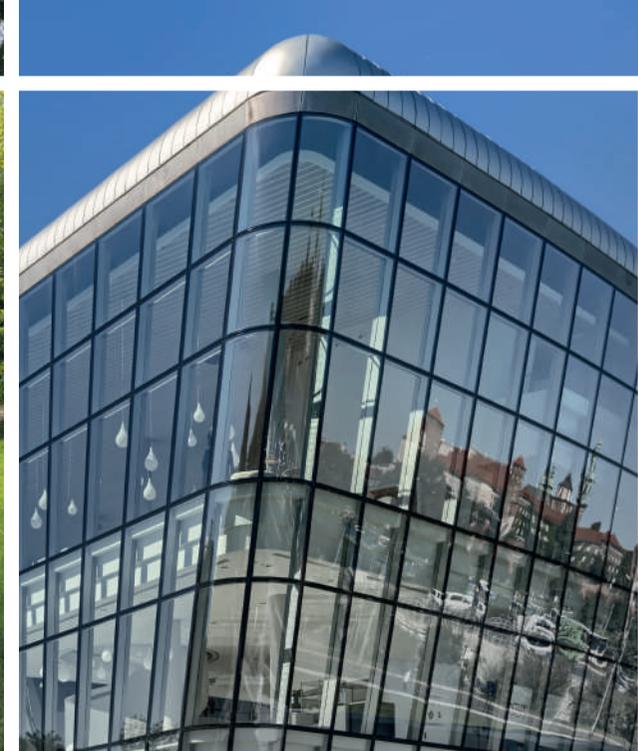


 **Kraków**



**KRAKOW**  
for BUSINESS

## WE ARE HERE



## PEOPLE OUR ASSET



**782,137**  
Total population



**417,377**  
Number of women



**364,760**  
Number of men



**456,353**  
Working age



**139,141**  
Pre-working age



**186,643**  
Post-working age

## WE HAVE POTENTIAL

Krakow is one of Poland's largest academic centres.



academic staff of  
**12,000**

**23 higher  
education  
institutions,  
including 5  
universities**



**nearly 34,000**  
graduates per year



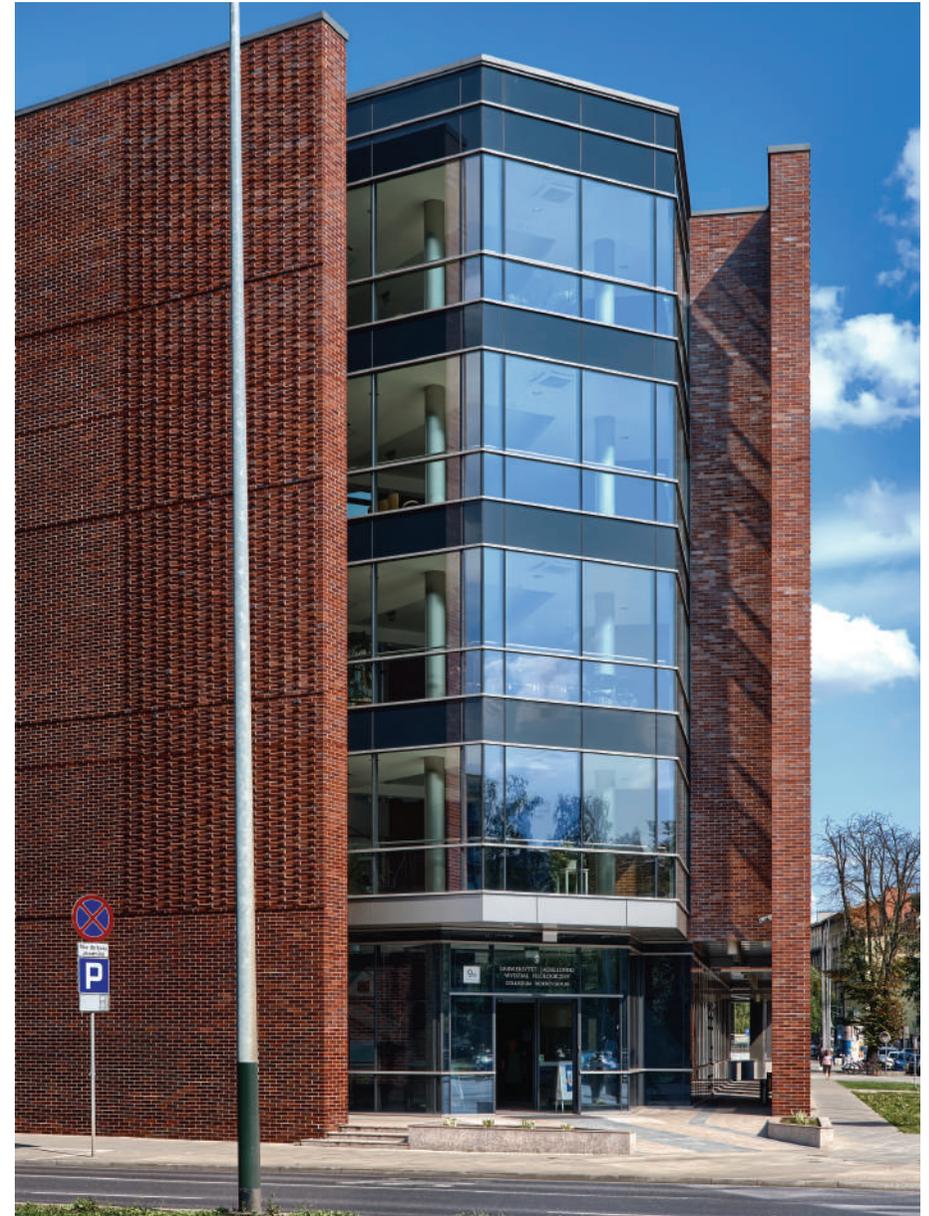
**130,400**  
students  
**of which over 8,000**  
are foreigners



