



professor Jacek Majchrowski
Mayor of the City of Krakow

CALL FROM THE CITY

”

In Krakow, not only spring inspires optimism and encourages greater activity.

”

Ladies and Gentlemen,

despite the difficult time related to the tragedy of the war in Ukraine, as well as negative phenomena in the global economy, our city once again proves that it is resistant to crises, attracts new investors, and is constantly developing.

Not only can Krakow enjoy high positions in business rankings and successes at foreign fairs, but also what is happening in the immediate vicinity – for example, measures taken for clean transport, comprehensive support for entrepreneurs or the presentation of the rich educational offer of our technical and vocational schools. All this bodes well for the future - the near and far, so I am sure that we will all use the new energy properly!

I am kindly inviting you to read this article!

02 | Call for the **Future** [→](#)

03 | Call from the **Past** [→](#)

04 | Call for the **Innovations** [→](#)

05 | Call for the **Transportation** [→](#)

06 | Call for the **Education** [→](#)

CALL FOR THE **FUTURE**

Krakow as a city of modern business – confirmed by the latest rankings

Krakow, as a place where it is worth investing, also turned out to be a city resistant to crises. Recent, difficult years have shown that our city is able to take advantage of emerging opportunities and gets through difficult situations.

In the latest fDi **European Cities and Regions of the Future 2023** ranking prepared for years by the prestigious publishing house - fDi Magazine, Krakow was again appreciated and moved up to third place in the category of large cities. This high position in the global ranking results from winning the highest distinction in the "**Business-friendliness**" category and taking second place in the "**Human capital and lifestyle**" category.



Top 10 Large European Cities of the Future 2023 – overall – position 3

Top 10 Large European Cities of the Future 2023 – category: business friendliness – position 1

Top 10 Large European Cities of the Future 2023 – category: human capital and lifestyle – position 2

Top 10 Large European Cities of the Future 2023 – category: economic potential – position 6

fDi Markets data shows that the number of projects located in Krakow has increased by **40%** compared to pre-pandemic levels and that in 2022 the city continued to attract the world's leading companies, despite the side effects of the nearby conflict in Ukraine. For example, Google increased its local presence by creating in Krakow an engineering team for the most advanced cloud technologies, and Ryanair announced an expansion of its operations in Krakow by **USD 800 million**.

During the last 2 years, i.e. during the pandemic and war in Ukraine, the city welcomed, among others:

ATFX, Backbase, BCD Travel, Bitpanda, Bystronic, Cytiva, Devire, EQ Tek, GFT, Harvey Nash Technology, Mohawk Group, OANDA, PepsiCo, Splunk, Tivron i Verisk, Dyson, GlobalLogic, Infosys, Kyndryl Polska Business Services, N3, First Advantage czy Teleperformance Polska.



Krakow is also experiencing a rapid development of the technology industry – this is indicated by **MOTIFE** in the report on the IT market in Krakow. Companies in this sector employ a total of almost 60,000 specialists. The "**Krakow IT Market Report**" shows that the Krakow IT market is growing by over 10% every year.

Financial institutions, companies from the high-tech sector are also investing here, startups are thriving - Krakow is **one of the top 100** emerging ecosystems in the world.



In the **Global Startup Ecosystem Report 2021** (analysing 275 global startup ecosystems), prepared by Startup Genome, Kraków was listed as one of the 100 Top Emerging Ecosystems, ranking 71-80, just like Rome, and ahead of other European centers including Luxembourg, Malta (81-90), Prague, Reykjavik (91-100).

CALL FROM THE PAST

The MIPIM FAIR

– summary

On **March 14-17, 2023**, Krakow, as every year, participated in the International Real Estate and Investment Fair MIPIM (**Le Marché International des Professionnels de l'Immobilier**) in Cannes.

MIPIM fair is one of the most prestigious events of this type in Europe:



every year it is visited
by over **20,000 people**



about **2,400 exhibiting companies**
from over **80 countries** present themselves

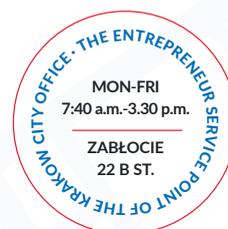
As in previous years, the promotion of our city was focused on large strategic projects: "**Kraków Nowa Huta of the Future**", "**Kraków Airport**" and "**Wesoła**". This year, at Kraków's stand were also presented interesting proposals for cooperation, e.g. in the construction of the "**Kazimierz-Ludwinów**" pedestrian and bicycle footbridge over the Vistula River, as well as the **Krakow Music Center** – a cultural facility. Interest was also aroused by investment offers of urban real estate for residential and service development, one of them is a built-up property in the very center of the city, at **Gertrudy St.**, near the Wawel Royal Castle. During the four days of the fair, Krakow's delegation met with representatives of the world's most important companies from the development, architecture and investment industries. The meetings took place at own, almost 60 meter stand, located in the prestigious exhibition space of the Palais de Festivals – Riviera Hall, in the vicinity of stands of other Polish cities and regions.



CALL FOR THE INNOVATIONS

"Entrepreneur's Counsellor" a new location and a new package of Entrepreneur Service Point (POP) services of the Krakow City Office

The new headquarters of the Entrepreneur Service Point is a comfortable and modern place where the entrepreneur will settle most of the matters related to setting up, registering and running his own business, and will also use the entire package of services:


Entrepreneurship Consultant [UA/EN/RU]

who provides information in Ukrainian, English and Russian on setting up and running your own business in Poland.


