

STARTING POINT



by prof. **Jacek Majchrowski**
and **Andrew Hallam**

2016 has been an exciting year for Kraków. In July, the city hosted World Youth Days 2016, gathering hundreds of thousands of visitors from more than 200 countries. **This global event proved a powerful success story for the city, both for its organisational efficiency and strong positive perception of Kraków's international standing. A large number of institutions, organisations, volunteers and companies contributed to this success.**

The growing impact of Kraków as an international brand as well as the dynamic development of international business and local start-ups over the past years **make the city ever more attractive as a destination, also as a place to study at Kraków's top ranked universities.** These facts not only contribute to the expansion of the city's business infrastructure (incl. the newly expanded airport, new office buildings and roads) but also the growth in the number of international schools and broadening choice of curricula available for international students.

Priorities going forward are further dynamic development of the ecosystem that facilitates growth and up-skilling in a city that is a perfect place for both learning and entertainment, family life and work. Kraków is on an upward trajectory as a tourist and business destination, and as a fantastic place to live. This is our focus for years to come.

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FOCAL POINT

Krakow
prepares for
growth

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FOCAL POINT

Trends point to EXPANSION

RAPORTY ASPIRE



ASPIRE
Headcount Tracker 2016
<http://www.aspire.org.pl/headcount/>



ASPIRE & AG TEST
Salary Tracker Q2 2016
<http://www.aspire.org.pl/salary/>



ASPIRE & Colliers
Kraków Office Market Report 2016
<http://www.aspire.org.pl/marketupdate/>

Kraków is a city of creative inspirations. It is a place where history, arts and science creatively intersect. Now, within the space of 10 years, the city has returned to its historical role as a commercial trading centre thanks to dynamic development of the global business and technology services industry. According to ASPIRE, the city's leading business association gathering nearly 170 members from among the biggest global players in Kraków, over the past 6 years, the employment in this sector in Kraków has grown almost four fold and has now reached over 60 000 employees. Every year, the complexity and sophistication of services offered on the Kraków market rises, which itself attracts more global companies to locate in Kraków.

A city is never only about statistics and hard data. From the business perspective, one of Kraków's strongest attributes lies in its unique character, access to well-educated candidates for work as well as great geographic positioning on the cross-section of multiple transit routes, both in Poland and across Europe.

KRAKÓW'S INTERNATIONAL SCHOOLS

The capital of Małopolska is described as a hub of science, education and growth. Over 160 000 students are educated in 23 universities and higher-education centres. Because of the city's increasingly

international outreach, the demand for high-quality international education for foreigners living in Kraków is on the rise (both for schools and universities).

