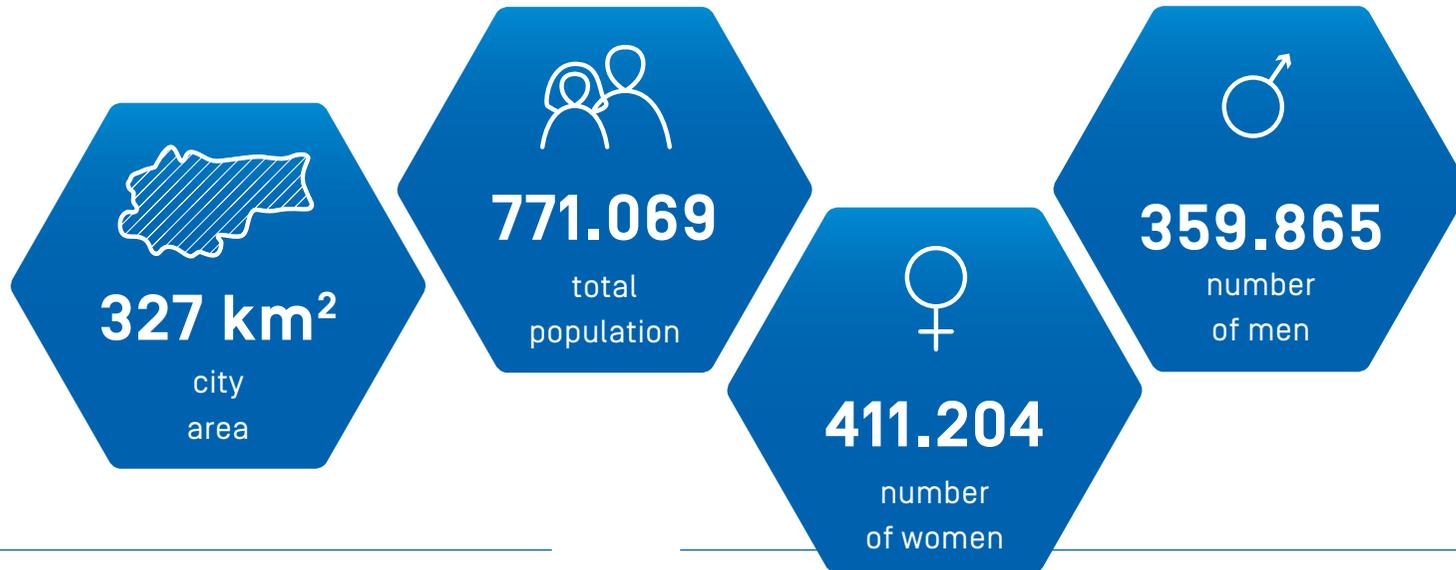




Here **we are**



People are **our asset**



Pre-working age **130.366**

Working age **459.543**

Post-working age **181.160**

The demographic potential of the Kraków Metropolitan Area is approximately **1,6 million people.**

Every day, Kraków is the centre of activity for **over 1,2 million local people.**

We have the **potential**

Kraków is one of the most important academic and scientific centres in Poland.

Jagiellonian University [UJ] in the Reuters
Top 100 World's Most Innovative Universities 2018.



