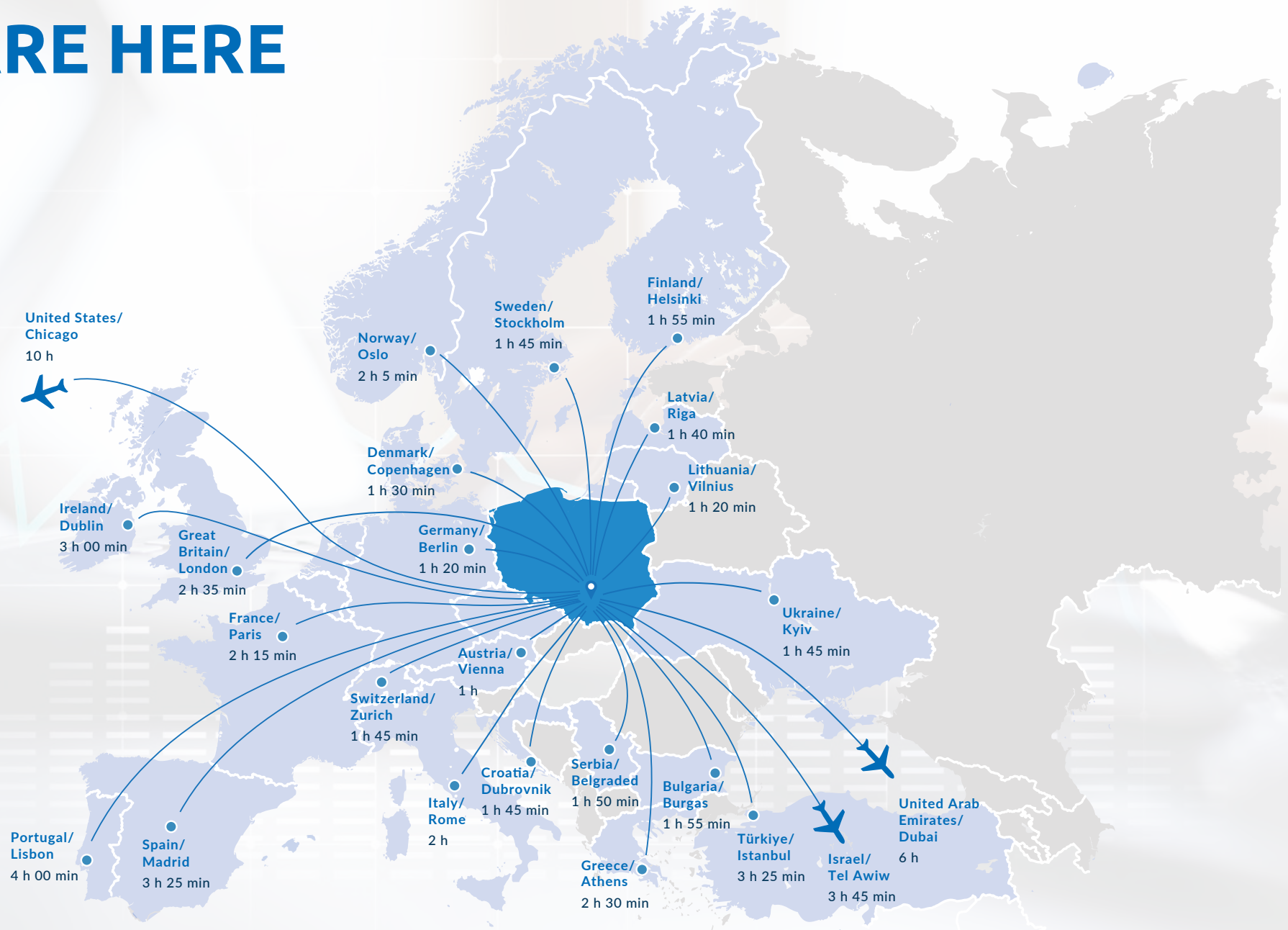


KRA

KOW

FOR BUSINESS

WE ARE HERE



PEOPLE ARE OUR CAPITAL



806,201
Total population



429,922
Number of women



371,279
Number of men



492,739
Working age



132,773
Pre-working age



180,689
Post-working age

WE HAVE POTENTIAL

Krakow is one of Poland's largest academic centres

23 higher education institutions,
including 7 universities

12,300
academic staff
including **3,807**
with the title of full professor
and associate professor

