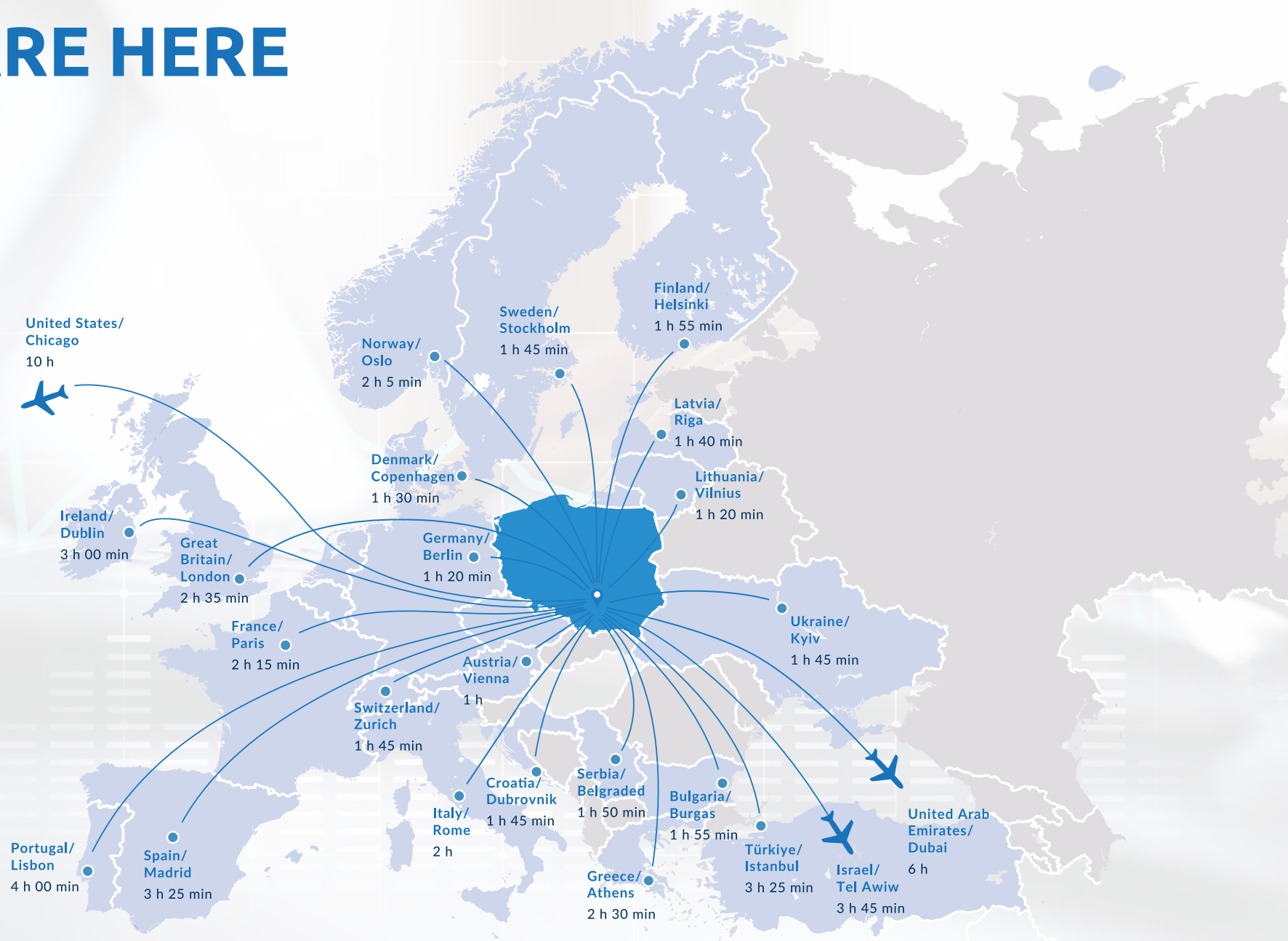


# KRAKÓW FOR BUSINESS

# WE ARE HERE





# PEOPLE ARE OUR CAPITAL



810 590

Total population



431 706

Number of women



378 884

Number of men



495 279

Working age



132 888

Pre-working age



328 636

Post-working age

# WE HAVE POTENTIAL

Krakow is one of Poland's  
largest academic centres

**18**

higher education institutions,  
including 8 universities

**13 250+**

academic staff, including

**1 327**

with the title of  
full professor

**137 000+**

students, including  
**more than 9 500**  
foreigners

**nearly 32 300**  
graduates per year





## UNIVERSITY CAMPUSES

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

## ECONOMIC DEVELOPMENT ZONES

1. Kraków Balice Airport
2. Nowa Huta of the Future
3. Czyżyny
4. Bonarka
5. Opolska Street – 29 Listopada Avenue area
6. Bora Komorowskiego Street area
7. Powstanców Wielkopolskich Street area
8. Bobrzynskiego Street area
9. Zabłocie
10. Powstania Warszawskiego Street area

