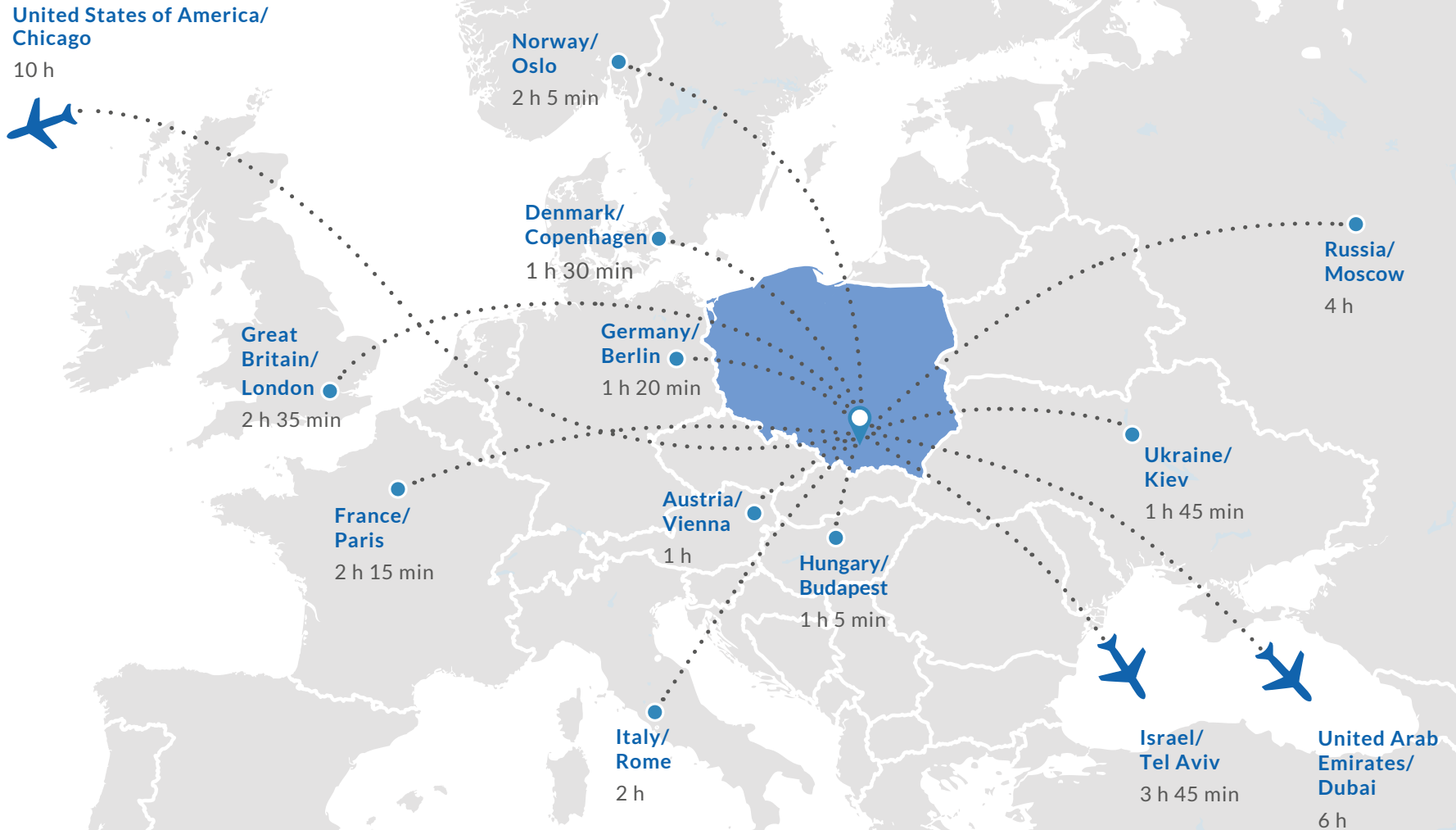




 **Kraków**

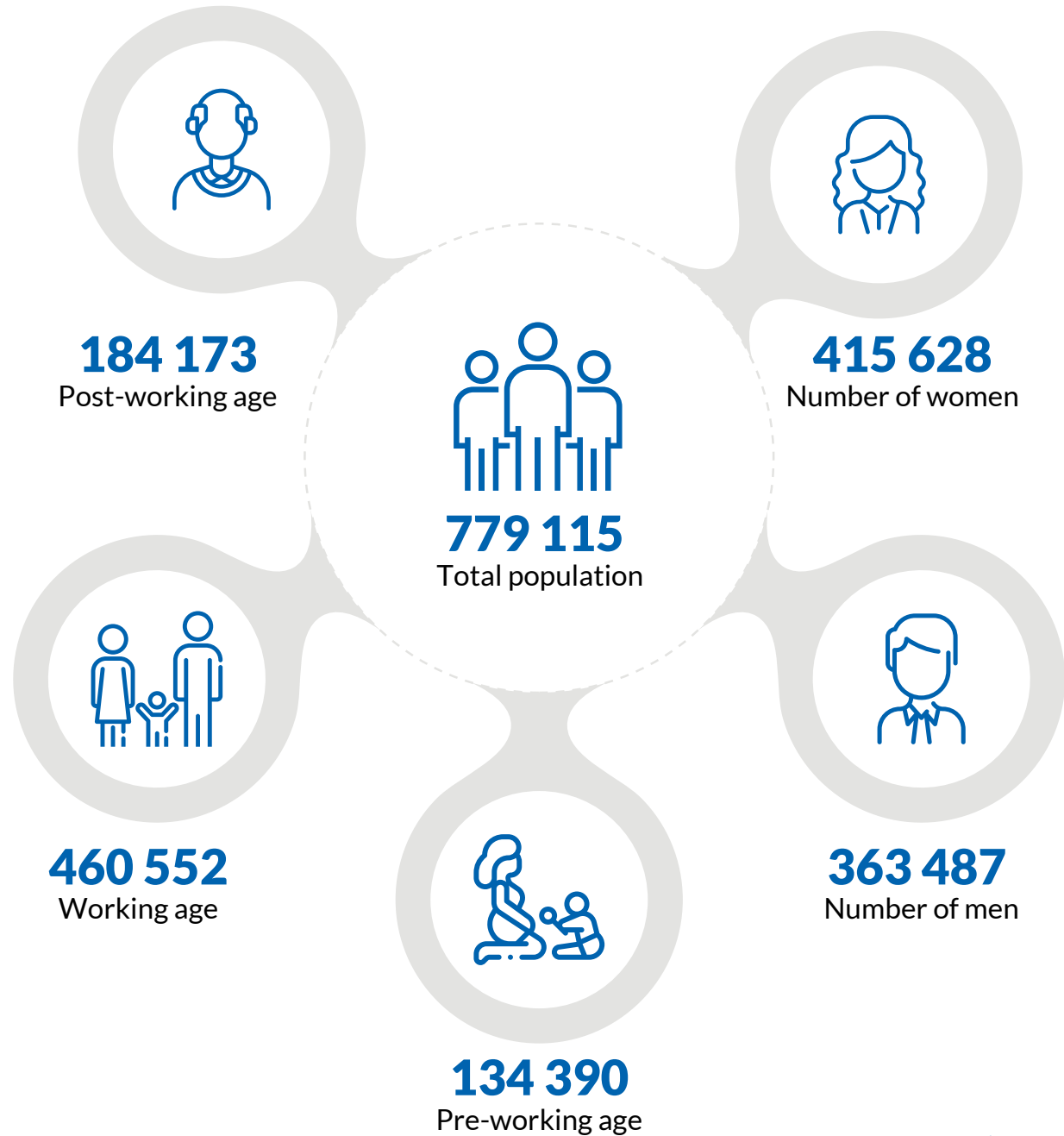
Krakow for Business

WE ARE HERE



PEOPLE ARE OUR ASSET

The demographic potential of the Krakow Metropolitan Area is approximately 1.6 million people. Every day, Krakow is a center of activity for over 1.2 million people staying here.



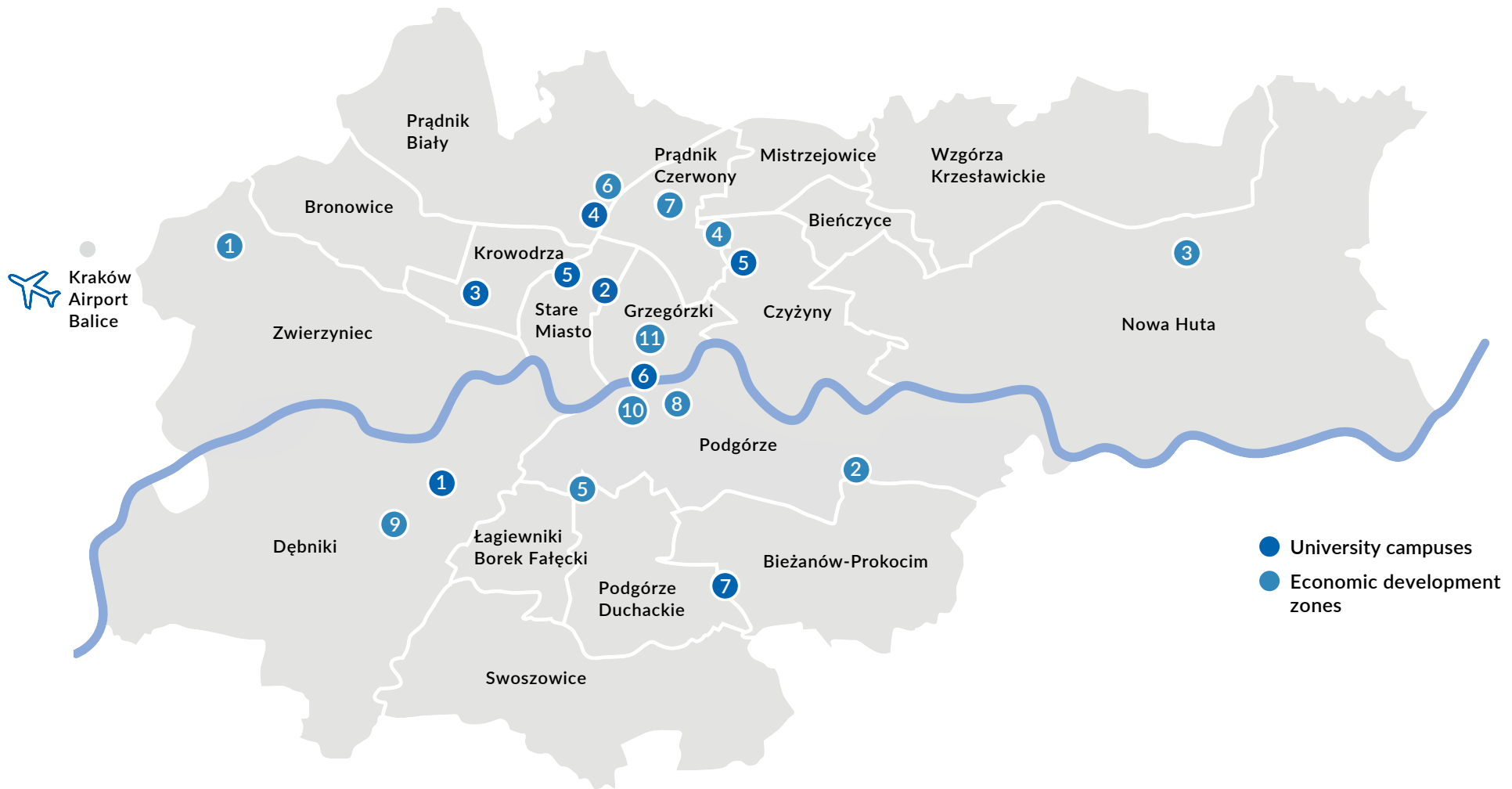
WE HAVE POTENTIAL

Krakow academic center



The Jagiellonian University and the AGH University of Science and Technology on the prestigious **Shanghai List** (Academic Ranking of World Universities).





University campuses

- | | |
|---|--|
| 1. Jagiellonian University, Campus of the 600th Anniversary of the JU Revival | 4. University of Agriculture |
| 2. University of Economics | 5. Krakow University of Technology |
| 3. AGH University of Science and Technology | 6. Andrzej Frycz Modrzewski Krakow Academy |
| | 7. Medical Campus, Krakow-Prokocim |

Economic development zones

- | | |
|------------------------------------|---|
| 1. Kraków Airport Balice | 7. area of Bora Komorowskiego Street |
| 2. Krakow New Town Płaszów-Rybitwy | 8. area of Powstańców Wielkopolskich Street |
| 3. Nowa Huta of the Future | 9. area of Bobrzyńskiego Street |
| 4. Czyżyny | 10. Zabłocie |
| 5. Bonarka | |



POTENTIAL IS OURS

What can you find in Krakow?