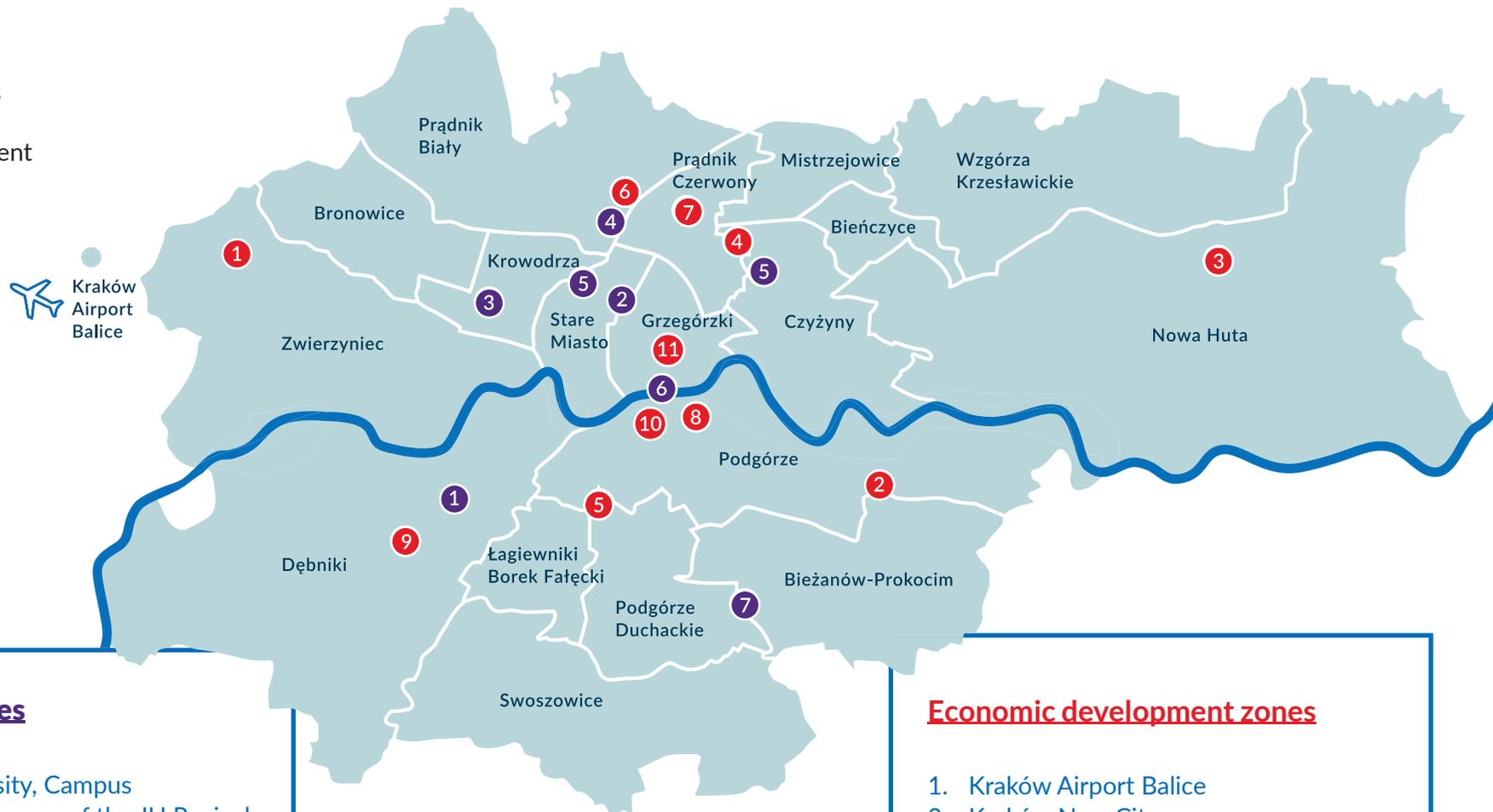
**more than 6,200**  
graduates  
in selected  
technical majors



**more than 3,600**  
graduates  
in creative  
faculties



- University campuses
- Economic development zones



### University campuses

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

### Economic development zones

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

## WE HAVE POTENCIAL

Krakow is home to, among others:

- National Science Centre,
- Kraków Branch of the Polish Academy of Sciences,
- Polish Academy of Arts and Sciences,
- 24 scientific units, including those belonging to the Łukasiewicz Research Network,
- Małopolska Centre of Biotechnology of the Jagiellonian University,
- SOLARIS National Synchrotron Radiation Centre – with Poland's first synchrotron, whose excellent parameters place it among the world's leading devices of its kind,
- Innovation Centres,
- Technology Transfer Centres,
- Krakow Technology Park,
- Clusters, including the LifeScience Krakow Cluster – the National Key Cluster

**Mateusz Hołda** is the youngest scientist in Poland to hold the title of professor in medicine. Professor Hołda is affiliated with Jagiellonian University, where he created, among other things, the HEART team dealing with cardiomorphology and conducting research on the atrial septum in the heart.

**Jagiellonian University** is ranked first among Polish universities in the Center for World University Rankings 2022 (CWUR) and the Academic Ranking of World Universities 2021 (ARWU) – the so-called Shanghai Ranking. Both rankings also include the **AGH University of Science and Technology in Krakow** as the third Polish university.

In 2021, **the Athena supercomputer**, the fastest computer in Poland, ranked 105th in the TOP 500 fastest computers of the world (June 2022), has been installed at the Academic Computer Centre CYFRONET AGH in Kraków.

Already at the end of 2023, also at the Academic Computer Centre CYFRONETAGH, **a mid-range supercomputer** with power several times greater than Athena will be built. The selection of Poland as the site for the installation of one of the EuroHPC JU systems confirms national competence in the maintenance and operational use of world-class supercomputers.



