

ABOUT THE TALENT POOL

Talent Pool is a concept used by the HR industry to refer to the pool of candidates available on the market with the skills desired by a company.

Talent Place, based on long-term cooperation with its clients and the experience of the community of over 200 HR experts periodically prepares Talent Pool reports regarding the most desirable employees on the market.

The report aims to provide answers to business owners and HR department employees for questions such as:

- What financial conditions are currently attractive to candidates?
- What benefits are most often offered in a given position?
- What is the availability of candidates with appropriate experience and skills in a given area?
- What are the main reasons why candidates decide not to apply?



The technological partner of the Talent Place report is Skillveo - a training and online onboarding platform.

In addition, the report is a valuable source of knowledge for candidates, who want to learn about the most frequently offered terms of cooperation for a given position in the industry.

TABLE OF CONTENTS



Kraków – Labour market – industries, perspectives, advantages	3
Kraków – the most important data	4
Number of companies by industry	5
Number of companies – breakdown by the number of employees	6
Kraków – 20 largest companies	7
Kraków – competition barometer	8
Labor market in Kraków – advantages	10
Investment areas – Kraków Metropolis 2023	12
Małopolska Poland in numbers	14
Małopolska Poland Voivodeship – advantages	15
2. Talent Pool – employment conditions, remuneration, benefits	18
Breakdown by gender	19
The most frequently offered forms of employment	20
Available workforce resources in different industries broken down by gender	21
Monthly average gross salary (PLN)	22
The most frequently offered benefits	24
3. Business environment – universities, cost of living, communication	26
Kraków – a city of opportunities	27
Kraków – education	28
Students and graduates in Kraków	29
The most developed industries in Kraków	31
IT market in Kraków	32
Innovation leaders in the Kraków Metropolis	33
Business support offer	34
Investment incentives for entrepreneurs	35
Polish investment zone	36
Business development in Kraków	37
Office buildings in Kraków	38
Cost of living in Kraków	39
Apartment rental costs	40
Communication and Transport	41
4. Contact	48

1

LABOUR MARKET Kraków

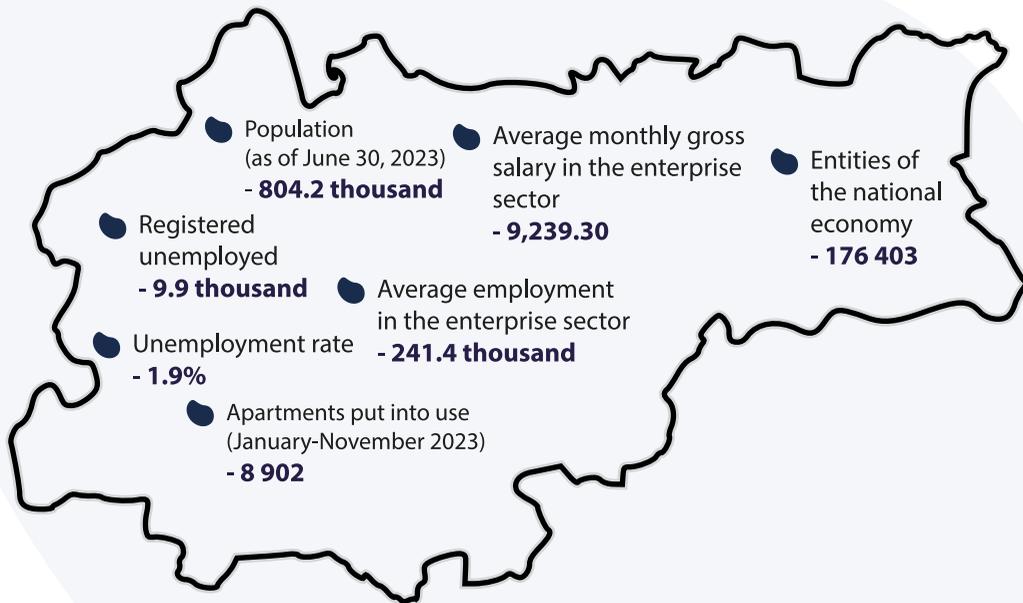
**Industries
Perspectives
Advantages**



KRAKÓW

THE MOST IMPORTANT DATA

Kraków is the second largest city in Poland. It is here that the second oldest university in Central Europe is located: the Jagiellonian University. Attractive areas, a rich offer of the real estate market, developed business services sector, as well as scientific and research facilities all work in favour of choosing Kraków as a place to invest.



CAREER FIELD	NUMBERS
Agriculture, forestry, hunting and fishing	326
Industry	10 273
Construction	15 009
Trade: repair of motor vehicles	28 242
Transport and warehouse management	8 937
Accommodation and catering	6 357
Information and communication	18 156
Financial and insurance activities	4 318
Real estate market services	12 680
Professional, scientific, and technical activities	25 367
Administration and support activities	7 009
Public Administration and National Defense: Mandatory Social Security	127
Education	6 109
Healthcare and Social Assistance	11 718
Activities related to culture, entertainment, and recreation	2 982
Other service activities	10 556
TOTAL	168 166

NUMBER OF COMPANIES BY INDUSTRY

Kraków is considered to be one of the friendliest cities when it comes to business development in Poland.