- Seat of the **Polish Academy of Arts and Sciences**
- Branch of the **Polish Academy of Sciences** with 21 locations
- Seat of the **National Science Center**
- **National Synchrotron Radiation Center SOLARIS** – place where the first synchrotron in Poland was built, the No. 1 in this region of Europe state-of-the-art device generating electromagnetic radiation. Solaris synchrotron (electron accelerator) is used by scientists from Poland and abroad to conduct complex experiments in the field of physics, chemistry, medicine, pharmacology, geology and materials engineering.
- **Prometheus** – the most powerful Polish supercomputer ever, constructed and operating at the Krakow AGH University of Science and Technology. **Prometheus was listed in the TOP 500 Cyfronet ranking amongst the world's fastest supercomputers for the 11th time, ranked in the 288th position.**
- **KRAKsat** – the scientific research satellite sent into the space by the students of the AGH University of Science and Technology and the Jagiellonian University. It is one of the first Cubesat satellites in Poland and the world's first satellite using ferrofluid, i.e. a magnetic liquid to control orientation.
- **LifeScience Cluster Krakow** - a cooperation network of institutions and companies for the development of the innovation ecosystem in the field of biotechnology and life science.

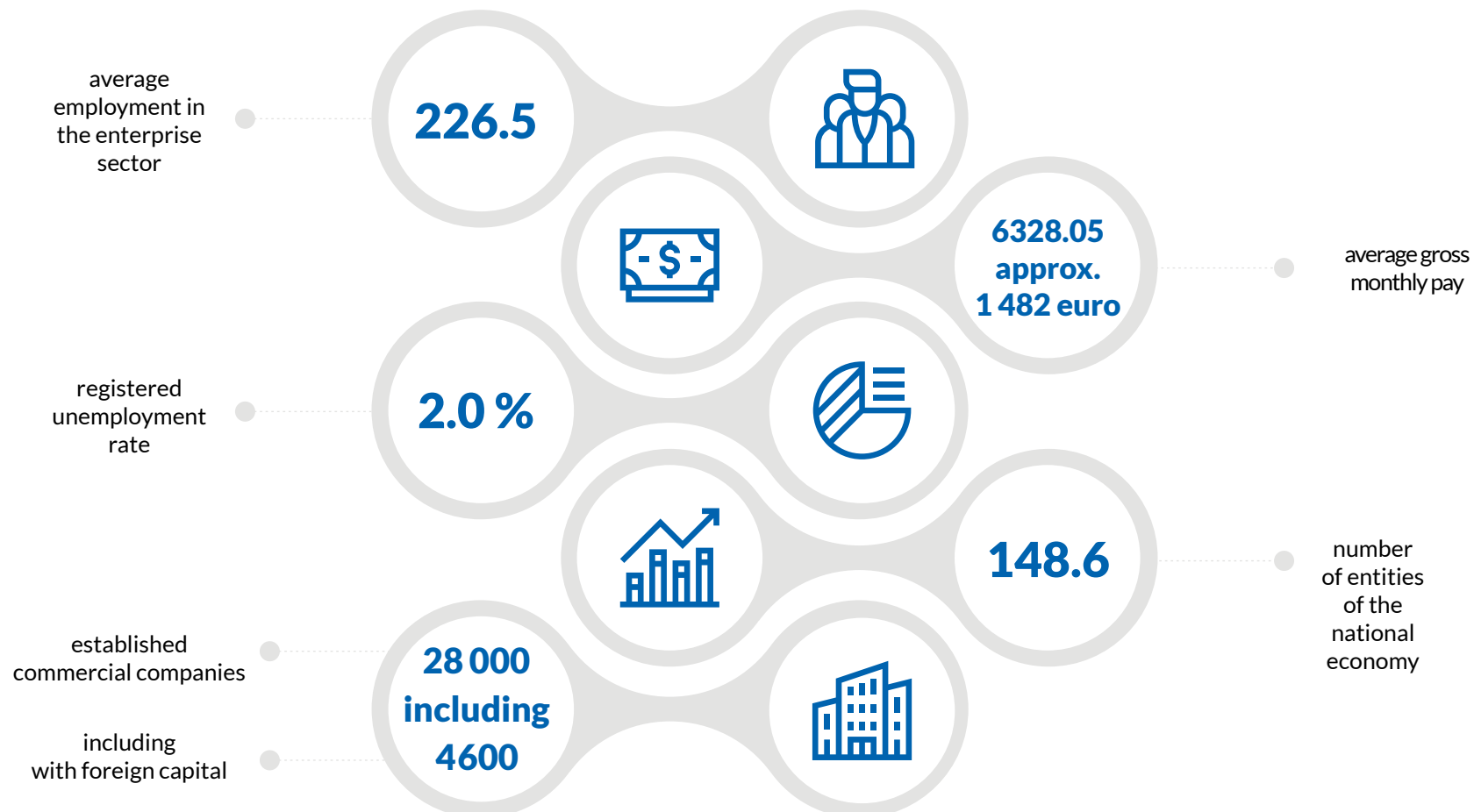
CAPITAL IS OURS

Krakow Ratings - Standard & Poor's 2019

Long-term international rating in foreign currency / Perspective **A- / Stable**

Long-term international rating in domestic currency / Perspective **A- / Stable**

ECONOMIC POTENTIAL





IDEAS ARE BORN HERE...

Top 12 Krakow startups acquired a total of PLN **283 million**.

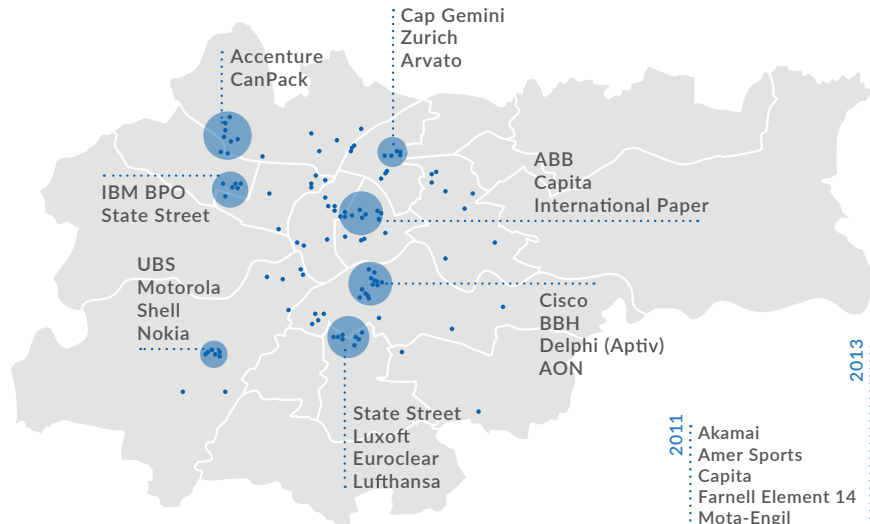
Top 12 Krakow startups employ a total of approx. **1 204 people**.
Mainly highly qualified specialists.

