

KR AK ÓW

for Business

WE ARE HERE



PEOPLE ARE OUR CAPITAL



803 282

Total population



428 411

Population, female



379 871

Population, male



492 162

Working age population



131 498

Pre-working age population



179 622

Post-working age population

WE HAVE POTENTIAL

Krakow is one of the largest academic centres in Poland



23 higher education institutions, incl. 6 universities



12 000 academic staff



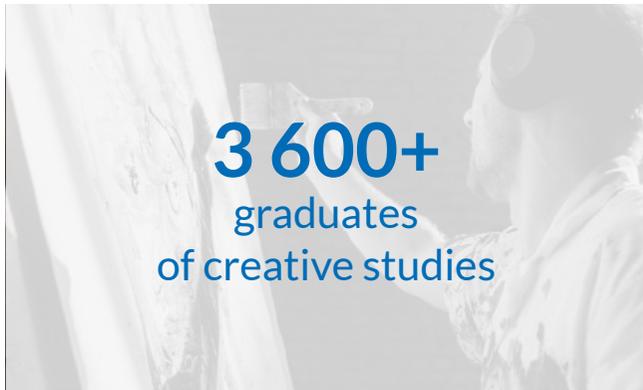
around 32 328 graduates per year



130 400 students, incl. 8 000+ foreigners



6 000+ graduates of chosen technical studies



3 600+ graduates of creative studies



UNIVERSITY CAMPUSES

1. Uniwersytet Jagielloński *Kampus 600-lecia*
2. Uniwersytet Ekonomiczny
3. Akademia Górniczo-Hutnicza
4. Uniwersytet Rolniczy
5. Politechnika Krakowska
6. Krakowska Akademia im. A. Frycza Modrzewskiego
7. Kampus Medyczny *Krakow-Prokocim*

ECONOMIC DEVELOPMENT ZONES

1. Krakow Airport Balice
2. Nowa Huta Przyszłości
3. Czyżyny
4. Bonarka
5. area ul. Opolskiej – al. 29 Listopada
6. area ul. Bora Komorowskiego
7. area ul. Powstańców Wielkopolskich
8. area ul. Bobrzyńskiego
9. Zabłocie
10. area ul. Powstania Warszawskiego

WE HAVE POTENTIAL

Mateusz Hołda is Poland's youngest scholar to have been granted the title of Professor in Medicine. Professor Hołda is associated with the Jagiellonian University, where he established, among others, the HEART team for cardiac morphology. Professor Hołda's team recently discovered an unknown cause of strokes.

fot. Uniwersytet Jagielloński

Uniwersytet Jagielloński has been named the best Polish higher education institution in the Center for World University Rankings 2023 (CWUR) and The Academic Ranking of World Universities 2023 (ARWU) – the so-called Shanghai Ranking. Both rankings also feature **the AGH University of Krakow**.

In 2021, CYFRONET AGH Academic Computer Centre in Krakow installed the **Athena** supercomputer, Poland's fastest computer, which ranked 105th in the TOP 500 fastest computers in the world (June 2022).

By the end of 2023, a **mid-range system** several times more powerful than Athena will also be developed at the CYFRONET AGH Academic Computer Centre in Krakow. Selecting Poland for the installation of a EuroHPC system confirms Poland's national competences in the maintenance and operation of world-class supercomputers.

Krakow is the seat of:

The National Science Centre • The Polish Academy of Sciences, Krakow Branch • The Polish Academy of Arts and Science • 25 scientific units, including those within the Łukasiewicz Research Network • The Małopolska Centre of Biotechnology of the Jagiellonian University • The SOLARIS National Synchrotron Radiation Centre, featuring Poland's first synchrotron, which outstanding performance puts it at the forefront of equipment of its kind in the world • Innovation Centres • Technology Transfer Centres • The Krakow Technology Park • Clusters, including the LifeScience Krakow Cluster – National Key Cluster

WE HAVE CAPITAL

Krakow in Standard & Poor's 2022

Long-term foreign currency credit rating

A- / stable outlook

Long-term local currency credit rating

A- / stable outlook



2.0 %

unemployment rate



77.6 %

inhabitants in pre-working
and working age



237 300

people employed on average
in the corporate sector



168 200

national economy entities



105 700

sole proprietors



47 800

companies, incl.
36 000 commercial companies



WHERE IDEAS ARE BORN



Over **500 technological companies**, close to **55 000 IT employees** and **9 000 students of IT majors** make Krakow one of the top innovation hubs, attracting both early-stage start-ups and more experienced entities, who choose Krakow to set up and run their businesses. The city is one of Poland's most important centres for innovation and high-end technology solutions.

19 global unicorns with R&D teams have their offices here.

77% of IT specialists in Krakow boast higher education in IT or a similar field.