12.400

scientific staff
including

2.400

professors



150.000

students
including

42.000

at engineering
studies



23

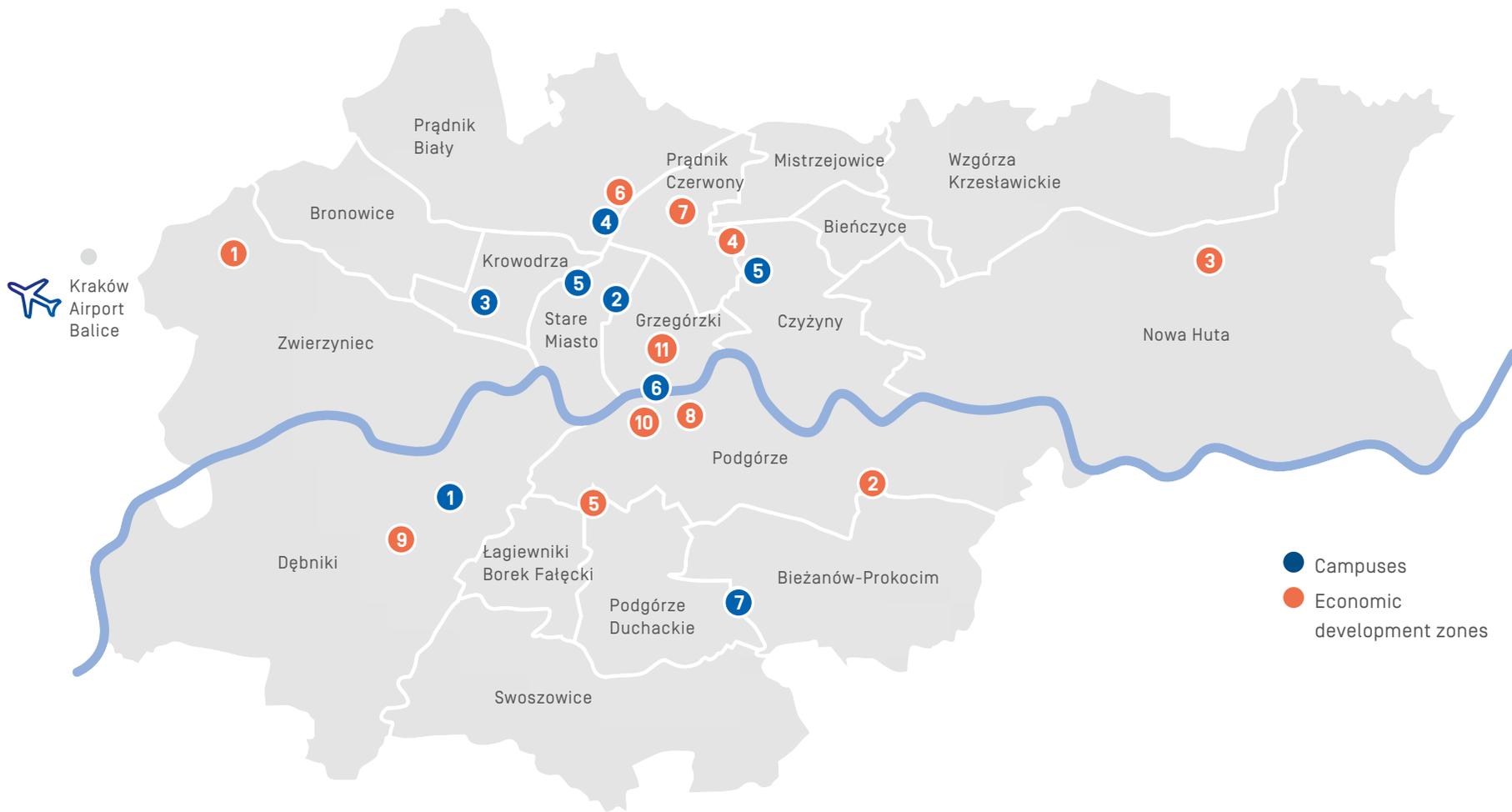
colleges and
universities



50.000

graduates
annually





University campuses

- | | |
|---|---|
| 1. Jagiellonian University, Campus of the 600 th anniversary | 4. University of Agriculture in Kraków |
| 2. Cracow University of Economics | 5. Cracow University of Technology |
| 3. AGH University of Science and Technology | 6. Andrzej Frycz Modrzewski Kraków University |
| | 7. Medical Campus, Kraków-Prokocim |

Economic development zones

- | | |
|----------------------------|---|
| 1. Kraków Airport Balice | 6. area of Opolska – 29 Listopada Streets |
| 2. Kraków New City | 7. area of Bora Komorowskiego Street |
| 3. Nowa Huta of the Future | 8. area of Powstańców Wielkopolskich Street |
| 4. Czyżyny | 9. area of Bobrzyńskiego Street |
| 5. Bonarka | 10. Zabłocie |
| | 11. area of Powstania Warszawskiego Street |