Thanks to the activities of venture capital funds, cooperation between businesses, universities and innovation incubators, Krakow is one of the largest startup centers in Poland.

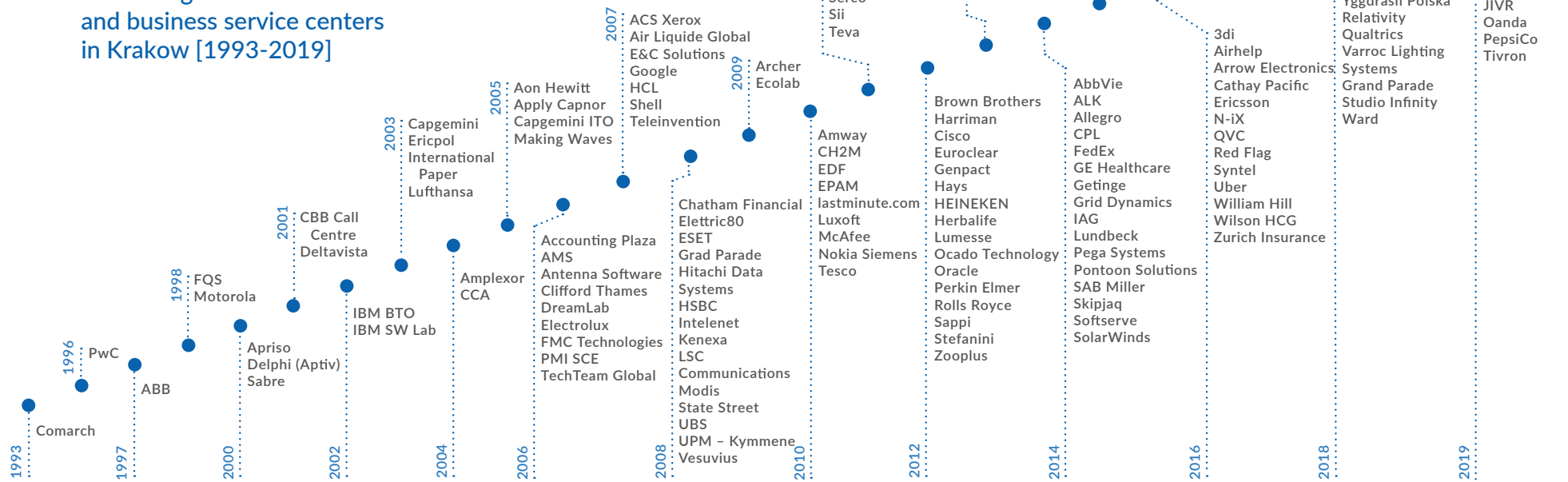
It is easy to find startups in Krakow such as: IoT, AI, VR, Blockchain, Przemysł 4.0, EduTech, MedTech, and even Cybersecurity.

THEY CHOSE US

Areas of office space concentration



Technological and business service centers in Krakow [1993-2019]



