



Call from the **City**



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



The magic of Christmas has been in the air at the Krakow Main Square for several weeks now. This is a unique time for the city and its inhabitants, a time filled with reviews and awaiting new challenges.

I am exceptionally delighted by the fact that Krakow, as a modern metropolis, continues to be valued by the business community, and new investors come to the city. Another success is the launch of the country's first faculty for educating the future employees in the sector of modern business services (Global Business Services). We prove the openness towards foreigners for instance by running a consultation point for entrepreneurs in English, Ukrainian and Russian. This allows us to elevate our competitiveness in relation to other Polish cities. We also invest in education, by cultivating a gene of entrepreneurial spirit in the Krakow youth.

For the upcoming holiday season, I wish you a merry, healthy and happy Christmas. Let us enjoy this Christmas with mutual respect and happiness, and let the New Year 2022 bring you fulfilment of your plans and goals!

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Call for **Cooperation**

Global Business Services



A new faculty – **Global Business Services** opened at the Cracow University of Economics in cooperation with the Association of Business Service Leaders (ABSL) and under support received from the city.

The city of Krakow got involved in the creation of the new faculty, because Krakow is a leader of the modern business services sector.

This is the first faculty in Poland to be created from the ground up **by business and science** in order to educate the employees for the sector functioning in the environment of developing technologies and new branches of the economy. The first year started education as part of the 3-year bachelor degree in October. 166 candidates applied for the programme for the **2021/2022** academic year (96 indicated GBS studies as their first choice). The maximum number of students who could enrol in the programme was limited to **88**.

The students in the GBS programme are going to acquire key skills for the modern business sector services. The most important of them include: competences of the future related to finances, data analysis, modern technologies, as well as those related to universal soft skills, such as: teamwork, change management, the ability to cooperate in the international business environment.

Apart from **ABSL**, **the programme partners** include 25 of the sector's best entities (ABB, Abbvie, AMS, Amway, Brown Brothers Harriman, Cisco, EY, Genpact, Heineken, Hitachi Vantara, Hitachi, HSBC, IBM, Jacobs, Kimberly-Clark, Motorola Solutions, Opus B, Qurate Retail Group, Random Fores



Kraków's investment potential/ BEAS



The presentation of the latest, 3rd edition of the Antal, Cushman & Wakefield and Vastint study – **Business Environment Assessment Study**, presenting an assessment of the business environment in Krakow by the heads of 809 companies in Poland was held in October. The study allowed to analyse the Polish market from the business perspective and to indicate the main trends in the economic development of the organisation.

The study analysed **seven factors** which influence the attractiveness of cities and encourage investments. These include: infrastructure, office space, the support of public administration, educational potential, employment potential, business potential and the assessment of a location as a place to live. Their analysis shows that **Krakow** was in the **group of cities which are the most attractive in terms of investments**.

As a modern metropolis, Krakow is one of the best places in Poland to develop innovative business. Access to highly qualified personnel, attractive living conditions and/or its adequate geographical location work in favour of attracting business to our city. The business world notices this and appreciates the city's advantages, as confirmed by the influx of new companies to our city as well as the existing ones, which expand their competences and increase the numbers of their employees.



This exceptional location of Krakow, infrastructure, potential and the base of talents allow companies to develop and demonstrate their success. The increasing number of companies in the business services sector allows us to state that Krakow continues to be a strategic location for the BSS sector

– emphasized Jerzy Muzyk,
Deputy Mayor of Krakow.





Entrepreneur Service Point helps foreigners

TAX CONSULTATIONS

on Mondays
in hours
10:00-12:00



ENTREPRENEUR SERVICE POINT

LAW CONSULTATIONS

on Tuesdays
in hours
11:00-12:00



Book a time of free consultation at www.business.krakow.pl/pop
or by phone: **12 616 56 00**

Address: 28a Wielicka str, 30-552 Cracov (III floor)

For nearly 17 years, the Entrepreneur Service Point (ESP) has been helping and supporting local entrepreneurs, including ones from Poland as well as the nationals of other countries who decided to start up a business in Krakow.

Registering a company in another country is an exceptionally complicated process for foreigners, even more so in the case of insufficient knowledge of Polish.

