



**Kraków  
Metropolitan  
Area for Business**

# Kraków Metropolitan Area Full of opportunities





Dear Sir or Madam,

the Kraków Metropolitan Area is a completely unique area. Over the last two decades, the economic, cultural and scientific heart of the Małopolska Region has become a structure that extends significantly beyond the Polish borders. Moreover, the rank resulting from the multi-aspect supremacy of the Kraków Metropolitan Area in the region of Central Europe is undeniably becoming visible on a global scale. What stands behind our success? We have a modern network of road, air, and high-speed rail connections, thanks to which the distances between the key centers of the continent do not matter any more. For years, we have been making efforts to make it easier for the local, national and foreign entrepreneurs to set up and develop a business. We constantly support activities combining science with industry, transport, environmentally friendly infrastructure, culture, and health protection. We encourage investors and the scientific community as well as startups to benefit from the European Funds, appreciating and being proud of our place in the European Union. The Kraków Metropolitan Area also draws on the natural potential – the location in a region with unique natural and historical values - access to living traditions and folklore, which contribute to the recognizable brand of the Małopolska Region. Another important factor for the identity, character and cultural atmosphere of our Association is the membership of Kraków - an over thousand-year-old royal city dominated by the walls of the Wawel Castle, a symbol of the Polish statehood.

However, these are people who are the most essential element and at the same time, the condition for the dynamic development based on innovation - and this is of particular importance. The number itself is not significant, although it is substantial, as it is about 1.1 million inhabitants. This non-transferable capital is an international mix of highly qualified employees who co-create the staff of a wide range of enterprises from the Kraków Metropolitan Area. Pointing to high qualifications, we talk about, e.g. excellent education – the Małopolska Region is, after all, an important research center, where employment in the area of Research and Development is intensively growing every year. The flow of knowledge to business and industry is supported by numerous technology transfer centers, knowledge transfer centers and special purpose entities of tertiary education institutions. Favorable conditions - technological, infrastructural, and financial, kindness and support for young companies - all this makes the startup environment of the Kraków Metropolitan Area powerful. The visible concentration of modern services for business, both a derivative and the cause of highly qualified staff, is another distinguishing feature of this area, to which technological and industrial parks give the synergy effect.

The Kraków Metropolitan Area consists of 15 associated, neighbouring municipalities. It is a diverse mosaic, yet creating a perfectly harmonious organism. It is a place to live with passion and take advantage of the rich cultural, entertainment, and sports offer. It is a place to work with satisfaction and animate your own career. Finally, it is a place for safe investing on competitive terms. The Kraków Metropolitan Area is the Metropolis full of opportunities that we want to share with you.