## WE HAVE CAPITAL



**2.8%**  
unemployment rate



**76%**  
of residents in pre-work-  
ing and working age



**229,800**  
persons employed  
in the business sector,  
on average



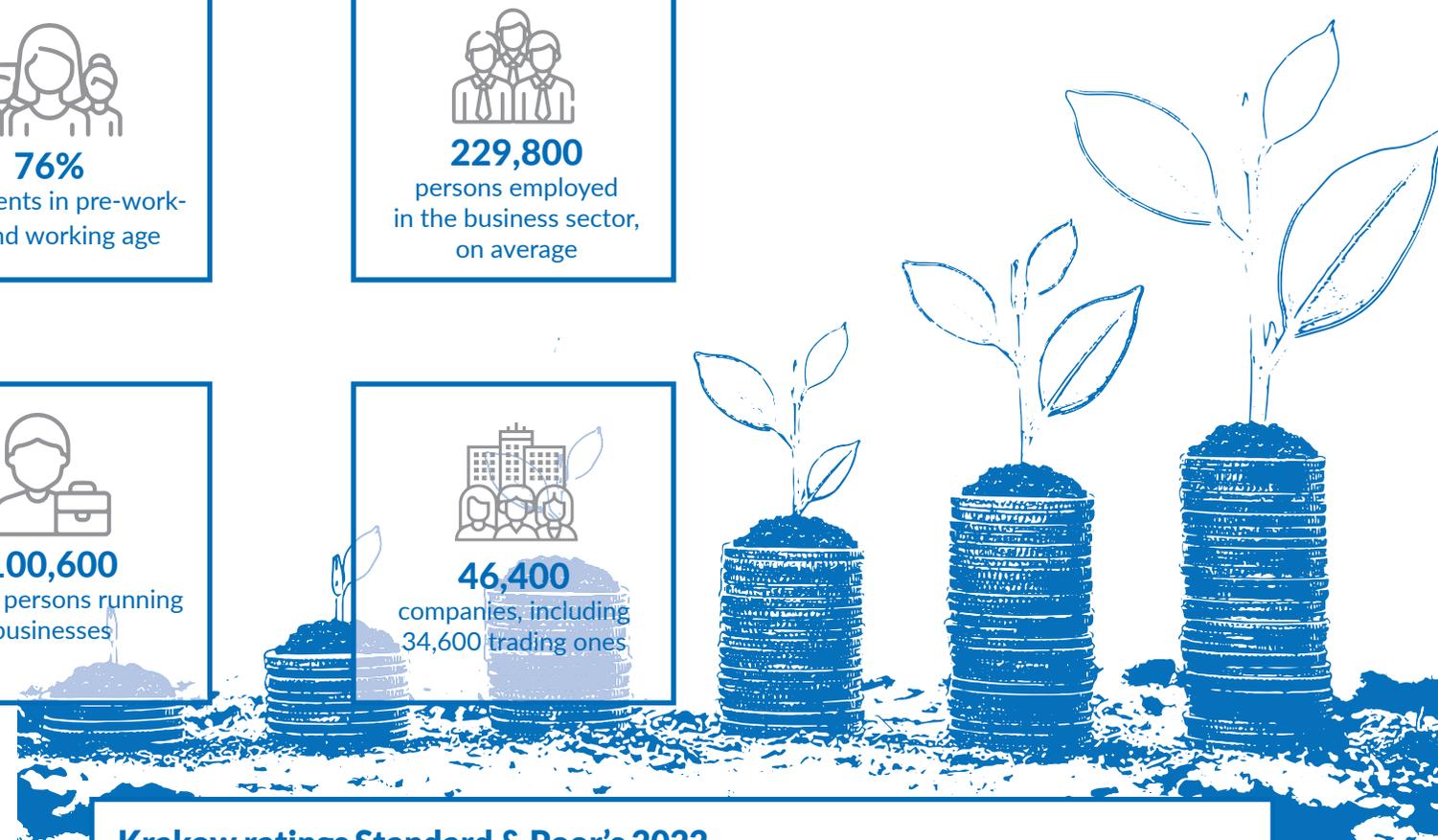
**161,400**  
national economy  
entities



**100,600**  
private persons running  
businesses



**46,400**  
companies, including  
34,600 trading ones



### Krakow ratings Standard & Poor's 2022

Long-term international rating **in foreign currency / perspective A-/stable**  
Long-term international rating **in local currency / perspective A-/stable**

## THIS IS WHERE IDEAS ARE BORN

With more than **500 technology companies**, nearly **50,000 IT employees** and **9,000 IT students**, Krakow is one of the leading innovation hubs, attracting both fledgling start-ups and more mature entities looking to set up and run their businesses here. The city is one of Poland's most important centres for creating innovation and top-notch technological solutions.

