

Why is Krakow so special?

Krakow – at the heart of Europe, the city of culture, business and tourism

- Since 1978 Kraków, with its Old Town and the Kazimierz district listed on the UNESCO World Heritage List,
- With approx. 10 million visitors every year, ranks top position in most travel rankings in Europe, got Zoover Award for the Best European City Trip 2015
- It is Europe's best outsourcing destination and number 9 in global ranking by Tholons Top 100 Outsourcing Destinations
http://www.tholons.com/TholonsTop100/pdf/Tholons_Top_100_2016_Executive_Summary_and_Rankings.pdf
- Listed as “European Cities & Regions of the Future 2016/2017” by Financial Times fDi
- Hosts more than 500 film, music, literature and art festivals every year, some with global impact (like Krakow Music Film Festival)

Why is Krakow so special?

1. Young, talented and well educated people
2. Business environment and infrastructure
3. Historic heritage and culture

Talents in Krakow

There are 760 000 habitants in Krakow, but that number exceeds to almost 960 000 thanks to almost 200 000 students studying at 23 universities in Krakow every year. That constitutes **the city as a leading educational center in Poland and CEE**. There are more than 10 000 faculties including: Art and Design, Management and International Studies, Business, Humanities and Social Sciences, Life Sciences and Biotechnology, Medicine, Law, IT and Engineering, Teacher Training, Tourism, Gaming.

The most renown universities are: The Jagiellonian University, AGH University of Science and Technology, Krakow University of Technology, Krakow University of Economics.

The Jagiellonian University is the oldest higher education institution in Poland and one of the oldest in Europe. It was founded on 12 May 1364 by the Polish king Casimir the Great. The Jubilee year 2014 marked the 650th anniversary of this remarkable event. Since its very beginning, the Jagiellonian University has been an international institution. Poles, Lithuanians, Hungarians, Germans, Czechs, the Swiss, the English, the Dutch, the French the Spanish, Italians, and even Tatars studied here in the old days. Some of the Jagiellonian University students and academics have been major historical figures, including world famous scholars, such as Nicolaus Copernicus, as well as Karol Wojtyła, the future Pope John Paul II.

Students from Krakow won many awards. In 2015 Students from the AGH University of Science and Technology in Krakow have won a NASA competition for the best planetary probe.

For more information check : <http://www.study-krakow.com/why-study.html>

Business in Krakow

1. Krakow No. 1 city destination for Global Outsourcing in Europe (Tholons ranking)
2. Krakow is a Startups mecca - Polish Sillicon Valley
3. Krakow – Polish industry and high tech enterprises homeland
4. Listed as an European Cities & Regions of the Future 2016/2017 by Financial Times fDi

Leader in outsourcing

Krakow is the No. 1 city in Europe and the No. 9 globally in Tholons Top 100 Cites for Global Outsourcing. The city scores that position third time in a row. At the beginning of 2016, Krakow's jobs in the global business and technology services sector **crossed the 50 000** threshold. The expected growth rate in 2016 stands at 21%, which means that by the end of the year the total number of people employed in the sectors anticipated to rise to just under 61 000. In other words, this year the industry is expected to create over 10 000 new jobs - or 29 new workplaces every single day. Service centers with foreign capital in Krakow employ 23% of all such employees in Poland. The companies currently operating in Krakow in the SSC/BPO industry (Shared Services Centres/Business Process Outsourcing) include, among others: Capgemini, Shell, State Street Services, AAC Lufthansa, Samsung, Accenture, Deutsche Telekom, Amada Group, Lundbeck, Heineken,

HSBC and Motorola. Total value of the Sector annually to the economy of Krakow - 2 bln USD. **For more information check ASPIRE** <http://www.aspire.org.pl/>

Startups mecca

Krakow is also known for its vibrant startups community, made by young, ambitious, innovative and passionate entrepreneurs, students, graduates and scientists. They develop solutions of the future basing on discoveries in artificial intelligence, robotics, life science, beacons, wearable devices, etc. More and more startups succeed at the global stage, to name just a few global startups from Krakow: Sher.ly, BASE, brainly, estimote, kontakt.io, Duckie Deck, Harimata, Husarion, pirx. It also results in attracting to Krakow business angels, seed capital and venture capitalists from the region.

There are also a number of Polish companies founded in Krakow, which successfully expand on global markets like: Comarch, Canpack, Telefonika, Oknoplast, InPost, Astor, Selvita, to name just a few.

Infrastructure for business

- Krakow is now the top spot for regional office investment in Poland. With 752,000 sq m Krakow remains the second-largest office market after Warsaw
- Krakow Airport, located 10 km away from the city centre, supported 4.2 million travelers in 2015

CULTURE IN KRAKOW

Krakow is Poland's capital of culture. The city can boast the best museums in the country and some best theaters. It is home to one of the world's oldest and most distinguished universities. It has Poland's top writers, painters, and musicians among its residents. No wonder Krakow was named a European City of Culture in 2000. And since 2013 UNESCO has proclaimed Krakow the City of Literature

KRAKOW TOURISM

Krakow, with a population of over 760,000 people, is Poland's second largest city. Although it ceased to be a capital city in 1596, it still plays the role of cultural centre for Poland. Fortunately, it escaped World War II with no major fighting or bombing, and it remains almost unscathed even after fifty years of communist rule while concrete blocks of flats were built outside the city centre.

Krakow is also an important academic city, famed for its ancient university of consistent and continuing repute. But above all, the city is known as the most popular tourist destination in Poland, with the former royal Wawel castle being rated among its major attractions. The majority of monuments are situated in the Old Town, framed by the ring-shaped park, known as "Planty". In the centre of the Old Town there is Europe's largest market square, with the "Sukiennice" (the Cloth Hall) dating from the 14th century and one of the best-known landmarks of Krakow. The charming and exuberant atmosphere of the city attracts visitors in every season.

Krakow's best known historic landmarks.

The city boasts hundreds of historical buildings, from medieval churches to Art Nouveau edifices. Krakow's most popular ancient monuments are Wawel Royal Castle (Zamek Krolewski na Wawelu), Wawel Cathedral (Katedra Wawelska), St. Mary's church (Kosciol Mariacki), Collegium Maius, Cloth Hall (Sukiennice), Barbican (Barbakan), St. Florian Gate (Brama Florianska), Tyniec Abbey (Opactwo Tynieckie), and Old Synagogue (Stara Boznica).

Krakow Museums

There are 36 museums in Krakow including separate branches of the National Museum in Krakow and the City of Krakow Historical Museum. Krakow National Museum with its ten branches and two libraries is Poland's biggest. Most interesting museums in Krakow are The Czartoryskis Museum (Muzeum Ksiazat Czartoryskis), Royal Castle (Zamek Krolewski), Schindler's Factory, Bishop Ciolek Palace (Palac Biskupa Ciolka) exhibiting medieval art, Museum of Archeology (Muzeum Archeologiczne), and Aviation Museum (Muzeum Lotnictwa).

Entertainment in Krakow

Concerts of classical music, jazz, and pop take place every day in Krakow and especially on weekends there is wide choice of them. The city's is famed in Poland for its energetic nightlife, courtesy of hundreds of nightclubs. Krakow's six repertory theaters as well as a plethora of independent companies stage plays in Polish. Krakow Opera Company

performs two or three times a week except for the summer break from early July to late September. Ballet and other dance shows usually take place once a week or even less frequently