

## Call from the CITY

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Director of the Entrepreneurship  
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Dear Ladies and Gentlemen,

Krakow, seeking to consolidate its position as one of the key centres of the modern economy, is bringing together its academic, business and institutional potential. Cooperation based on dialogue remains as important as ever; one good example of this approach is the success of a special degree programme entitled 'Global Business Services', which was launched a few years ago. More recently, another example has been the establishment of the **Kraków Entrepreneurship Council**. At the same time, during an ongoing series of study visits, representatives from local government and the business sector can build contacts and gain a better understanding of the specific nature of their work.

At the Zabłocie 20.22 Cluster, officials, academics and community leaders recently signed a 'Memorandum on Sustainable Cooperation'. Meanwhile, the City's Entrepreneur Service Point has launched a dedicated advisory service on business succession for small and medium-sized enterprises (SMEs).

The common thread running through the topics featured in this issue is the building of cross-sector and personal relationships, and investing in skills and solutions that address today's challenges.

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## Call for the **BUSINESS**

### GLOBAL BUSINESS SERVICES

The Global Business Services (GBS) Bachelor's Degree at the Krakow University of Economics is an academic program designed to prepare future professionals for careers in international, technology-enabled business environments. Launched in the 2021/2022 academic year, it was developed through a unique collaboration between the university, ABSL, City of Krakow, and local startups.

Students can choose between two specializations: Project Management and Operational Excellence, and Business Analytics. A distinctive feature of the program is early exposure to the business services sector, with students engaging directly with industry practitioners from their first year of study. Company representati-

ves co-deliver classes, lectures, and workshops alongside university faculty, while also offering internships and placements.

The program aims to develop graduates who can manage change, collaborate effectively in international project teams, communicate their ideas with confidence, and leverage advanced English language and digital skills. Since the first intake of 79 students, the program has continued to grow, with 251 students currently enrolled and the first cohort graduating in 2024.

**Visit <https://gbs.uek.krakow.pl/> for more information.**



## Call for the COOPERATION

### THE CITY AND BUSINESS: A NEW BEGINNING

On the initiative of the Entrepreneurship and Innovation Department at Krakow City Council, a series of workshops involving representatives of the City and the Krakow business community took place a few months ago at the Socio-Economic Innovation Cluster Zabłocie 20.22. One of the outcomes was the idea of organising a series of study visits to the offices of Krakow-based companies in the modern services sector. In March and April, the first such meetings took place at **Hitachi Vantara, ABB** and **Hitachi Energy**, marking the start of a new phase in building closer relations between the local government and the business community. Further invitations, this time from Google, GE Healthcare and Novocure, provided an opportunity for meetings in May, whilst in June we visited **Heineken HGSS Office** and **International Airlines Group GBS**.

During all the meetings, participants were able to see for themselves just how important and inspiring it is to be able to exchange experiences and views face to face. Representatives from the office learned about the practical aspects and specific features of how international organisations operate in Krakow. This is significant in that it enables public institutions to shape urban policy more effectively, particularly with regard to the labour market, education and the development of strategic plans. From the administration's perspective, and particularly in view of

the tasks carried out by the Municipal Labor Office in Krakow, such meetings provide valuable insights into changes taking place in the local economy, the demand for skills, and educational pathways. Despite the challenges posed by the labour market and economic transformation – affecting, amongst other things, the GBS sector – many companies intend to launch new business ventures in Krakow.

The capital of Małopolska remains an attractive place to invest due to the availability of high-calibre talent and the potential of its academic infrastructure. Another key strength of the city is its friendly and stable business environment, modern office facilities and well-developed urban infrastructure. Furthermore, what effectively attracts and retains talent here is the high quality of life. Krakow currently stands out for its employee loyalty, the quality of its talent and its growing specialisation, but strengthening this position requires good relations based on regular contact and dialogue, which in turn fosters the development of the entire economic ecosystem. The fact that a willingness to cooperate in this way is evident on both sides today is a positive sign.

**We invite all companies to organise a fact-finding visit by contacting the Investors and Innovative Economy Support Centre at [Dominika.Urbanska@um.krakow.pl](mailto:Dominika.Urbanska@um.krakow.pl), tel. +48 12 616 1128.**



## Call for the **COOPERATION**

### **TASK4ISI –**

#### **A EUROPEAN BOOST FOR INCLUSIVE ENTREPRENEURSHIP IN KRAKOW**

On 28 May 2026 at the Socio-Economic Innovation Cluster Zabłocie 20.22, a stakeholder meeting of the Inclusive and Sustainable Innovation Hub (ISIHUB) took place, organised as part of the TASK4ISI project. The event, co-funded by the European Union under the Interreg Central Europe programme, culminated in the ceremonial signing of the Memorandum on Sustainable Cooperation.

The meeting was opened by the hosts and organisers of the event: Wojciech Łaptaś, Deputy Director of the Entrepreneurship and Innovation Department at Krakow City Council, and Prof. Marek Ćwiklicki from the Krakow University of Economics. The event was attended by representatives of local government, the academic community, non-governmental organisations and leaders of social initiatives involved in the development of inclusive entrepreneurship.

**The signatories to the Memorandum included, amongst others:**

- **Krakow University of Economics,**
- **Krakow City Council,**
- **The Krakow: City of Start-ups Foundation,**
- **The Statistical Office in Krakow,**
- **Municipal Labor Office in Krakow,**
- **Academy of Applied Sciences in Nowy Sącz,**
- **Zustricz Foundation,**
- **The 'Mamo Pracuj' Foundation,**
- **The Multicultural Centre in Krakow,**
- **Association for the Development of Psychiatry and Community Care.**

#### **Support for groups at risk of exclusion from the labour market**

The TASK4ISI project focuses on empowering and supporting people who face particular barriers to accessing the labour market and entrepreneurship. The initiatives are aimed, amongst others, at women, migrants, young people, older people and people with disabilities.