British International School of Cracow
bisc.krakow.pl



Embassy International School
www.embassyschool.pl

International School of Kraków
www.iskonline.org

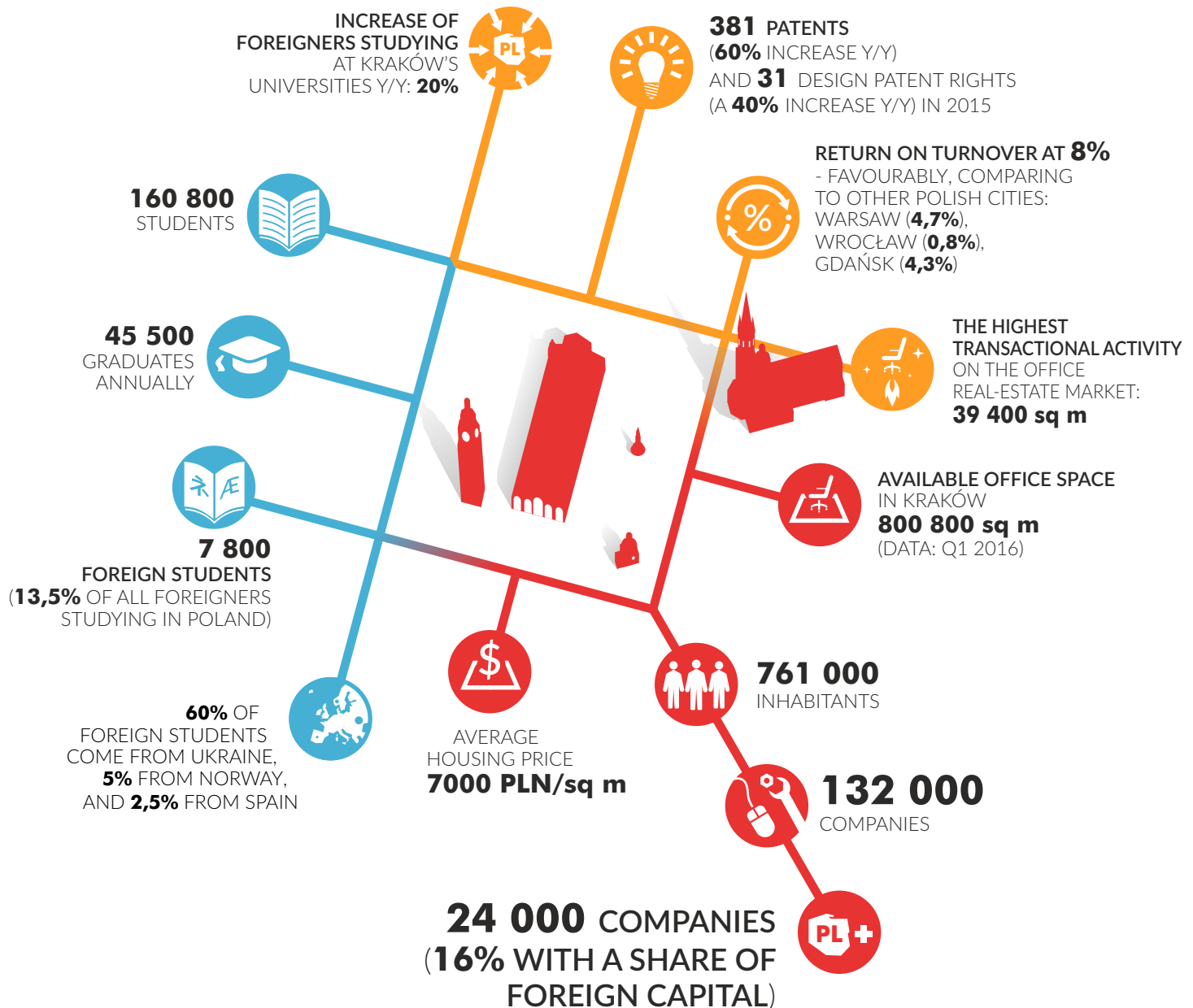


Royal International School
en.royalschool.eu

FOCAL POINT

KRAKÓW

STATISTICS
TALENT
PROSPECTS



! ACTION POINT

New players, new energy, NEW HORIZONS...

2016 has been an exceptional year for the technology and business services industry in Kraków. The market continues to expand rapidly in terms of numbers, scope and geographies served, confirming the strength of the Kraków business brand. Additional factors, such as the United Kingdom's decision to exit the European Union, Kraków's solid position in international rankings and the growing ambitions of Kraków's startups will most certainly continue to boost Kraków's attractiveness as a preferred location in the eyes of global companies.

The key factor is people. The skills and competences available on the Kraków market, the growing cooperation with the city's universities, as well as the growing ambitions of the regional firms, point to yet another stage of the evolution of the Kraków business landscape. This is evidenced by a quick glance at new players on the market in 2016: 3di, Airhelp, Arrow Electronics, Cathay Pacific, N-iX, QVC, Red Flag, Syntel, Uber, WilsonHCG and Zurich Insurance, and those, such as Xceedance, who have already declared their intentions to launch in 2017.

ASPIRE has reported a record number of new members this year.