132,000
students
including more than **9,500**
international students

nearly **32,300**
graduates per year



UNIVERSITY CAMPUSES

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

ECONOMIC DEVELOPMENT ZONES

1. Kraków Balice Airport
2. Nowa Huta of the Future
3. Czyżyny
4. Bonarka
5. Opolska Street – 29 Listopada Avenue area
6. Bora Komorowskiego Street area
7. Powstanców Wielkopolskich Street area
8. Bobrzynskiego Street area
9. Zablocie
10. Powstania Warszawskiego Street area

WE HAVE POTENTIAL

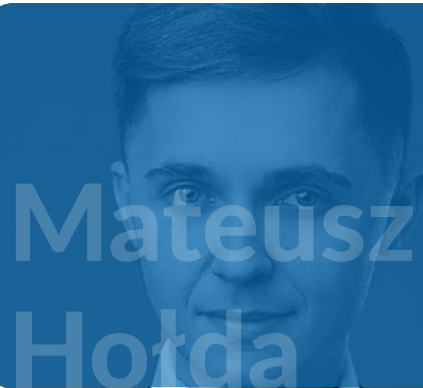
superkomputer

Athena and **Ares** are the two Krakow supercomputers on the TOP 500 list of supercomputers with the highest computing power in the world.

Athena

The Jagiellonian University – the best among Polish universities in the Center for World University Rankings 2024 (CWUR) and the Academic Ranking of World Universities 2024 (ARWU), the so-called Shanghai Ranking. **The AGH University of Science and Technology in Krakow** was also featured in both rankings.

Jagielloński



Mateusz Hołda is the youngest scientist in Poland with the title of professor in medicine. Professor Hołda is affiliated with the Jagiellonian University, where he created, among other things, the HEART team for cardiomorphology. The so-called heart map, developed by Professor Hołda's team, contributes to safer and less invasive cardiovascular interventions.

fot. Uniwersytet Jagielloński

In Krakow, there are, among others:

The National Science Centre. • The Polish Academy of Arts and Sciences. • The Polish Academy of Sciences (PAS) Branch in Krakow with 22 institutes and laboratories. • 25 research units, including those belonging to the Łukasiewicz Research Network. • The Malopolska Centre of Biotechnology at the Jagiellonian University. • The SOLARIS National Synchrotron Radiation Centre. • Innovation Centres. • Technology Transfer Centres. • The Space Technology Centre (AGH). • Krakow Technology Park. • Clusters, including the LifeScience Cluster in Krakow – National Key Cluster. • The COGITEON Malopolska Science Centre

WE HAVE CAPITAL

Krakow ratings – Standard & Poor’s (March 2024)

Long-term international rating in foreign currency
outlook A-/ stable

Long-term international rating in local currency
outlook A-/ stable



1.9 %

registered
unemployment rate



77.6 %

of residents in pre-working
and working age



242,700

average employment in the business sector
(up 2.3% compared to the previous year)



176,900

national economy entities
(5.2% more than last year)



112,000

sole traders
(up 5.9% year on year)



49,700

companies,
including 38,000 commercial companies
of which 5,600 have foreign capital

THIS IS WHERE IDEAS ARE BORN



150+ estimated number of start-ups in Krakow

60% of start-ups were founded in the last 5 years

11 number of start-up exits in the last 6 years

22 international unicorns with R&D teams

2nd place on the start-up scene in Poland (after Warsaw), according to Startup Blink Report 2024

500+

30+ IT companies employing 300+ IT specialists each

60,000 IT employees/specialists

60% of IT employees have more than 5 years of work experience and 80% of IT professionals have worked in multinational organisations

2,600 computer science graduates in Krakow each year

75% of IT specialists in Krakow have a degree in IT or a related field

500+ IT companies



There are several thriving institutions in Krakow that support the creation and development of start-ups, including **the Krakow Technology Park**, **#OMGKRK**, **hubraum** (Deutsche Telekom incubator), the Krakow City of Startups Foundation, **#Start-up Malopolska**.