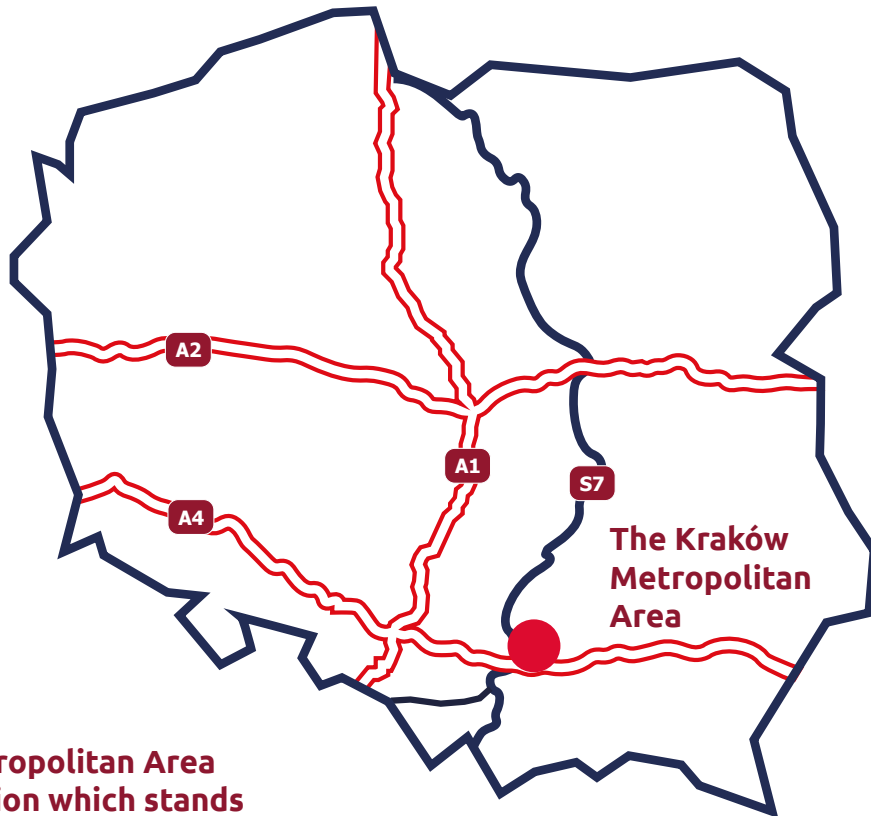


*Kind regards,*  
**Jacek Majchrowski**  
**the Chairman of the Management Board**  
**of the Kraków Metropolitan Area,**  
**the President of Kraków**



# 1 The Kraków Metropolitan Area - the center of Małopolska, MAŁOPOLSKA – THE HEART OF EUROPE

## POLAND



The Kraków Metropolitan Area  
KMA - abbreviation which stands  
for „Kraków Metropolitan Area”

## KMA's strengths:



investment attractiveness  
human capital - educated,  
international



innovation (an extensive  
advanced technology sector,  
R&D institutions,  
universities and innovative  
enterprises)



11 Economic  
Activity Zones  
in 7 municipalities



excellent communication  
accessibility cooperation with  
foreign countries

Kraków Metropolitan Area = Kraków + 14 municipalities:

Biskupice, Czernichów, Igołomia-Wawrzeńczyce, Kocmyrzów-Luborzyca, Liszki, Michałowice, Mogilany, Niepołomice, Skawina, Świątyniki Górne, Wieliczka, Wielka Wieś, Zabierzów, Zielonki.

## About the Kraków Metropolitan Area

**127.5  
thous. ha**

KMA's area

**26%  
of the area**

Kraków

**74%  
of the area**

the suburban  
area

**1.1  
million**

inhabitants of  
KMA



## About Małopolska:

**8.1%**

The Polish GDP

**412  
thous.**

business  
entities  
in Małopolska

**28** tertiary  
education institutions,  
**150 thous.**  
students,  
**8.5 thous.**  
students from abroad

**10.11  
billion EUR**

in export from  
Małopolska



**Kraków Airport** - 11 km West of Kraków, GPS: N: 50° 4'21 "E: 19° 48'21" , possible stoppage of 19 C aircraft, 150 scheduled connections to 114 airports, 32 countries, 8.4 million passengers per year, CARGO terminal (capacity 35 tons per day)



**Central Kraków** – the center of Kraków, 5 platforms, connection with the Kraków Fast Tram, 16 million passengers per year, domestic and international connections (Lviv, Prague, Budapest, Vienna, Graz, Berlin, Grodno)



