



SMART SOLUTIONS IN ELDER CARE

SCOPE YOUR BUSINESS MODEL + IN CZECHIA

**INCLUDING VISIT PROGRAMME
29 SEPTEMBER-1 OCTOBER 2026**



A Growing Eldercare Market Looking for Danish Solutions

Czechia is rapidly expanding its eldercare sector, with **dozens of new nursing homes planned and major private operators scaling across the country**. At the same time, the system faces **staff shortages, rising demand and a need for more rehabilitation-focused care**.

Danish companies are internationally recognised for exactly the solutions Czech stakeholders are now seeking — **smart rehabilitation, assistive technologies and efficient care models**. This program offers you **direct access to the operators, municipalities and policymakers shaping the future of Czech eldercare**.

A System Under Pressure - and Ready for Innovation

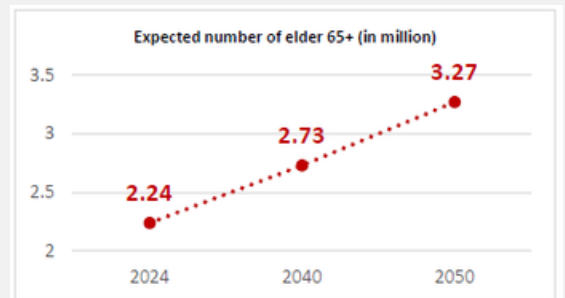
Czechia's eldercare system is facing a major transition - experiencing **rapid population ageing**, while its long-term care sector still relies on traditional care models with limited focus on rehabilitation, independence and digital support. At the same time, municipalities and private operators are facing:

- **Severe staff shortages**
- **Growing waiting lists for nursing homes**
- **Pressure to increase efficiency and quality of care**
- **Limited use of rehabilitation technologies and assistive solutions**

This creates a strong demand for **solutions that help seniors stay independent longer while easing the workload for staff**.

MARKET INFORMATION

Population: 10.9 million



97100

people stayed in nursing homes in 2024, this number has risen by 17% since 2014

44%

of the facility's 42 900 residents were **living with dementia**, compared to 35% in 2014

35 700

new beds in nursing homes with dementia will be needed by 2040

35

beds per 1 000 people aged 65 and over, is the current capacity of residential social services

CHALLENGES OF THE CZECH ELDER CARE SYSTEM

- Lack of available labour. The unemployment rate is 2.6%
- Quality



PROGRAM OVERVIEW



PRELIMINARY MARKET VISIT PROGRAMME

29 SEPTEMBER

- 13.00-14.45** Workshop for representatives of private nursing homes and Prague municipality at the Danish Embassy in Prague
- 15.30-16.30** Workshop with Ministry of Social Affairs and Research Institute for Labour and Social Affairs (Lucie Vidovičová) at the Danish Embassy in Prague
- 16.30** Departure to Tábor

30 SEPTEMBER

- 9.00-13.00** Workshop for representatives of municipalities at the Tábor Town Hall and visit of senior home
- 13.30-14.30** Visit of senior home in Central Bohemian region - Sedlec-Prčice (AHC Group)

1 OCTOBER

- 09.00-10.00** Workshop with Long-term Care Center (David Pospíšil) and health insurance companies at the Danish Embassy in Prague
- 11.00-12.00** Visit of Alzheimer home in Prague (Senevida)

PARTICIPATING

PRIVATE SENIOR HOME OPERATORS

- **Senevida:** 57 Alzheimer homes, 2 senior homes
- **AHC Group:** 8 senior homes, 3 homes with special regime, 20 new ones until 2030
- **SeniorGarden:** 4 nursing homes, 2 facilities for rental of apartments, 11 under construction
- **Senlife:** 3 nursing homes, 2 under construction

MUNICIPALITIES

- Prague
- Tábor
- Havlíčkův Brod
- Jihlava
- Rožnov pod Radhoštěm



Why Danish Companies are in Demand

Danish eldercare is widely recognised for its **rehabilitation-first approach**, enabling seniors to maintain independence longer while reducing care costs. Czech stakeholders are increasingly interested in:

- Rehabilitation-based care models
- Smart assistive technologies
- Mobility and training solutions
- Digital care support systems
- Efficiency solutions that reduce staff workload

Direct Access to Decision Makers

This programme is designed to give participating companies **first-hand insight and direct dialogue with key stakeholders shaping the Czech eldercare sector**. You will meet:

- **Private nursing home operators expanding their facilities**
- **Municipalities responsible for eldercare services**
- **The Czech Ministry of Social Affairs**
- **Health insurance representatives**

The programme also includes **site visits to nursing homes**, allowing companies to see operational challenges and opportunities first-hand.

What You Gain by Joining

By participating, you will:

- Meet key decision-makers in Czech eldercare
- Gain insight into real operational needs and market gaps
- Explore partnership and pilot opportunities
- Understand how procurement and reimbursement work
- Position their solutions early in a rapidly growing market

Join us and explore how Danish rehabilitation and smart care solutions can play a role in shaping the future of eldercare in Czechia.

OPPORTUNITIES IN CZECHIA

The Czech Government is planning:

- construction of **20 new facilities** with a total capacity of 2 500 people
- **subsidy call for assistive technologies in social services.**

PROJECTS OF PRIVATE INVESTORS

Dobrá Voda	6/2026
Dolní Břežany	9/2026
Bystřice nad Pernštejnem	H2/2026
Nový Jičín	Mid-2026
Nymburk	2026
Česká Třebová	2026
Pardubice	1Q/2026
Hořice	4Q/2026
Pízeň	4Q/2026
Jesenice	1Q/2027
Tábor	1Q/2027
Mladá Boleslav	4Q/2027
Ostrava	2027
Votice	2027
Rychnov nad Kněžnou	2027
Prague	1Q/2028
Litomyšl	2028

PROJECT BUDGET

The SBM+ is a **30-hours program** with a **75% SME subsidy** on the Trade Council hourly rate (DKK 1,230 per hour). This brings the total investment for participation to **DKK 9,225**. Eligible companies sign a solemn declaration to ensure compliance with the EU de minimis regulation and the EU SME definition. Any additional costs or outlays, incl. travel expenses are to be covered by each company.

FOR MORE INFORMATION CONTACT



Klaus Hell
The Trade Council in Denmark
klahel@um.dk



Lars Gade Holm & Andrea Martišková
The Trade Council in Prague
✉ lghol@um.dk & andmar@um.dk