



Kraków



Kraków for
BUSINESS

 **Kraków**



**Kraków for
BUSINESS**

Here **we are**



People are **our asset**



Pre-working age **127 105**

Working age **462 807**

Post-working age **177 436**

The demographic potential of the Krakow Metropolitan Area is approximately **1.6 million people.**

Every day, Krakow is the centre of activity for **over 1.1 million local people.**

We have **the potential**

Krakow is one of the most important academic and scientific centres in Poland.

The Jagiellonian University has been **one of the two top-rated universities in the country for many years.**



11 919

scientific staff
including

2373

professors



160 675

students
including

40 000

at engineering
studies



22

colleges
and universities



57 067

graduates





University campuses

- | | |
|---|------------------------------------|
| 1. Jagiellonian University, Campus of the 600 th anniversary | 5. Krakow University of Technology |
| 2. Economic University | 6. Frycz Modrzewski Krakow Academy |
| 3. AGH University of Science and Technology | 7. Medical Campus, Krakow-Prokocim |
| 4. Agricultural University | |

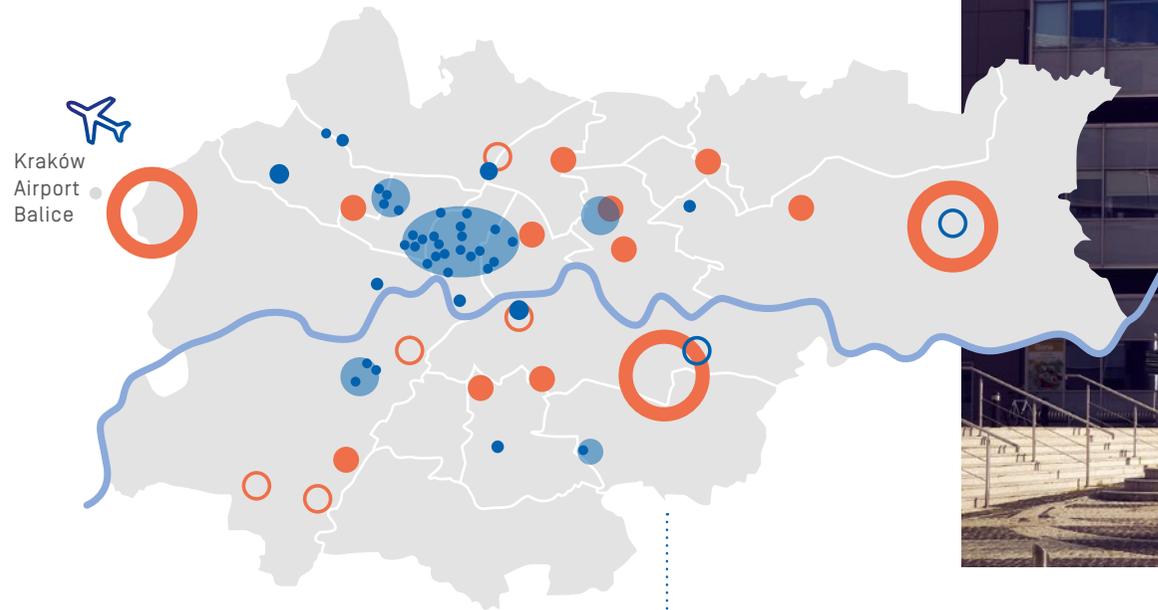
Economic development zones

- | | |
|------------------------------------|---|
| 1. Kraków Airport Balice | 6. area of Opolska – 29 Listopada Streets |
| 2. Krakow New City Płaszów-Rybitwy | 7. area of Bora Komorowskiego Street |
| 3. Nowa Huta of the Future | 8. area of Powstańców Wielkopolskich Street |
| 4. Czyżyny | 9. area of Bobrzyńskiego Street |
| 5. Bonarka | 10. Zabłocie |
| | 11. area of Powstania Warszawskiego Street |

We have **the potential**

In Krakow can be found the following:

- the seat of the Polish Academy of Arts and Sciences
- a branch of the **Polish Academy of Sciences** with 21 institutes and laboratories
- the headquarters of the **National Science Centre**
- **Prometheus – the supercomputer** housed at the AGH University of Science and Technology
- **SOLARIS National Synchrotron Radiation Centre**
The SOLARIS Synchrotron [electron accelerator] is used by scientists from Poland and abroad to conduct complex experiments in the fields of physics, chemistry, medicine, pharmacology, geology and material engineering



Kraków has a research and development infrastructure unique in the country [Prometheus – the fastest supercomputer in the country and Central Europe, Solaris – the first Polish synchrotron, the only such multifunctional laboratory in Poland].

