

## STARTING POINT



by prof. **Jacek Majchrowski**  
and **Andrew Hallam**

Kraków is not just a cultural and business centre, skilled in combining tradition and modernity within a broader, European metropolis. It is primarily **a city that aims to set new trends** and to be an example for others to follow.

Together with ASPIRE, we have decided to create a **regular newsletter for business**. Our aim is to provide you with up-to-date information relevant to the running of your business in our city.

Today, we are presenting you with the first issue of **BUSINESSPOINT**. We hope you like it and we very much look forward to getting your feedback.

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## FOCAL POINT

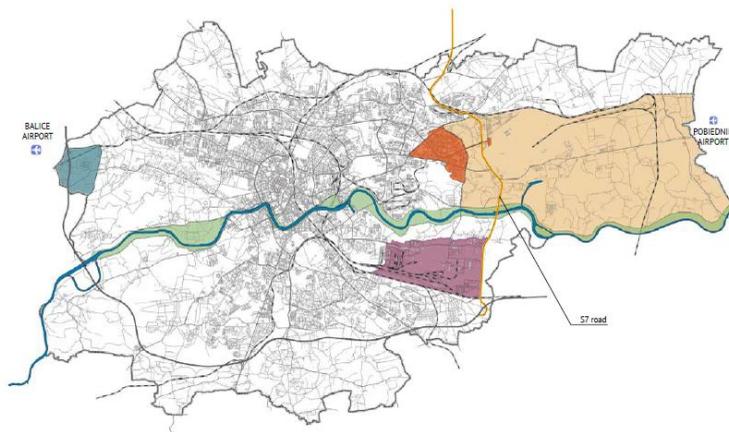
# Kraków's 4 Strategic Projects

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## FOCAL POINT

# 4 Strategic Projects



### BALICE AIRPORT CITY ▶

A package of metropolitan-scale projects, which include infrastructure investments in the areas surrounding Kraków Airport, as well as developing auxiliary services (exhibition spaces, hotels, logistics centres)



### ◀ VISTULA RIVER PARK

A revitalisation project for the areas along the river bank, focused on recreation.

### KRAKÓW - THE NEW CITY ▶ (PŁASZÓW-RYBITWY)

Changes in the post-industrial landscape (incl. former railway infrastructure); prioritising development plans with a focus on commercial, office and advanced technologies (incl. permits for high-rise buildings)



### ◀ KRAKÓW - NOWA HUTA OF THE FUTURE

A comprehensive revitalisation project for the post-industrial areas in Nowa Huta; creating development opportunities for both business and recreation.



## ! ACTION POINT

6<sup>th</sup> ASPIRE  
ANNUAL  
CONFERENCE

# THE DRAGON WAKES



In May, ASPIRE staged its **6th Annual Conference** at ICE Congress Centre.

Titled **“The Dragon Wakes”** the conference’s key theme was the dynamic interplay of people, technology and place in forging what ASPIRE has coined the new city led “dragon economies” of Central and Eastern Europe built on global business services.

Now in its 6th year, the ASPIRE Conference is one of the most eagerly awaited events in the Kraków business calendar. This year, the conference brought over **3,000** people as Kraków’s expanding network of industry professionals were joined by a diverse audience of academics, public servants, students, technology entrepreneurs, and urbanists eager to support the industry and capture the opportunity it affords.

Each year, the conference programme expands. This year’s event’s included:

**The ASPIRE Industry Summit** - a mix of keynotes on the future of the industry and practical workshops aimed at managing current realities

**ASPIRE 4 ALL** - a TED-type evening event for the young professionals working in the industry in Kraków, and

**ASPIRE 4 KIDS** - a morning of hands-on technology workshops for school children prepared by ASPIRE members in co-operation with the Children’s University.

The key take-aways from the conference are reasons for optimism: the extraordinary and continuing growth which the industry has experienced in Kraków all point to the industry in the city having achieved a critical mass which promises to drive forward further growth and innovation, characterised by more than one speaker at the conference as the key to new value creation.

## ! ACTION POINT

### • No.1 in Europe, third time in a row

For the third year in a row, Kraków is the No. 1 city in Europe in Tholons Top 100 Cities for Global Outsourcing. At the beginning of 2016, Kraków's jobs in the global business and technology services sector crossed the 50 000 threshold. The expected growth rate in 2016 stands at 21%, which means that by the end of the year the total number of people employed in the sector is anticipated to rise to just under 61 000. In other words, this year the industry is expected to create over 10 000 new jobs - or 29 new workplaces every single day.