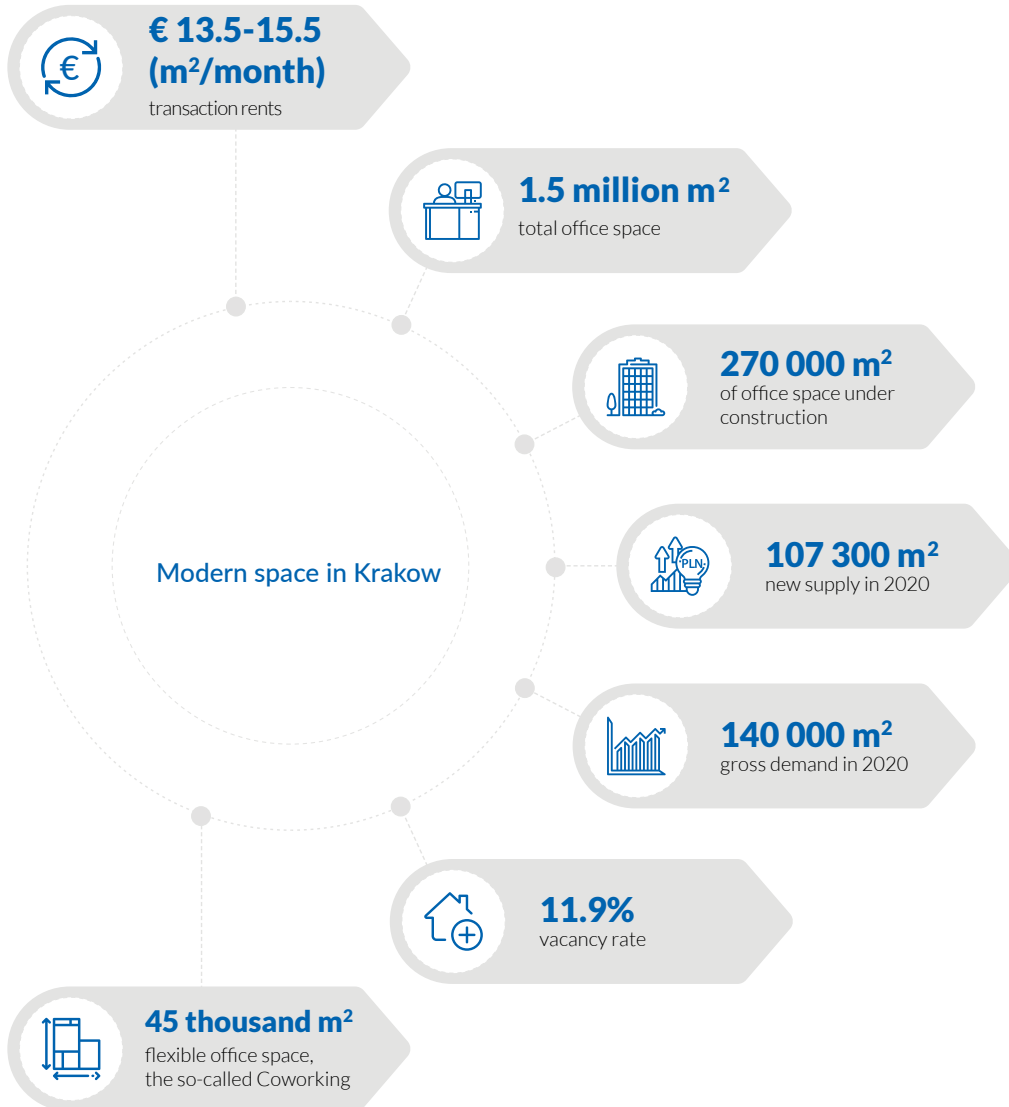


WE FOCUS ON DEVELOPMENT

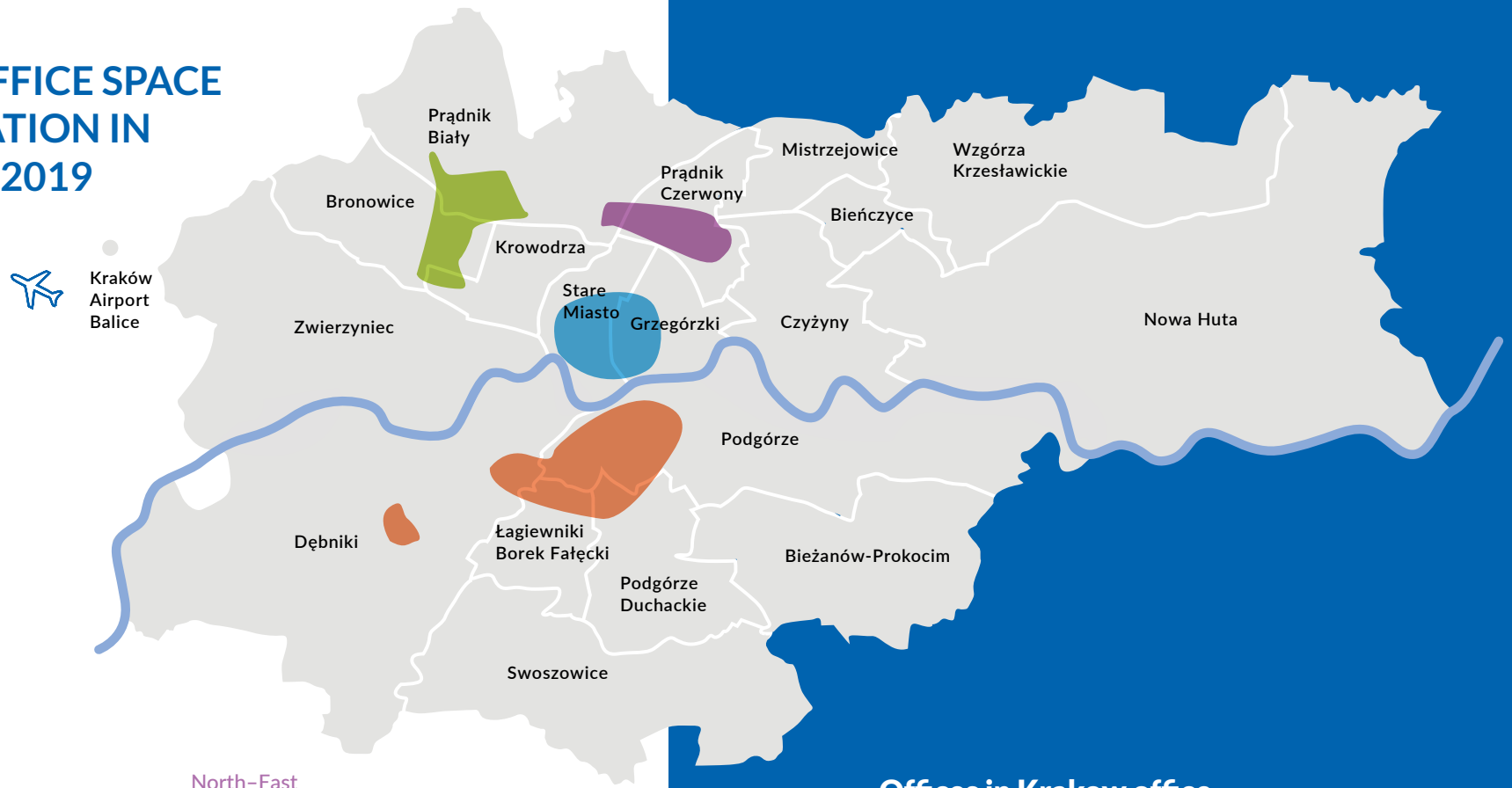
- the best location for the business services sector in Europe - **234 companies**
- **78 000 employees** in BSS
- **29 different languages** are spoken in Krakow BSS centers each day (the average number of languages used in business service centers is 8)
- **90% of employees** with higher education - specialists in the areas of: finance, HR, IT, law, supply chain, marketing, etc.
- **more than 7 000 people** – the number of foreigners employed in BPO, SSC, IT and R&D centers in Krakow
- **48% is the average** share of women in the employment structure of business service centers in Krakow (42% of managers are women)
- economic value generated by the BSS is PLN **12.6 billion annually**

23% of BSS employees in Poland work in Krakow. For many years, Krakow has been considered one of the best locations in Europe for companies from the modern business services sector.