The sector that has been developing dynamically for years, strengthening the city's position in the industry, consists in technological and business shared service centres.

Kraków also attracts many significant innovative IT, biotechnology, pharmaceutical, and chemical companies.

As of 2022 - Kraków, data from: the Central Statistical Office

Number of companies by the number of employees

	Public sector	Private sector	Total
9 >	828	156 554	163 016
10 - 49	306	3 899	4 211
50 - 249	231	586	817
250 - 999	51	99	151
1000 <	16	20	36
TOTAL	1 432	161 158	168 231

NUMBER OF NEW COMPANIES:

15 248

In 2022, there were 168,200 entities of the national economy with their registered office in Kraków entered in the REGON register. This is 5.1% more than in 2021.

NUMBER OF COMPANIES WITH FOREIGN CAPITAL:

6 413

In 2022, the number of registered natural persons conducting business activity also increased, reaching 105.7 thousand, constituting 5.6% more than in 2021.

source: data from the Central Statistical Office

KRAKÓW 20 LARGEST COMPANIES



Among the 100 largest Lesser Poland enterprises in 2022, 59 operated at an address in Kraków.

KRAKÓW

BAROMETR OF THE COMPETITION

FORECAST FOR 2024

Large deficit

Teachers of vocational subjects
Construction workers

Deficit

Website administrators
Concrete mixers, reinforcers, pavers
Carpenters and carpenters
Roofers and building sheets
Bus and truck drivers
Tailors and garment workers
Postmen and couriers
Motor Vehicle Mechanics
Installers of construction installations
Masons and plasterers
Teachers of kindergartens, special schools
Operators and mechanics of earthmoving equipment
Caregivers of an elderly or disabled person
Bakers, welders, locksmiths
Nurses and midwives
Physical workers in production
Construction finishing workers
Uniformed personnel
Database designers and administrators, programmers
Digital Products and Services Specialists

Surplus

Journalists and editors
Economists, administrative and clerical workers
Philosophers, historians, political scientists,
and cultural scholars

It is predicted that in 2024 most employee deficits will occur in the construction and medical care industries. Additionally, the deficit in the transport and education sectors will also remain. Employers will experience most problems to find work candidates for these professions. On the other hand, surpluses will be experienced among economists, administrative employees, and journalists.

The situation in individual industries may be impacted by the development of technology and the growing significance of digital skills, the role of AI, supply chain optimization, population ageing, and global challenges related to implementing ESG – the concept of sustainable development.

LABOUR MARKET IN KRAKÓW

- ADVANTAGES



LABOR MARKET

meager unemployment rate

availability of highly qualified personnel



HUMAN CAPITAL

more than 22% of the population are scientific-research, and engineering-technical workers

62% of the population speaks English

high rate of entrepreneurship



BUSINESS AND INNOVATION

investment incentives, including tax exemptions and investment care

a high proportion of R & D employees in the total population

high expenditure on research and development to GDP



EDUCATION

almost 50% of the population with higher education

excellent educational offer



DEMOGRAPHICS

favorable demographic structure

positive natural growth

positive migration balance

Both Kraków and the entire Małopolska Voivodeship are areas with great development potential. Thanks to highly qualified staff, it is possible to constantly implement more and more advanced processes. The dynamics of cooperation between Kraków's universities and business is increasing, leading to the further development of the Kraków labor market.

INVESTMENT AREAS - Kraków Metropolis



Kraków Airport Balice

service and office development 167.7 ha

1

Podbiednik Wielki Airport (Kraków's Aero Club)

service, office, and residential development, aviation infrastructure 80 ha

2

Niepołomice Investment Zone Investment area in Podłęże

production and service buildings - technological park 27 ha

3

Economic Activity Zone in Skawina

industrial and service development 19.1 ha

4

Zabierzów Municipality Investment Areas in Kochanów

service and residential development 0.75 ha

5

Liszki Municipality Investment Areas in Kaszów

production and service development 23 ha

6

Kraków – Nowa Huta of the Future – Igołomska Południe

Economic Activity Zone, science and technology park industrial and service development 15.5 ha

7

Kraków – Nowa Huta of the Future – Igołomska Północ

Economic Activity Zone, science and technology park industrial and service development 17.4 ha

8

Wieliczka Zone of Economic Activity in Węgrzce Wielkie

industrial and service development 16.8 ha

9

Wieliczka Economic Activity Zone "Brzegi-Kokotów"

industrial and service development 100 ha

10

Kraków – Nowa Huta of the Future Przylasek Rusiecki

intended for service and recreational buildings 5 ha

11

MAŁOPOLSKA in numbers



Małopolska is located in the south-eastern part of Poland, at the intersection of important transport routes.