Annual value to the local economy of each job created in the advanced business services and technology sector

37k  
USD

2b  
USD

Total value of the Sector annually to the economy of Kraków

Data:  
ASPIRE  
May 2016

Kraków centres deliver services to over 100 countries in 35 languages. New entrants to the market in the last 18 months include: Ailleron, Aptean, Architech, Azimo, Cathay Pacific, Global Logic, Grape Up, Guidewire, IG Group, International Airline Group, lowcosttravelgroup, Pearson, QVC, Red Stack Tech, Symphony, Syntel, Uber and Zurich Insurance.

Kraków boasts 23 higher-education centres, which translates to 185 000 students and 56 000 graduates, annually.

### • New Cisco investment in Kraków

In April, Cisco launched its Security Operations Centre in Kraków. The centre will advise customers in the areas of technology and security solutions, helping them protect their assets against potential cybersecurity threats. Cisco already runs similar centres in the US and Japan.

### • Swiss quality: Made in Kraków

Zurich Insurance Group, a company operating in over 170 countries, has launched its SSC in Kraków, offering employment to over 160 specialists.

### • Cathay Pacific New Global Contact Centre

The fact that Cathay Pacific, one of the world's leading airlines, has established their global contact centre in Kraków says a lot about the market itself. To date, Cathay Pacific has had no flight connections with Kraków (nor any other CEE cities), and yet, it is Kraków that has proved to be the first choice for the company's latest outpost.

Three months on from the official launch, the company already employs several dozen employees. The power of Kraków's international business brand has once again proved among the key factors in the decision-making process.

## INFO POINT

### Kraków in numbers:

In 2015, Kraków welcomed  
**10 million visitors**  
(2014: 9.9 million, 2013: 9.3 milion)

10 million = population of



or



If every one of them  
left a postcard  
the resulting tower  
would reach the moon

In 2015, Kraków's Tauron Arena  
hosted over **30 world-class  
cultural and sports events.**

Tauron Arena capacity, 22 800  
= **103 Boeing 747's**



### KEY LINKS

THE CITY WEBSITE DEDICATED TO WORLD YOUTH DAYS *(Texts in Polish)*

[http://www.krakow.pl/start/196767.artykul.swiatowe\\_dni\\_mlodziezy.html](http://www.krakow.pl/start/196767.artykul.swiatowe_dni_mlodziezy.html)

WORLD YOUTH DAYS - OFFICIAL WEBSITE

<http://www.krakow2016.com/en/>

INTERACTIVE MAP OF ROAD DIFFICULTIES IN KRAKÓW

<http://kzdwk.home.pl/zikit/mapa-utrudnienia-na-drozdze.html>

## MUNICIPAL INSTITUTIONS



Zarząd Infrastruktury Komunalnej i Transportu  
The Board of Municipal Infrastructure and Transport  
Dyrektor/Director: Marcin Korusiewicz  
Tel.: 0048 12 616 70 00  
sekretariat@zikit.krakow.pl  
[www.zikit.krakow.pl](http://www.zikit.krakow.pl)



Wydział Rozwoju Miasta-Centrum Obsługi Inwestora  
City Development Department-Investor Support Center  
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wr.umk@um.krakow.pl  
[www.krakow.pl/english/business/8921.glowna.html](http://www.krakow.pl/english/business/8921.glowna.html)



Miejskie Przedsiębiorstwo Wodociągów i Kanalizacji  
The Municipal Water Supply and Sewage Company  
Prezes/President: Ryszard Langer  
Tel.: 0048 12 424 23 00  
biuro@mpwik.krakow.pl  
[wodociagi.krakow.pl](http://wodociagi.krakow.pl)



Biuro Kongresów  
Krakow Convention Bureau  
Kierownik/Manager: Małgorzata Przygórska-Skowron  
Tel. 0048 12 616 1951  
convention@um.krakow.pl  
[www.krakow.pl/ccb\\_en/convention\\_bureau/2630.glowna.html](http://www.krakow.pl/ccb_en/convention_bureau/2630.glowna.html)



Centrum Kongresowe ICE  
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