MILION SQUARE METRES OF SPACE



AREAS OF OFFICE SPACE CONCENTRATION IN KRAKOW IN 2019



Centre

Total area – 264 000 m²
 Supply under construction – 78 000 m²
 Vacancy Rate – 10.3%
 Asking price in EUR – 12.5–16/m²/month

North-West

Total area – 166 400 m²
 Vacancy rate – 8.3 %
 Asking price in EUR – 11–14/m²/month

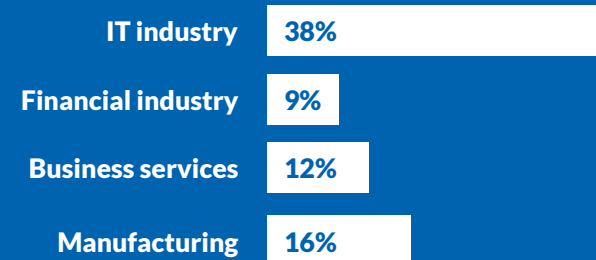
North-East

Total area – 338 400 m²
 Supply under construction – 64 000 m²
 Vacancy Rate – 8.5%
 Asking price in EUR – 12–14/m² /month

South

Total area – 580 000 m²
 Supply under construction – 71 000 m²
 Vacancy Rate – 6.7%
 Asking price in EUR – 11–14.5/m²/month

Offices in Krakow office buildings rented by:



WE ARE THE BEST

Tholons Services Globalization CITY INDEX 2019:
Krakow among the Top 100 Super Cities – 11th place

fDi's European Cities and Regions of the Future 2020/21:

Top 10 Easter European Cities of the Future 2020/2021
– 10th place

Top 10 Large European Cities of the Future 2020/2021
– 8th place

- in the category of economic potential - 7th place
- in the business friendliness category - 7th place

Forbes 2019 ranking - business-friendly Krakow, 2nd place in the „Business-Friendly City” category among cities with over 300 thousand and up to 999 thousand residents

According to **Portal INC.com**, Krakow is one of the main business startup centers in Poland, with a high rate of startup growth - 20%. Krakow is the leader of startups in the IoT and EduTech sectors





WE ARE THE BEST

In the ranking of the most dynamically developing cities in the European Union, „**CEE Investment Report 2019: Thriving Metropolitan Cities**”, Krakow took **8th place** in Europe and was **2nd in Poland**. Krakow was also in the top leading cities - **3rd place** in the category „percentage of the population with higher education”, just behind London and Warsaw.

In the **CBRE „EMEA Tech Cities”** ranking, Krakow was listed amongst cities with the highest growth potential in the technology sector in Europe, taking **third place** in the „Growth Clusters” category (Krakow has increased employment in the hi-tech sector in the last **10 years** by impressive **66%**).

NETWORK OF OPPORTUNITIES

City public transport network:



length of tram lines: **353 km** (day and night lines)



number of tram lines: **26** (day and night lines)



number of MPK S.A. trams in Krakow: **390**, number of tram trains: **295**



length of bus lines: **2484 km** (day and night lines)



number of tram lines: **174** (day and night lines), including **157** lines operated by MPK S.A. in Krakow (including **80** agglomeration lines) and **17** lines operated by Mobilis Sp. z o.o.



buses in Krakow: **576**; number of Mobilis Sp. z o. o. buses: **79**



passengers served per year: **416 million** (estimate)

- number of electric buses: **28**
- number of hybrid buses: **34**

NETWORK OF OPPORTUNITIES

Regular connections at Krakow Airport in 2019



24 carriers



150 scheduled connections



114 airports

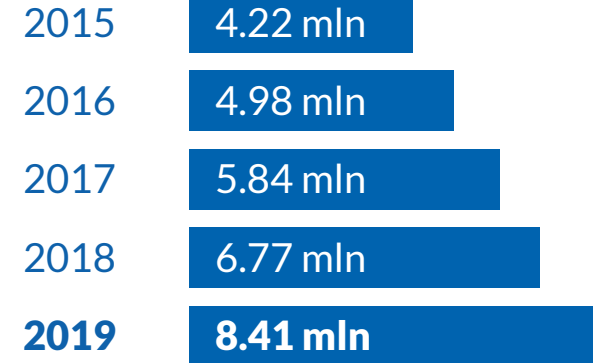


32 countries



40 new connections

Number of passengers at Krakow Airport



First place among Polish regional airports.

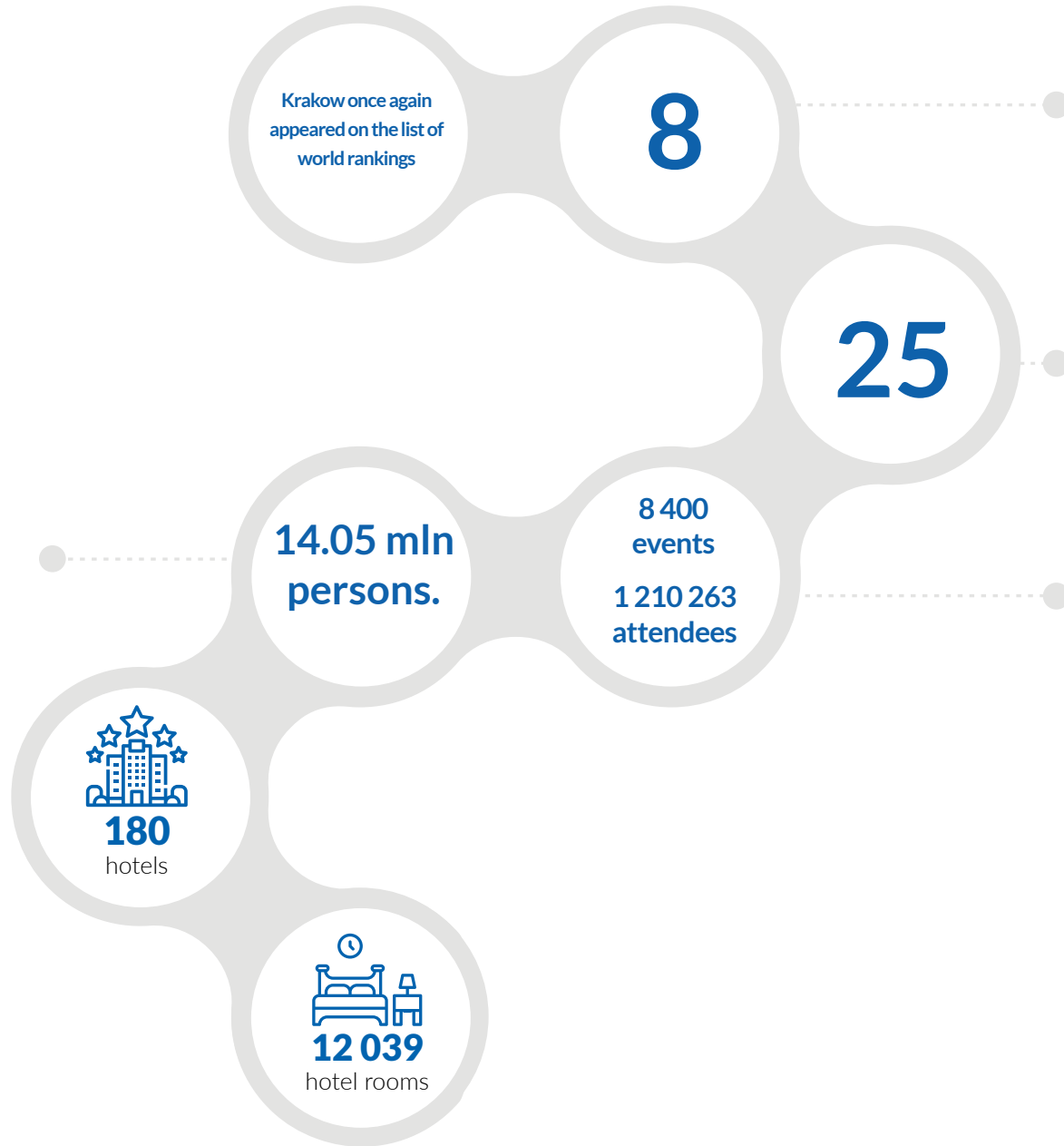
There is the largest regional airport in Poland in 10 km distance from the city center – **Krakow Airport**.