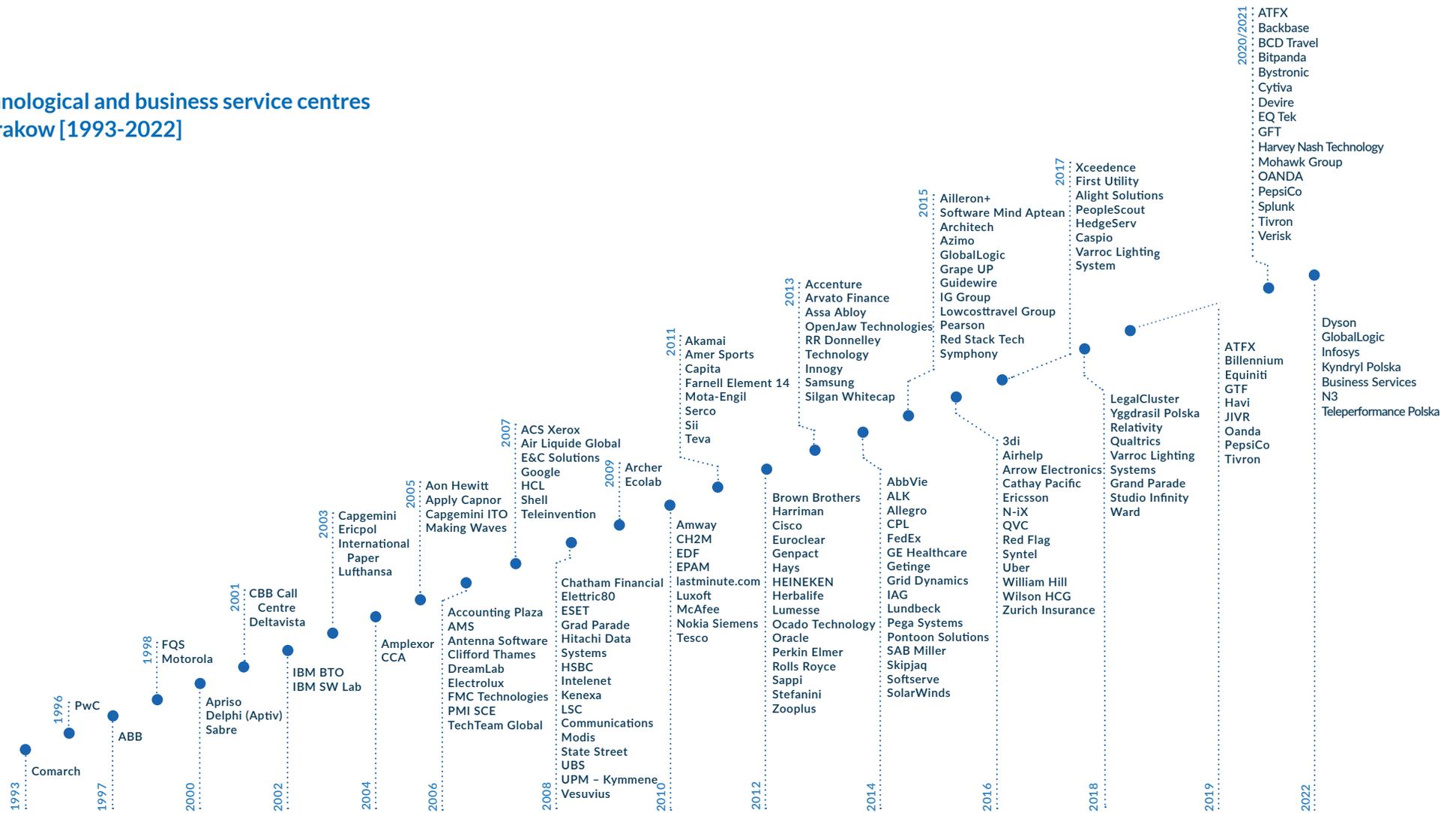
Krakow is one of the world's top 100 emerging ecosystems. In **the Global Startup Ecosystem Report 2021** (analysing 275 global start-up ecosystems), prepared by Startup Genome, **Krakow was listed as one of the Top 100 Emerging Ecosystems**, ranking 71-80, along with Rome, and ahead of other European centres including Luxembourg, Malta (81-90), Prague, and Reykjavik (91-100).

There are several thriving institutions in Krakow that support the creation and development of start-ups, including the **Krakow Technology Park** (with its incubator), **#OMGKRRK, hubraum** (Deutsche Telekom incubator), **#Start-up Małopolska** (Małopolska regional accelerator), and the **Krakow City of Start-ups Foundation**



# THEY CHOSE US

Technological and business service centres in Krakow [1993-2022]



## WE FOCUS ON DEVELOPMENT

Krakow is the largest centre of services for business in Poland.



**261 centres**

**26 centres**

each employ  
1000 persons or more

**41 centres**

each employ 500  
or more persons

**361 employees**

the highest average  
employment in the sector



**92,700  
persons**

(forecast – 100,000 jobs  
in the sector in Q1 2023),  
including:

**43,100  
in SSC/GBS centres**

**17,900**

in IT centre

**19,000**

in BPO centres

**11,500**

in R&D centres



**90% of employees**

have higher education, e.g.,  
in: finances, HR, IT, law,  
supply chain, marketing, etc.



**35 languages**

are used every day



**PLN 12.6 billion**

total annual value  
generated by the sector



## MILLION SPACES

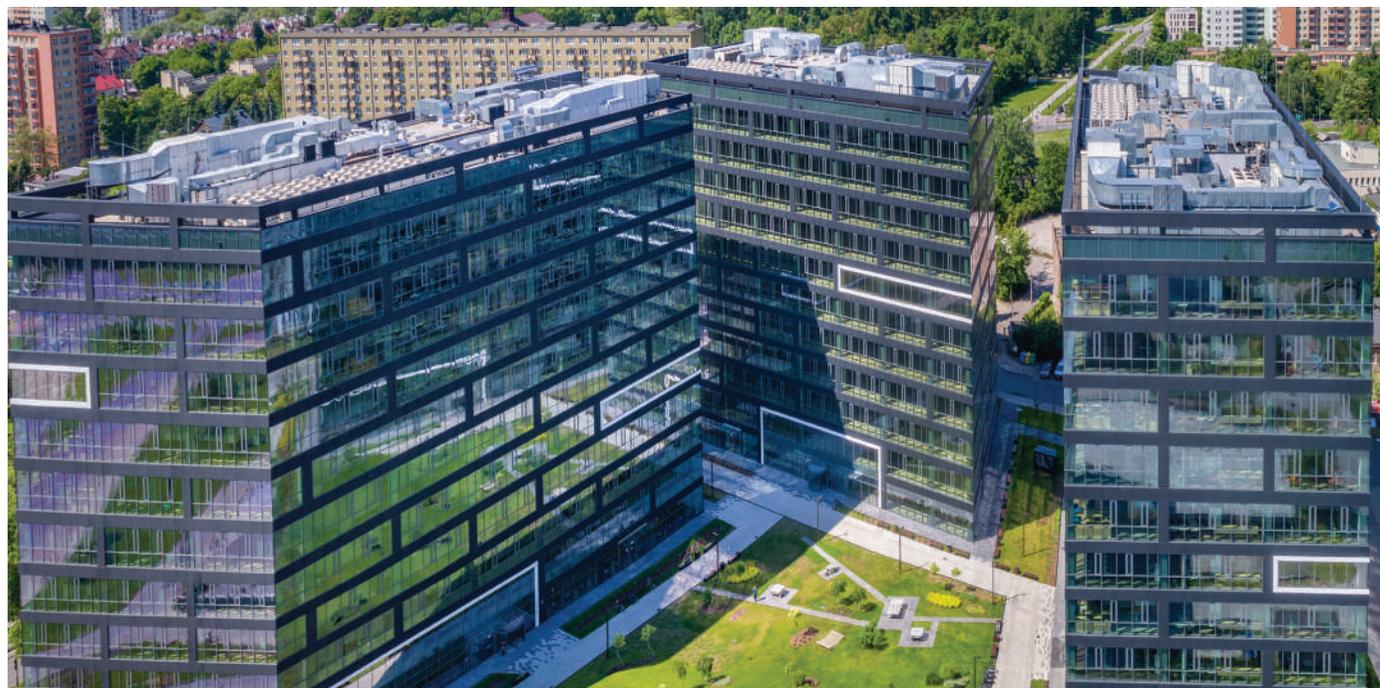
Modern office space in Krakow.