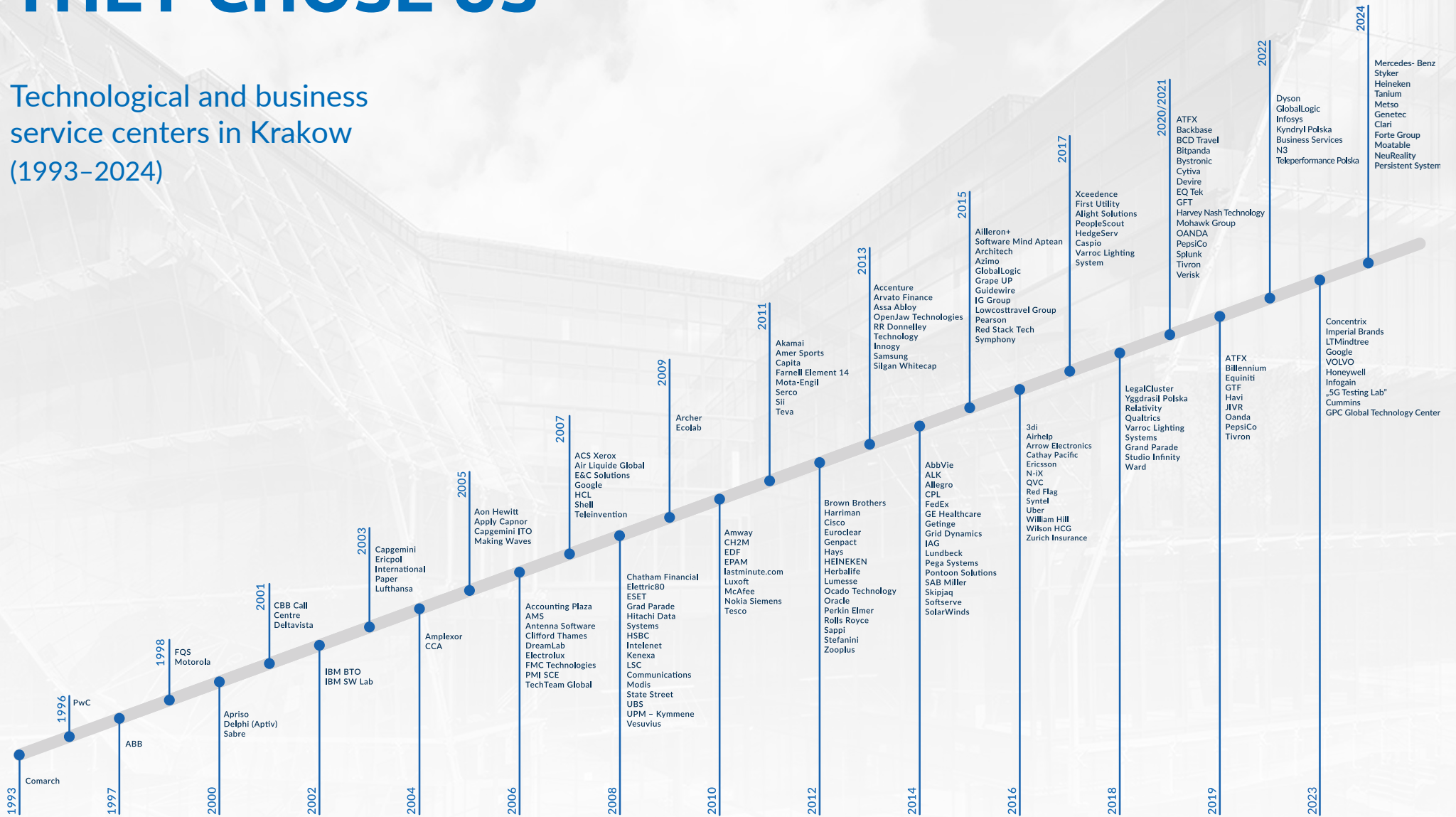


Krakow is also one of the most important Polish **cities for the gaming industry**. Around 70 video game companies operate here.