Krakow Airport directly impacts the area of approximately 14.5 million people, including Czechs and Slovaks

Access to the airport from the city center: 20 min. by train (SKA), 25 min. by taxi, 40 min. by bus

WE ARE OPEN

In 2019
a record number
of tourists visited
Krakow



place on the list of the world's greatest cities voted by users of the global travel website **Trip Advisor**.

place on the list of the **Best Cities in the World**, as compiled by the readers of the „Travel + Leisure” magazine

As part of the meetings and events industry in Krakow, 8,400 business events were held hosting 1 210 263 attendees.



WE ARE OPEN

The first Krakow restaurant awarded with a Michelin star Red Guide „Main Cities of Europe 2020”

25 Krakow restaurants awarded by the Michelin guide

Google’s Golden Pin for Wawel

10 local products protected by the EU (e.g. Krakow Obwarzanek, Oscypek, Krakow Żurek soup, Zator Carp and other)

Krakow. Facebook’s community guide to the European Capital of Gastronomic Culture 2019. Krakow, together with Facebook, was the first Polish city to publish a city guide focused on catering. The publishing house was established with the participation of Krakow culinary communities operating on Facebook.

Within the „**European Capital of Gastronomic Culture Krakow 2019**” project, more than 100 events were organized in which the City of Krakow was a co-organizer, partner or organizer.



5000
business
meetings a
year



170
conference facilities
that can accommodate
36,500 people

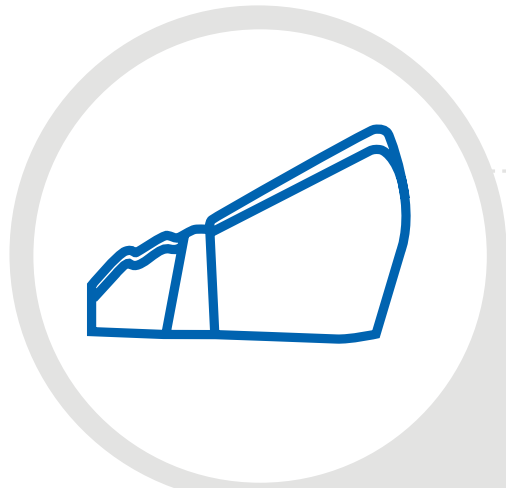


4
place in the
„Destination L”
category in the
Meetings Star 2019
ranking



WE ARE OPEN

Krakow has a modern conference and entertainment infrastructure, including the ICE Krakow Congress Center



The ICE Krakow Congress Center

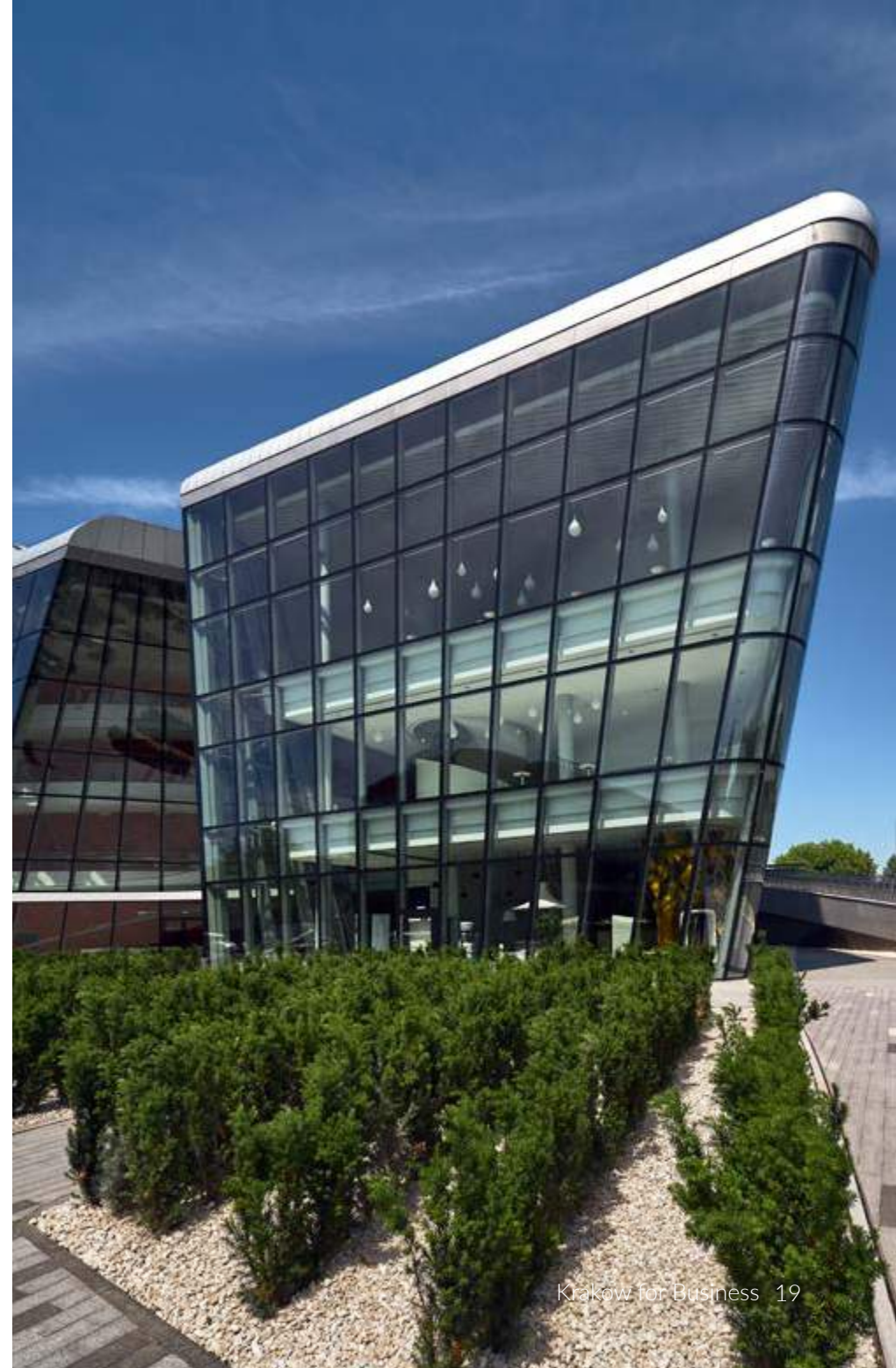
37 000 seats, including an auditorium hall - **2 000** seats