Economic development centres

- Existing
- Planned

Scientific development centres

- Existing
- Planned





We have **capital**

Krakow's rating – Standard & Poor's 2018

Long-term international
rating in foreign
currency/ Perspective

BBB+/ Positive

Long-term international
rating in national
currency/ Perspective

BBB+/ Positive

Economic potential

- average employment in the enterprise sector – **215 300**
- average gross monthly salary – approx. **1100 euros**

- registered unemployment rate – **2.8%**
- number of entities of the national economy – **135 200**
- established trade companies – approx. **29 000** including **4900** with foreign capital

This is where **ideas are born**

Krakow is a regional city in Poland being the most friendly to start-ups, according to the **European Digital City Index**

Thanks to the activities of venture capital funds, business cooperation, universities and incubators of innovation, Krakow is one of the largest start-up centres in Poland.

It is easy to find the following start-ups in Krakow: IoT, AI, VR, Blockchain, Industry 4.0, EduTech, MedTech and even Cybersecurity.



750
technological
and start-up meetings
a year

The top 8 Krakow start-ups raised the total capital of **over PLN 500 million.**

The top 8 Krakow start-ups employ **approx. 800 people.** Mainly highly qualified specialists.

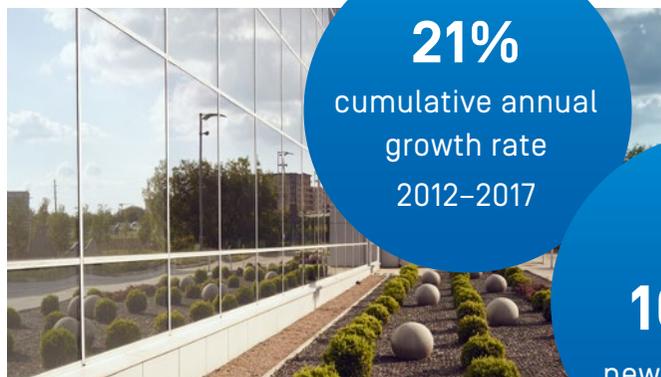
All of the TOP companies sell their products on the international market.



We focus on **development**

- the best location for the business services sector in Europe – **170 companies**
- **70 000 people** are employed in the BSS sector
- **29 different languages** are used in Krakow's BSS centres every day [the average number of languages used in business services centres is 8]
- **90%** of employees with higher education – **specialists** in the fields of finance, HR, IT, law, supply chain, marketing, etc.
- **more than 7 000 people** – number of foreigners employed in BPO, SSC, IT and R&D centres in Krakow
- **48%** is the average **share of women** in the employment structure of business services centres in Krakow [42% among managers]
- the economic value generated by the BSS sector is **PLN 8 billion [€ 1.86 bn]**

We focus on **development**



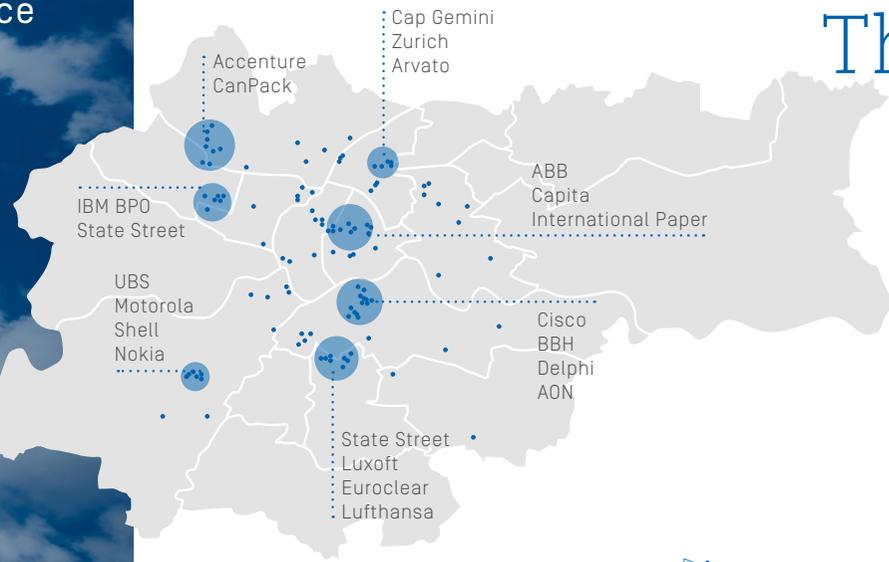
21%
cumulative annual
growth rate
2012–2017