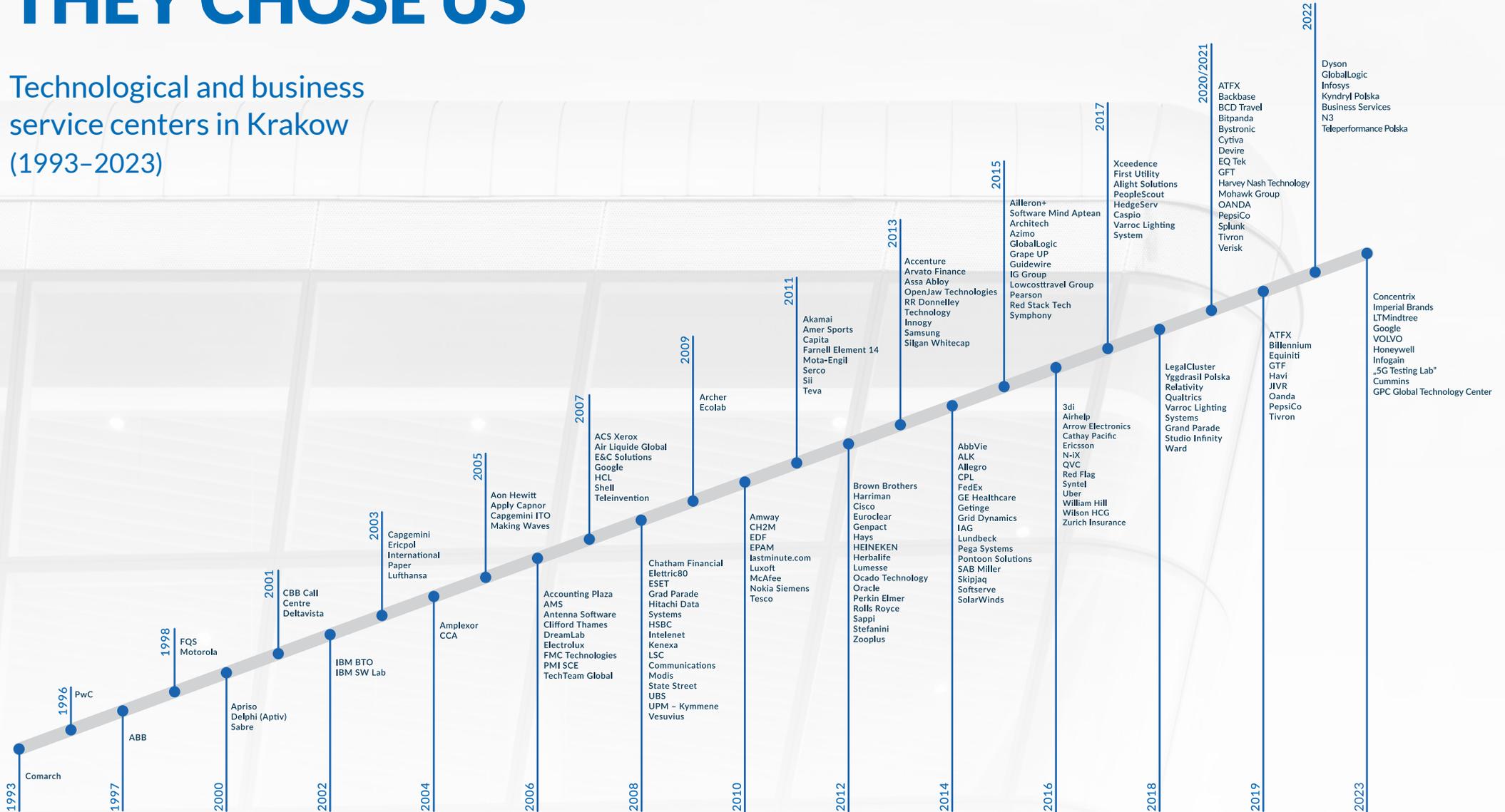
Krakow is also one of the most important cities in Poland for the **gaming industry**, with around 70 video game companies operating here.



Krakow has several strong institutions supporting the establishment and development of start-ups, including **The Krakow Technology Park** (with its own business incubator), **#OMGKRK**, **hubraum** (business incubator of Deutsche Telekom), **#Start-up Małopolska** (Lesser Poland's regional accelerator), and **Fundacja Krakow**.

THEY CHOSE US

Technological and business service centers in Krakow (1993–2023)



FOCUS ON DEVELOPMENT

Krakow is the largest business service centre in Poland



273

centres with 97 950 employees, incl.:

46 700

at SSC/GBS centres

19 900

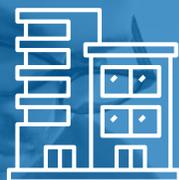
at IT centres

18 600

at BPO centres

11 500

at R&D centres



25

centres with over 1 000 employees



41

centres with at least 500 employees



22.5 %

of Polish BSS employees work in Krakow



90%

of employees boast higher education, and are specialists in finance, HR, IT, law, supply chain, marketing, etc.



