



CALL FROM THE CITY



Professor Jacek Majchrowski
Mayor of the City of Krakow

We pay special attention in Krakow to positive cooperation between the self-government and business – that is why we are trying to create optimal conditions for both. We all know, how important it is to build a communication platform, thanks to which investors or companies will be able to address an office with a question that will be answered with a substantive and prompt reply.

A significant start of the activities took place during the annual ASPIRE special conference panel, during which we were able to discuss issues related to support for foreigners living in Krakow and adapting public transport to the needs of the newly created office centers. I reckon that the session was a good, first step to take further initiatives, all the more so because cooperation in this dimension was treated with great interest and openness by all partners.

CALL FROM THE PAST
Impact'19 Congress

[more on page 2 »](#)

CALL FROM THE PAST
ABSL

[more on page 3 »](#)

CALL FROM THE PAST
ASPIRE

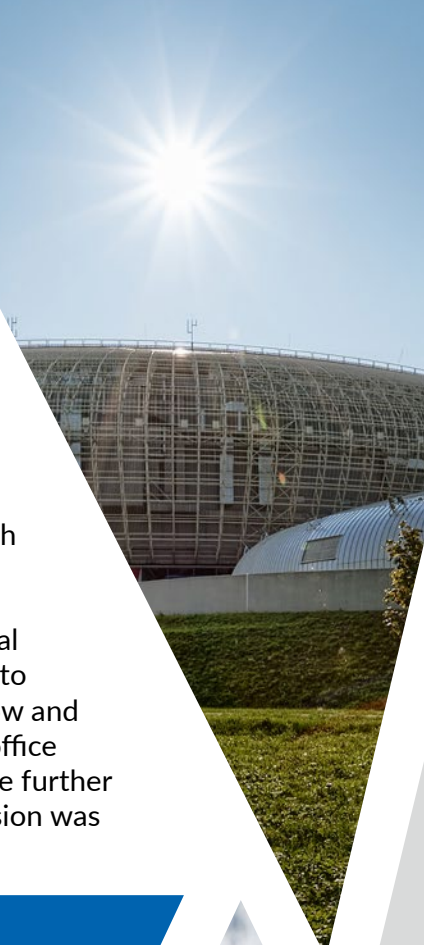
[more on page 4 »](#)

CALL FOR COOPERATION
“Krakow with no plastic” action

[more on page 5 »](#)

CALL FOR HELP

[more on page 5 »](#)





IMPACT'19 CONGRESS



Krakow was the host-city of the event for the fourth time! The IMPACT'19 Congress on the digital economy was held on May 21 and 22 at the ICE Congress Center and it proved to be a great opportunity to meet industry experts from around the world.

During the two days of this year's edition of the Congress it was possible to meet as many as 250 speakers from startups, academia, entrepreneurs and representatives of public administration on 4 stages.

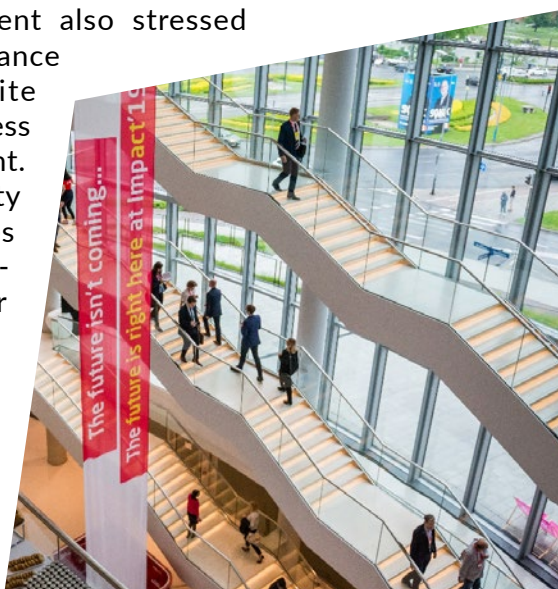
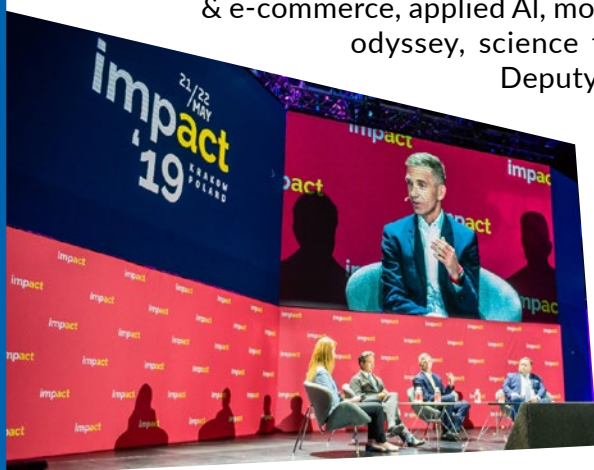


Over 6,000 participants came to the congress who discussed the directions of development of the digital economy in Poland and in the world within eight paths: fintech & e-commerce, applied AI, mobility rEvolution, digital state, next health, space odyssey, science to business and digital industry. Jerzy Muzyk, Deputy Mayor of Krakow was a participant in the panel entitled "Smart city 4.0. How will digital industry solutions support cities of the future?". The strategic vision of Krakow's development as an intelligent city, where the high quality of life of its inhabitants is a priority, is implemented by the authorities through supporting a creative economy, respecting the natural environment and developing cultural potential.