From the perspective of the city, the key issues that seem to emerge from the above trends are the following:

- Which branches of the industry/business/services best reflect the city's future develop-



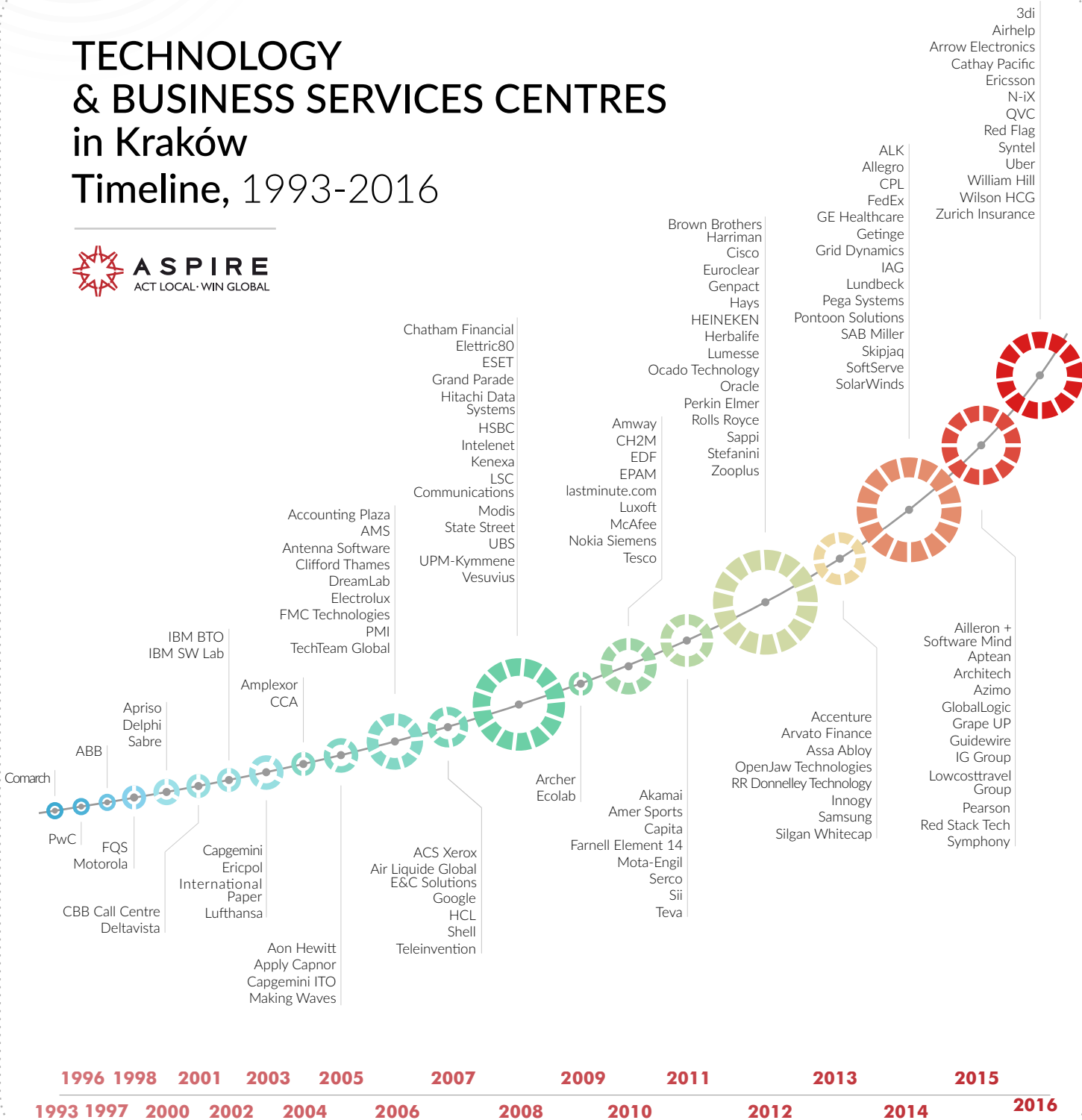
ment strategy? In other words, on what categories of growth should Kraków put most emphasis on and what actions/tools can best be applied to support it?

