



**Magiczny
Kraków**

Krakov Talent Pool

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Krakov is one of the major academic and research centers in Eastern Europe, while at the same time being particularly conducive to promoting talented individuals. As far back as 2008 an advertising campaign “Krakov Talent Pool - developing outsourcing” was organised, a truly pioneering effort on the Polish labour market, aimed at promoting outsourcing as a bona fide line of business that might well be attractive enough to be followed as an individual career path. The city of Kraków has since been promoting individual talents, primarily through collaboration with seats of higher learning.