

Call from the CITY

Professor **Jacek Majchrowski**
Mayor of the City of Krakow



Ladies and Gentlemen,

The end of the year is usually the time to take a look back at what we managed to accomplish, but it's also a time for making plans for the coming year. Undoubtedly, the most widely shared wish at the moment is the restoration of peace beyond our eastern border.

In the extraordinary situation of the war, our City, namely its residents and businesses, have showed tremendous heart by successfully helping numerous refugees. We as a city have demonstrated our resiliency in the face of the threats come of the unstable situation in the region. Life in Krakow, which goes on as usual, confirms the above. A great many good things are happening; for example, the 7th edition of the OEEs Congress was held, the best students from Krakow's schools were presented with awards, the KMA4B project was wrapped up, and officials expanded their forms of contact with entrepreneurs. We celebrated World Values Day together, too – after all, Kraków is a city that skillfully combines tradition with openness to the future.

I invite you to read more!

Call from the PAST page **2**

Call from the PAST page **3**

Call from the PAST page **4**

Call for EDUCATION page **5**

Call for INNOVATION page **6**

Call from the FUTURE page **7**

Call from the **PAST**

Working together World Values Day on 20 October

On that day, employees of the modern business services sector and representatives of the municipal authorities demonstrated their shared values and respect for diversity during a flash mob event. In Krakow, Jerzy Muzyk, Deputy Mayor for Sustainable Development, joined the event at Quattro Business Park.

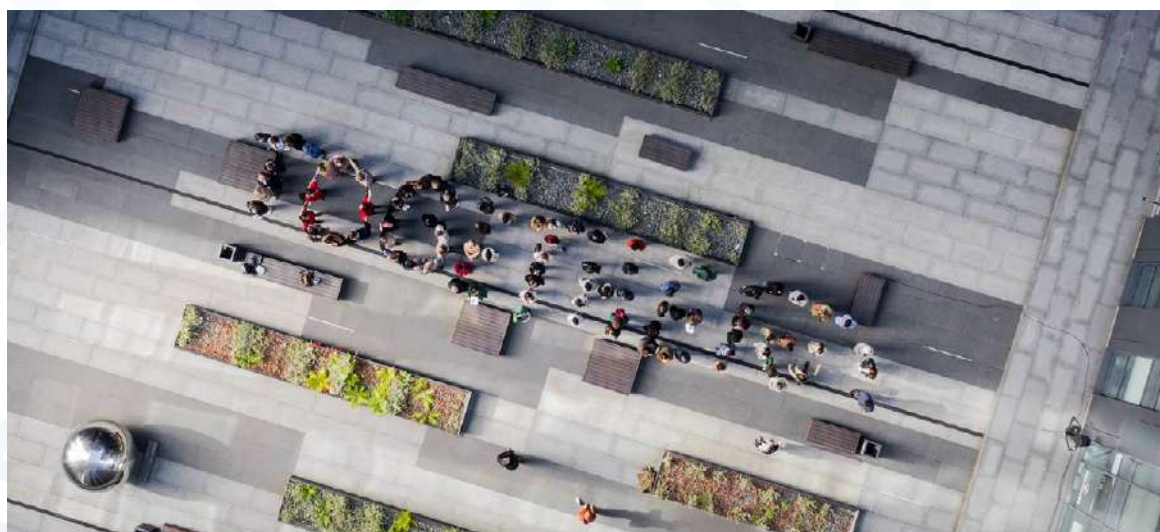
The action was initiated by **ABSL** (Association of Business Service Leaders), which for years has been pointing out that building an innovative, competitive and attractive economy for investors requires respect for diversity in many dimensions, including age, gender, experience and cultural capital, among others.

Multiculturalism is a characteristic feature of the business services sector in Poland.

Foreign workers account for nearly 14 percent of all employees. They come from **50 countries** and provide services **in 36 languages**, with an average of seven languages in use in any given centre. The age structure is also an essential factor in building diversity. The largest group (46 percent) consists of people aged 27–34.

Moreover, the sector is diverse in terms of gender. More than half of all employees are women. **In the case of managerial positions at the team leader level, the proportion of women is 46 percent, and in the case of senior management, it is 39 percent.** These levels are much higher than in other areas of the Polish economy and have remained stable over the past three years.

Source: ABSL



Call from the PAST

Open Eyes Economy Summit OEES 2022

On 22 and 23 November 2022, the 7th edition of the Open Eyes Economy Summit – the International Congress on the Economy of Value – was held at the ICE Krakow Congress Centre.

OEES brings together a multitude of participants every year. This year, the Congress was attended by **3,200 people** in person and **2,000 online** from **30 countries**.

The watchword was **credibility in socio-economic and political life**.

During the **two days** of the Congress, **285 international speakers** took the floor in **94 sessions** on economic credibility, human rights in business, climate-driven urban regeneration, the situation of young people in the City, the Green Deal, Design Thinking, Open Eyes to Ukraine, and numerous special sessions.