In order to help such people to navigate the procedure of registering a company, and to aid at the further stage of running a business, a consultation point is available at the Entrepreneur Service Point at 28a Wielicka Street in Krakow. The entrepreneurship consultant provides information in **Russian, Ukrainian and English**, directly at the service point as well as on the following phone number: **12 61 65 607**. The point is open daily Monday through Friday between **8:00 a.m. until 3:00 pm**.

Throughout the past 8 months, **over 300** foreigners used the consultations, out of which **164 registered sole proprietorships in the Polish central business register (CEIDG)** through Krakow City Office.

The possibility to use the services offered by institutions aiding entrepreneurs through a consultant is an interesting and innovative solution on a national scale. Currently, the ESP provides free information through:

- **Tax advisors** (every Monday of each month between **10:00 a.m. and 12:00 p.m.**);
- **Solicitors** (every Tuesday between **11:00 a.m. – 12.00 p.m.**).

The Entrepreneur Service Centre also supports shaping an entrepreneurial attitude in university students in the area of the possibility of registering a company in Poland through migrants. **6 such presentations** have already been held remotely in various universities in Poland and abroad, attended by over **600 participants**.

For persons who wish to learn about the procedure of registering a company by a foreigner through Krakow City Office, an instructional video in two language versions (English, Polish) has been prepared and published at business.krakow.pl/pop and on the **YouTube channel** – **Biznes i Nauka w Krakowie**.



Call for **Education**

New approach to professional consultancy at schools



Krakowski Ośrodek Kariery (Krakow Careers Centre) – since September 1st this is the name of one of the psychological and pedagogical consultancy centres in Krakow, managed by the local government. There have been more changes than just its name. Beginning from the new school year, the centre's area of activity has changed almost completely. Apart from its current tasks related to providing psychological and pedagogical assistance, it also provides school students with help in selecting an appropriate career path. The specialists who work at the centre help students to recognise their own interests, personality traits and predispositions for specific occupations. Teachers and parents can also benefit from the assistance of its experts.



Carrying out activities related to professional consultancy in kindergartens is going to be an exceptionally important area of activities of the Krakow Career Centre. Additional information about the “I learn, experience, choose – a journey through the world of occupations” was published in the third issue of the “**Kraków. Call for Business**” bulletin.



Developing a completely new formula of professional consultancy has been a significant challenge which we have decided to tackle. We are all aware of the importance of investing in the optimum preparation of the youth to their adulthood. This relates to their functioning in social life – creating stronger personalities of school students who are able to meet the current and future demands, while maintaining their empathy and sensitivity towards other people. However, we must also stress the importance of the ability to make appropriate choices related to their future educational path or taking up appropriate employment. One of the measures aiming to make this task easier for the students and their parents involves establishing the Krakow Career Centre, which allows students at a young age to benefit from the assistance of specialists who point out the competences required in personal life or assisting in finding the future professional and scientific career path



Anna Korfel-Jasińska,
Deputy Mayor of Krakow for
Education, Sport and Tourism.



portal edukacyjny



Call from the **Past**

OEEES



Another, **6th edition of the Open Eyes Economy Summit – International Congress of the Economy of Values** was held on November 16th and 17th at the ICE Congress Centre in Krakow. This year's summit focused, among other things, on issues related to democracy and demography, localising and naturalising the economy or multi-generational and multi-cultural diversity in organizations. The motto of the congress referred to intergenerational relations **“Generacje: mają swoje racje” (“Generations: stand by their reasons”)**.

During the opening ceremony, Jacek Majchrowski, the Mayor of Krakow said: *“We wanted our city to become a city that is friendly for all. If you have a look at our city's coat of arms, you are going to notice a gate that is wide open. It shows that we are waiting for everyone to come over, everyone without differentiating by gender, nationality, race, or religion, to make this city truly multi-cultural and we are doing everything we can in this direction.”*

6th Open Eyes Economy Summit

in numbers:

1500	stationary participants
3700	online participants
37	countries
250	speakers

OEEES 2021 is a number of exceptional guests from Poland as well as from abroad, a variety of panels, discussed subjects and additional events. It involves inspiring sessions and performances which make you think and encourage you to change. This year's Open Eyes Economy Summit brought plenty of interesting looks at current events. It is two days of fruitful discussions which make us impatiently await the next edition of OEEES scheduled for **22-23 November 2022** with the motto **“think about reliability”**.



Business



Kraków



POP

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