# WE HAVE POTENTIAL

## superkomputer

**Athena** and **Ares** are the two Krakow supercomputers in the **TOP 500** ranking of supercomputers with the highest computing power.

**Uniwersytet Jagielloński** is one of the best among Polish universities in The Center for World University Rankings 2025 (CWUR) and The Academic Ranking of World Universities 2025 (ARWU) – the so-called Shanghai List.

**The AGH University of Science and Technology in Krakow** was also included in both rankings.

## Mateusz Hołda

**Mateusz Hołda** is the youngest scientist in Poland with the title of professor in medicine. Professor Hołda is affiliated with the Jagiellonian University, where he created, among others, the HEART team for cardiomorphology. On 17 November 2025, he was awarded the Young Scientist Medal, a distinction conferred on him by the Warsaw University of Technology.

fot. Uniwersytet Jagielloński

### In Krakow, there are, among others:

National Science Centre • Polish Academy of Arts and Sciences • Polish Academy of Sciences, Krakow Branch with 23 institutes and laboratories, departmental centres, library and archives • Numerous scientific units, including those belonging to the Łukasiewicz Research Network • Małopolska Biotechnology Centre of the Jagiellonian University • SOLARIS National Centre for Synchrotron Radiation • Innovation Centres • Technology Transfer Centres • Space Technology Centre (AGH) • Krakow Technology Park • Clusters, including LifeScience Cluster Krakow - National Key Cluster • COGITEON Małopolska Science Centre



# WE HAVE THE CAPITAL

## Rating of Krakow

S&P Global Ratings has affirmed Krakow's long-term credit rating at 'A-' and assessed the city's outlook as stable.



**2.5 %**

registered  
unemployment rate



**77.5 %**

of residents at pre-working  
and working age



**248 700**

average employment  
in the business sector  
(up 2.3% on the previous year)



**PLN 11 038.27**

average monthly salary  
in the enterprise sector



**191 900**

national economy entities  
(5.2% more than last year)



**120 600**

sole traders  
(up 4.9% year on year)



**52 800**

companies, including  
41 100 commercial companies  
of which 5.6 thousand  
with foreign capital

# THIS IS WHERE IDEAS ARE BORN



**250+** estimated number of startups in Krakow

**50+** startups growing in the last 5 years

**59%** of startups were founded in the last 5 years

Krakow's startup ecosystem in the **Global Startup Ecosystem Index 2024**, **Krakow ranks 8th** in the digital marketing industry

**Krakow in 2nd place** on Poland's startup scene according to the **Startup Blink Report 2024**

**62 000** estimated number of IT employees/specialists in the Krakow area

**37%** of talent employed in large IT hubs (over 1000 employees)

**10** companies employing at least 1000 IT specialists

**2 800** IT graduates per year in Krakow

**84%** of IT specialists in Krakow work in foreign companies



There are several thriving institutions in Krakow that support the creation and development of startups, including the Krakow Technology Park, #OMGKRK, hubraum (Deutsche Telekom incubator), the Krakow City of Startups Foundation, and #Start-up Małopolska.



Krakow is also one of the most important Polish **cities for the games industry**.

**Digital Dragons** – one of the largest gaming industry conferences in Europe



# THEY CHOSE US

Technological and business  
service centers in Krakow (1993-2024)

## 1993 - 2000 2001 - 2005

Comarch  
PwC  
ABB  
FQS  
Motorola  
Apriso  
Delphi (Aptiv)  
Sabre  
CBB Call  
Centre  
Deltavista  
IBM BTO  
IBM SW Lab  
Capgemini  
Ericpol  
International Paper  
Lufthansa  
Amplexor  
CCA  
Aon Hewitt  
Apply Capnor  
Capgemini ITO  
Making Waves

