



New quality in business communication

Information exchange
platform for Krakow

Rafał Kulczycki
City Development Department Director
City of Krakow

Communication platforms

www.bip.krakow.pl

www.krakow.pl

Krakow Forum

Science-Business-Residents-Local Government

Observatory

Competences study

Public Information Bulletin



- Full information about procedures implemented in Krakow
- Contact details of units and departments
- Access to public commissions
- Access to publication related to the city development (e.g. City Condition Report, Krakow Real Estate, Krakow in numbers, Krakow City Statistical Bulletin)
- Update information on City activities

Magical Krakow



- Modern formula including mobile version
- Access to a wide range of information about the city (e.g. Tourism, Culture, Local Government, Sports)
- Business dedicated tab
www.krakow.pl/biznes
- Latest news on interesting events in Krakow

Krakow Forum

Science-Business-Residents-Local government



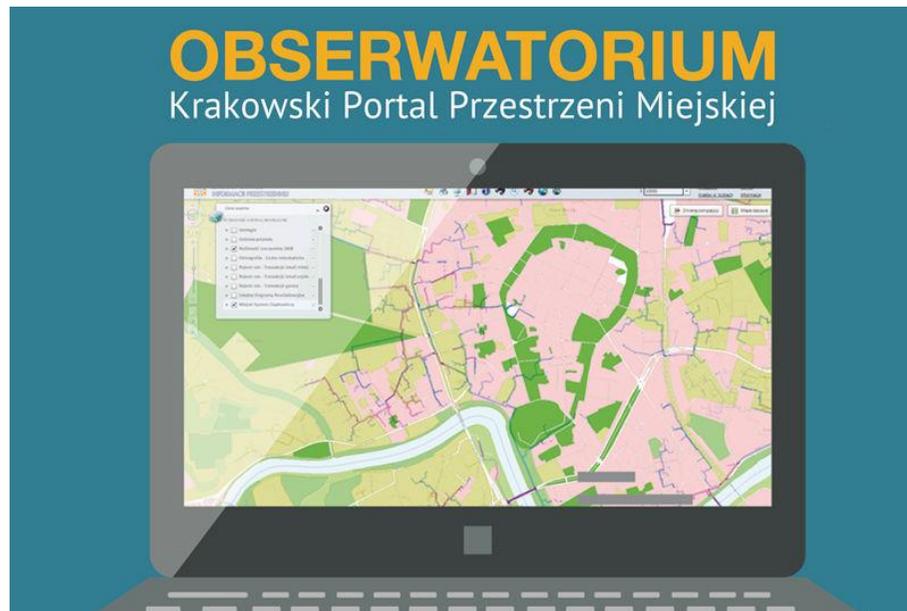
- dialogue platform in order to exchange viewpoints and experiences of Krakow business environment representatives
- taking measures in order to promote Krakow as a business friendly city, thereby drawing direct investments
- Developing mechanisms that use the City's competitive advantage thanks to qualified staff
- Developing, with the cooperation of science and academic environment, a common path of scientific development, serving the adjustment of staff to the labour market needs

Competences study for KNC



- I edition of the Study: 2012
- Form of the Study: analysis of supply of the universities and demand of business organization
- The study is related to: knowledge, skills, and other attributes important to employers in industries analysed
- Industries analysed: BPO and IT; power industry, passive and energy-efficient construction, lifescience and pharmaceuticals; creative industry; construction and architecture; logistics and warehousing, foreign languages, tourism

Observatory



- Modern mapping service
- Integration of a number of data in one place (e.g. numbers of allotments, area of allotments, real estate development)
- Access to urban investment offers
- Wide range of information about spatial planning, architectural decisions, environment protection decisions