Digital Dragons – one of the largest gaming industry conferences in Europe

THEY CHOSE US

Technological and business service centers in Krakow (1993–2024)



WE FOCUS ON DEVELOPMENT

Krakow is the largest business service in Poland



288

centres

101,000 employees, including:

48,500

in SSC/GBS centres

20,300

in IT centres

18,600

in BPO centres

12,300

in R&D centres



25

centres employ a minimum of 1000 people (58.6% of total employment in the sector in Krakow)



45

centres employ a minimum of 500 people



22 %

of Polish BSS employees work in Krakow



351

average employment rate (highest in Poland)



9

new centres established in 2023 and 2024



104,000

projected jobs in the sector in Q1 2025

Krakow leads Poland regarding the number of people employed in centres specialising in Research and Development (R&D)

MILLION SPACES

Modern office space in Krakow
(as of Q1 2024)



1.82 mln m²
total office space stock



97,000 m²
delivered in 2023



23,000 m²
in progress



73,000 m²
in planning phase



201,000 m²
gross demand in 2023



20.2%
vacancy rate



70,000 m²
flexible office space



14 - 19.5
EUR/m²/month
rental rates
in the best buildings

WE ARE THE BEST

Krakow in the rankings

In the fDi's **European Cities and Regions of the Future 2024** ranking, in the Top 10 Large European Cities of the Future 2024, Krakow was awarded in the following categories:

rank **1.**

Top 10 Large European Cities
of the Future 2024
category: **Business Friendliness**

rank **1.**

Top 10 Large European Cities
of the Future 2024
category: **Human Capital & Lifestyle**

rank **4.**

Top 10 Large European Cities
of the Future 2024
category: **overall**

rank **6.**

Top 10 Large European Cities
of the Future 2024
category: **Economic Potential**



The city ranked **2nd in the Business-Friendly Cities 2023** ranking, in the category of cities over 300,000 residents, organised by Forbes.



Krakow tops the ranking of Poland's most beautiful cities. Krakow has topped the ranking of Poland's most beautiful cities once again! This time, this title was awarded to the capital of Malopolska by Poles, confirming the strong position of Krakow's brand in the country as well.



According to the annual **British Post Office Travel Money City Costs Barometer** survey, the city **ranked 4th among the most attractive cities for a city break in Europe.**



The City of Krakow has once again been honoured with the titles of **“Złota Gmina na 5!”** [“Golden First Class Municipality!”] and **“Gmina na 5!”** [“First Class Municipality!”]. The titles are awarded on the basis of the results of annual surveys conducted by the Institute of Enterprise at the Collegium of Business Administration of the SGH Warsaw School of Economics. The research involved the activities of individual municipalities in the field of business services.



The city's **“Przedsiębiorcze krakowianki”** [“Entrepreneurial Women of Krakow”] programme ranked **2nd** at the national stage of **the European Enterprise Promotion Awards 2023 (EEPA 2023) competition** in the “Promoting entrepreneurial spirit” category. The “Entrepreneurial Women of Krakow” is a programme created in cooperation with an NGO, the “Mamo Pracuj” [“Mummy, work if you want to”] Foundation, which has been actively supporting women in their return to the labour market for more than 12 years.

NETWORK OF OPPORTUNITIES

Sustainable development
of Krakow's public transport



643

buses, of which
121 are electric and **34** hybrid

173

bus routes:
154 day service
and 19 night service ones



365

trams
(carriages)