## 2006 - 2010

Accounting Plaza  
AMS  
Antenna Software  
Cliffors Thames  
DreamLab  
Electrolux  
FMC Technologies  
PMI SCE  
TechTeam Global  
ACS Xerox  
Air Liquide Global  
E&C Solutions  
Google  
HCL  
Shell  
Teleinvention  
Chatham Financial  
Elettric80  
ESET  
Grad Parade  
Hitachi Data Systems  
HSBC  
Intelenet  
Ksenexa  
LSC Communications  
Modis  
State Street  
UBS  
UPM - Kymmene  
Vesuvius  
Archer  
Ecolab  
Amway  
CH2M  
EDF  
EPAM  
lastminute.com  
Luxoft  
McAfee  
Nokia  
Siemens  
Tesco

## 2011 - 2014

Akamai  
Amer Sports  
Capita  
Farnell Element 14  
Mota-Engil  
Serco  
Sii  
Teva  
Brown Brothers Harriman  
Cisco  
Euroclear  
Genpact  
Hays  
HEINEKEN  
Herbalife  
Lumesse  
Ocado Technology  
Oracle  
Perkin Elmer  
Rolls Royce  
Sappi  
Stefanini  
Zooplus  
Acceture  
Assa Abloy  
OpenJaw Technologies  
RR Donnelley Technology  
Innogy  
Samsung  
Silgan Whitecap  
AbbVie  
ALK  
Allegro  
CPL  
FedEx  
GE Healthcare  
Getinge  
Grid Dynamics  
IAG  
Lundbeck  
Pega Systems  
Pontoon Solutions  
SAB Miller  
Skipjag  
Softserve  
Solar Winds

## 2015 - 2019

Ailleron+  
Software mind  
Architech  
Azimo  
GlobalLogic  
Grape UP  
Guidewire  
IG Group  
Lowcosttravel Group  
Pearson  
Red Stack Tech  
Symphony  
3di  
Airhelp  
Arrow Electronics  
Cathay Pacific  
Ericsson  
N-iX  
QVC  
Red Flag  
Syntel  
Uber  
William Hill  
Wilson HCG  
Zurich Insurance  
Xceedence  
First Utility  
Alight Solutions  
PeopleScout  
HedgeServ  
Caspio  
Varroc Lighting System  
LegalCluster  
Yggdrasil Polska  
Relativity  
Qualtrics  
Varroc Lighting Systems  
Grand Parade  
Studio infinity  
Ward  
ATFX  
Billennium  
Equiniti  
GTF  
Havi  
JIVR  
Oanda  
PepsiCo  
Tivron

## 2020 - 2025

Backbase  
BCD Travel  
Bitpanda  
Bystronic  
Cytiva  
Devire  
EQ Tek  
GFT  
Harvey Nash Technology  
Mohawk Group  
Stonex Poland  
PepsiCo  
Splunk  
Tivron  
Verisk  
Dyson  
GlobalLogic  
Infosys  
Kydryl Polska  
Business Services  
N3  
Teleperformance Polska  
Concentrix  
Imperial Brands  
LTMindtree  
Google  
VOLVO  
Honeywell  
Infogain  
"5G Testing Lab"  
Cummins  
GPC Global Technology Center  
Mercedes - Benz  
Styker  
Heineken  
Tanium  
Metso  
Genetec  
Clari  
Forte Group  
Moatable  
NeuReality  
Persistent System  
BorgWarner  
RollsRoyce  
Netwrix

# WE FOCUS ON DEVELOPMENT



**312**

centres  
107 800 employees,  
including

**51 000**

in SSC/GBS centres

**22 400**

in IT centres

**18 200**

in BPO centres

**14 200**

in R&D centres



**49**

centres employ a minimum  
of 500 people



**27**

centres employ a minimum  
of 1000 people or more  
(57% of total employment in the sector  
in Krakow)



**22%**

of BSS workers in Poland  
work in Krakow



**345**

average employment rate  
(highest in Poland)



**9**

new centres established  
in 2023 and 2024



**110 800**

projected jobs in the sector  
in Q1 2026

Krakow leads Poland in terms of the number of people employed in centres specialising in research and development (R&D).