We have **capital**

Kraków's rating –
Standard & Poor's **2018**

Long-term
international rating
in foreign currency/
Perspective
A- /Stable

Long-term
international rating
in national currency/
Perspective
A- /Stable

Economic potential

- average employment in the enterprise sector – **222.400**
- average gross monthly salary – approx. **1.300 euros**
- registered unemployment rate – **2,4%**
- number of entities of the national economy – **142.000**
- established trade companies – approx. **28.000** including **4.600** with foreign capital

This is where **ideas are born**

The INC.com portal has indicated Kraków as one of the **main startup centers** in Poland. Kraków has been awarded as an example of a city with dynamically developing startup environment.

Thanks to the activities of venture capital funds, business cooperation, universities and incubators of innovation, Kraków is one of the largest start-up centres in Poland.

It is easy to find the following start-ups in Kraków: IoT, AI, VR, Blockchain, Industry 4.0, EduTech, MedTech and even Cybersecurity.

The top 8 Kraków start-ups raised the total capital of **over PLN 500 mln.**

The top 8 Kraków start-ups employ **approx. 800 people.** Mainly highly qualified specialists.

All of the TOP companies sell their products on the international market.

Kraków ranked at 3th place in the CBRE ranking **“EMEA Tech Cities” in the “Growth Clusters”** category among cities with the largest growth potential in the technology sector in Europe.

Employment in the hi-tech sector in Kraków has increased by 66 % in last 10 years.