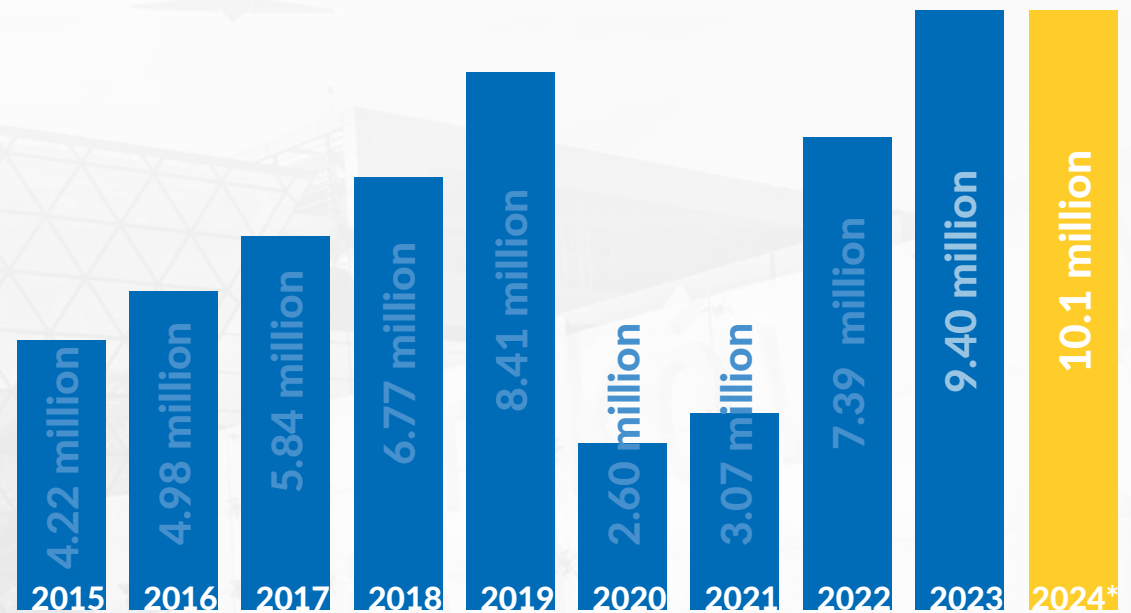
27

tram lines:
24 day service
and 3 night service ones

KRAKOW AIRPORT

Number of passengers at
KRKOW AIRPORT

161 connections
113 cities
123 ports
35 countries
25 lines



*estimated number
of passengers

First rank among Polish regional airports. 10 km from the city centre lies Poland's largest regional airport, **Krakow Airport**.

Krakow Airport's direct impact area covers approximately **14.5 million people**, including Czechs and Slovaks.

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

Krakow Airport has received the prestigious Level 2 accreditation in the ACI World Airport Customer Experience Accreditation programme for the third consecutive year. This award is given to the world's best airports that strive to raise the standards of service to travellers in their operations.

WE ARE OPEN



12.18 million

visitors



Rank 1

in Poland in terms
of the number of hotel facilities

197 hotels

21 hotels ★★★★★

68 hotels ★★★★★

89 hotels ★★★

rank **1.**

awarded by **Which** magazine as the best European city for a **city break**

rank **1.**

in the list of "**The best winter getaway destinations for 2023**" according to **discovercars.com**

rank **3.**

in the ranking of Europe's most attractive cities for tourism according to the **Post Office Travel Money 2023**

rank **6.**

in **Booking.com's** 2023 ranking of "10 Foodie Destinations in Europe" and **10th** place in the "10 Best Places with History and Culture" category

rank **10.**

in the Traveller's Choice 2023 ranking by Tripadvisor in the "**Trending Destinations - World**" category

Krakow among the 100 "Top European metropolises" in Resonance Consultancy's report: "**Europe's Best Cities for 2023**"

Krakow: European Capital of Gastronomic Culture 2019

As many as four branches of the Museum of Krakow have been awarded the **Traveler's Choice 2023 award by Trip Advisor**. This means that, according to visitor ratings, they are in the top 10% of places worth visiting in the world. The Traveler's Choice 2023 award was granted to **Krzysztofory Palace, Schindler's Factory, the Rynek Underground and the Barbican**.

Krakow's **Zabłocie** was ranked **11th**, out of 38 "coolest" neighbourhoods in the world, in a ranking prepared by **Time Out Travel**. The list was created by journalists, who were asked to select places in the world that boast a specific history, culture, active community or gastronomy.