# MILLIONS OF SPACES

Modern office space in Krakow



**1.84 million** m<sup>2</sup>  
total office space stock



**24 000** m<sup>2</sup>  
delivered in 2024



**61 000** m<sup>2</sup>  
under construction  
(Q1 2025)



**267 000** m<sup>2</sup>  
gross demand in 2024



**19%**  
vacancy rate



**70 000** m<sup>2</sup>  
of flexible office space



**10-18**  
euro/m<sup>2</sup>/month  
asking rents  
in the best buildings

# WE ARE THE BEST

Krakov in the rankings

In fDi's European Cities and Regions of the Future 2025 ranking, Krakow (in the Top 10 Large European Cities of the Future 2025 list) was recognised in the following categories:

place **1<sup>st</sup>**  
in the  
business friendliness category

place **1<sup>st</sup>**  
in the  
human capital and lifestyle category

place **3<sup>rd</sup>**  
in the overall ranking  
of large cities overall

place **6<sup>th</sup>**  
in the category of  
economic potential





Krakov Technology Park in the **Global Free Zones of the Year 2024** ranking (fDi Intelligence) as the most innovative economic zone in Europe.

Krakov maintains a strong position in the global meetings industry at number 31 in the world in the **Union of International Associations (UIA) – International Meetings Statistics Report 2024**.



Krakov has once again been honoured with the titles: **"Gmina na 5!"** and **"Złota Gmina na 5!"** in the 2024/25 edition of the ranking prepared by the Acceleration Student Scientific Circle, operating at the Enterprise Institute of the College of Enterprise Sciences at the Warsaw School of Economics regarding good practices in serving entrepreneurs.

Krakov tops the ranking of **the most beautiful historic centres in Europe**, according to the travel portal **Tourlane**. This is further confirmation that Krakow's Old Town not only delights with its beauty, but also remains one of the most important points on the tourist map of Europe.



Krakov in the **World's Best Cities 2025** ranking. This is according to Resonance Consultancy, a tourism and investment consultancy and city branding company, which publishes an annual list of the best cities rated in 28 categories.



# NETWORK OF OPPORTUNITIES

Sustainable development  
of Krakow's public transport



**647**

buses, of which 121 electric  
and 34 hybrid and 3 hydrogen



**336**

trams  
(carriages)

**202**

bus routes, including  
20 night routes

**23**

tram lines, including  
3 night trams



# KRAKOW AIRPORT

Krakow Airport – the largest regional airport in Poland

**160** connections  
**118** cities  
**37** countries  
**27** airlines



Number of passengers at KRAKOW AIRPORT

First place among Polish regional airports.

10 km from the city centre lies Poland's largest regional airport, Krakow Airport.

**Krakow Airport** covers a direct catchment area of approximately 14.5 million people, including Czechs and Slovaks.

Access to airport from city centre: 20 min. by train (SKA), 25 min. by taxi, 40 min. by bus.

Krakow Airport has been accredited with **ACI Customer Experience Accreditation Level 2** for the fourth consecutive year, a distinction awarded to the world's best airports that strive to raise standards of service to travellers in their operations.

# WE ARE OPEN



## 14.72 million

visitors in 2024



## 1st place

in Poland in terms of the number  
of hotel facilities

## 203 hotels

23 hotels ★★★★★

74 hotels ★★★★

88 hotels ★★★



place **1<sup>st</sup>**

in the **Which!** magazine  
ranking **Travel 2025** as  
the best European city  
for a so-called city break

place **2<sup>nd</sup>**

in the ranking of the best  
cities in Poland for an  
autumn city break  
prepared by the  
**Travelist.pl** portal

**TOP 10**

City Costs Barometer  
2025 of the Post Office  
**Travel Money 2025**  
ranking

**TOP 10**

safest cities in Europe  
according to the **Safest  
Destination Index 2025**

Krakow has been named by respondents as **the most beautiful Polish city** in a ranking prepared by the Nationwide Research Panel "**Ariadna**" and commissioned by the Wirtualna Polska portal.

**Krakow is named Best Host of Poland's 20th Anniversary in the European Union!** The award in this category was presented in Warsaw on 25 March by the editors of the newspaper "Rzeczpospolita" as part of the summary of the project "Rzeczpospolita's Local Governments: Poland's 20 years in the EU". The criteria used by "Rzeczpospolita" to select the award winners were, in particular, the increase in own revenue per inhabitant between 2004 and 2022 and the value of local investments. In both of these, Krakow proved unrivalled.