500

technology and startup meetings annually





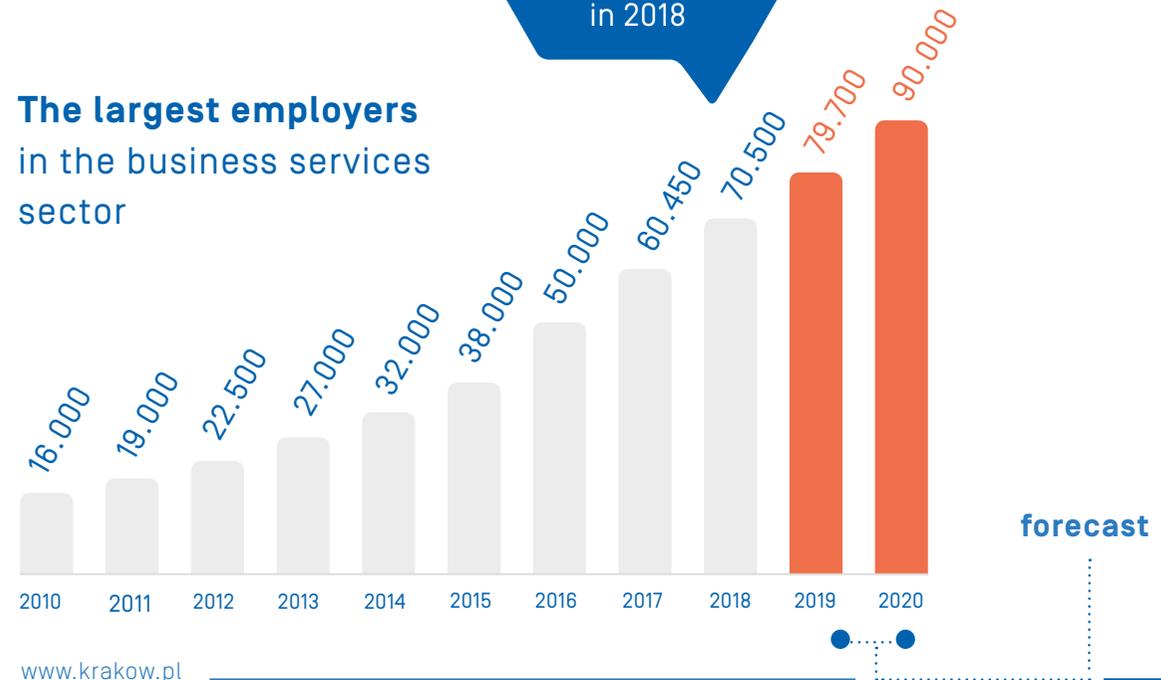
We focus on **development**

- the best location for the business services sector in Europe – **204 companies**
- **79.700 people** are employed in the BSS sector
- **29 different languages** are used in Kraków's BSS centres every day [the average number of languages used in business services centres is 8]
- **90%** of employees with higher education – **specialists** in the fields of finance, HR, IT, law, supply chain, marketing, etc.
- **more than 7.000 people** – number of foreigners employed in BPO, SSC, IT and R&D centres in Kraków
- **48%** is the average **share of women** in the employment structure of business services centres in Kraków [42% among managers]
- the economic value generated by the BSS sector is **PLN 11,2 billion**