200 000 participants during 140 events in 2019



TAURON Arena Krakow

15 000 seats and **9 000** standing places in the court
680 000 participants during 250 events in 2019



WE ARE OPEN

Krakow is the host city of the **15th OWHC World Convention**.

The Organization of World Heritage Cities (OWHC) includes more than 300 cities with sites entered on the UNESCO World Heritage List.

One of the 12 cities in the world entered on the 1st UNESCO World Heritage List in 1978

European Capital of Culture 2000

UNESCO City of Literature

Member of the UNESCO Creative Cities Network

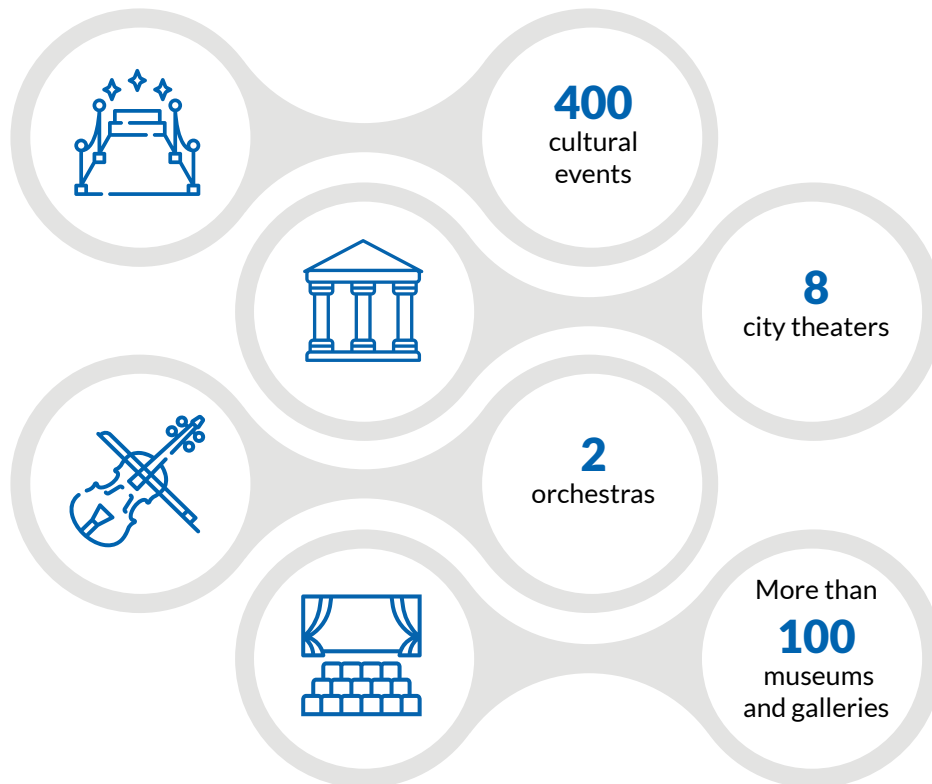
Krakow as the Cultural Capital of Poland



WE ARE OPEN

Krakow as the World City of Cultural Festivals and Events 2016.

Nearly **200 recurring festivals** and events take place in Krakow every year. The biggest events include: Misteria Paschalia, Sacrum Profanum, Opera Rara, Unsound Festival, Jewish Culture Festival, Street Theater Festival, Divine Comedy International Theater Festival, Film Music Festival, Krakow Film Festival, Music Festival in Old Krakow, Off Camera and literary ones: Miłosz Festival and Conrad Festival.



LET'S BE GREEN

Five years of operation of the **Urban Greenery Board (ZZM)** means **7 awards** for various projects, including **3 for the Krakow Residents' Gardens project** (pocket parks).

7 awards



90.5 ha / PLN 87.78 million was obtained for greener

Parks undergoing modernization and revitalization - **29 parks** (i.e. more than half)



The idea of urban gardening is developing, thanks to it there are **9 communal gardens** in the city



Together with Krakow families, we have planted **1 405 trees for children** as part of the Krakow Residents' Park campaign. Another camping is due this fall



24 pocket parks have been created, each of them has its own unique theme, it is also an educational element manifested by entertainment facilities or educational boards.

550 investments worth **PLN 160 million**

550 investments worth **PLN 160 million** have been implemented

The Civic Budget implemented by ZZM - **182 tasks** worth more than **PLN 45 million**.

182 tasks worth **PLN 160 million**



30 ha of flower meadows have been sown, which is equal to the area of **43 football pitches**



5 new parks were created - Bagry, Stacja Wisła, Reduta, Czyżyny, Duchacki



More than **15 000 trees** and more than **500 thousand shrubs** have been planted.

As part of the District Scheme for Increasing the Forest Cover, **200 thousand** tree seedlings have been planted on the area of **41 ha**



LET'S BE GREEN

The **SYMBIOSIS** Ecological Education Center - a modern, innovative educational center, located in a revitalized building which, despite its historical character, is a passive building that uses many ecological solutions, such as green roofs, photovoltaic panels, heat pumps or the use of gray rainwater.

<https://symbioza-krakow.pl/en/welcome-to-our-centre/>

The Urban Greenery Board conducts several innovative activities throughout the country. More information on this matter can be found on: <https://zgm.krakow.pl>





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ISBN 978-83-66039-51-3

Circulation 300 copies