

KRAKOW  
FOR CONFERENCES



187 conference facilities  
for more than 101,000 people

ICE Krakow Congress Centre  
3,200 seats

Among the best congress centres in Europe, awarded the gold quality certificate in the Convention Centres category in the international Meetings Star Award competition.

TAURON Arena Krakow  
15,000 seats, 9,000 standing places on the floor

Among the winners of TheStadiumBusiness Awards in the following category: Sustainability & Community.

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SPECIALISED UNITS WITHIN  
THE KRAKOW CITY OFFICE:



Investors and Innovative Economy Support Centre

– assistance in a wide range of investment activities for foreign and domestic investors.



Entrepreneur Support Centre

– support for small and medium-sized enterprises and the startup community.

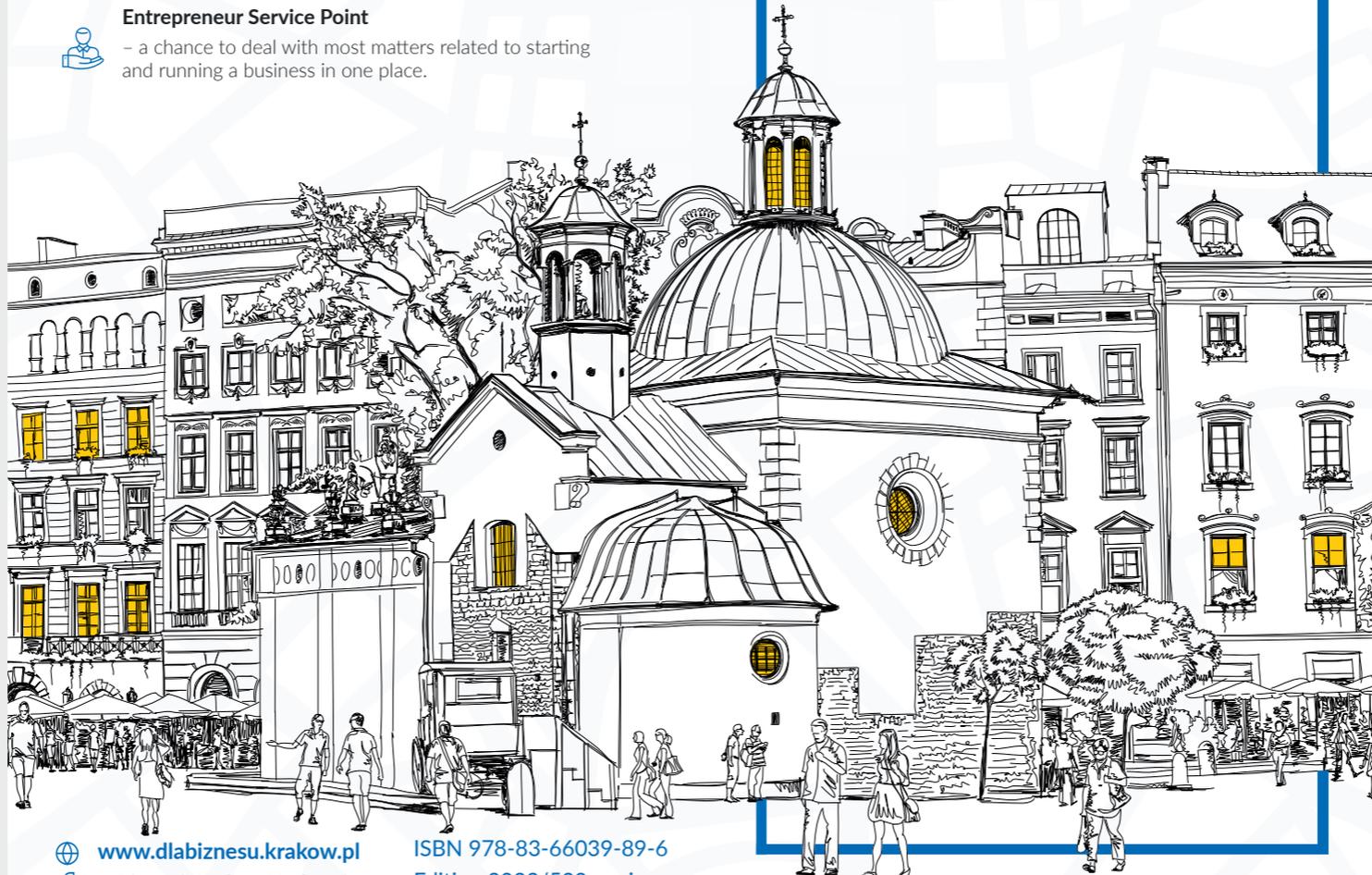


Entrepreneur Service Point

– a chance to deal with most matters related to starting and running a business in one place.

Kraków

ABOUT  
THE CITY



KRAKOW  
IS PEOPLE



8 M people  
within a 100 km  
radius



1.6 M residents  
in the Krakow  
Metropolitan Area



803,282  
residents

KRAKOW  
FOR CULTURE

Krakow a UNESCO city Ranked no. 1 on the UNESCO World Heritage List since 1978

UNESCO City of Literature

Member of the UNESCO Creative Cities Network (UCCN)

Headquarters of the Europa Nostra Heritage Hub for Central and Eastern Europe

European Capital of Culture 2000

KRAKOW  
FOR TOURISM



8.4 M visitors



Ranked No. 1 in Poland for the number of hotel – 187, including 15 five-star hotels, 53 four-star hotels and 85 three-star hotels.



Ranked No. 3 in the ranking of the most attractive tourist cities in Europe according to the tourist website Post Office Travel Money 2023.



Ranked No. 6 in Booking.com's 2023 ranking of "Top 10 Foodie Destinations in Europe" and 10th in the "10 Best Places with History and Culture" category.