**1.6 mln m<sup>2</sup>**  
office space stock

**190,000 m<sup>2</sup>**  
office space under  
construction

**160,000 m<sup>2</sup>**  
annual demand in 2021

**60,000 m<sup>2</sup>**  
new supply in 2021



**16.1%**  
vacancy rate

**10.5-17 euro/m<sup>2</sup>**  
month starting  
price (rental)

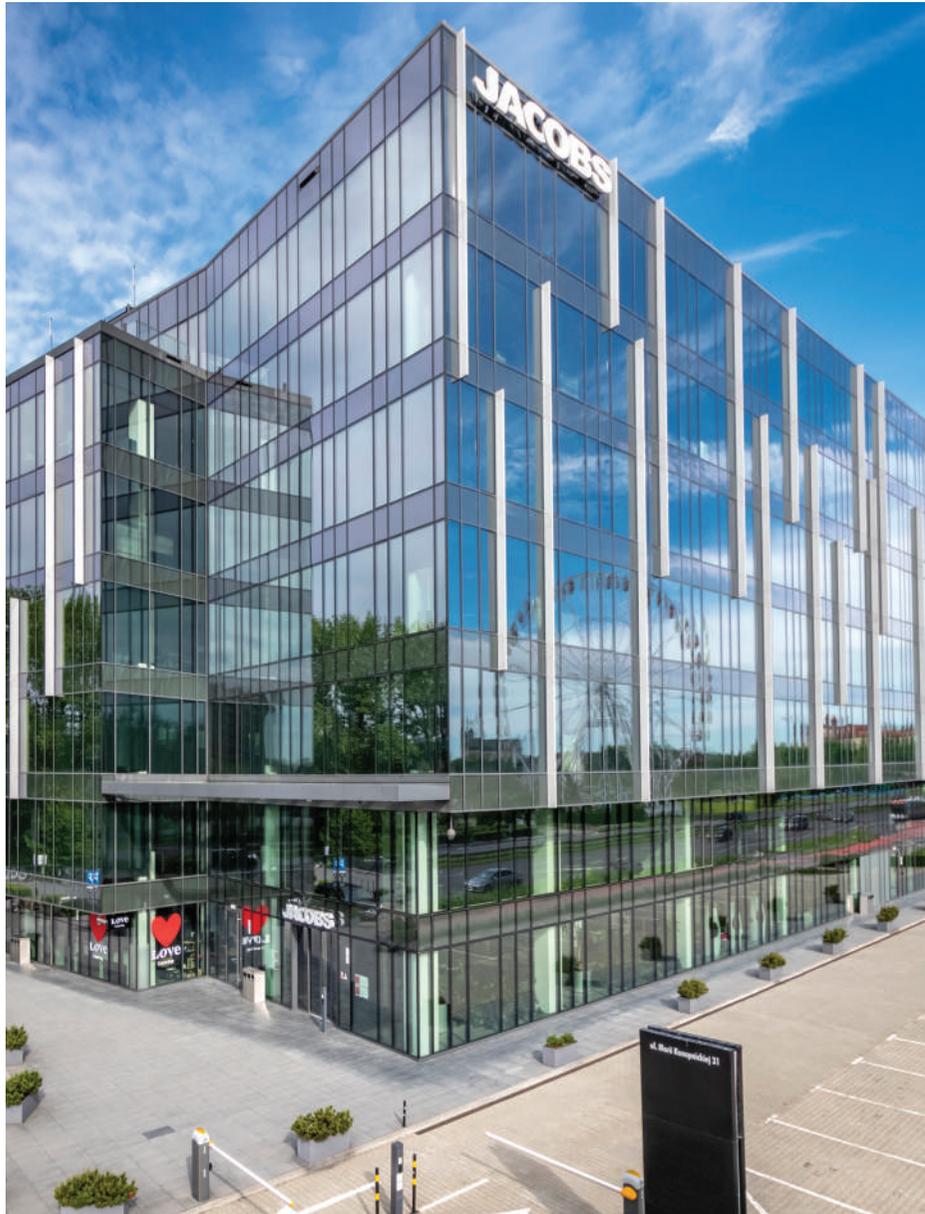
## WE ARE THE BEST

Kraków in rankings:

In **fDi's European Cities and Regions of the Future 2022/23** ranking, which for many years has been prepared by the prestigious publishing house fDi Magazine, Krakow was once again recognised and awarded in the following categories

- Top 10 Large European Cities of the Future 2022/2023 – category: business friendliness – **1<sup>st</sup> place**
- Top 10 Large European Cities of the Future 2022/2023 – category: human capital and lifestyle – **2<sup>nd</sup> place**
- Top 10 Large European Cities of the Future 2022/2023 – category: economic potential – **6<sup>th</sup> place**
- Top 10 Large European Cities of the Future 2022/2023 – overall– **4<sup>th</sup> place**
- Top 10 Large European Cities of the Future 2022/2023 – FDI Strategy– **9<sup>th</sup> place**





**Krakow was ranked 1<sup>st</sup>** in the 'Business Friendly Cities 2021' ranking organised by Forbes (among cities from 300,000 to 999,000 residents).