10 050
new jobs created
in 2017

The largest employers in the business services sector

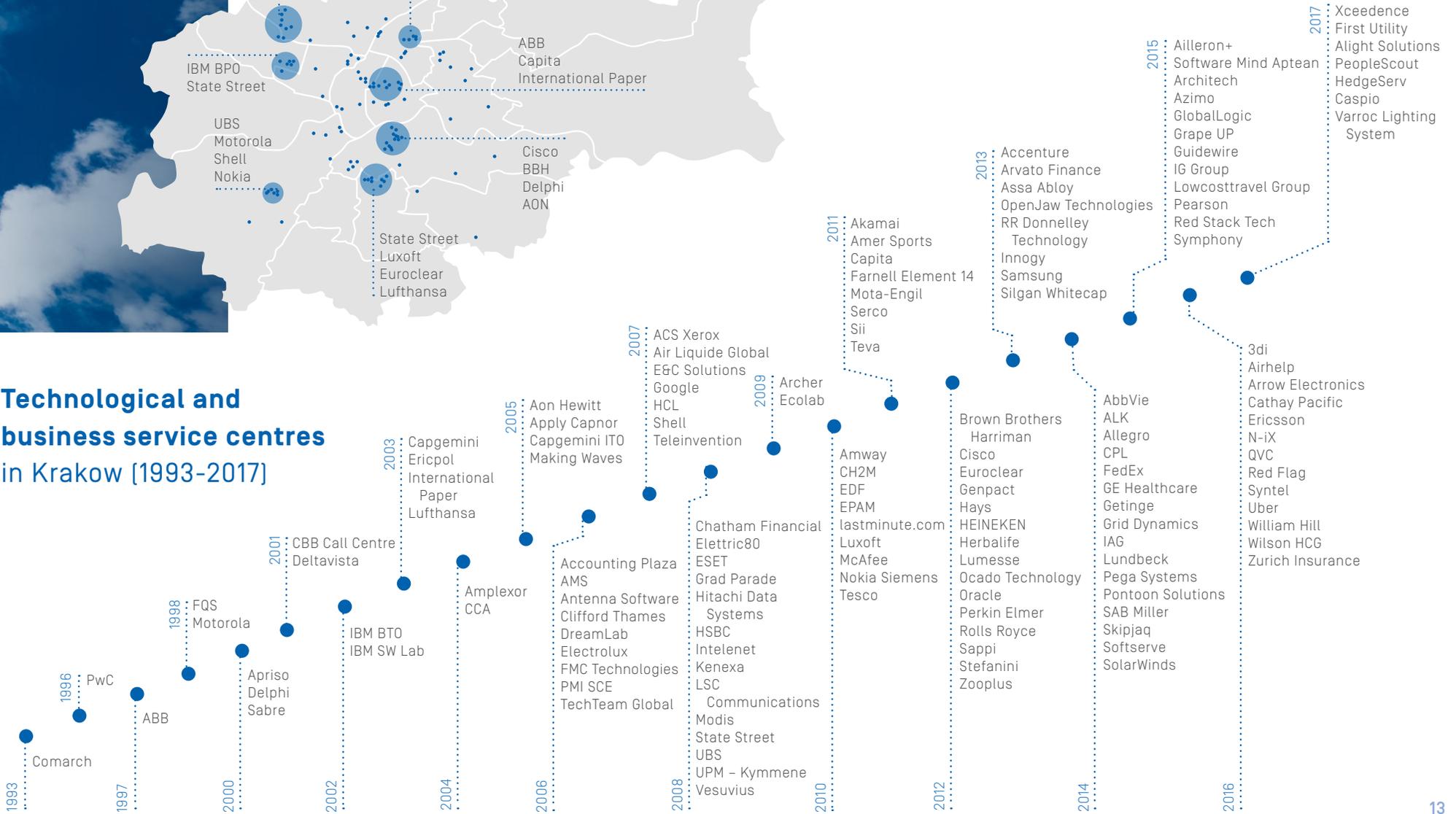


Office space locations



They chose us

Technological and business service centres in Krakow (1993-2017)



A million **spaces**

Krakow remains the leader
among regional office markets in Poland.



