

## Call from the CITY

**Aleksander Miszański**  
Mayor of the City of Krakow



Dear Sir/Madam,

Despite the hot summer weather accompanying this year's edition of the Poland **Business Run 2024**, we achieved an unprecedented level of aid and record number of runners.

And while the weather is still pleasant, we are already about to start the next academic year, in which we are delighted to see more young people having chosen to study in Krakow than last year! This is the best confirmation of the quality of our offer, which attracts new residents. It is worth emphasizing that according to the latest September report by experts from the Association of Polish Cities, Kraków has the best demographic situation of all large cities in Poland.

Many business-oriented graduates and young entrepreneurs are already benefitting from the support of the **Business Incubator**, operating within the **Zablocie 20.22 Socio-Economic Innovation Cluster**. The cluster is also worth visiting for its valuable training courses and workshops, on topics such as tax accounting in the gaming industry.

Finally, as every autumn, Krakow will showcase its investment offer at the prestigious **Expo Real in Munich**, strengthening the city's image as a strong business hub.

**I hope you enjoy the current issue of the newsletter!**

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## Call for the **SCIENCE**

# Increasing number of students in Krakow

Although Poland has been observing a general downward trend for many years due to the demographic decline, Krakow is experiencing a recovery.

The number of students at Krakow's higher education institutions has recently shown signs of growth, mainly due to the influx of foreign students, amounting to **131,961** at the end of December 2023. Compared to the number in 2022, when 129,357 students studied in Krakow, this shows an increase of 2%.

Krakow has become a popular choice for international students, attracting them with its high level of education, wide range of English-language study programmes, and relatively lower cost of living compared to other European cities. The number of foreign students is 9,476, an increase of 4% compared to 2022.

The decision to study in Krakow is influenced

by the fact that **Krakow's universities are among the best in the world!** On 15 August 2024, the results of the prestigious annual publication of the world's top 1,000 universities, the **Academic Ranking of World Universities, known as the Shanghai List**, were announced, with this year's list including 8 Polish universities.

The best result in Krakow went to the **Jagielloonian University**, which maintained its place in the top five hundred universities in the world, while The **AGH University of Science and Technology** in Krakow was ranked in the 901-1000 range.



UJ Collegium Paderevianum II



AGH Wydział Wiertnictwa



UJ Audytorium Maximum



AGH Centrum Ceramiki

## Call for the **COOPERATION**

# Zablocie Entrepreneurship Incubator

On 14 September 2024, Krakow Mayor Aleksander Miszalski, together with Deputy Mayor Stanisław Mazur, inaugurated the Entrepreneurship Incubator, part of a larger project – the Zablocie 20.22. Socio-Economic Innovation Cluster, located at 22 Zablocie Street.

Aleksander Miszalski toured the resources at the Incubator's disposal and got to know the offer of support for business start-ups

The cluster is home to NGOs and companies that aim to develop innovations, including social innovations. In addition to offices, the Cluster also offers conference and training rooms.

**The Entrepreneurship Incubator** is co-managed by the **Entrepreneurship and Innovation Department of the Krakow City Hall** and the **"Wytwórnia" Association**, whose project to run the initiative was chosen in a specially-organised open bidding competition. The "Wytwórnia" Association supports sustainable business development and promotes Polish design, crafts, handicrafts and cultural education. As part of the Incubator, it will provide mentoring support and training, including training that meets the needs of Incubator users.

During the official opening of the Entrepreneurship Incubator, Mayor Miszalski stressed that the location was not chosen by accident: *"Zablocie is a district that meets all the requirements for this type of place to be created here. Not only is it a neighbourhood with a strong industrial tradition, but it is also a neighbourhood that has changed quite significantly in recent times. From an industrial district, it has turned into a creative district with a relatively young fabric. These young people are creative, they want to work, they want to socialise. The incubator is therefore a place where they can act together, meet, exchange business or cultural ideas, inspire each other, and also learn."*

Incubator website:

<https://wytworniakrakow.pl>

Cluster website:

[https://rewitalizacja.krakow.pl/249813,artykul,klaster\\_zablocie\\_20\\_22.html](https://rewitalizacja.krakow.pl/249813,artykul,klaster_zablocie_20_22.html)



## Call for the **INNOVATION**

# Modern tax accounting for game developers - support for innovative businesses.

On 24 September 2024, the Cluster for Social and Economic Innovation at 20 Zablocie Street hosted a free workshop entitled “IP vs. taxes - modern accounting for Game Developers”.