The Municipality of Krakow has been honoured with the titles: '**Gmina na 5!**' and '**Złota Gmina na 5!**' in the 2021/22 edition of the ranking prepared by the Acceleration Student Scientific Circle, operating at the Institute of Enterprise of the College of Enterprise Sciences at the Warsaw School of Economics.

In the **Tholons Global Innovation Index 2021**, Krakow strengthened its position in **the TOP 100 Super Cities** ranking, taking 20th place. Compared to the previous year, this is a jump up five places. In addition to Krakow, this ranking includes two more Polish cities, Warsaw (35th place) and Wrocław (99th place).

## NETWORK OF OPPORTUNITIES

City public transport network:



**353 km**

length of tram lines  
(day and night lines)



**2,493 km**

length of bus lines  
(day and night lines)



**28**

number of tram lines  
(day and night lines)



**175**

number of bus lines:  
(day and night lines)

157 lines operated  
by MPK S.A. in Krakow:  
including 84 agglomeration lines)  
18 lines operated  
by Mobilis Sp. z o.o.



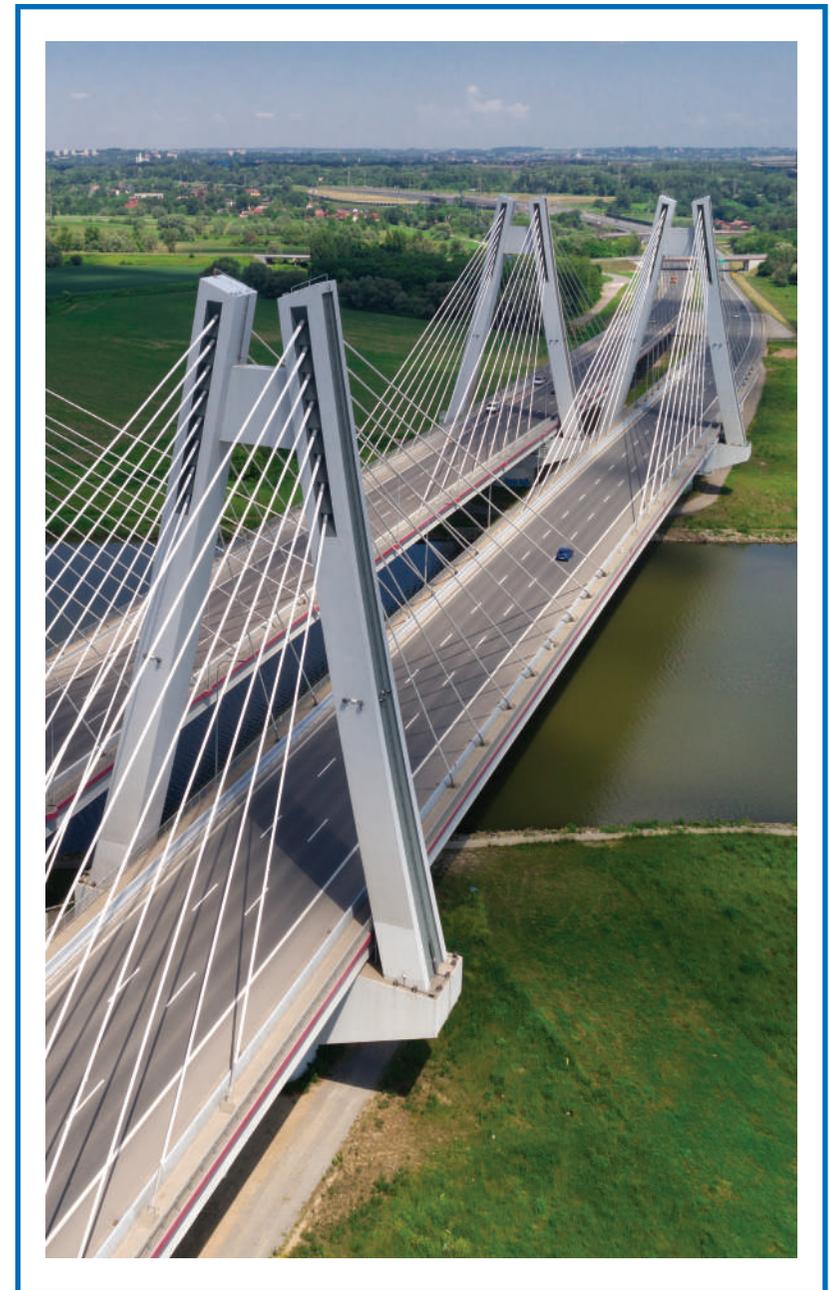
Number of buses  
in Krakow: 576:  
electric buses including 79  
hybrid buses including 34

**374**

number of carriages  
MPK S.A. in Krakow

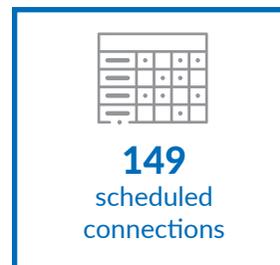
**307**

number  
of tram trains



## Krakow Airport

- Krakow Airport is in first place among Polish regional airports.
- Krakow Airport is the largest regional airport in Poland and is located 10 km from the city centre.
- Krakow Airport includes in its direct impact zone about 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, and 40 min. by city bus.



## Prizes and awards:

**ACI Airport Health Accreditation** – Airports Council International World has extended its ACI Airport Health Accreditation for Krakow Airport for another year after verifying key health safety measures.