- How can the city help create the optimum conditions to move in this direction?
- How can the city best promote its attractiveness as an important global destination in the eyes of its target groups?
- How can the city best work with its strongest business sector in the context of current and future city promotion efforts?
- How best can Kraków gather and analyse the necessary data on trends in respective sectors, as well as changes in employment profiles and potential needs of current and future employees of Kraków's 'companies of the future'?

Smart cities of the future will certainly rely on sophisticated data analysis and creativity in approaching their positive-image-building strategies. For Kraków, the coming years will most likely bring answers to very important questions. The city understands that the quality of its answers to these questions will determine Kraków's long-term development prospects.

! ACTION POINT

TECHNOLOGY & BUSINESS SERVICES CENTRES in Kraków Timeline, 1993-2016



! ACTION POINT



Kraków Stakeholder Summit 2016 **MADE IN KRAKÓW**

Kraków City Hall, 6 December 2016

This year's edition of the Kraków Stakeholder Summit, traditionally hosted by Kraków's City Hall, addressed the key opportunities and challenges for Kraków's future growth, as well as the impact of the city brand (and international reputation) on further development prospects.

The meeting was co-organized and partnered by ASPIRE Association of IT & Business Processes Companies, a Kraków-based NGO with membership of more than 160 companies, representing the city's most dynamically growing business sector, i.e. business-and-technology-processes (currently no. 1 in Europe).

This year's edition, entitled Made in Kraków focused on Kraków's most important statistics and projections, as well as strategic development opportunities. Among the topics addressed, the following areas were covered during the meeting: business infrastructure growth, job market and key competence areas from recruitment perspective, as well as some of the biggest challenges the city is facing in the context of international business brand and reputation.

more at:
krakow.pl/krakowskie_forum_nbms/205768,artykul,xiii_spotkanie.html

INFO POINT

In the last couple of years Kraków has supplemented its offer as a host for premium events with the opening of two state-of-the-art facilities: **TAURON Arena Kraków** and **ICE Congress Centre**.



**KRAKÓW
CONGRESS
CENTRE**



36000

SQ METRES
CONFERENCE
SPACE

3

MAIN CONFERENCE
SPACES WITH
RESPECTIVE
CAPACITIES OF
2 000, 600 AND 300
PARTICIPANTS

3200

GUESTS
CAPACITY

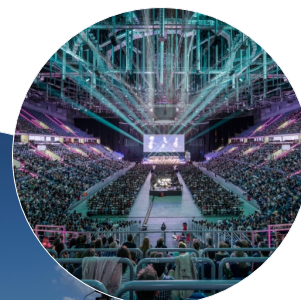
20

MINUTES
- THE TIME IT
TAKES TO REACH
THE CONFERENCE
CENTRE FROM
THE AIRPORT
15 MINUTES FROM
THE RAILWAY
STATION

347

PARKING SPACES

**TAURON
ARENA KRAKÓW**



500

SEATS AVAILABLE IN
THE VIP SECTION AND
27 PREMIUM
HOSPITALITY BOXES

61000

SQ METRES
- THE TOTAL SPACE
AVAILABLE;
SIZE OF THE MAIN
FLOOR:
4 500 SQ M

22000

TOTAL CAPACITY
OF THE ARENA
(INCL. **20 400**
SEATS)

500

METRES
- THE TOTAL
LENGTH OF THE
LED SCREEN
INSTALLED ON THE
ARENA'S MAIN
ELEVATION

1300

PARKING SPACES

INFO POINT

KEY LINKS



ICE
CONGRESS CENTRE
<http://www.icekrakow.com/>



TAURON ARENA
KRAKÓW
<http://www.tauronarenakrakow.pl/en/>

MUNICIPAL INSTITUTIONS



**Krakowskie Biuro Festiwalowe
Krakow Festival Office**
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convention@um.krakow.pl
www.krakow.pl/ccb_en/convention_bureau/2630.glowna.html



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