Area: **15 183 km²**
which constitutes
4.9% of the country.

More than

3.4

mln residents,
which constitutes

9%

of the Polish population,
fourth place in the country

Nearly

7.9

million people
live within a

100

km radius of the
Kraków Airport

The Małopolska
Voivodeship consists of

19

poviats
and

3

cities with poviat rights
(Kraków, Tarnów, and
NowySącz)

3

Euroregions that operate
in the voivodeship:
Tatra Euroregion, Beskydy
Mountains Euroregion, and
Carpathian Euroregion

182

communes

**Kraków - the capital of Małopolska province.
The second largest city in Poland.**

MAŁOPOLSKA VOIVODESHIP - ADVANTAGES

Małopolska constitutes a space offering wide opportunities for the development of people and a modern economy based on innovation and sustainable development.



One of the leading Polish regions in terms of economic potential and investment attractiveness.



Good transport accessibility. It is located at the intersection of international transit routes.



One of the leading BIO-Regions of Poland with great potential for the development of life science and well-developed medical facilities.



The capital of Małopolska – Kraków – is the best European city for investments in the GBS/BPO/SSC sector.



It offers access to public support for investors, including through the Polish Investment Zone, as well as numerous business environment institutions.



It provides modern infrastructure to train staff and service companies from the ICT sector.



It creates international partnerships to support business.



It has the appropriate infrastructure equipment for creative industries.



It creates a very well-developed scientific and research-development base.



It offers a high quality of life as well as numerous tourist and cultural attractions.



Sufficiently high potential for conducting research in energy technologies.



It possesses capital in the form of a large number of graduates and a high percentage of people with higher education.



It possesses natural and geothermal resources.



It offers a wide range of real estate.



It has a unique atmosphere, history, and architecture.

COMMENT



Jerzy Muzyk
2nd Deputy Mayor for Sustainable Development
City of Kraków

The basic asset of Kraków consists in its residents – both ambitious, creative people open to change and development, as well as the intellectual environments of Kraków's universities or professional management staff in business. In a very competitive global market, Kraków attracts young people, including foreigners, who want to live here and develop their talents. At the same time, many companies operating here choose our City as the centre for conducting business, due to the availability of many talented and well-educated people on the market.

Kraków's strategic goals consist in supporting innovation and developing a knowledge-based economy, which is why the City cooperates with business and the scientific community. This is facilitated by the environment: numerous companies, including international corporations, research centres, technology transfer centres, and a strong startup environment.

Kraków's offer of attractive work and developing professional competences is complemented by the possibility of living in an open, healthy, and safe environment. Kraków, providing a friendly and functional public space, high-quality municipal services, a rich cultural, sports and recreational offer, is a place where you want to live.

2 TALENT POOL

**Conditions
of employment
Salaries
Benefits**

TALENT POOL Breakdown by gender

Number of persons of working age	
Female	244 775
Male	247 387
Total	492 162
Number of persons of working age by age	
19 - 24	41 504
25 - 29	65 138
30 - 34	79 661
35 - 39	77 053
40 -44	66 451
45 - 49	56 635
50 - 54	43 539
55 - 59	38 109
60 - 64	41 812

Working age constitutes the age of ability to work. In Poland, it includes men aged 18-65 and women aged 18-60.

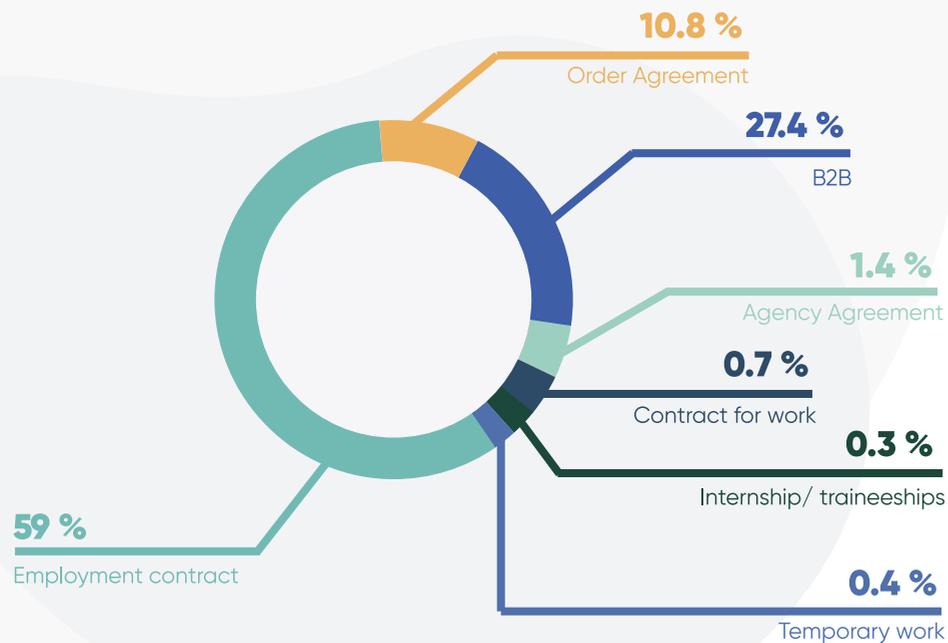
The number of people of working age in Kraków in 2022 was more than 490,000 with an even gender distribution in this age group.