The President also stressed the importance of tripartite

cooperation between the self-government, business and science, crucial for modern city development. Modern technologies significantly affect the quality of life of residents of large cities, and the cities themselves change. Krakow is inspired by innovative ideas, also creating its own proposals for intentional solutions.

<https://impactcee.com/impact/2019/>





ABSL CONFERENCE



The ABSL conference is one of the leading business events in Central and Eastern Europe. This year was the 10th jubilee edition of the Conference, which turned out to be the largest conference to date in the history of ABSL. This year's edition took place on June 12-13 in Warsaw with the slogan "THE NEW NEXT". The Conference guests included: business representatives, economists and politicians who discussed the future of the business services sector during the debates and conferences. Bill Clinton, 42nd President of the United States was a special guest of the Conference.

CONFERENCE in NUMBERS

2 days of sharing
knowledge and networking

Top media The best
media, including Forbes, Business
Insider, Puls Biznesu, Rzeczpospolita,
TVP, TVN, TOK FM.

1460 business leaders,
experts, representatives of the
government and local self-government

During workshop sessions and presentations, local and global leaders in the modern services sector identified future development opportunities and challenges related to building a competitive economy and an attractive business environment for new investments in Central Europe in Poland. Jerzy Muzyk, Deputy Mayor of Krakow, also took part in the discussion, during a session devoted to urban strategies, attracting business and the quality of life, he presented proven solutions in the areas of mobility, smart city governance or social solutions for residents. A strategic

approach to city development, creating optimal

conditions for conducting innovative business in Krakow promote building a modern, innovative and strong knowledge-based economy with commitment.

Source: <https://absl.pl/pl/>

CONFERENCE in NUMBERS

World trends New ideas and
technologies that change the face of business

50 discussion panels,
inspiring case studies,
insightful presentations

118 speakers
44% of all speakers are women





ASPIRE CONFERENCE



On 18 June 2019, an annual industry conference was held at the ICE Krakow Congress Center, this time under the slogan “BOOMTOWN – ASPIRE Industry Summit 2019”.

It is organized by ASPIRE, an association of more than 180 companies in the sector of advanced business and IT services, mainly of international reach. The conference, as every year, was attended by representatives of the business services sector, local government, representatives of the scientific community and culture. Krakow is the host city of the event. On behalf of the City, Jerzy Muzyk, the Deputy Mayor welcomed the conference guests. He also delivered a speech on Krakow’s development strategy and the role of the modern business services sector in supporting the City’s strategy. The conference included a city thematic block – a breakout session – entitled “Ask

the Mayor”, the guests of which were representatives of the Social Policy and Health Department and of the Public

Transport Management Board. Issues related to the portal and the Open Krakow program and the adaptation of public transport to the needs of emerging office centers were raised. The session of questions to the representatives of the City Office of Krakow is the start of further initiatives aimed at improving cooperation between the local government and business.





CALL FOR COOPERATION

“KRAKOW WITH NO PLASTIC” CAMPAIGN SAY STOP TO PLASTIC

A real “plastic revolution” began in Krakow’s schools. A set of practical recommendations prepared by the Education Department of the Krakow City Office which will help students and teachers in the fight against plastic. It is worth saying NO to plastics also in our own companies and homes.



– We wanted to help our schools and institutions in the fight against plastic, that’s why we had developed 10 simple tips that can be put into practice almost instantly. Despite the fact that they are targeted at schools, they can be an inspiration to incorporate good zero-waste practices also

in your own home or workplace – Ewa Catus says, Director of the Education Department.

Advice was developed in connection with the “Krakow with no plastic” resolution of municipal councilors, as well as the recently adopted directive of the European Parliament and the Council that obliges EU Member States to resign from or limit the use of the most environmentally hazardous plastic products.

Just some ideas for less plastic:

We replace plastic containers with the reusable, also biodegradable ones

Instead of buying water in plastic bottles, let’s drink Krakow’s delicious and healthy tap water

Let’s not pack sandwiches into plastic bags – let’s replace them with paper bags

Let’s engage in pro-ecological initiatives – you can do a lot yourself!

Let’s practice “creative recycling” – let’s use the seemingly unnecessary waste

It’s worth putting the principles into practice!

More ideas can be found at: portaledukation.krakow.pl



CALL FOR HELP

- “Krakow with no plastic” action – Education Department
✉ ek.umk@um.krakow.pl

Editors:

Investor Support
and Innovation Economy Center Team

Contact:

Entrepreneurship and Innovation Department
✉ pi.umk@um.krakow.pl