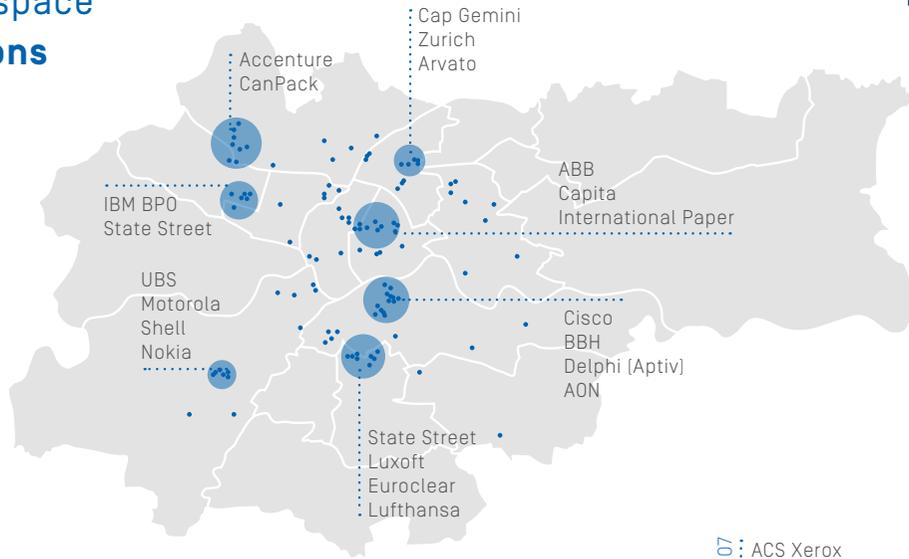
We focus on **development**



The largest employers
in the business services
sector

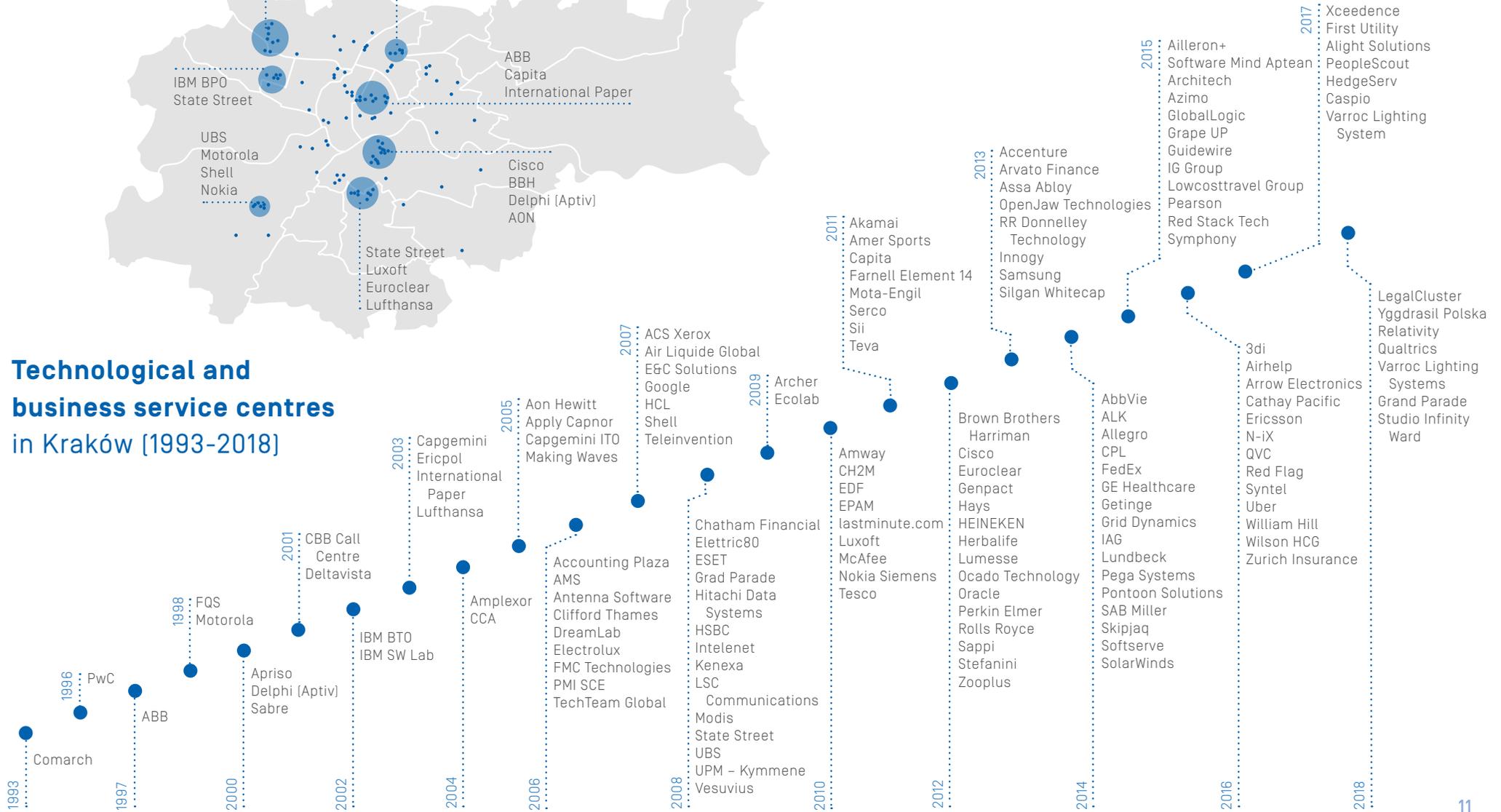


Office space locations



They chose us

Technological and business service centres in Kraków [1993-2018]



A million **spaces**

Kraków remains the leader among regional office markets in Poland.



260.000 m²
office space under construction
177.000 m²
office space planned
for 2019