A high number of people of working age is a positive sign for the local economy and labour market. It means that Kraków has a wide pool of employees who can contribute to the city's growth and business development.

State for 2022 - Cracow, data from the Central Statistical Office

The most frequently offered forms of employment

The most common type of contract is the "employment contract", which constitutes the vast majority of employment. The "B2B" contract also has a significant share in the labour market. Other types of contracts are relatively rare.



AVAILABLE WORKFORCE

RESOURCES IN DIFFERENT INDUSTRIES
BROKEN DOWN BY GENDER

	TOTAL	FEMALE	MALE
2022	389 925	196 209	193 716
Agriculture, forestry, hunting and fishing	3 464	1 715	1 749
Industry	41 705	13 868	27 837
Construction	20 115	3 645	16 470
Trade	53 841	27 037	26 804
Transport and warehouse management	15 505	3 531	11 974
Accommodation and catering	12 139	6 658	5 481
Information and communication	51 198	19 572	31 626
Financial and insurance	11 443	6 630	4 813
Real estate market services	6 253	3 388	2 865
Professional, scientific, and technical activities	53 906	29 776	24 130
Administration and support activities	18 587	9 458	9 129
Education	37 629	26 852	10 777
Healthcare and Social Assistance	27 641	21 980	5 661
Activities related to culture, entertainment, and recreation	5 987	3 337	2 650
Other	30 512	18 762	11 750

MONTHLY AVERAGE

Gross Salary (PLN)

According to the Central Statistical Office, the average gross **monthly salary in 2022 amounted to PLN 8,157.43.**

For January 2023, the average monthly gross salary in the enterprise sector in Kraków amounted to as much as PLN 8,439.85, thus the capital of Małopolska surpassed Warsaw by PLN 44, which allowed it to be in the first place among the largest Polish cities where average earnings are the highest.

Average gross salary PLN (2022)

Total	8157.43
Private Sector	8334.72
Public Sector	7693.36

State for 2022 - Cracow, data from the Central Statistical Office

MONTHLY AVERAGE

gross salary (PLN) INDUSTRIES

INDUSTRIES	
Agriculture, forestry, hunting and fishing	5430.27
Industry	7796.05
Construction	6455.0
Trade	6504.79
Transport and warehouse management	5690.88
Accommodation and catering	4241.15
Information and communication	12927.11
Financial and insurance activities	9470.87
Real estate market services	6631.46
Professional, scientific, and technical activities	9899.23
Administration and support activities	5954.75
Public Administration and National Defense: Mandatory Social Security	8071.72
Education	6955.21
Healthcare and Social Assistance	7699.06
Activities related to culture, entertainment, and recreation	6202.26
Other service activities	5164.55

State for 2022 - Cracow, data from the Central Statistical Office

Most frequently offered BENEFITS



REMOTE WORK



INTERNET COST REIMBURSEMENT



FLEXIBLE WORKING HOURS



VOCATIONAL TRAINING



OPPORTUNITY TO COME TO WORK WITH A CHILD



LIFE INSURANCE



POSSIBILITY TO TAKE ANIMALS TO THE OFFICE



MEDICAL CARE



GIFT CARDS



PACKAGES FOR CHRISTMAS



SPORTS CARD



ANNUAL OR MONTHLY PREMIUMS



FINANCING FOR HOLIDAYS

EKSPERT COMMENT



Wiktor Wawrzak
Business Unit Manager - International Talent Place

Kraków has been at the forefront of regions with the highest average salaries for years. Good career perspectives and development opportunities are important here. Many industries report higher rates than in other parts of the country. **The beginning of January 2023 constitutes the month in which Kraków overtook Warsaw for the first time in terms of compiling average salaries.** This proves a stable situation on the labour market in this city.

According to the Central Statistical Office, the average gross monthly salary in the enterprise sector in March 2023 in Kraków amounted to PLN 10,051 and was 13.2% higher than in March 2022, and the increase was recorded, among others, in the following sections: accommodation and catering (+31.4%), transport and warehouse management (+18.0%), administration and support activities (+15.8%), trade (+12.3%), industry (+12.3%).

The benefits offered by companies vary depending on the position, place of work, the situation of a given person, and the internal culture of the organization. When working remotely, reimbursement of costs incurred for Internet access or electricity, as well as flexible working hours are important. Whereas, in an office, the possibility of coming to work with a child may turn out to be much more important.

3 BUSINESS ENVIRONMENT

Universities
Cost of living
Communication

KRAKÓW - City of Opportunities



The oldest academic centre in Poland – the Jagiellonian University was founded in 1364 as the first in the country and the second in this part of Europe. The first European city entered on the **UNESCO World Cultural and Natural Heritage List**.