## Call for the **COOPERATION**

Thanks to support from the Interreg Central Europe programme, specialist training initiatives such as Business Skills and Business Matchmaking are being implemented, which strengthen participants' entrepreneurial skills and facilitate the establishment of business contacts. During the meeting, Agnieszka Pacut, Ph.d presented the experiences and results of the training activities carried out to date as part of the project.

Another key item on the programme was an expert lecture by Bogna Halska-Pionka, Ph.d, Plenipotentiary of the Mayor of Krakow for Cooperation with the Scientific and Academic Community. In her speech, she emphasised the importance of cross-sectoral cooperation as a key element in building modern and resilient cities capable of responding effectively to social and economic challenges.

### **A lasting partnership with a European reach**

One of the most important outcomes of the meeting was the signing of a Memorandum on Sustainable Cooperation. The document, the

key principles of which were outlined by Marek Oramus, Ph.d, establishes a framework for long-term cooperation between institutions supporting inclusive entrepreneurship and ensures the sustainability of the solutions developed once the TASK4ISI project has been completed.

The initiative is transnational in nature. Thanks to the collaboration of ten partners from six European countries – Poland, Austria, Germany, Hungary, Croatia and Italy – a cooperation network is being established which will ultimately bring together at least 108 signatories from across Europe.

The involvement of representatives from the public administration, academia and civil society organisations confirms Krakow's growing role as a leader in the implementation of modern and inclusive economic development policies, which comply with European standards and respond to the needs of diverse social groups.



## Call from the **INNOVATION**

### **THE KRAKOW ENTREPRENEURSHIP COUNCIL – A NEW FORMAT FOR DIALOGUE BETWEEN THE CITY AND THE BUSINESS COMMUNITY**

Krakow has gained a new tool for cooperation with the local business community, **the Krakow Entrepreneurship Council**, which launched its activities on 17 April 2026. The Council is an advisory and consultative body to the Mayor of Krakow in the field of the economy and business development. It is an advisory body and serves as a platform for dialogue between the local authority and the business community. **It comprises representatives of companies, business associations, universities, chambers of commerce, clusters, industry organisations and municipal bodies.** Such a diverse representation makes it possible to capture the various perspectives and needs of the local economy. The Presidium, which coordinates the Council's work, comprises 21 members and sets up task forces to deal with specific areas such as innovation, the labour market and investment. The Council's work is systematic in nature and involves working meetings, the preparation of analyses and recommendations, cooperation with the city council's departments, and participation in consultations on strategic documents.

**The Council's main objective is to support the development of entrepreneurship and innovation in Krakow**, which forms part of the city's broader strategy of building a modern, knowledge-based economy. In practice, this means strengthening cooperation between business and universities, developing innovative projects and supporting technology transfer processes.

At the same time, it is essential to build a supportive ecosystem for Krakow's start-ups and technology companies. Ensuring the right conditions for the growth of young, innovative businesses is crucial to the city's long-term competitiveness.

An important aspect of the Council's work is the institutionalisation of dialogue between the city and the business community. The cooperation to date, which has taken the form of one-off consultations or occasional meetings, has been expanded to include a mechanism for regular communication. Importantly, the Council not only represents the interests of businesses, but also involves the business, academic and non-governmental sectors in sharing responsibility for the city's development. This marks a shift in approach; business is no longer merely a stakeholder, but becomes a co-creator of urban policies. This approach also facilitates the effective implementation of public decisions.

The Krakow Entrepreneurship Council is therefore not only a new advisory body, but also a symbol of a shift in the approach to city management – one based on dialogue, shared responsibility and drawing on knowledge from a variety of backgrounds.



## Call for the **NEW INITIATIVE**

### **HANDOVER –** HOW TO ENSURE BUSINESS CONTINUITY

**On 25 May 2026, the Socio-Economic Innovation Cluster Zabłocie 20.22 hosted a training session on business continuity planning, specifically succession planning – understood as the process of systematically transferring knowledge, responsibilities, competences and management to other individuals within the organisation or enterprise.** The event was aimed at those interested in effectively preparing their companies and institutions for future personnel, organisational and ownership changes. A properly planned process helps to maintain the stability of the company's operations, minimise the risks associated with staff changes and ensure its continued growth.

The training programme comprised both a theoretical and a practical component. The speakers, Justyna Zając-Wysocka, Solicitor, and Michał Babij, Solicitor – both experienced experts and practitioners – presented key issues relating to succession. They discussed the key succession models and highlighted best practices used in various sectors. During the workshop session, participants shared their experiences and developed their own ideas for ensuring the stability and growth of their businesses. The exchange of experiences and discussions helped to foster a better understanding of the challenges associated with succession and highlighted the importance of informed and systematic planning.

The training participants emphasised that the knowledge they had gained would enable them to better prepare their organisations or companies for future staffing changes, and a major benefit of the event was the opportunity to consult directly with experts. The participants were actively involved in the discussions, sharing examples from their own organisations' work. **The event demonstrated that succession planning is not merely a formal process, but a strategic management tool that has a real impact on the stability and development of an organisation in a rapidly changing environment.**

**We also encourage you to take advantage of free consultations on business succession and business continuity planning, which take place at the Entrepreneur Service Point at ul. Zabłocie 22 in Krakow, on the second and fourth Monday of every month from 12.00 p.m. to 2.00 p.m. You can book an appointment at:**  
<https://umawianiewizyt.um.krakow.pl/>

Business



Kraków



POP



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