We invite you to the next edition of the **Open Eyes Economy Summit** on **21–22 November 2023**.



Call from the PAST

KMA4B project

Krakov Metropolitan Area For Business

The Krakow Metropolitan Area for Business (KMA4B) project aimed to promote the economic potential of Małopolska and Krakow, including the Krakow Functional Area, which is vital for the economic development of the entire region.

The project aimed primarily at presenting potential investors with the benefits of investing and locating a business in our City or its immediate vicinity. KMA4B's tasks were carried out in cooperation with four partners who, through their activities, support economic development and entrepreneurship in the region. The project consisted primarily of a series of trade missions aimed at, among other things, transferring innovative technologies to the Krakow Functional Area.



**Kraków
Metropolitan
Area for Business**

The project's timing coincided with the period of lockdown caused by the COVID-19 pandemic, which unfortunately was a challenging period for entrepreneurship. Hence, several activities had to be adapted to the new virtual reality, the success of which was achieved in subsequent phases of the project.

On 8 December 2022, the KMA4B wrap-up conference was held in Kraków, Poland, at the Auditorium Maximum of Jagiellonian University, during which representatives of the partners and representatives of science and business summarised the project's achievements and discussed recommendations for the future.



Call for EDUCATION

Krakow students with masterful results!

It takes a great deal of knowledge and considerable effort to achieve the highest possible results in the exams, i.e., to write them almost flawlessly.

This year, 36 students from Krakow succeeded in this. They received exceptional distinctions from the city – the following awards: **Eighth Grader 100%**, **Matura Exam Master**, **Technician 100%** and **Specialist 100%**.

The Eighth Grader 100% prize was awarded for the fourth time, and this year it went to 22 students who passed all their primary school examinations with the highest possible result – 100%.

The Matura Exam Master award was presented for the second time in history, and it went to five students who achieved at least

92 percent in each of their Matura exams (all compulsory examinations and at least two at the extended level).

Students taking vocational examinations can also look forward to awards. For two years, the City has awarded **the Technician 100%** prize to those who obtain 100% in the written and practical parts of each examination at the first sitting. Seven people received it this year, including the first female graduate in its history. A similarly challenging task faced two of this year's recipients of **the Specialist 100%** award – an accolade for first-time vocational school students who, passing the vocational exam on the first try, achieved 100% in both the practical and written parts. Also among this group was this year's first-ever female graduate honoree.

Read more: <https://portaledukacyjny.krakow.pl/>



Call for **INNOVATION**

LiveChat – a new form of communication with entrepreneurs



Kraków entrepreneurs can now take advantage of another facility launched by the Department of Entrepreneurship and Innovation on the website of the Entrepreneur Service Point: www.dlabiznesu.krakow.pl/pop. From now on, those interested in running their own business can contact the office via LiveChat.

LiveChat (Chat) is a modern and easy-to-use tool that allows a conversation between an entrepreneur and an official in real-time. To start a conversation, click on the Chat icon and type your message by hand or ask a question by voice, and you will receive a reply in a few minutes.

LiveChat is a convenient solution that improves communication and reduces customer service time. Using this tool, an entrepreneur or a person intending to start their own business can obtain knowledge about obligations related to setting up or running a business and receive other information of interest to entrepreneurs.

The new service was created as part of **Virtual Clerk**, in operation since 2018. It is a tool that applies artificial intelligence to allow intuitive searches for information on entrepreneurial services and all other procedures carried out by the Krakow City Hall and other municipal organisational units.

The Entrepreneur Service Point employees operate LiveChat from 8:00 a.m. to 3:00 p.m., and the service is also in English and Ukrainian. At other times, questions can be asked via Virtual Clerk, which is available 24/7, likewise in English and Ukrainian.

More information is provided at Punkt Obsługi Przedsiębiorcy (the Entrepreneur Service Point) website.



Call from the FUTURE

ABSL Summit 2023 in Krakow



The ABSL Summit organisers have chosen Kraków as the venue for the 2023 meeting.

Over **1000 business** leaders representing the world's largest companies, administration representatives, experts and scientists will gather at Wawel Hill for what is one of the most significant socio-economic events in Central and Eastern Europe.

Hosted by Krakow, the ABSL Summit will take place **from 6 – 8 September 2023 at the ICE Kraków Congress Centre.**

Our City authorities are well aware of the importance of taking into account the needs of all groups, residents as well as investors, for its proper development. Investors are increasingly choosing locations that can attract workers from other urban centres, including those outside of Poland. Among the many essential aspects of a rewarding urban existence, the environmental factors appear fundamental to the creation of a high quality of life.

We invite you to discuss these topics, which are vital to all of us – see you at the September meeting!



**Krakow is the host
ABSL SUMMIT 2023**

6 – 8 September 2023

Business



Krakow



POP



 Biznes i Nauka w Krakowie

Editors:

 Investors and Innovative Economy
 Support Centre Team

Contact:

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