1.1 million m²

total office space
in 2017

190 000 m²

Newly supplied in 2017



301 000 m²

office space under
construction

203 000 m²

planned for 2018



108 000 m²

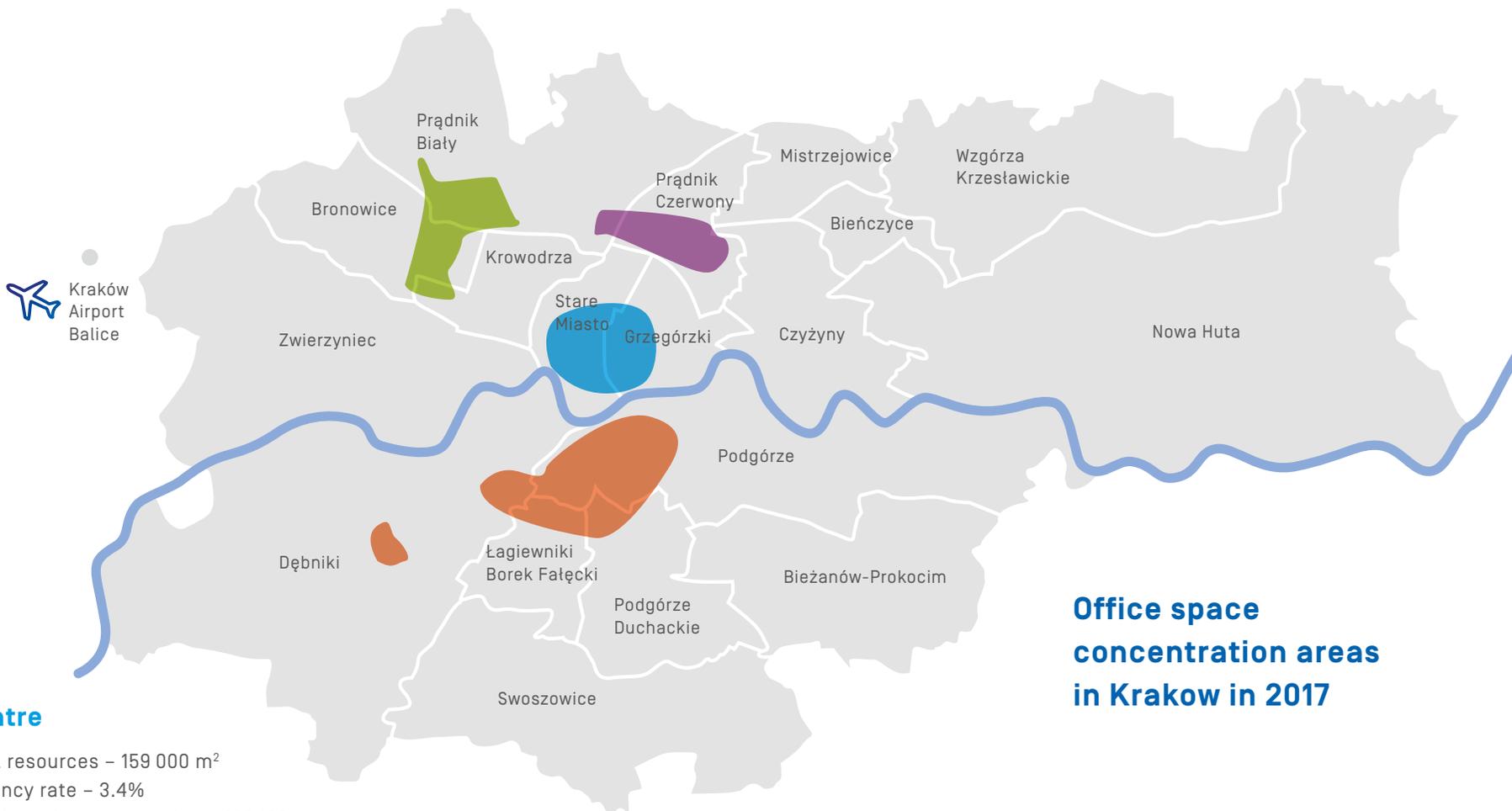
for rent



**13.5–15 EUR
m²/monthly**

rental rate
in Class A buildings

9.8% vacancy rate



Office space concentration areas in Krakow in 2017

Centre

Total resources – 159 000 m²
 Vacancy rate – 3.4%
 Supply under construction – 120 100 m²
 Asking rent – 12.5-15 EUR /m²/month