**The Airport Service Quality Awards** – Airports Council International World also awarded Krakow Airport (as the first airport in Poland) an exceptional prize in the category: Best Airport by Size and Region (for a European airport serving up to 15 million passengers per year).



## WE ARE OPEN

Krakow has once again appeared in the world rankings:

### **Travellers' Choice 2022**

The city is once again among the most popular European destinations for 2022. This is according to the latest Travellers' Choice 2022 ranking, organised by the internationally recognised TripAdvisor website.

### **„Belgian Tourist Award - What's up! 2021”**

For the second time in a row Krakow has been voted as the 'City of the Year 2021' by Belgian internet users in the 'Belgian Tourist Award - What's up! 2021'.

### **Husqvarna Urban Green Space Index (HUGSI)**

Our city has been ranked fifth in the world and third in Europe in the ranking created by the Husqvarna Urban Green Space Index (HUGSI). This list is based on satellite images and the percentage of green space in metropolitan areas.

### **Top 25 Tech Cities of the Future 2020/2021**

Krakow has been once again ranked among the most technologically advanced 'cities of the future'. The international ranking 'Top 25 Tech Cities of the Future 2020/2021' was compiled by the prestigious fDi Magazine.



**7.38 mln**  
million persons visited  
Krakow in 2021

**1,190**  
events for groups of 50 or more  
persons were reported by the  
Krakow Convention Bureau

**299,570**  
number of attendees  
at all events

**252 persons**  
average number  
of event attendees



**1<sup>st</sup> place**  
in Poland in terms of the number  
of completed hotel bookings



more than  
**190 hotels**  
(approximately 23,000 beds)



**16**  
five-star facilities offering  
nearly 2,600 beds



**28,000**  
beds in non-categorised  
facilities

For the first time, a Krakow restaurant was awarded **a star in the Michelin guide** 'Main Cities of Europe 2020'.

**Przemysław Klima** is one of the top 100 chefs in the world. He made it onto the list of the Best Chef Awards in 2021.

Wawel Royal Castle was recently awarded a **Google golden pin**

**10 local products** protected by the EU, e.g., Obwarzanek Krakowski (Krakow pretzel), Oscypek (sheep's cheese), Żurek po Krakowsku (sour rye soup), Karp z Zator (carp from Zator) and others.

**Krakow has won the 'European Capital of Gastronomy Culture 2019' award.**



## WE ARE OPEN

Krakow has modern congress facilities such as:

### ICE Krakow Congress Centre

3,200 seats,  
including auditorium hall – 2,000 seats



The **ICE Krakow Congress Centre** has been recognised for the sixth time in the international **Meetings Star Award** competition. As was the case last year, ICE Krakow was honoured with the **Gold Quality Certificate in the Convention Centres** category, receiving a score of 4.91 on a five-point scale.

**In 2021**, the meetings industry hosted **2,091 business events** that brought together **301,431 attendees**. Conferences/congresses accounted for the largest percentage (50.5%) of group business meetings in Krakow (over 1,000).

### TAURON Arena Krakow

15,000 seats  
and 9,000 standing places on the pitch





**Krakow is a UNESCO city, one of 12 cities in the world inscribed on the 1st UNESCO World Heritage List in 1978.**

- UNESCO's City of Literature
- Member of the UNESCO's Creative Cities Network (UCCN)
- European Capital of Culture 2000
- Headquarters of the Europa Nostra Heritage Hub for Central and Eastern Europe
- Krakow – host city of the 15th World Congress of the OWHC (Organisation of World Heritage Cities)
- Krakow the host city of the 61st ICCA (International Congress and Convention Association)

## WE ARE OPEN

Nearly 100 festivals are held in Krakow every year. The biggest events include:

Misteria Paschalia,  
Sacrum Profanum,  
Opera Rara,  
Unsound Festival,  
Jewish Culture Festival, Street  
Theatre Festival,  
Divine Comedy International The-  
atre Festival,  
Film Music Festival,  
Kraków Film Festival,  
Off Camera.  
Kraków hosts literary festivals too:  
the Miłosz Festival  
and Conrad Festival.

Krakow – IFEA World Festival &  
Event City 2016.

Krakow – Cultural Capital  
of Poland

**400**  
**cultural events**  
annually attended  
by several million people

over  
**100 museums  
and galleries**

**2 city orchestras**  
– Sinfonietta Cracovia,  
Orchestra of the Royal  
Capital City of Krakow  
– Capella Cracoviensis