40

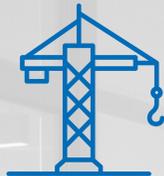
different languages spoken every day

MILLIONS OF WORKSPACES

Modern office space
in Krakow



1.8 M sq. m
total office space



67 500 sq. m
office space under construction



38 400 sq. m
annual demand



42 600 sq. m
new supply



17.4%
vacancy rate



13.5- 16.5
€/sq. m / month
starting rental price
for Class A buildings



50 000
flexible office space

WE ARE THE BEST

Krakow in various rankings

In fDi's **European Cities and Regions of the Future 2023**, the long-standing ranking prepared by the prestigious **fDi Magazine**, Krakow was once again recognised and awarded in the following categories:

place **1.**st

Top 10 Large European Cities of the Future 2022/2023 - category: **business friendliness**

place **2.**nd

Top 10 Large European Cities of the Future 2022/2023 - category: **human capital and lifestyle**

place **6.**th

Top 10 Large European Cities of the Future 2022/2023 - category: **economic potential**

place **3.**rd

Top 10 Large European Cities of the Future 2022/2023 - category: **overall**

place **9.**th

Top 10 Large European Cities of the Future 2022/2023 - category: **FDI Strategy**



Krakow ranked **3rd** in the national **Business-Friendly Cities 2022 Forbes ranking**

(among cities with 300 thousand to 999 thousand inhabitants).

The Polish Entrepreneurship Agency awarded Krakow **the Made in Poland Congress** economic award for creating space for the development of modern business and ensuring sustainable development of the city.



Business Centre Club and **Social Committee in Brussels** awarded Krakow with **the Honorary European Medal** for implementing European ideals and strengthening the region's economy. Krakow is the second Polish city to have received this medal.

NETWORK OF OPPORTUNITIES

Sustainable development
of Krakow's public transport

633

buses, incl. 99 electric
and 34 hybrid buses

371

trams

27

tram lines

187

bus lines



Preply, a language-learning app, ranked Krakow as the best place in Poland to start a family and raise children, and as the 20th best place to do so in Europe.

KRAKOW AIRPORT

150 regular services

120 airport destinations

33 countries

23 airlines

Number of passengers
KRAKOW AIRPORT



Krakow Airport, the largest regional airport in Poland, is located just 10 km from the city centre.

Krakow Airport's sphere of direct impact zone covers **14.5M people**, which includes Czechia and Slovakia.

Transport from the airport to the city centre takes **20 minutes by train (SKA)**, **25 minutes by taxi**, and **40 minutes by bus**.

ACI Airport Health Accreditation – Airports Council International World, having verified key solutions in health security, extended the ACI Airport Health Accreditation for Krakow Airport for another year.

Airport Service Quality Awards – Airports Council International World also recognised Krakow's airport as the first in Poland, awarding it the unique title of Best Airport by Size and Region (among European airports servicing up to 15 million passengers a year).

WE ARE OPEN



8.4 M

visitors



764 238

participants of event industry
shows in 2022



1st place

in Poland – highest number
of hotels

187 hotels

15 five-star venues offering

close to 2 600 beds

53 four-star hotels

85 three-star hotels



2 629

group business meetings



450

trade fairs

place **3.**rd

among the most appealing European cities for tourists, according to a ranking by **Post Office Travel Money 2023**

place **6.**th

in **Booking.com's 2023** ranking of the Top 10 Foodie Destinations in Europe and 10th among the Top 10 History and Culture Destinations in Europe

place **10.**th

in Traveller's Choice 2023, by TripAdvisor, among **Trending Destinations – World**, i.e. destinations expected to grow in popularity among tourists thanks to their rich cultural and culinary offering, as well as outstanding historic buildings and monuments

place **9.**th

in the **Travel + Leisure 2022** ranking of cities worth visiting in Europe.

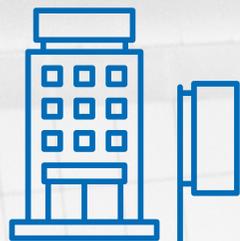
Krakov once again featured among the 25 most popular European destinations in **Travellers' Choice 2022**, compiled by renowned website TripAdvisor in a ranking based on the reviews of TripAdvisor users. Krakow ranked 24th and is the only Polish city on the list. TripAdvisor lists Krakow's highly valuable monuments, cuisine and festivals among the city's strengths.

In a ranking of the most beautiful European cities prepared by the prestigious American travel magazine **Travel + Leisure**, Krakow ranked 9th. Every year, the magazine asks its readers for feedback on the most interesting holiday destinations in the World's Best Awards T+L survey. The assessment is based on the overall impression of the destination, taking into account the attractions, monuments, cuisine, culture and hospitality.