1,26 mln m²
total office space
in 2018



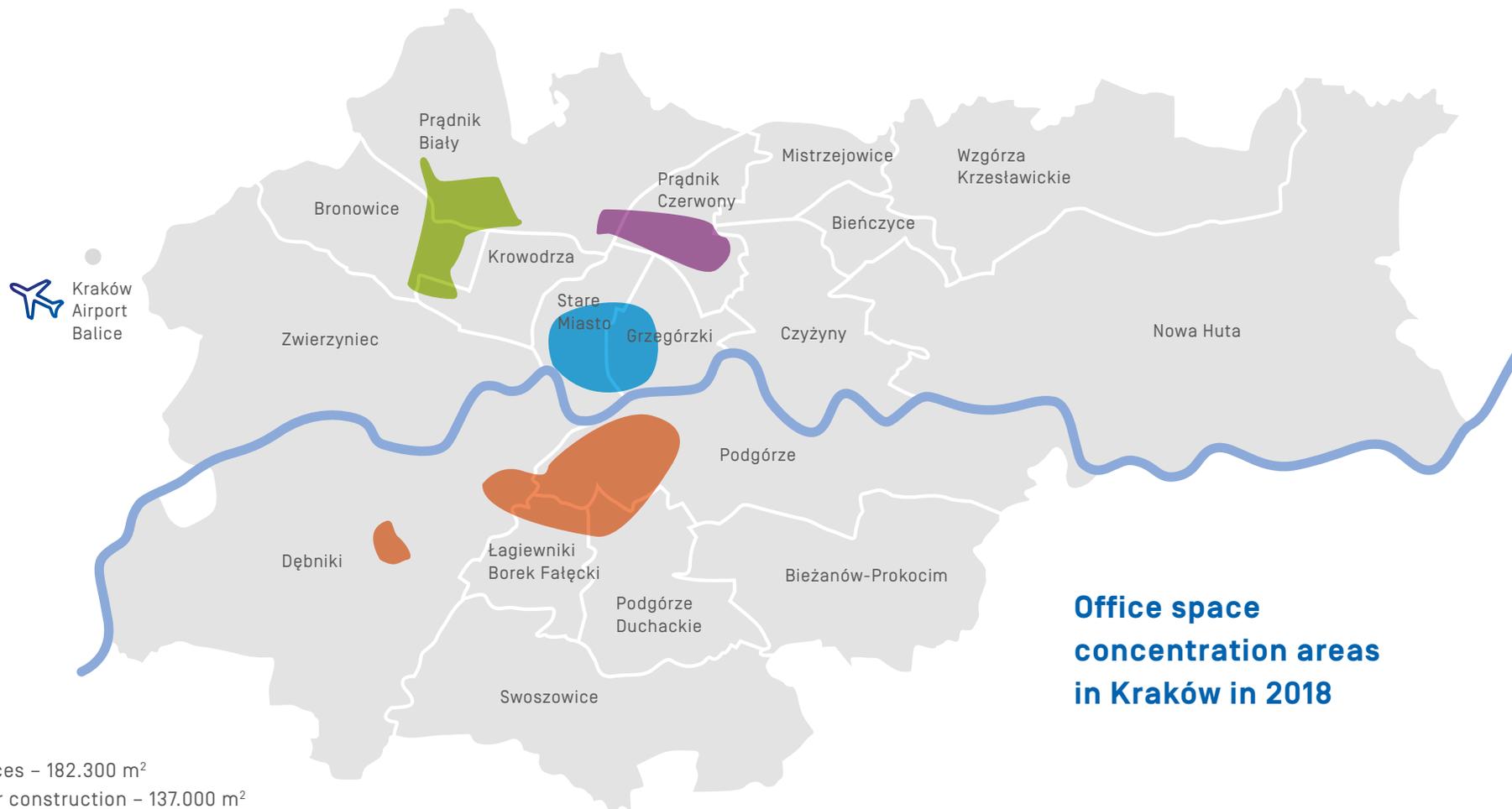
209.000 m²
office space
rented in
2018



**13,5–16 EUR
m²/monthly**
rental rate in
Class A
buildings

8,6 %
vacancy rate





Office space concentration areas in Kraków in 2018

Centre

Total resources – 182.300 m²
 Supply under construction – 137.000 m²
 Vacancy rate – 2,7%
 Asking rent – EUR 12,5-16/m²/month

Northwest

Total resources – 152.700 m²
 Vacancy rate – 10,8%
 Asking rent – EUR 11-13,5/m²/month

Northeast

Total resources – 329.800 m²
 Supply under construction – 10.000 m²
 Vacancy rate – 10,7%
 Asking rent – EUR 12-14/m²/month

South

Total resources – 510.300 m²
 Supply under construction – 110.000 m²
 Vacancy rate – 4,7%
 Asking rent – EUR 12-14,5 /m²/month

We are **the best**



Kraków in **the Forbes 2019 ranking** received:

2nd place in the category “**Business Friendly City**”
among cities from 300 to 999 thousand residents



Kraków at the top of the
fDi Polish Cities of the Future 2019/2020 ranking

In the **Top 10 Polish Cities of the Future** ranking fDi 2019/2020
Kraków turned out to be **the best location** among regional cities.

