

CzechTrade DESIGNERS DIRECTORY

The official CzechTrade Designers Directory is operated by the Czech Trade Promotion Agency/CzechTrade (hereinafter referred to as "CzechTrade") - the national export promotion agency of the Ministry of Industry and Trade of the Czech Republic.

The CzechTrade Designers Directory is a reference list of individuals and companies with a high professional standard providing consultancy services in the field of product design¹. It is used for the provision of contacts to designer service providers mainly for applicants for support from the Operational Programme Enterprise and Innovations for Competitiveness (OPEIC), and also for the professional public, journalists, and schools.

The CzechTrade Designers Directory is posted at <http://designers-database.eu> and www.czechtradeoffices.com.

Registration in the CzechTrade Designers Directory is **free** and only registrations of entities active in the field of **industrial design** (hereinafter referred to as "Designer") can be included in it, specifically:

1. Czech legal and natural persons-entrepreneurs and/or those carrying on their activities in accordance with Act No. 121/2000 Sb., Copyright Act, as amended,
2. foreign entities (legal entities, natural persons) carrying on their activities in the Czech Republic via their organizational units and/or under some other authorization on the basis of which they can carry on their business in the Czech Republic according to the applicable legal regulations of the Czech Republic's law.

Conditions and rules for free entry into the online Designers Directory

An entity (designer, design studio) may only put one entry in the CzechTrade Designers Directors in Czech and/or English.

Designers are obliged to mark their specializations in at least one of the following sectors: Machinery, Medical equipment, Means of transport, Electronics, Furniture and interior accessories, Fashion, Glass and porcelain, Others. More than one sector may be entered within one implementation. **In the case of registration in the respective sector, at least one implementation in this branch is mandatory.**

An implementation means **starting the industrial manufacture** of product(s) based on the design of a registration applicant, i.e. Designer. The implementation, i.e. starting the manufacture, **must not be longer than 5 years from the date of registration application.**

If the Designer has no implemented design yet and has completed university education in the respective sector, the fulfilment of the condition can be demonstrated by the corresponding student's thesis.

The Designer may only present his own implemented designs including documentary photographs.

¹ A product design means: "the appearance of a product or its part based particularly on the signs of lines, contours, colours, shapes, structures or materials of the product alone, or its decoration." (Act No. 207/2000 Sb., on the protection of industrial designs.)

The validity of the entries included in the online directory is 12 months from the date of entry publication. The validity of all entries can be repeatedly extended always by another 12 months on the basis of an e-mail call which the Designer receives from the client centre's staff one month before the profile expiry. If the Designer does not confirm the profile update within the required time-limit, his profile will not be published in the directory after the validity expires.

The input data in the directory and other information on the website which the entry refers to must not be in conflict with the applicable legal regulations of the Czech Republic, European Union, relevant international legal regulations and generally ethical and moral values and principles.

CzechTrade does not assume any liability for damage or lost profit caused by providing data in the operated online directory even if the data are in compliance with these rules.

Procedure for free entry into the online Designers Directory

At the address www.designers-database.eu, there is an online client interface for clients to order and enter entries into the online CzechTrade Designers Directory by entering their user name and password² created by them or sent to them by the client centre's staff³.

The Designer is **registered** via the form available in the directory menu – *New Designer* which, after filling in mandatory data, he sends to the client centre. The client centre will generate and send to the Designer access data which authorize the Designer to **edit his entry**.

The Designer will fill in data in his profile and will send it to the client centre with an **application for publication** in the public section of the directory. The client centre will carry out a check and if the Designer's entry meets the registration conditions, they **will publish the profile** in the public section of the CzechTrade Designers Directory. The Designer will be informed on the profile publication by e-mail.

The final form of all entries in the online directory is determined by the CzechTrade client centre's staff and they reserve the right to check and edit the final wording before publishing it in that directory. CzechTrade further reserves the right to request additional data from the Designer.

The client centre for promotion of the CzechTrade online directories reserves the right to check the contents and to edit the final wording of the data, in particular, the annotation and description of the Designer's activity. The client centre further reserves the right to transfer the Designer's entry to a different, relevant category of sectors, as well as the right to create new categories of sectors. The client centre, therefore, reserves the right to send information related to changes and modifications of the operated online directory to individual designers and contacts contained therein.

To manage their entries, the designers always use the client interface which they access by clicking on *Log in* and by data that they receive in the registration access establishment process. The designers may make changes in their entries any time by using the *Edit* function. After entering new information, it is always necessary to request the client centre for publication (see the description above).

² In his own interest the Designer does not give the password to third persons and, if necessary, he can change it any time in the "Settings" tab in the online client interface. CzechTrade does not assume any liability for abuse of access data to the client centre. If the Designer forgets his password, he can use the function for sending forgotten access data in the client interface.

³ If the Designer does not have his identification number, he contacts helpdesk@czechtrade.cz for registration. The Designer will receive access data to the directory on the basis of submitted contact details (name, phone, address, and website). "Registration of Designer without ID" is to be put as the e-mail subject.

Termination of registration in the online CzechTrade Designers Directory

The form of entries in the online CzechTrade directory is subject to the mentioned binding rules. Any breach of the rules stated here may have a consequence in editing or deleting the entry from the directory database.

An entry can be cancelled by submitting the Designer's request to the client centre any time before 12 month expire.

If the Designer does not confirm the profile update within the required time-limit, his profile will not be published in the directory after the validity expires.

Information in the Designer's profile stated in the CzechTrade Designers Directory

The entry is divided to 3 sections. In all sections there are inputs that must be filled in the entry.

1. Basic information (name, description, sector, designer's contact details)

Provide the name in the accurate working according to the trade certificate or commercial register.

If you do not have a trade certificate (ID) and you carry on designer activities in compliance with the copyright act, contact the staff at helpdesk@czechtrade.cz for filling in data.

Always provide the phone number in the international format, e.g. +420...

2. Extended information (language skills, membership in professional organizations, qualification)

Qualification means attained education, professional practice.

3. Implemented projects (the designer enters any number of projects which he implemented in the set period of time)

For each project, he adds information such as the client's name, year of project completion, description of implementation and/or awards received. At least one photograph in the 200kB JPG or PNG format, which the designer also loads to the project, is an integral and mandatory part of the implemented project.