Krakov's Christmas Market was recognised as one of the most interesting European Christmas markets to visit in 2022 by the online version of The Times. The British daily acknowledged the market's Christmas spirit and design, emphasising the unique architecture of the city and the rich wooden decorations and traditional delicacies; and also a good place to buy original Christmas presents.

WE ARE OPEN

Basic overview of the congress and conference resources in Krakow in 2022



187
Venues



34 483 sq. m
Total exhibition space



757
Rooms



Total capacity
101 794
Persons

In 2022, over **764 thousand people** took part in meetings organised in Krakow, 154% more than the year before. Notably, **678.2 thousand participants** took part in on-site meetings, and close to one-fifth of hybrid meeting participants attended in person (13 p.p. more compared to the preceding year), thus bringing the number of people who personally attended meetings in the city to 694 thousand.



18 Krakow restaurants were recognised by the Michelin guide in 2023, including Poland's first restaurant with two Michelin stars



Przemysław Klima, one of the top 100 chefs in the world, was included in the **Best Chef Awards** in 2021



Google Golden Pin for the Wawel Castle



10 local products are protected by the EU, including obwarzanek krakowski (ring-shaped braided bread), oscypek (smoked cheese), żurek po krakowsku (Krakow rye soup), karp z Zatora (Zator carp) and others.



Krakow was awarded the title of **European Capital of Gastronomic Culture 2019**

ICE Krakow Congress Centre

Capacity of 3 200
including 2 000 in the auditorium hall

ICE Krakow Congress Centre is one of the best congress centres in Europe, and was awarded the gold certificate of quality for Convention Centres in the international **Meetings Star Award** contest.

ICE KRAKÓW

TAURON Arena Krakow

15 000 seats plus an additional
9 000 standing capacity

TAURON Arena Krakow received **TheStadiumBusiness** Award in Sustainability & Community.

TAURON ARENA

WE ARE OPEN

UNESCO City
of Literature

Member of the
UNESCO Creative
Cities Network

European Capital
of Culture 2000

KRAKOW

is a **UNESCO** City,

and one of the **12 cities**
to be included in the

1st UNESCO

World Heritage

List in **1978**

Seat of the Europa
Nostra Heritage Hub
for Central & Eastern
Europe

Host of the 15th
OWHC World
Congress

Host of the 61st
ICCA Congress

KRAKOW – CULTURAL CAPITAL OF POLAND



400 cultural events
per year, with several million participants



over
100 museums and galleries

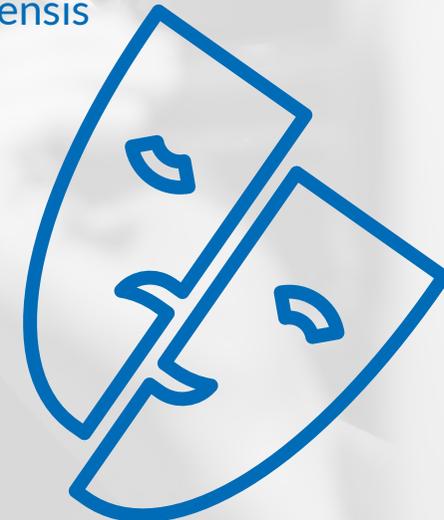


2 municipal orchestras:
- The Sinfonietta Cracovia orchestra of the Royal Capital City of Krakow
- Capella Cracoviensis



Krakow
was the World Festival & Event City in 2016

Krakow hosts close to **100 festivals** a year, including Misteria Paschalia, Sacrum Profanum, Opera Rara, Unsound Festival, Jewish Culture Festival, Street Theatre Festival, Divine Comedy International Theatre Festival, Film Music Festival, Krakow Film Festival, Off Camera, as well as the literary events of Miłosz Festival and Conrad Festival.



THINK GREEN

The Municipal Greenery Authority is a municipal unit responsible for looking after almost all green spaces in Krakow, and carries out numerous innovative operations within the city.

You can find more information at: www.zzm.krakow.pl

56 parks

35 Gardens of Cracovians
(pocket parks)

16 social gardens

around **23** ha of “flower meadows”

10 apiaries



Krakow is one of
the greenest cities
in the world



Krakow is the winner
of the European Green
Capital Award 2023



Krakow features in the
“100 climate-neutral and
smart cities by 2030” European
mission, together with such
cities as Paris, Lisbon, Munich,
Dublin and Milan.



Krakow won the Eco-City
contest in 2022 in the
category for Municipal
Greeneries and Green and
Blue Infrastructure.

Above all, diversity



places for those leading
an active lifestyle



places for our
four-legged friends



places for
children



places for
the elderly



places for
walking



sledding
hills



places for municipal
gardening

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ISBN 978-83-66039-91-9
Edition 2023/Circulation 300 copies