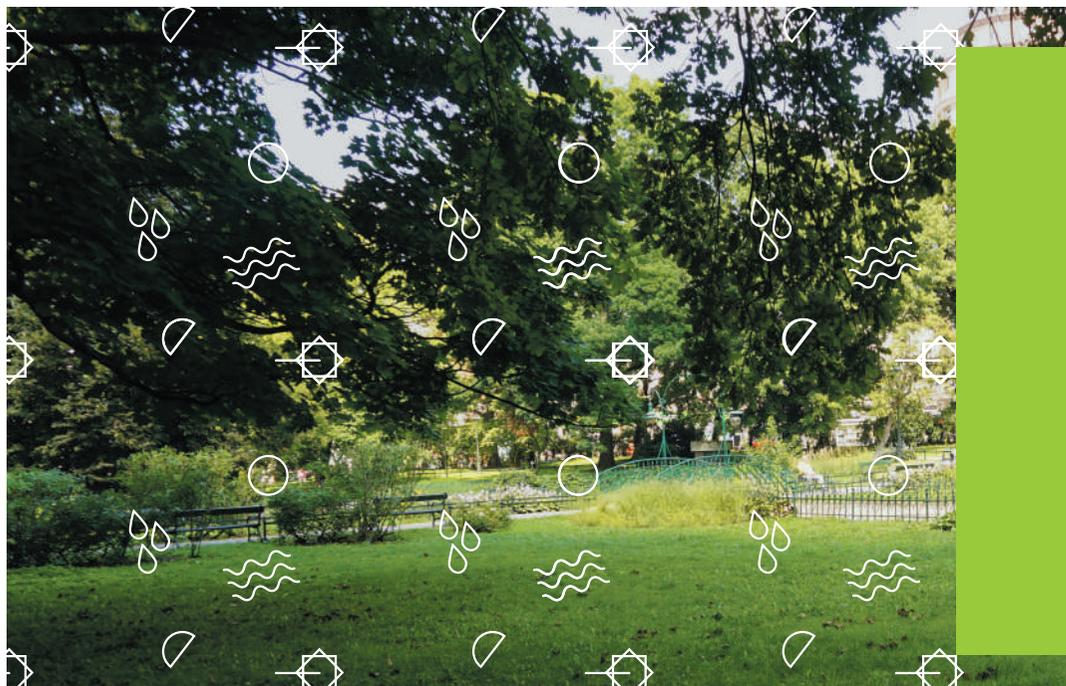
## KRAKOW IN A GOOD CLIMATE

Krakow is on the list of 100 cities striving for climate neutrality. Krakow has been selected for the 'European mission of 100 climate-neutral and smart cities by 2030'.

**Krakow and Małopolska were the first in Poland that introduced an anti-smog resolution.**

Krakow was the first city in Central and Eastern Europe to take up an ambitious and pioneering challenge: it joined a unique European program aimed at creating a new transformation strategy aimed at achieving climate neutrality (zero-emission city), i.e. reducing harmful greenhouse gas emissions to a minimum

**Krakow – finalist qualifier for the EU's 'European Green Capital 2023' award.**



[klimat.krakow.pl](https://klimat.krakow.pl)

## WE ARE GREEN

The City Greenery Department (ZZM – Zarząd Zieleni Miejskiej w Krakowie) is the municipal unit responsible for the care of almost all green areas in Krakow. It carries out a number of innovative activities within the City.

- **32 ha** of flower meadows
- **10 apiaries**
- **30** pocket parks, so-called Cracovian Gardens
- **12** community gardens
- plantings since 2015:
  - 332,293** trees
  - 691,300** shrubs and climbers

Diversity first and foremost.



**103 zones**  
for active people!



**21 zones**  
for pets!



**348 zones**  
for young people!



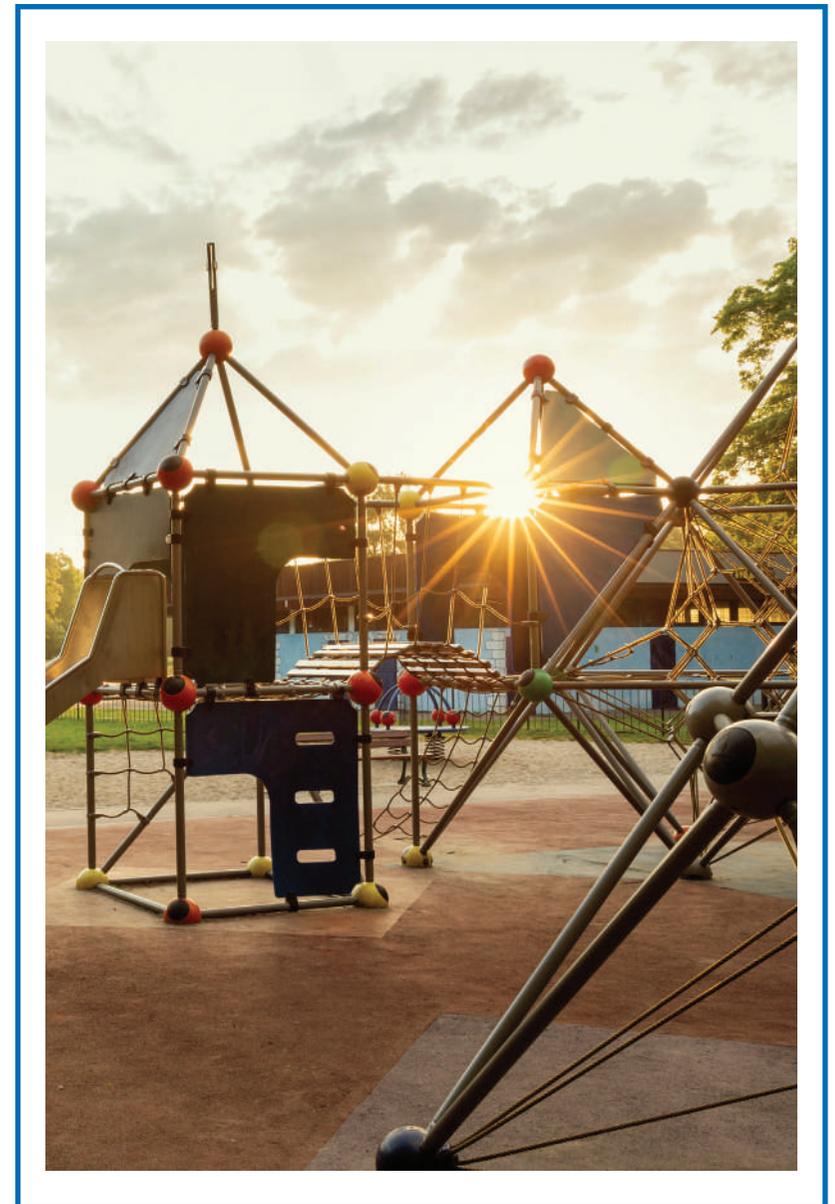
**86 zones**  
for walkers!



**40**  
sledding hills!



**90 zones**  
for seniors!



For more information see:  
<https://zsm.krakow.pl>



**41,112 trees**  
(planted in 2021 r.)



**52,500 forest seedlings**  
(planted in 2021 r.)



**120,000 shrubs**  
(planted in 2021 r.)



**12 community gardens**



As part of the ongoing **LifeUrbangreen** project more than **60,000 trees** have been surveyed and inventoried

We are the **1<sup>st</sup> city in Poland** which introduced regulations for the operation and establishment of community gardens, as adopted by a resolution of the Kraków City Council.

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