In three categories: economic potential, human capital and
lifestyle, as well as business friendliness, Kraków was ranked high
on **the 2nd place**





In the **Top 5 Large Polish Cities of the Future ranking fDi 2019/2020** Kraków took **2nd place** in four categories, and 5th place in the cost effectiveness category. It means that the capital of Małopolska offering the high standard of living and urban infrastructure, competes with quality rather than low price, being at the same time the most advantageous location in Europe for the shared services sector.



Tholons Services Globalization City Index 2018 – Kraków – the best location for modern services in Europe – **6th place** among the top 100 destinations for outsourcing **in the world**.

A network of **possibilities**

Municipal **public transport** network



349 km
length of
tram lines



2.536 km
total length of bus
routes



26 number of MPK
[Municipal Transport
Company] tram
lines



169 number of MPK
[Municipal Transport
Company]/Mobilis
bus routes



395
trams



658
buses

"Leader of **Public Transport**"
in the "Ecological Transport" category.

The distinction was granted by the Polish Association of Public Transport Employers gathering transport companies. It confirms that Kraków is a leader in terms of purchasing ecological buses.





411 mln
number of
passengers
transported

Kraków was recognized for its comprehensive low emission reduction and air quality improvement program, as well as the implementation of low emission public transport – **the National Ecological Council granted the city the title of laureate of the National Ecological Award “Ekojanosik – Zielona Wstęga Polski”**.

Kraków in the Forbes 2019 ranking received **2nd place** in the category **“The most ecological city in Poland”**.

- Lamusownia – a modern collection point of recyclable materials
- the Waste Incineration Plant – a modern place which makes energy from waste
- Kraków and Małopolska region first in Poland to enact Anti-smog Resolution
- CIVITAS Transformations Award 2016 – excellence in implementation of the clean city transport solutions

The first bus line in Poland operated exclusively by **electric vehicles** was opened in Kraków.

It is currently:

- **26 electric** buses
- **34 hybrid** buses.

In plans to purchase up to 161 electric buses.

Kraków is the first city in Poland to introduce bus lanes to the road traffic.



A network of **possibilities**

Wavelo city
bike network



1.500
bicycles



168
stations



220 km
total length of
bicycle routes
at the end
of 2018



4 mln km
travelled



1 mln
rentals

**Access to the airport
from the city centre:**

20 min. by train
25 min. by taxi
40 min. by bus

First place among Polish
regional airports.

The largest regional airport in Poland –
Kraków Airport is located 10 km from the city centre

Kraków Airport directly influences [access time of
120 minutes] approx. 14,5 million people, including
Czechs and Slovaks.

Number of passengers
using **Kraków Airport**



2015 4,22 mln

2016 4,98 mln

2017 5,84 mln

2018 6,77 mln



We are **open**

Kraków gains 8th place on the list of **the greatest cities in the world 2018 TripAdvisor.**

According to **CNN TRAVEL** Kraków is in the top of the list of the most beautiful cities in Poland.

Kraków was visited by 13,5 million tourists in 2018.



Kraków has the largest number of hotels, as compared to other cities in Poland.

	 Hotels	 Hotels	 Hotels	 Hotels	 Hotels
Facilities	12	46	92	16	5
Rooms	1.137	4.628	4.447	752	400

We are **open**

Kraków is
**the European Capital
of Gastronomic Culture
2019.**

The title was awarded for the first time by the European Academy of Gastronomy.



- **24** restaurants recommended by the Michelin Guide
- **792** cafes and restaurants in the city centre
- **10** local products protected by EU (like: Obwarzanek Krakowski, Oscypek, Żurek po Krakowsku, Carp from Zator and other)
- Kraków has its own culinary guide – **“Kraków on the fork”**.



ICE
Kraków Congress
Centre

Kraków has a modern congress and entertainment infrastructure, including:

The Tauron Arena Kraków – multifunctional venue with 2 performance and sports halls: 15.000 seats and 9.000 standing places on the playing area.

The ICE Kraków Congress Centre – 37 thousand seats, including the auditorium hall – 2.000 seats, 500 m² of meeting and conference rooms.