The heart of the regional and national economy – 261 business service centres employing nearly 100,000 people in sectors such as:

FINANCES IT SERVICES RESEARCH DEVELOPMENT ANALYTICS



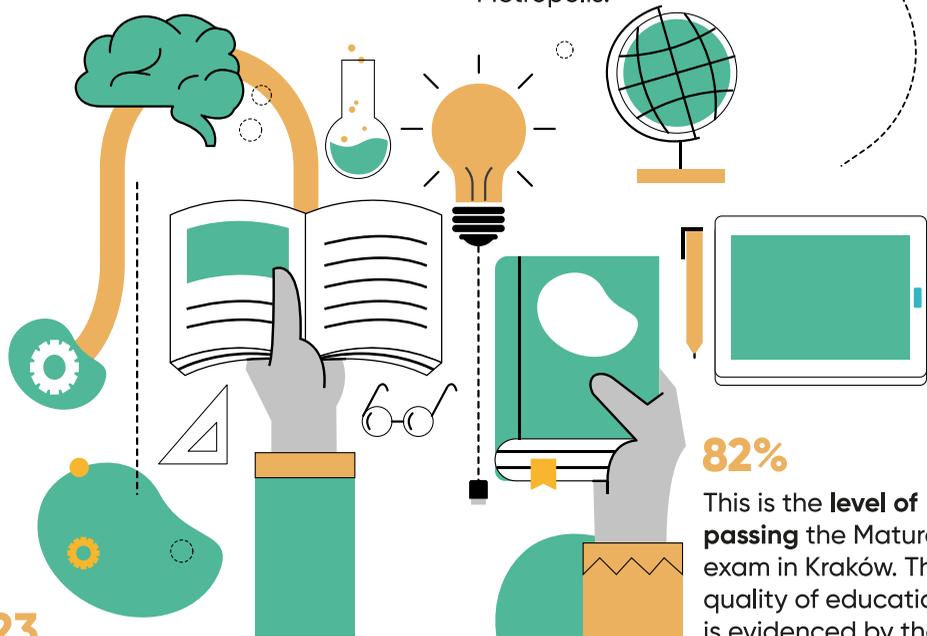
A very high entrepreneurship rate and good investment climate (2050 entities of the national economy in the REGON register per 10,000 population, with the indicator for the voivodeship at the level of 1250). Excellent location and transport accessibility: **road, rail, and air**.

The city is in the process of implementing several strategic projects regarding investment areas: "Kraków – Nowa Huta of the Future", Kraków – Airport and Płaszów – Rybitwy (Nowe Miasto).

KRAKÓW EDUCATION

MORE THAN 24 000

That is how many students are admitted annually to science and IT courses in the Kraków Metropolis.



23

This is the number of higher education facilities in the Kraków Metropolis, including 5 universities and 2 technical universities (the Academy of Mining and Metallurgy and Kraków University of Technology).

ALMOST 34 000

That is the number of students in technical universities.

82%

This is the level of passing the Matura exam in Kraków. The quality of education is evidenced by the high positions of secondary schools in the nationwide.

MORE THAN 130 000

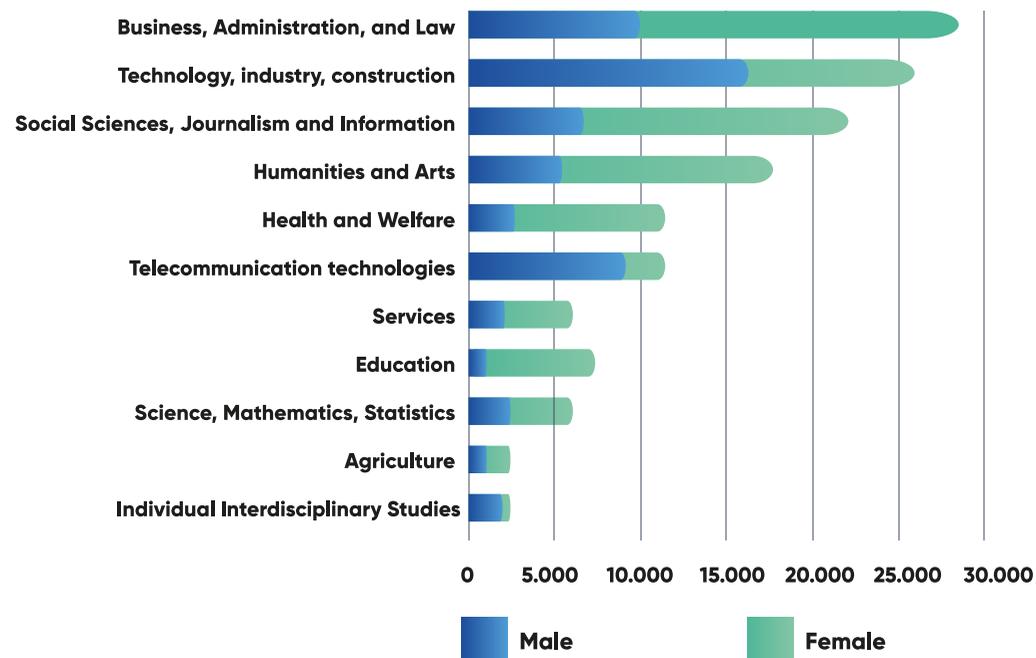
That is how many students study at universities in the Kraków Metropolis.