Northwest

Total resources – 145 000 m²
 Vacancy rate – 15.5%
 Supply under construction – 3 300 m²
 Asking rent – 11-13.5 EUR /m²/month

South

Total resources – 439 000 m²
 Vacancy rate – 8.4%
 Supply under construction – 114 500 m²
 Asking rent – 12-14.5 EUR /m²/month

Northeast

Total resources – 275 000 m²
 Vacancy rate – 5.8%
 Supply under construction – 61 100 m²
 Asking rent – 12-14 EUR /m²/month

We are **the best**



Krakow in the **fDi's European Cities and Regions of the Future 2018/19** Ranking:



In the TOP 10 fDi's Large European Cities of the Future 2018/19 – Business Friendliness



In the TOP 10 fDi's Eastern European Cities of the Future 2018/19



In the TOP 10 fDi's Large European Cities of the Future 2018/19



In the TOP 10 fDi's Large European Cities of the Future 2018/19 – Human Capital and Lifestyle



According to the "**Tholons Services Globalization Index 2017**" report, Krakow is once again the best destination for the modern business services sector in continental Europe. **It is ranked 8th in the world**, up by one position in relation to previous years.

In the "**The world's most competitive cities 2017**" ranking, **Krakow in the top 5** cities of Eastern Europe and Central Asia in the categories of Business & Financial Services and IT & Communications.

A network **of possibilities**

Municipal public **transport network**



353.4 km

length
of tram lines



2375.59 km

total length
of bus routes



27

Number of MPK
tram lines



166

Number of MPK/Mobilis
bus routes



403 mln

Number of passengers
transported

Wavelo city **bike network**



150

stations



1.5 tys.

bicycles



750 tys.

rentals



2.7 mln

kilometers travelled



165.4 km

total length
of bicycle routes at
the end of 2017



**Access to the airport
from the city centre:**

20 min by train
25 min by taxi
40 min by bus



First place among Polish regional airports.

the largest regional airport in Poland – **Kraków Airport** is located 10 km from the city centre

Kraków Airport directly influences [access time of 120 minutes] approx. 14.5 million people, including Czechs and Slovaks.

**Number of passengers using
Kraków Airport**

2015 4.22 million

2016 4.98 million

2017 5.84 million

We are **open**

Krakow is the most recognizable Polish city in the world.

Krakow was visited by 12.9 million tourists in 2017.

Krakow has the largest number of hotels, as compared to other cities in Poland.

40 160
number
of beds

741
facilities



	 Hotels	 Hotels	 Hotels	 Hotels	 Hotels	 Non-hotel accommodation base
Facilities	11	40	82	16	5	556
Beds	2152	6911	7180	1424	759	21 114

In 2017, for the second year in a row, **ICE Krakow** was awarded the **Meetings Star Award** – for the best congress centre in New Europe.



Krakow, with its modern congress and spectacular infrastructure, attracts international events, **approx. 250 000 people** participated in congresses and events at the ICE Congress Centre and approx. **850 000 people** in the Tauron Arena [in 2016].



Tauron Arena Krakow – as the only one in Poland – is a member of the **European Arenas Association**, which brings together the best facilities of this type in Europe.

The business meeting market in Krakow is steadily growing. Business meetings organized in Krakow represent 13% of all national meetings **[2nd place in Poland]**.