Ranked No. 10 in Traveller's Choice 2023 by Tripadvisor in the "Trending Destinations – World" category, i.e., destinations that will become more popular among tourists due to an extensive range of cultural and culinary attractions and magnificent sights.

Krakow the European Capital of Gastronomic Culture 2019. 18 restaurants in Krakow were named in the Michelin 2023 guide, including the first in Poland to be awarded two stars.

Krakow Airport

7.4 M passengers served

161 connections / 110 cities / 121 ports / 34 countries / 21 lines  
Krakow Airport was the first airport in Poland to be named the Best Airport by Size and Region. In 2022, Krakow Airport was given a Level 2 accreditation from ACI Airport Customer Experience Accredited by ACI World.

LIFE-FRIENDLY  
KRAKOW

Krakow – one of the greenest cities in Europe.

Winner of the "European Green Capital 2023" competition.

Krakow was listed in the EU's Mission "100 Climate-Neutral and Smart Cities by 2030" among such cities as: Paris, Lisbon, Munich, Dublin and Milan.

Krakow was named the winner of the "Eco-City" 2022 competition, in the "Urban Greenery, Blue-Green Infrastructure" category.



56 parks



10 apiaries



35 gardens of Cracovians  
(pocket parks)



nearly 32 ha  
of flower meadows



16 community  
gardens



329,785 forest seedlings  
between 2016 and 2022

Sustainability of Krakow's public transport

- 633 buses, including 99 electric and 34 hybrid vehicles
- 371 trams
- 27 tramlines
- 187 bus lines



In a ranking prepared by the language learning app Preply, Krakow was ranked 1st in Poland and 20th in Europe in the category of best cities to start a family and raise children.



www.dlbiznesu.krakow.pl



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## KRAKOW AS A SCIENTIFIC AND ACADEMIC CENTRE

 **23 higher education institutions**, including 6 universities

 **12,000 academic staff**

 **130,000 students**, including more than **9,000 foreigners**

**32,328 graduates annually**, including:  
 **6,329 graduates** in selected technical fields,  
 **3,605 graduates** in selected creative fields.