Students and graduates in Kraków 127.6 thousand persons

the number of students in the academic year 2022/2023, including 8.2 thousand foreigners.

6.3 thousand people

graduates of universities in Małopolska in 2022, of which 73.8% were educated in the full-time system.



Students by groups of fields of study in the academic year 2022/2023. As at 31 December.

PUBLIC UNIVERSITIES	STUDENTS
TOTAL	106 210
Jagiellonian University	34 002
AGH University of Kraków	18 468
Pedagogical University of Kraków	15 606
Kraków University of Economics	13 047
Kraków University of Technology	12 237
Kraków University of Agriculture	7 017
Jan Matejko Academy of Fine Art	948
University of Physical Education in Kraków	3 711
The Krzysztof Penderecki Academy of Music	695
AST National Academy of Theatre Arts	479

Students and graduates in Kraków

NON - PUBLIC UNIVERSITIES	STUDENTS
TOTAL	21 421
Andrzej Frycz Modrzewski Kraków University	8 373
The School of Management and Banking	3 032
Ignatianum University in Kraków	2 842
The Pontifical University of John Paul II in Kraków	2 626
College of Economics and Computer Science (WSEI)	1 901
Tischner European University in Kraków	1 339
Cracow School of Health Promotion	1 308

source: International Standard Classification of Education

-  Business services industry
-  Food and pharmaceutical industry
-  Transport industry
-  Creative and cultural industries
-  R&D
-  IT
-  Industry and construction

THE BEST-DEVELOPED INDUSTRIES IN KRAKÓW

97,950

Employees in business service centers in Kraków in 2023

41

Number of centres employing at least 500 people (Q1 2023)

9.1 %

Cumulative annual growth rate of employment in the sector (CAGR) in 2018-2023

273

Number of BPO, SSC/GBS, IT, R&D service centers (Q1 2023)

source: Report ABSL - Modern Business Services Sector in Poland 2023

IT Marketing in Kraków

**55,000 PEOPLE WORK
IN IT IN KRAKÓW**

An increase in the available talent pool of

**55 000 in Kraków
360 000 in Poland**

The pool of IT talent in Kraków is growing by about 10% each year, driven by graduates and professionals from other cities and neighbouring countries.

The largest IT employers – by number of employees.

HSBC, Comarch, Aptiv, EPAM, Motorola. More than 10,000 IT specialists work in 5 companies.

Google

– returned to Kraków.

After seven years of absence, Google will create cloud technologies in Kraków responsible for the operation of global Google products and services.

number 1.

HSBC – the largest employer of IT specialists in Kraków.

The presence of large financial services companies and the emergence of new FinTech players confirms their increasing role in Kraków.

19

international start-ups – with R&D teams in Kraków.

Doubling the number compared to 2021.

40 new IT players

The number of international companies building IT teams in Kraków is constantly growing, reaching the highest level in history.

Innovation leaders IN KRAKÓW METROPOLIS

Companies that have successfully invested in their development in Małopolska.



Kraków – the largest business services centre in Poland according to the ABSL report (modern business services sector in Poland).

The largest average number of employees in business service centres in Poland: BPO, SSC, IT, ITO.

Leading places in terms of: the overall assessment of the centre as a place of business and the availability of a talent pool and highly qualified staff.

Business support offer

In its structure, the Kraków City Hall includes units whose main task is to support business entities. Their activities are addressed to everyone interested in business development in Kraków, starting with establishing a company in Kraków (POP), through entrepreneurship support programs (MSP), and ending with investment projects (CWiilG).

Entrepreneur Service Point (POP)

supporting business activities undertaken and performed by entrepreneurs.

Entrepreneurship Support Centre (MSP)

conducting activities related to supporting and developing small and medium-sized enterprises in the city.

Centre for Supporting Investors and Innovative Economy (CWiilG)

information and substantive support for domestic and foreign investors.

Entrepreneurship and Innovation Department
email: pi.umk@um.krakow.pl
+48 12 616 1548



Investment incentives for entrepreneurs

Investment incentives are aimed at attracting investors, supporting innovation, and development of enterprises and increasing the competitiveness of the region, including Kraków, on the international arena.





POLISH ZONE INVESTMENT

R&D TAX CREDIT:

For whom: Companies conducting research and development.

How it works: Allows reducing the tax burden by deducting R&D expenses from the income tax.

SUPPORT IN TERMS OF EUROPEAN FUNDS:

For whom: Companies can use it for various purposes, such as innovation, modernization, regional development, employee training, etc.

