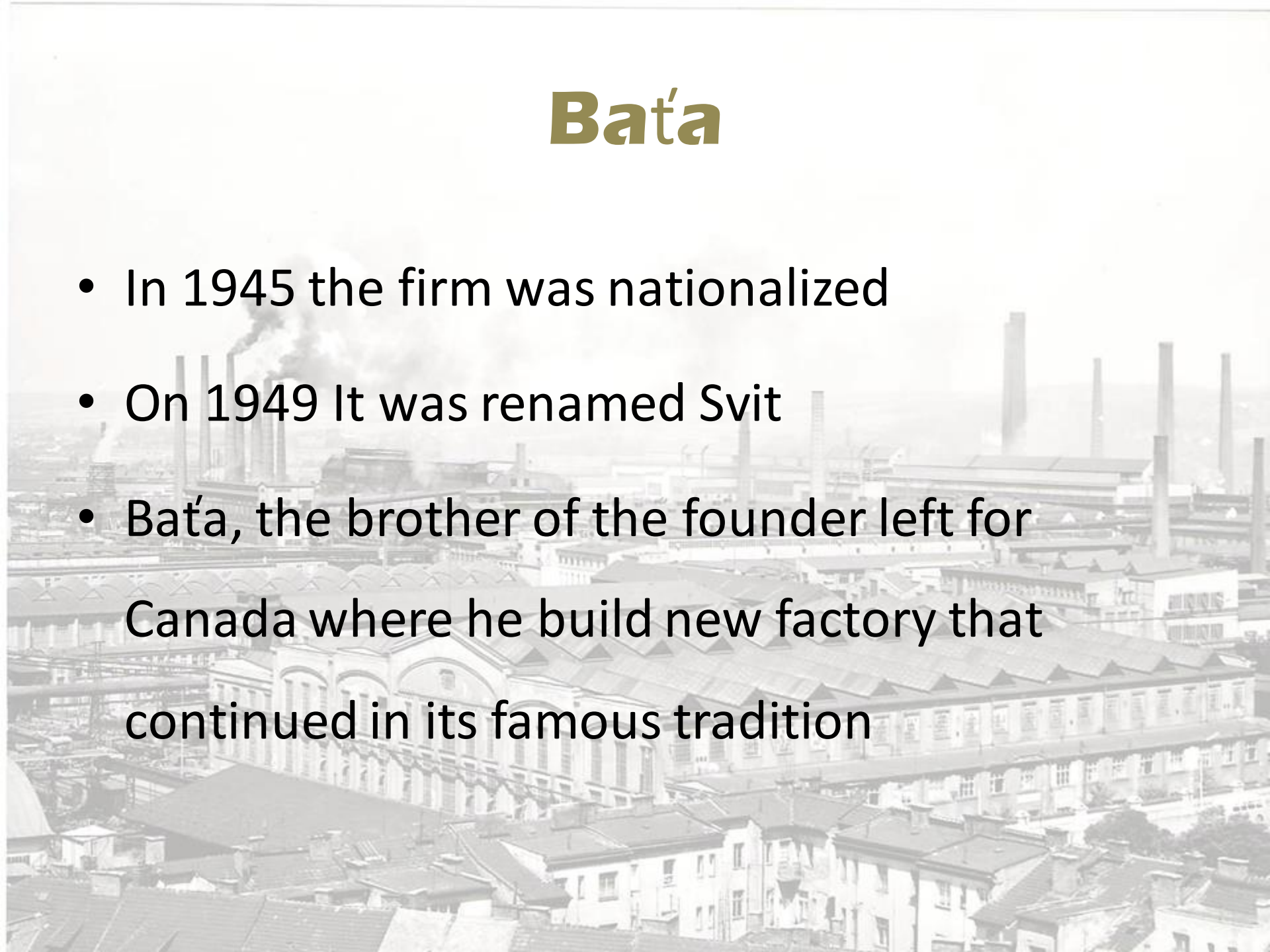
*Do  
tance*

ELEGANTNÍ  
OBUV  
**Bata**

99- 59- 39-

# Bata

- In 1945 the firm was nationalized
- On 1949 It was renamed Svit
- Bata, the brother of the founder left for Canada where he build new factory that continued in its famous tradition



# Moser



- 1857 shop with glass in (Karlovy Vary) Carlsbad
- 1893 New factory near Carlsbad
- Successful development and expansion up to the early 1930's
- Moser Family sold the firm in 1934
- 1939 Nationalized by Germany
- 1945 Nationalized by Czechoslovak state
- The Firm still exists and exports its production in the whole world

# Moser

*Moser*  
*since 1857*



# Jan Becher liquery

- In 1794 merchant and producer of spirits Joseph Vitus Becher began experimenting with making liqueurs
- 1807 after two year of testing of new recipe from Dr. Christian Frobrig Josef Becher began to sell new liqueur: English Bitter
- Since 1830's the liquer became world known
- 1838 Johann (Jan) Becher build new factory

# Jan Becher liquery

- In 1866 Karl Laube designed typical flat bottle
- The firm developed successfully as a family business.
- After 1945 the firm was nationalized and owners were transferred to Germany
- During communist regime production was continued
- From 1997 to 2001 privatization process took place
  - Since 2001 the firm is owned by French producer Richard Pernod



# Jan Becher liquery



Joseph Vitus Becher

# Tatra



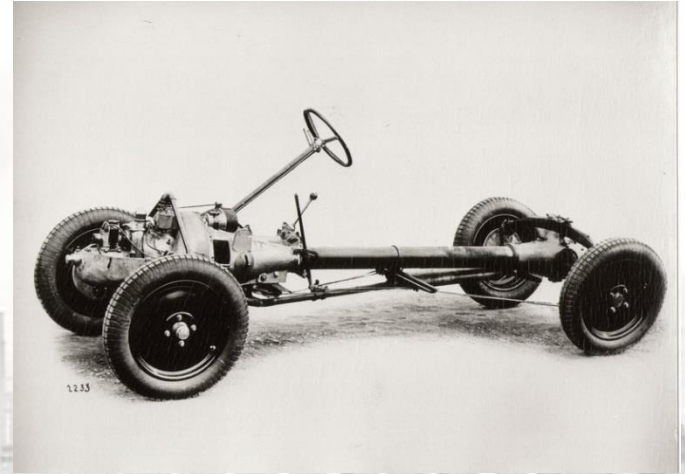
- Since 1850
- Production of coaches and fiacres
- Since 1880's production of rail wagons
- 1897 it made the first automobile in Czech lands
- since 1921 it bears the name of Tatra



# Tatra

- It is famous for its innovative and revolutionary constructions made by designer Hans Ledwinka
  - Backbone frame (Tatra 11)
  - Aerodynamic car (Tatra 77)
- After world war two firm was nationalized
- It specialized on production of representative cars and trucks
- In the 1990's privatization process took place but the firm was not too successful and since new millennium it makes only trucks

# Tatra





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