Tauron
Arena Kraków

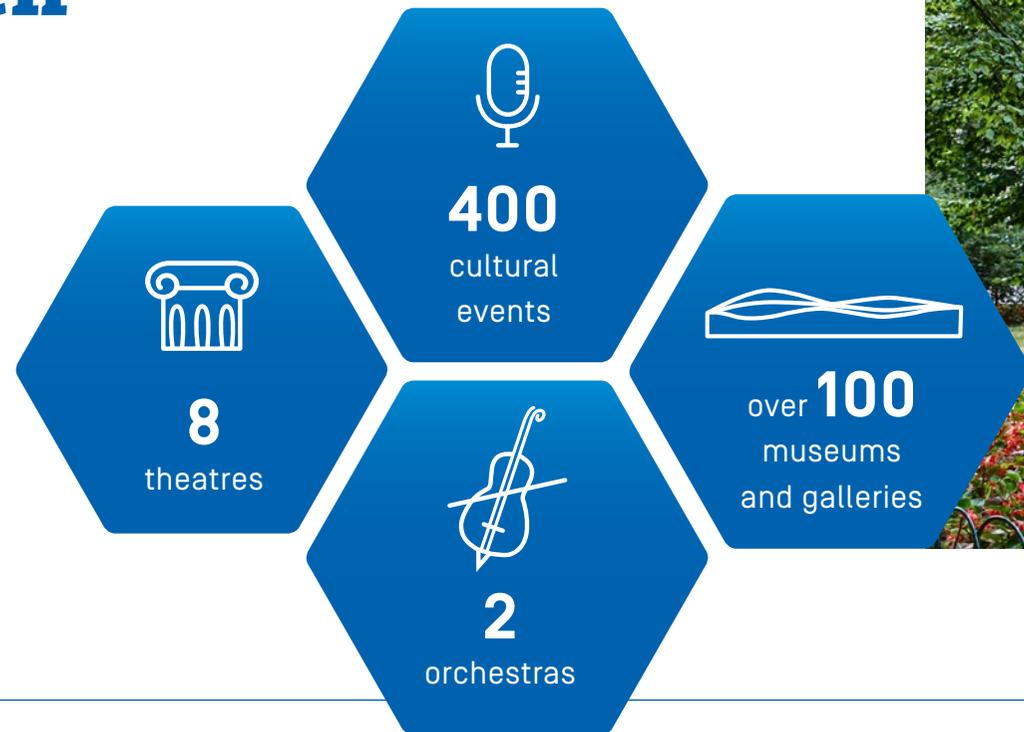


We are **open**

Kraków is the host city of the **15th World Congress of the OWHC**. The Organization of World Heritage Cities [OWHC] is composed of more than 300 cities in which are located sites included on the UNESCO World Heritage List.

Kraków the city of **UNESCO**

- one of 12 cities in the world listed on the first UNESCO Heritage List in 1978
- European Capital of Culture 2000
- UNESCO City of Literature
- member of UNESCO Creative Cities Network
- Kraków Cultural Capital of Poland



Kraków the World City of Festivals and Cultural Events 2016. Every year in Kraków takes place nearly **100 festivals**, the biggest events include: Misteria Paschalia Festival, Sacrum Profanum Festival, Opera Rara, Unsound Festival, Jewish Culture Festival, Street Theater Festival, Divine Comedy International Theater Festival, Film Music Festival, Krakow Film Festival, Off Camera and literary: Miłosz Festival and Conrad Festival.



715.011 PLN

– amount obtained
for Kraków's greenery
from the sponsorship
packages

We feel **green**

The area of Kraków in 2019 included:

- 49 city parks with a total area of **482,86 ha**
- 19 pocket parks
- 31 flower meadows with a total area of over **20 ha**

Green cooperation

The cooperation and implementation of green initiatives is a way to create a friendly space for residents and business. Kraków's greenery provides space for joint activities that are the basis for sustainable development of a modern city.

Municipal Greenery Authority –
<https://zsm.krakow.pl/pakiety-sponsorskie.html>

Thanks to the
sponsorship packages
were planted



5

apiaries



8.323

shrubs and
perennials



128

trees



222

green acoustic
screens



Municipality of Kraków
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