How it works: Co-financing investment or development projects, which can significantly reduce costs.

PWI GOVERNMENT GRANTS:

For whom: Companies operating in sectors with high innovation potential.

How it works: Grants for research and development and innovation projects, supporting the development of new technologies and products.

IP BOX (PREFERENTIAL PIT/CIT RATE):

For whom: Enterprises conducting research and development or innovation activities.

How it works: A preferential PIT/CIT tax rate on income related to intellectual property. An incentive to invest in research and create innovative solutions.



01

SPECIAL ECONOMIC ZONES

including Kraków's SSE:

WHAT'S THAT? Preferential investment conditions, such as tax reliefs, income tax or VAT exemptions.

WHAT IS THE PURPOSE? Significant reduction of operating costs and increase of competitiveness.

FOR WHOM? Domestic and foreign investors.

02

INVESTOR'S SERVICE CENTRES

including the Business in Małopolska Centre in Kraków:

WHAT'S THAT? Access to experts and specialists who help in implementing investment projects in the region.

WHAT IS THE PURPOSE? Assistance in obtaining the necessary permits, registration, obtaining financing, and solving administrative problems.

FOR WHOM? Entrepreneurs who invest and develop their business.

03

INDUSTRIAL AND TECHNOLOGY PARKS

including Kraków Technology Park and Małopolska Information Technology Park in Kraków:

WHAT'S THAT? The development of new technologies, products, and services.

WHAT IS THE PURPOSE? Access to infrastructure, business support, modern laboratories, and opportunities to establish cooperation with other companies and research institutions.

FOR WHOM? Companies operating in the technological and innovative sector.



BUSINESS DEVELOPMENT IN KRAKÓW

Office buildings in Kraków

According to data from the end of 2023, Kraków is in the second position (after Warsaw) on the list of cities in terms of the amount of office space with a result of 1,807,300 m².

PLN 12,200 (PLN 57/m²)

Average rental price of office space in Kraków (Q1 2024)

90,000 m²

Of office space built in 2022 in eight buildings. The largest of them are the Brain Park office building (29,600 m²) and Fabryczna Office Park B4 (10,500 m²).

9,500 m²

Opening of the largest coworking space in 2023 in the Fabryczna City complex by the INTER-BUD Group, which occupies 10 floors of the Fabryczna Flex office building.

23,600 m²

Total area put into use in Q4 of 2023 for use in the following projects: Mogilska 35 Office (Warimpex, 11,900 m²) and The Park Kraków II (White Star, 11,700 m²).

40,000 m²

Of office space, which is planned to be delivered in 2024.

80,200 m²

Of office space was leased in Kraków (Q4 of 2023)

PLN 12,200 (PLN 57/m²)

Average rental price of office space in Kraków (Q1 2024)

source: PINK report on the office market in the main regional markets for Q4 2023, biznes.lovekrakow.pl

COST OF LIVING IN KRAKÓW

data for 2024



One adult (PLN)

Apartment
2,594.59

Fees
685.72

Transport
564.62

Food
1,317.19

5,162.03

total cost

Family 2+1 (PLN)

Apartment
4,612.00

Fees
1,015.42

Transport
2,050.15

Food
3,505.15

11,182.72

total cost

Couple (PLN)

Apartment
3,603.25

Fees
999.73

Transport
898.98

Food
2,608.55

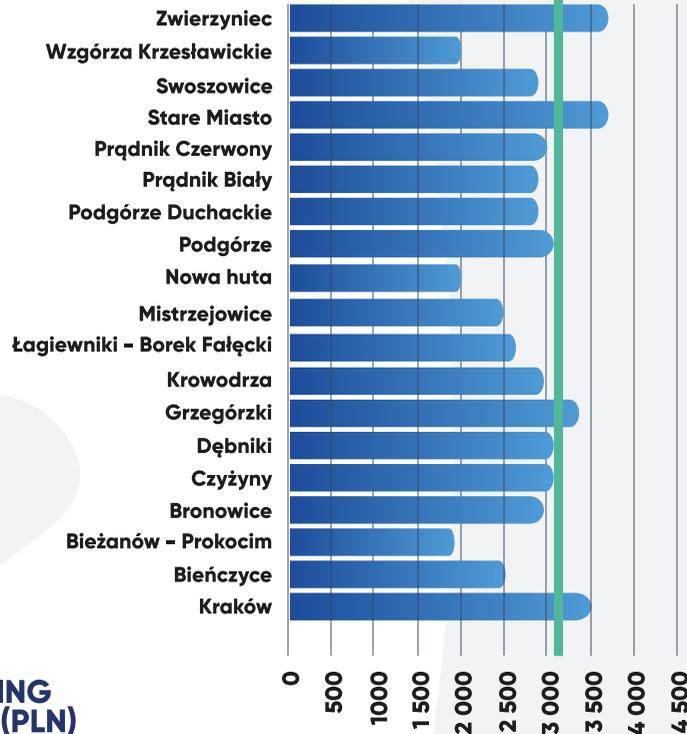
8,110.51

total cost

Rental costs of flats

KRAKÓW: AVERAGE RENTAL OFFER IN DISTRICTS

July: 2023, PLN



COSTS OF RENTING AN APARTMENT (PLN)