**Krakow in the IMD Smart City Index 2025**, a global ranking of smart cities with a high quality of life, environmental care and social inclusion

According to the latest Easy Breaks Index compiled by the LateRooms portal, **Krakow is the most comfortable and least stressful city break in the whole of Europe!**

# WE ARE OPEN

Basic data on business tourism  
in Krakow in 2024



202

number of objects



802

number of rooms



34 483 m<sup>2</sup>

total exhibition area



107 360

persons

total volume of rooms

According to the latest "**Meetings Industry in Krakow**" report, more than **4647 events** took place in the capital of Małopolska in 2024. An excellent indicator is the participation of congresses and conferences at 2/3 of all meetings in the city. A total of **more than 1 218 932 people** attended business events in Krakow in 2024. More than 547 000 people attended congresses and conferences. The largest number of meetings and events was generated by the trade and services industry, which is in line with global trends. The humanities sector was next in terms of the number of events.





**23 Krakow** restaurants  
honoured by the **Michelin  
2025** guide, including one  
as **the first in the  
country for the third  
year in a row with  
two stars**



**Golden Google Pin**  
for Wawel Castle



**10 local products**  
protected by the EU (e.g.  
Obwarzanek Krakowski,  
Oscypek, Żurek po  
Krakowsku, Karp Zatorski  
and others)



Krakow **"European Capital  
of Gastronomic Culture  
Krakow 2019"**

## ICE Krakow Congress Centre

The ICE Krakow Congress Centre is a business and cultural showpiece of the city. Located in the heart of Krakow, it allows the organisation of a wide variety of events from international congresses, conferences, symposia and business meetings, to cultural events such as concerts, opera, theatre and ballet performances, to meetings of a social nature.

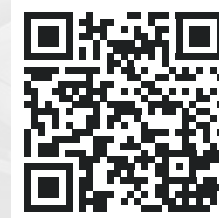
**3200 seats,**  
including an auditorium with **2000 seats**



## TAURON Arena Krakow

Tauron Arena Krakow, as the first arena in Poland, has been accepted into the **European Arenas Association**, which brings together the largest venues in Europe.

**15 000 seats**  
and **9 000 standing places**  
**96 815 m<sup>2</sup>** total area of the facility





**WE ARE OPEN**

UNESCO City  
of Literature

Member of the  
UNESCO Creative  
Cities Network

European Capital  
of Culture 2000

41st Session of the  
UNESCO World  
Heritage Committee

# KRAKOW is a UNESCO City

---

one of **12** cities  
in the world inscribed on the  
**1st UNESCO**  
World Heritage List  
in **1978**

The headquarters of the  
Europa Nostra Heritage  
Hub for Central  
and Eastern Europe

Krakow the host city  
of the 15th World  
Congress of the  
OHWC (Organisation  
of World Heritage  
Cities)

Krakow hosts the 61st  
Congress of the Inter-  
national Congress and  
Convention Association  
(ICCA)



# KRAKOW CULTURAL CAPITAL OF POLAND



**400**  
cultural events  
a year attended by  
several million people



more than  
**100**  
museums  
and galleries



**2 municipal  
orchestras**

- Orchestra of the Royal Capital City of Krakow
- Sinfonietta Cracovia
- Capella Cracoviensis



**Krakow**  
the World City  
of Festivals and Cultural  
Events 2016

Nearly 100 festivals are held in Krakow every year, among which the biggest events include: 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, and literary festivals such as the Milosz Festival and the Conrad Festival.



# GREEN US

The Board of Urban Greenery is the municipal unit responsible for the care of almost all green areas in Krakow and carries out a number of innovative activities in the city. For more information, see: <https://zgm.krakow.pl>



Krakow as one of the greenest cities in the world



Krakow as the winning city of “Green Capital of Europe 2023”



Krakow entered into the **IMD Smart City Index 2024**, a global ranking of smart cities with high quality of life, environmental care and social inclusion



Krakow on the list of the “European mission to deliver 100 climate-neutral and smart cities by 2030” among cities such as Paris, Lisbon, Munich, Dublin or Milan.



In 2023, Krakow joined the **Green City Accord** – clean and healthy cities for Europe



# KRAKOW'S GREENERY IN NUMBERS



**77**

parks



**44**

pocket parks



**26**

community  
gardens



**6**

Cracovian parks



**7**

apiaries



**382 343**

forest seedlings



more than

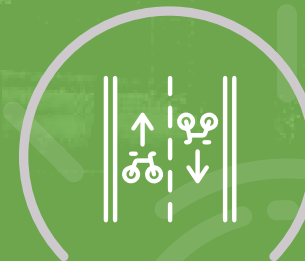
**30 ha**

of flower meadows



**1 655.61 ha**

forested area



**236.2 km**

length of bicycle paths

**Municipality of Krakow**  
**ENTREPRENEURSHIP AND INNOVATION**  
**DEPARTMENT**

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