WE ARE OPEN

Basic data on congress and conference facilities in Krakow in 2023



192

number of objects



770

number of rooms



34,483 m²

total exhibition area



102,664 persons

total capacity of rooms

Data obtained by the **Krakow Convention Bureau** from Krakow's industry players shows that **4,368 group business meetings** were organised in the city in 2023, making it another year of growth in the number of participants in meetings and events in Krakow, both national and international.

Number of participants in the meetings industry in 2023 by type and form of event:

905,368

on-site

1,801

virtual

8,709

hybrid



20 restaurants in Krakow honoured by the **Michelin 2024** guide, including one as the first in the country with two stars



Rank **30** in Europe and **47** in the **ICCA 2023** world ranking of global meetings market



Krakow: “**European Capital of Gastronomic Culture Krakow 2019**”

ICE Krakow Congress Centre

3,200 seats,
including an auditorium with 2,000 seats

ICE Krakow Congress Centre ranked **2nd** among the 40 best congress centres **throughout Central and Eastern Europe** in the industry's **Meetings Star Award** competition.

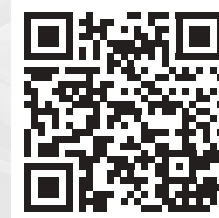


ICE
KRAKÓW

TAURON Arena Krakow

15,000 seats
9,000 standing places

Tauron Arena Krakow, the first arena in Poland to be accepted into the **European Arenas Association**, which brings together the largest venues in Europe.



TAURON
ARENA

WE ARE OPEN

UNESCO
City of Literature

Member
of the UNESCO
Creative Cities Network

European Capital
of Culture 2000

KRAKOW
is a **UNESCO** City,
and one of the **12 cities**
to be included in the
1st UNESCO
World Heritage
List in **1978**

The headquarters of the
Europa Nostra Heritage
Hub for Central and
Eastern Europe

Krakow, the city to
host the 15th World
Congress of the
OWHC (Organization
of World Heritage
Cities)

Krakow to host the
61st Congress of the
ICCA (International
Congress and
Convention
Association)

KRAKOW, THE CULTURAL CAPITAL OF POLAND



400 cultural **events**
a year, attended
by several
million people



more than
100 museums
and galleries



2 city
orchestras:
- Orchestra of the Capital
Royal City of Krakow
Sinfonietta Cracovia
- Capella Cracoviensis



Krakow
the World Festival
and Event City 2016

Nearly **100 festivals** are held in Krakow every year. The biggest events include Misteria Paschalia, Sacrum Profanum, Opera Rara, Unsound Festival, Jewish Culture Festival, the ULICA Street Theatre Festival, the Divine Comedy International Theatre Festival, Film Music Festival, Krakow Film Festival, Off Camera and literary festivals: the Miłosz Festival and the Conrad Festival.



WE ARE GREEN

The Board of Urban Greenery is the municipal unit responsible for caring for almost all green areas in Krakow and carries out a number of innovative activities in the city.

For more information, see: www.zzm.krakow.pl



Krakow as one of the greenest cities in the world



Krakow as the winning city of “Green Capital of Europe 2023”



Krakow entered into the **IMD Smart City Index 2024**, a global ranking of smart cities with high quality of life, environmental care and social inclusion



Krakow on the list of the “European mission to deliver 100 climate-neutral and smart cities by 2030” among cities such as Paris, Lisbon, Munich, Dublin or Milan.



In 2023, Krakow joined the **Green City Accord** – clean and healthy cities for Europe

KRAKOW'S GREENERY IN NUMBERS



50.4 %
of the city
area is green



75
parks



43
pocket
parks



21
community
gardens



6
Krakow's
parks



376,028
forest seedlings
in the years 2015-2023



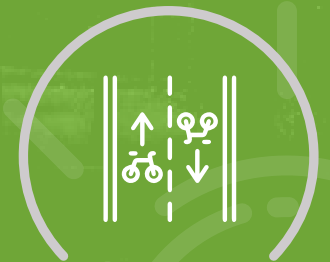
more than
30 ha
of flower
meadows



1,590.39 ha
forest
area



10
apiaries



229.4 km
the length of cycle paths
(39.5 km completed in 2023)

Municipality of Krakow
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