



**invitation**

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

**Elżbieta Koterba**  
Deputy Mayor for the City of Krakow Development  
together with the **ASPIRE Association**

have the pleasure of inviting you

**to the 12th meeting in the series of discussions  
under the Krakow Forum  
SCIENCE – BUSINESS – CITY INHABITANTS – LOCAL-GOVERNMENT**

**„Our City – common development perspective”**

**FORUM**  
4 December (Friday) 2015

10:30 AM

Conference Room  
Krakow Municipality Office  
Pl. Wszystkich Świętych 3-4  
31-004 Kraków

The City of Krakow counts on your presence and active participation in the discussion, aimed at reinforcing the cooperation among Science, Business, City Inhabitants and Local-Government under the Krakow Forum.

## **THE KRAKOW FORUM SCIENCE – BUSINESS – CITY INHABITANTS – LOCAL-GOVERNMENT**

is an initiative aimed at stimulating the dialogue among Science, Business, City Inhabitants and Local-Government in order to reinforce the development and increase the innovativeness and attractiveness of Krakow as a city where it's worthwhile to:

- invest and work
  - study
- live and spend time in an interesting way.

The 12th Krakow Forum entitled „Our City – common development perspective” will take place on 4 December. This time, the meeting will be devoted to the problems of real properties in the business segment in the broad sense, with particular stress on developing the formula for information exchange between the City and Business.

The 12th Forum will consist of three sessions:

- Session I is devoted to the flow of information between companies and public institutions, with the emphasis on spatial planning as a factor influencing business activity of the sector;
- Session II is dedicated to the quality of life in the city as a factor influencing the decision on localization of business undertakings, with particular stress on the issue of actions towards improving the air quality and communication on this subject with the business milieu;
- Session III – is an attempt to determine the needs and capabilities regarding transport and communication in the broad sense, including the issues of Krakow's car parking policy;

The parties invited to participate in the sessions are representatives of: business, city authorities, business-centred milieus.

We count on your presence and active participation in the discussions.

Together, we are creating the future of Krakow,  
a city where tradition and modernity interweave.

## MEETING PROGRAM

**10:00 - 10:30**

Registration of participants

**10:30 - 10:45**

Greeting of the guests by hosts of the meeting

**10:45 - 11:30 (Session I)**

- **New quality in communication with business** – Elżbieta Koterba, Deputy Mayor of the City of Krakow for City Development
- **Communication: Why is it so important?** Filip Walkowicz, Member of the ASPIRE Board, Site Leader & Customer Care Director, Akamai
- **Discussion**

**11:30 - 12:15 (Session II)**

- **How to clean Krakow's atmosphere?** – City of Krakow representative
- **Quality of life in the city: why is the quality of life in Krakow important for sustainable development of business?** - Norman DePeau, Lead of Cisco Global Services Centre in Krakow
- **Discussion**

**12:15 - 13:00 (Session III)**

- **Transport, communication, car parks** – Łukasz Szewczyk, Deputy Director of the Municipal Services Management Department of the Krakow Municipality Office
- **Transport: how we use it, why it is important for us, the best practices and cooperation planes** - Jolanta Gantkowska, Member of the ASPIRE Board, Head of Operations Mainland Europe, Alexander Mann Solutions
- **Discussion**

**13:30 - 14:00**

Lunch

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ORGANIZATOR