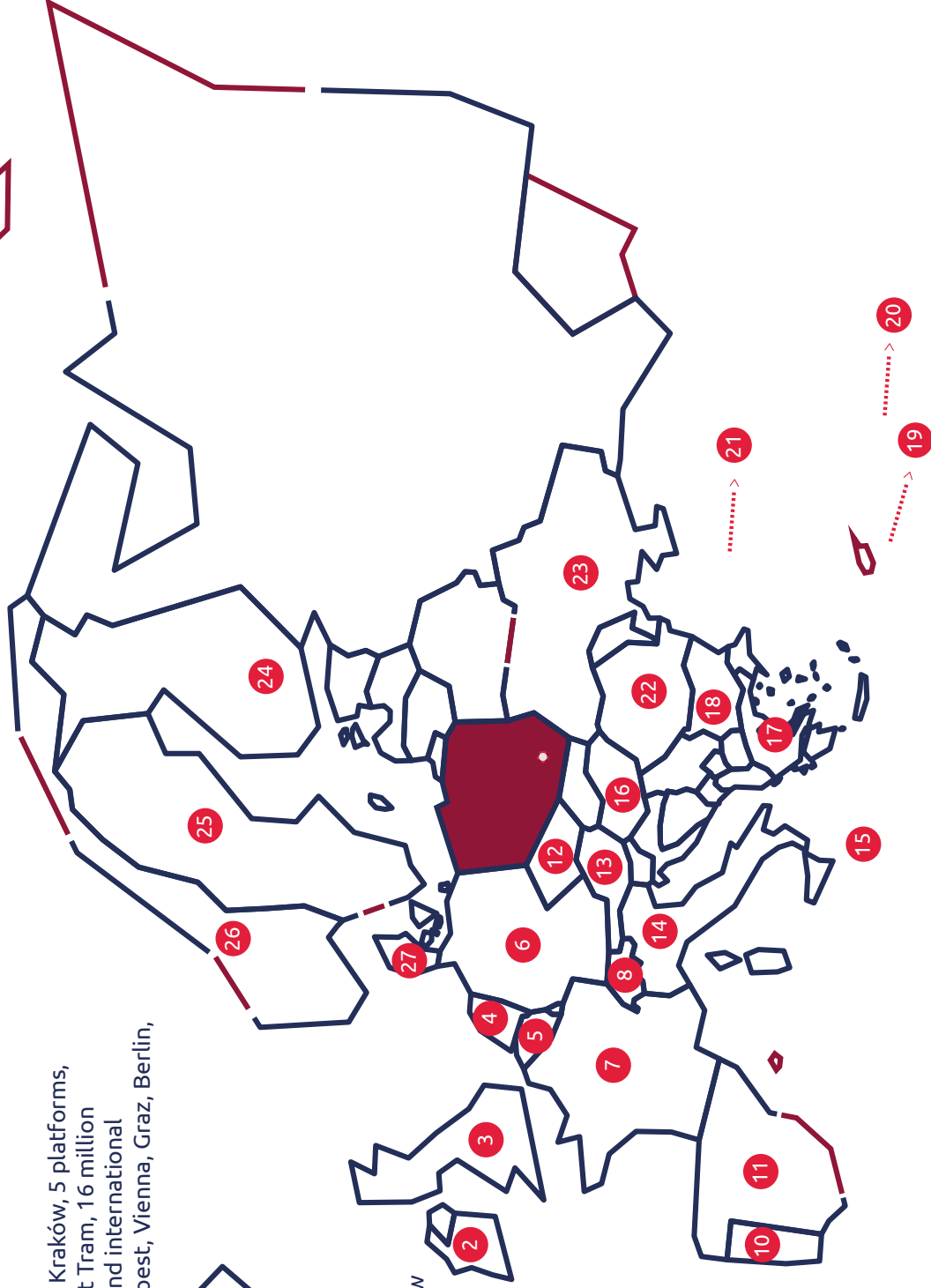
**PKP CARGO** - 6 Kamienna st, 30-001 Kraków



**Pobiednik Wielki Airport**

- 23 km east of the center of Kraków, sports, GPS: 50°05'23"N 20°12'06"E

## AIR AND RAIL CONNECTIONS FROM THE KRAKÓW METROPOLITAN AREA



1. Iceland  
2. Ireland  
3. United Kingdom  
4. The Netherlands

5. Belgium  
6. Germany  
7. France

8. Switzerland

9. The USA  
10. Portugal  
11. Spain

12. The Czech Republic  
13. Austria  
14. Italy  
15. Malta  
16. Hungary

17. Greece  
18. Bulgaria  
19. Israel  
20. The UAE

21. Georgia  
22. Romania  
23. Ukraine  
24. Finland

25. Sweden  
26. Norway  
27. Denmark



# The Kraków Metropolitan Area - let's get to know each other!

## KRAKÓW MUNICIPALITY

Kraków - A new dimension of your investments. I want to live, work, and invest here.

