

Kraków

Conference Kraków

170 conference facilities for **100 000** people
4th place in the "**Destination L**" category in the Meetings Star 2019 ranking of the best business destinations in Europe

Kraków in **Destination Competitive Index 2020**, ranking as an attractive destination for international congresses

TAURON Arena Kraków – **15 000** seats, **9 000** standing places on the floor



ICE Krakow Congress Centre among the best congress centres in Europe – with **3 200** seats

Life-friendly Kraków

Winner of the "**Green Capital of Europe 2023**" competition.
5th place in the world and **3rd** in Europe in the international Husqvarna Urban Green Space Index (HUGSI) ranking for urban greenery.



53 parks



32 ha of flower meadows



10 apiaries



26 Kraków gardens (pocket parks)



300 000 forest seedlings between 2016 and 2021



12 community gardens

Sustainable public transport



620 buses, including 78 electric and 34 hybrid ones



382 trams



25 day and 3 night tram lines



145 day and 19 night bus lines

Municipality of Kraków
ENTREPRENEURSHIP AND
INNOVATION DEPARTMENT

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www.krakow.pl

Specialised units operate within the structure of the Office:



Investors and Innovative Economy Support Centre - assistance in a wide range of investment activities for foreign and domestic investors



Entrepreneur Service Point - the possibility to handle in one place most matters related to starting and running a business



Entrepreneurship Support Centre - support for small and medium enterprises and the start-up environment

@BiznesiNaukawKraKowie

www.business.krakow.pl
www.dlabiznesu.krakow.pl

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Kraków

About the City

Universal

Kraków is people



8 mln

people within a 100 km radius



1,2 mln

users of the City



781 000

inhabitants



1,3 %

birth rate

Cultural Kraków

1st place on the **UNESCO** World Heritage List since 1978

European **Capital of Culture** 2000

UNESCO **City of Literature**

Member of the UNESCO Network of **Creative Cities**

Kraków as the World **City of Festivals** and Cultural Events 2016



Tourist Kraków



8th place on TripAdvisor's list of the world's greatest cities 2018

14th place in the New York Time newspaper's "52 Places to Go in 2020" ranking

25th place in the list of the World's Best Cities according to "Travel+Leisure"

1st place in Poland in terms of the number of hotel circuits – **181** hotels

Kraków as European Capital of **Gastronomic Culture** 2019

25 Krakow restaurants awarded by the Michelin guide



Kraków Airport

32 countries / **145** destinations / **96** cities / **22** airlines

The first airport in Poland awarded in the category **Best Airport by Size and Region**

Kraków scientific and academic centre



23 higher education institutions, including **5** universities



12 000 academic staff, including **2 400** professors



130 000 students, of which:
32,9 thous. specialise in engineering,
17,7 thous. in finance,
9 thous. in IT



35 000 graduates per year, of which:
2,2 thous. in computer sciences and telecommunications

Jagiellonian University and University of Science and Technology in Kraków on the Shanghai List (Academic Ranking of World Universities).

In Kraków, there are, among others:

National Science Centre

Polish Academy of Arts and Sciences

Polish Academy of Sciences, Branch in Kraków

24 research units, including those belonging to the Łukasiewicz Research Network

Innovation Centres

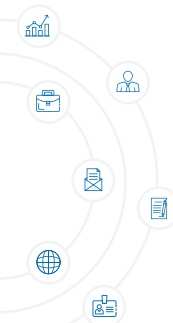
Technology Transfer Centres

Kraków Technology Park

clusters, including the LifeScience Cluster

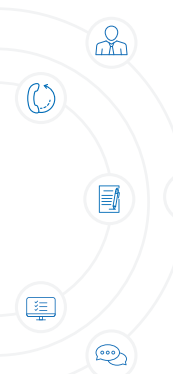


Kraków for business



3,1 % unemployment rate
76,5 % of residents of pre-productive and productive age
220,6 thous. average employment in the enterprise sector
152,8 thous. national economy entities
95,8 thous. natural persons conducting business activity
31,3 thous. commercial companies, including
4,9 thous. companies with foreign capital participation

Kraków as a modern business services centre



247 centres employing
82,1 thous. employees, including:
38,9 thous. in SSC/GBS centres
16,3 thous. in IT centres
14,7 thous. in BPO centres
11 thous. in R&D centres
16 new centres established in 2020 and at the beginning of 2021
23% of BSS employees in Poland work in Kraków
35 languages used every day
3 thous. new job positions in the IT sector annually

Kraków in 1st place in the ranking of the best European cities for remote work according to the OVO Network.



Graduates of Kraków's universities account for approx. **70%** of employees in the modern business services sector



GBS Global Business Services, offers a new field of study at UEK, whose aim is to train the competences of the future connected with finance, data analysis, modern technologies and universal soft skills

Kraków – a city of start-ups

300 start-ups, **10 000** employees. Kraków one of the main start-up centres in Poland, with a high 20% growth rate of start-ups, according to INC.com.

Kraków's start-ups specialise in the areas of:



IoT ventures, which include Silvair, EMBETECH, Aairy, SEEDia, Husarion, Findair, Estimote, Elmodis or Kontakt.io



Sales and marketing tools/services, among them: Zendesk Sell (formerly BASE), CallPage, Codewise, Synerise, SalesManago, FreshMail, Edward or edrone



Game Studios. Over 20% of Polish game studios are based or have offices in Kraków, including Infinity Ward/Activision (Call of Duty), CD Projekt RED (The Witcher, Cyberpunk 2077) and Gamesture (Questland)

Kraków's most prominent start-up, Brainly, has raised a total of \$148.5 million since its inception in 2019.

Kraków is home to several thriving institutions supporting the creation and development of start-ups, including the **Kraków Technology Park** (with its incubator), **#OMGRRK**, **hubraum** (Deutsche Telekom incubator), **#Start-up Małopolska** (Małopolska regional accelerator), and the **Kraków City of Start-ups Foundation**.

Modern office space in Kraków

1,6 mln m²	of office space stock
74 100 m²	space under construction
160 000 m²	gross demand
42 400 m²	new supply
206	office buildings
15,5%	vacancy rate
15	euro/m ² /month asking rents

Kraków in business rankings



Standard & Poor's confirmed Kraków's 2021 international long-term rating at A-/ stable outlook



In the **Tholons Global Innovation Index 2021**, Kraków has strengthened its position in the **TOP 100 Super Cities** ranking, taking the **20th** place



Kraków is in the **Top 25** of the international ranking **Tech Cities of the Future 2020/21** prepared by fDi and TNW

In **fDi's European Cities and Regions of the Future 2020/21** ranking, Kraków was recognised in the following categories:

Top 10

Eastern European Cities of the Future 2020/2021 – **10th position**

Top 10

Large European Cities of the Future 2020/ 2021 – **8th position**
– category: **Economic Potential – 7th position**
– category: **Business friendliness – 7th position**