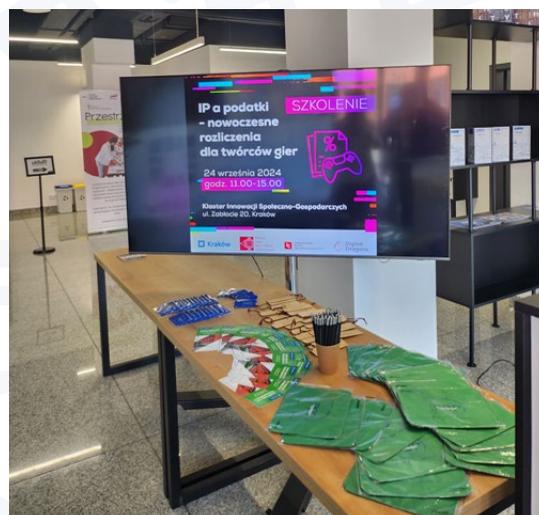
The event, which was organised by the **Entrepreneurship** and **Innovation Department of the Krakow City Hall**, the **Krakow Technology Park** and the **Polish Chamber of Patent Attorneys**, was led by a team of experts consisting of Magdalena Filipek-Marzec, Dean of the Silesian District of the Polish Chamber of Patent Attorneys, Łukasz Wściubiak, Vice-Dean of the Małopolska District of the Polish Chamber of Patent Attorneys, and tax advisor Grzegorz Studziński.

### The aims of the workshop were:

- Acquiring the ability to identify and implement modern tax accounting strategies in the gaming industry using intellectual property and new technologies;

- Effective use of the value of one’s intellectual assets - such as copyrights, patents, trademarks - to minimise the tax burden;
- Effective management of tax risks;
- Understanding the assumptions of the 2024 fiscal year allowances for ongoing R&D activities, and the principles for documenting them.

The training was targeted at game developers, entrepreneurs doing business in the gaming industry, and owners and employees of gaming companies.



— Call from the **PAST**

## POLAND BUSINESS RUN 2024 – the 13th edition of the relay race!

**41,610 runners, more than 1,700 participating companies from all over Poland, and aid for 150 people** with physical disabilities, amputations and mastectomies – this is an overview of the **13th edition of Poland Business Run**, the largest business relay race, which took place on 8 September in Krakow and from virtually anywhere in the world.

This year's edition of the run was record-breaking in terms of the number of participants, partners and sponsors, volunteers, attractions in the running village in Jordan Park, the number of children participating in PBR Kids, and the scale of aid.

The Entrepreneurship and Innovation Department's team was involved in this charity run for the third time, and although the weather was not on our side (more than 30°C), our brave team covered the required distance and checked in happily at the finish line.

We are delighted to have once again been able to support people with disabilities. It seems that helping through running is something we're good at.



Source: <https://polandbusinessrun.pl/pl/news/poland-business-run-2024-podsumowanie-13-edycji-1>

## Call for the **FUTURE**

# EXPO REAL 2024

**From 7 to 9 October 2024**, Kraków will once again participate in the prestigious **Expo Real in Munich**, showcasing the city's investment offer.

The planned promotional activities will focus on major strategic projects, such as:

- **Kraków Nowa Huta Przyszłości**,
- **Kraków Airport**
- **areas in the Wesoła district**

In addition, during meetings with investors Kraków representatives will present the scope of support offered to investors by the city's Investor Support and Innovative Economy Centre.



Biznes



Kraków



POP


**Biznes i Nauka w Krakowie**

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