We are **open**



8000

monuments



10

museums + branches



Tauron

ARENA Kraków



ICE

Congress Centre



400

cultural
events



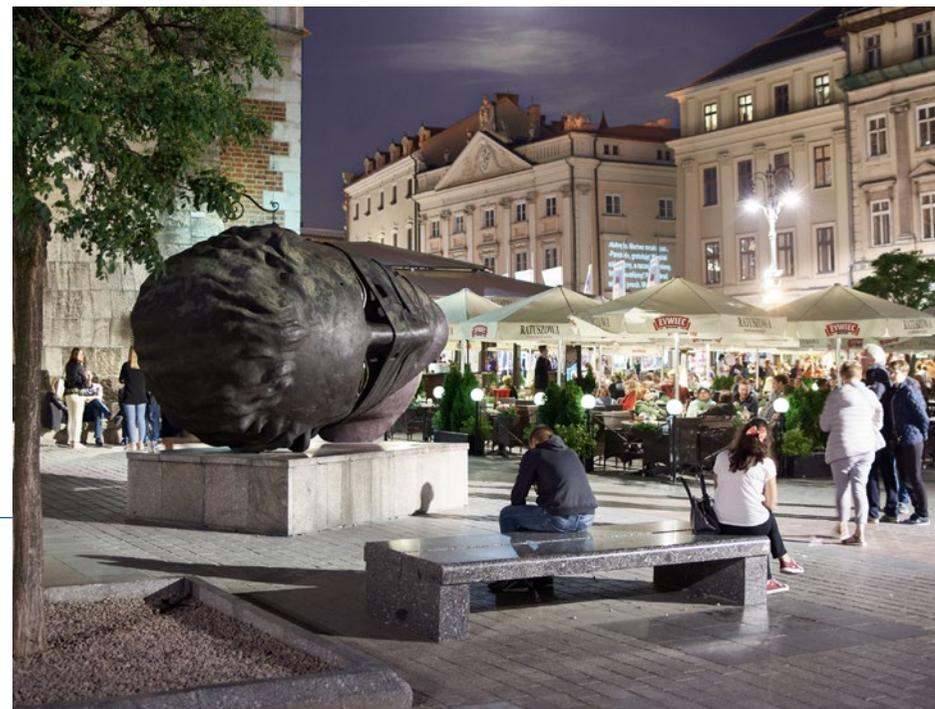
10

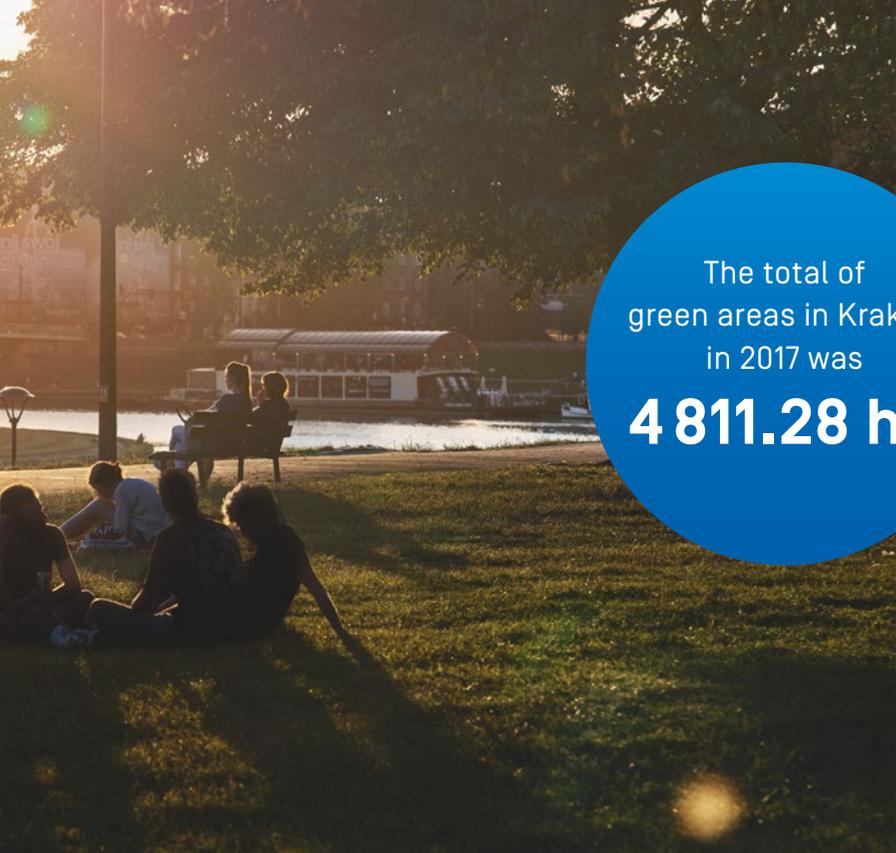
theatres



16

cinemas





The total of green areas in Krakow in 2017 was

4 811.28 ha

We feel **green**

The area of Krakow in 2017 included:

- 3 Natura 2000 sites with a total area of **384.39 ha**
- 5 nature reserves with a total area of **48.58 ha**
- 3 landscape parks with a total area of **4753.6 ha**
- 12 ecological lands with a total area of **106.51 ha**
- 47 city parks with a total area of **472.86 ha**
- 311 nature monuments



2944
trees



210 016
shrubs and perennials



10 ha
flower meadows

Pocket parks

Gardens of Krakow residents – a project implemented by the Kraków Municipal Greenspace Authority. It's aim is to create small, friendly green areas for broadly-understood recreation in urban spaces.



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