Consultant of the Statistical Office

(every Wednesday of the month from 7.40 am to 3.30 pm), which allows you to obtain statistical information and REGON number for a civil partnership


Consultation Point of the National Chamber of Małopolska Branch of Tax Advisers

(Mondays and Wednesdays 10.00-12.00), where free information and advice are provided on: selection of the form of taxation, exclusion from forms of taxation, VAT obligation, excise tax obligations, obligation to install cash registers.


Consultation Point of the District Bar Council

(2nd and 4th Tuesday of the month, 11.00-12.00), where information and advice on setting up and running a business are provided free of charge.


Consultant of the Office for Implementation of CEIDG Affairs of the Department of Administrative Affairs of the Krakow City Office

registration, suspension, resumption and liquidation of economic activity.


Consultant of the Entrepreneur Service Point

confirming the Trusted Profile and issuing certificates in the field of revitalization in order to officially confirm certain facts or legal status due to the requirements of the law or having a legal interest.

A new service has been launched in the new location **"Entrepreneur's Counsellor"**.

People interested in setting up their own business can use the help and support of the "Entrepreneur's Counsellor". This position was created to facilitate the decision to run a business for people who are afraid of bureaucracy, do not know the procedures and regulations, and need individual mentoring support.

The **"Entrepreneur's Counsellor"** offers comprehensive and professional assistance in all matters related to starting your own business: they will help you fill out all the necessary forms related to setting up a business, advise on the selection of codes of Classification of Business Activities in Poland (PKD), check the available forms of financial support, and help choose the best solutions. If necessary, they will contact other office departments or institutions in order to obtain information on procedures of interest to the future entrepreneur. An important benefit of the service is the possibility of maintaining direct contact between the entrepreneur and their supervisor at a later stage of running their own business.

More information can be obtained by visiting the Entrepreneur Service Point website www.dlabiznesu.krakow.pl/pop, using the mobile application of the Virtual Clerk or by calling the telephone number **12 61 65 600 [PL]**, **12 61 65 607 [UA, EN]**.

CALL FOR THE **TRANSPORTATION**

Clean Transport Zone

The Clean Transport Zone (SCT) is a well-known in the world, but new in Poland, tool supporting activities to improve air quality and thus life.

Clean Transport Zones do not prohibit the entry of cars, like the Limited Traffic Zone, but only determine the amount of pollution that vehicles can emit.

Cars with petrol and diesel engines, hybrids and cars with LPG installations will be able to enter the **Clean Transport Zone** (SCT). It is important that their engine meets the relevant Euro emission standards. Cars registered after **March 1, 2023** to enter Krakow will have to meet the target requirements for SCT, i.e. **Euro 3/5**. Vehicles authorized to enter the SCT must be marked with a special sticker.

Selected exceptions:



Indefinite entry to the SCT is provided for, among others, historic vehicles and special vehicles



Cars registered before **March 1, 2023** at the latest, owned and driven by people aged 70 or over before January 1, 2023.



Vehicles with an **appropriate marking** used by people with disabilities.

There are also exemptions for motorcycles. The Clean Transport Zone in Krakow is to significantly reduce the level of air pollution from transport. According to preliminary calculations, what we breathe every day - nitrogen oxides - is to be reduced by almost half compared to 2019, and the decrease in dust emissions is to be over **80%**.

This will have a significant impact on improving the quality of life and health of the residents and is the next step in the fight for clean air in our city.

More information about Clean Transport Zone at: www.ztp.krakow.pl/en/lez →

CALL FOR THE EDUCATION

The Krakow Professionals' Week is behind us. It lasted for... almost a month!

Krakow's technical and vocational schools educate at a very high level. The students could find out about it during the "**Kraków Professional Week**", which was held for the ninth time. This year it was organized on different dates and places, and in fact it lasted not for a week, but for the whole of March. Thanks to this, eighth graders and their parents had more time to visit vocational schools.

The events of Krakow Professionals' Week took place in districts on various dates: **Krowodrza (March 6-10)**, **Podgórze (March 13-17)**, **Śródmieście (March 20-24)** and **Nowa Huta (March 27-31)**. The initiative also included four "open Saturdays" during which schools presented their proposals. The offer of technical and vocational education in Kraków is very wide and varied: it is made up of as many as 22 technical schools and 19 vocational schools of the first degree. In total, candidates for schools have almost a hundred professions to choose from!



Więcej informacji i program wydarzenia: portaledukacyjny.krakow.pl

IX KRAKOWSKI TYDZIEŃ ZAWODOWCÓW

Poznaj krakowskie szkoły branżowe i techniczne!
6.03 – 31.03.2023



Krowodrza 6.03 - 10.03 11.03 - otwarta sobota	Podgórze 13.03 - 17.03 18.03 - otwarta sobota
Śródmieście 20.03 - 24.03 25.03 - otwarta sobota	Nowa Huta 27.03 - 31.03 1.04 - otwarta sobota

Modern laboratories, well-prepared teachers-practitioners and a chance to participate in trips abroad, including apprenticeships and internships - these are other advantages of Krakow's technical and vocational schools. Technical schools also perfectly prepare young people to study and work. Although studying at a technical high school lasts a year longer, after graduation, a young man - in addition to passing his final exams and being able to study - already has a specific profession and first professional experience, which later facilitate entering the labor market - informs the Department of Education of the Krakow City Office and cordially encourages entrepreneurs to cooperate with Krakow's schools.

More information about them can be found at www.portaledukacyjny.krakow.pl →

Business

Krakow

POP

Editors:

Investors and Innovative Economy Support Centre Team

Contact:

 Entrepreneurship and Innovation Department
pi.umk@um.krakow.pl