July: 2023

City	The cost of renting an apartment - 2 rooms
WARSAW	3 697
CRACOW	2 983
WROCLAW	2 873
TRI-CITY	3 110
KATOWICE	2 286
ŁODZ	2 210
POZNAN	2 412

COMMUNICATION & TRANSPORT



KRAKÓW AIRPORT

a regional airport - the second largest in Poland, which serves over 7 million passengers per year and 21 airlines, providing 121 direct air connections to most major cities of Western and Central-Eastern Europe. The capacity of the goods hall - nearly 35 tons per day.



KRAKÓW MAIN STATION

the centre of Kraków, 5 platforms, connection with the Kraków Fast Tram, 16 million passengers per year, domestic and international connections (Lviv, Prague, Budapest, Vienna, Graz, Berlin, Gdno).



A4 MOTORWAY

connecting Germany and Ukraine (Dresden - Legnica - Wrocław - Opole - Gliwice - Katowice - Kraków - Tarnów - Rzeszów - Przemyśl - border crossing: Korczowa) - part of the international E40 road.



NORTH-SOUTH

national S class road No. 7 - connects the Kraków agglomeration with the Tri-City agglomeration, Warsaw agglomeration, and Kielce agglomeration - part of the international E77 road.

COMMENT



Sławomir Kumka
Director

IBM Software Lab Poland & IBM
FinTech Software Development

IBM, a global leader in technology and innovation, and above all software, made a strategic selection of the location of its R&D centre in Kraków.

This city has access to highly qualified employees, thanks to the presence of many renowned universities, including technical ones. **The high number of graduates per year in the field of technology and engineering is a valuable source of personnel for advanced research and development projects.** As a multicultural city, it offers a welcoming environment for international employees, and its strategic location facilitates global collaboration.

An interesting aspect of IBM's decision is the fact that **Kraków was selected as one of the few places in the world, outside the United States and Canada, where the R&D centre was established outside the capital of the country and not in the location that constitutes IBM's headquarters in a given country.** This proves the uniqueness and attractiveness of Kraków as a "hub" of innovation and technology on the global IBM map.

The fact that the city is considered **to be the largest centre of modern technologies in Poland and the region of Central and Eastern Europe (CEE) also plays a significant role in IBM's increasing investment in Kraków.** Kraków specializes in software development, innovation, and is a well-known competence centre in the field of data processing and engineering, artificial intelligence, and machine learning. These expert areas fit perfectly into IBM's R&D portfolio.



COMMENT



Jacek Drabik
Chairman of the Board
Motorola Solutions Poland

After 25 years of operation, the Motorola Solutions R&D Software Centre in Kraków has become a pearl in the crown among corporate centres in the world and the largest centre of the company outside the USA. **The decision to open the centre in Kraków was mainly based on access to qualified technical staff with a wide range of specializations in the field of software engineering and location in the middle of the EMEA region, enabling us to provide support to our European customers.** International communication possibilities through the airport in Balice, access to a good base of local suppliers, and a telecommunications network with the required parameters were also important factors.

When we've started our business, we thought about a maximum of several hundred employees, mainly in the field of creating specialized software. Currently, more than 2600 Motorolans create critical communication software, command centres, intelligent public security applications, and video analytics. We have, among others, finance, supply chain, and purchasing departments, documentation and training, customer support, IT, and powerful equipment laboratories. Kraków is a great place to live and run a business, and in our case the best possible location choice, thanks to which we are constantly developing dynamically.



COMMENT



Sylwester Wisniewski
GBS Site Leader
Qurate Retail Group

At the end of 2016, Qurate Retail Group established a Global Business Services centre in Kraków, which currently employs more than 430 team members in various departments, including finance, human resources and technology. The key factor that determined the choice of Kraków for the location was the availability of highly qualified staff, consisting of both graduates and experienced specialists.

Every year, Kraków's universities educate more than 32,000 graduates, many of whom are looking for opportunities in areas such as technology, finance, HR, law, and accounting. In addition to technical knowledge, this group of professionals is often fluent in at least one foreign language and prefers to work in an international environment to further develop their skills and career.

Another important factor was the talent pool in Kraków, which includes more than 120,000 people working in our industry, which has been developing since the late 1990s. This experienced group is constantly looking for new development opportunities, which not only attracts new investments, but also helps to support a thriving ecosystem that all participants can benefit from. This was crucial for us at the beginning of configuring the centre, as we've tried to acquire experienced leaders and experts with specialist knowledge.

Moreover, Kraków's attractiveness is not limited to its immediate region. The city attracts talents from all over Poland and the world, which we've needed at the stage of expanding our business with highly specialized positions within the GBS centre.



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