**Jagiellonian University top Polish university in The Center for World University Rankings 2023 (CWUR) and The Academic Ranking of World Universities 2023 (ARWU). The AGH University of Science and Technology in Krakow was also listed in both rankings.**

In Krakow, there are, among others:

- National Science Centre,
- Polish Academy of Arts and Sciences,
- Polish Academy of Sciences, Branch in Krakow, with 22 institutes and laboratories,
- 25 scientific units, including those belonging to the Łukasiewicz Research Network,
- Małopolska Centre of Biotechnology (Jagiellonian University),
- SOLARIS National Synchrotron Radiation Centre,
- Innovation Centres,
- Technology Transfer Centres,
- Krakow Technology Park,
- Clusters, including the Klaster LifeScience Krakow – National Key Cluster.



## KRAKOW FOR BUSINESS

**2.3 %** unemployment rate

**77.6%** of residents in pre-working and working age

**237,300** average employed in the enterprise sector

**168,200** national economy entities

**105,700** persons with their own business

**47,800** companies, including 36,000 commercial companies

**Krakow as a modern business services centre**

**273 centres 97,950 employees**, including:

**46,700** in SSC/GBS centres

**19,900** in IT centres

**18,600** in BPO centres

**11,500** in R&D centres

**41** centres employ a minimum of 500 people

**25** centres employ a minimum of 1,000 people  
 (36% of all centres in Poland)

**5** new centres opened in 2022 and 2023

**3.6** location factor

**22.5 %** BSS employees in Poland work in Krakow



## KRAKOW FOR STARTUPS

**More than 500** technology companies,

**55,000** IT workers,

**9,000** computer science students making Krakow one of the leading innovation hubs,

**19** international unicorn start-ups with R&D teams,

**77%** of IT professionals in Krakow have a university degree in IT or a related field.

**Krakow is among the world's top 100** emerging ecosystems according to the Global Startup Ecosystem Report 2021.

Krakow is also one of the most important Polish cities for the gaming industry. About **70 video game companies** operate here.

There are several thriving institutions supporting the formation and development of startups in Krakow, including **the Krakow Technology Park**, **#OMGKRK**, **hubraum** (Deutsche Telekom incubator), **the Krakow City of Startups Foundation**, and **#Start-up Malopolska**.

**Modern office space in Krakow**

**1,75 M sqm** total office space stock

**42,600 sqm** new supply

**67,500 sqm** under construction

**38,400 sqm** office demand

**17.4 %** vacancy rate

**13.5-16.5 EUR/sqm/month** – rent in A-class buildings

**50,000 sqm** flexible office space

**Among regional cities, Krakow has the largest amount of flexible office space, coworking and serviced offices.**



## KRAKOW IN BUSINESS RANKINGS

**Standard & Poor's has affirmed the long-term international rating of Krakow 2022 at A-/perspective stable.**



**Ranked No. 3** in the **"Business-Friendly Cities 2022"** ranking, in the category of cities with a population of over 300,000, compiled by **Forbes** magazine. Krakow has been listed among the top cities in the ranking for several years now.

**Ranked No. 20** in the **TOP 100 Super Cities** list of the **Tholons Global Innovation Index 2021**.

Listed in the **fDi's European Cities and Regions of the Future 2023** ranking, which has been produced for many years by the prestigious publication, **fDi Magazine**, Krakow was listed in the following categories:

**Top 10 Large European Cities of the Future 2023**  
 – overall – Ranked No. 3

**Top 10 Large European Cities of the Future 2023**  
 – category: **business-friendliness** – Ranked No. 1

**Top 10 Large European Cities of the Future 2023**  
 – category: **human capital and lifestyle** – Ranked No. 2

**Top 10 Large European Cities of the Future 2023**  
 – category: **economic potential** – Ranked No. 6