New Communication Formula

NEWSLETTER



New Communication Formula

NEWSLETTER

>>>KRK>2B

Krakow to business

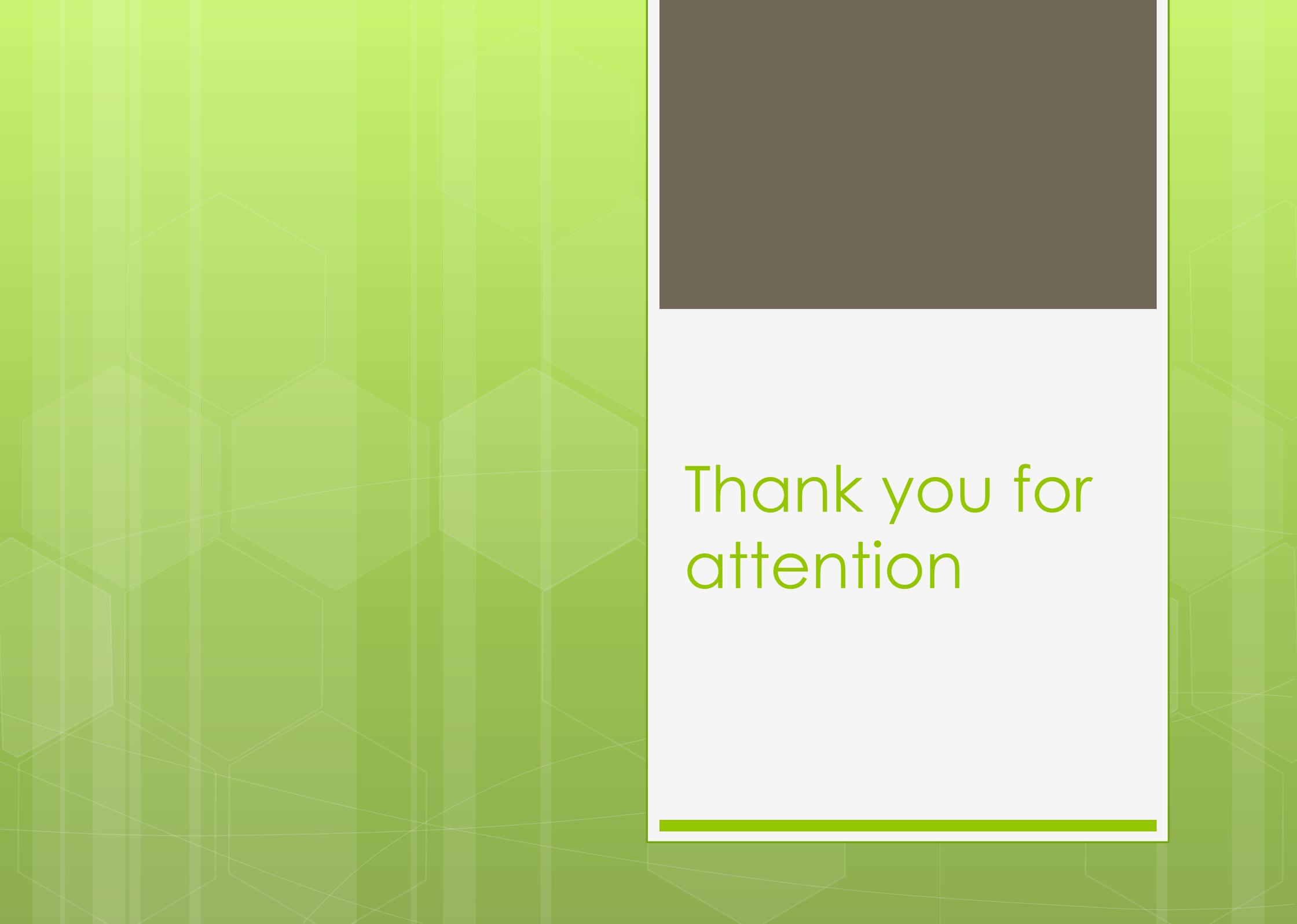
- Information platform for Cracovian companies
- Business dedicated formula
- Announcement with the biggest importance from business point of view
- Source of knowledge on current investments/reconstructions/modernizations/ construction decisions/mpzp
- One coordinator appointed by the Krakow Municipality

New communication formula

NEWSLETTER

>>> **KRK** > **2B**
Krakow to business

- Higher communication level
- Simple and clear form
- Cyclical and accurate information
- Wide range of information
- Fast and up-to-date information database



Thank you for
attention