A modern metropolis, one of the most important urban centers in the country, a regional and international center of the social, economic and cultural life. The second city in Poland in terms of population and area, over 1 million people live and work here. The historic capital of Poland, one of the most visited urban tourist destinations in the world, an ideal place to live, study, locate a business, and build a professional career.



Thanks to the cooperation within the Kraków Metropolitan Area Association, we have created an active space for talks and taking specific actions for our common good. We are looking for effective solutions to problems bothering the residents, and our priority is clean air, ecological public transport, and the efficient implementation of the European funds. That is why we are implementing together the Strategy until 2030 - because only cooperation gives a chance of success. A unique location, infrastructure, the human potential - these factors enable the development of our region and demonstrate its success.



Jacek Majchrowski  
the President of the City of Kraków

### The socio-economic image – the municipality's strengths:



the human potential -130 000 students, 23 tertiary education institutions, including 5 universities



a constantly growing number of inhabitants - at the time of negative demographic trends, Kraków is a city of conscious choice of a place to live, work, study, and spend free time



a flywheel of the regional and the national economy - nearly 250 international corporations employing over 82 thousand people in sectors, such as finances, IT, services, research and development, business analytics



a very high rate of entrepreneurship and a good investment atmosphere (3 190 entities of the national economy in the REGON register per 10 thousand people at working age, with the index for the voivodship at the level of - 1 984)



excellent location and transport accessibility: road, rail, and air



the implementation of several strategic projects: „Kraków - Nowa Huta of Future” including the creation of an Economic Activity Zone in the „Branice” Science and Technology Park, Kraków-Airport and Płaszów - Rybitwy (New Town)

### Kraków in the rankings:

- **fDi's European Cities and Regions of the Future 2020/21:** Top 10 Easter European Cities of the Future 2020/2021 -10th Position, Top 10 Large European Cities of the Future 2020/2021 -8th position ; in the category of the economic potential and in the category of business friendliness - 7th Position the highest among Polish cities, 20th place in the **Tholons Global Innovation Index 2021** TOP 100 Super Cities (up by 5 places in comparison with 2020)

- Titles: „Municipality for 5!” and the „Golden Municipality for 5!” in the 2020/21 edition of the ranking prepared by the Student Acceleration Research Group operating at the Institute of Enterprise, the College of Enterprise Sciences at the Warsaw School of Economics
- According to the **INC.com Portal**, Kraków is one of the main startup centers in Poland, with a high rate of startup growth - 20%. Kraków is the leader of startups in the IoT and EduTech sectors



## Key resources



PEOPLE



ACADEMIC CENTER



ECONOMY BASED ON KNOWLEDGE



AN IMPORTANT RELIGIOUS CENTER



CULTURE



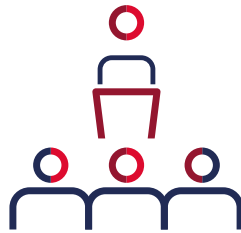
## Kraków - Nowa Huta of the Future

- Logistic-Industrial Center „Ruszcza”
- Science and Technology Park „Branice” with the Economic Activity Zone covering over 30 ha, divided into about 40 plots ready for investment, intended for small and medium-sized enterprises operating within one of the so-called Smart Specializations of Małopolska (chemistry, life science, sustainable energy, as well as creative and leisure industries)
- Center for Large-Scale Outdoor Cultural Events „Błonia 2.0”
- Recreation and Leisure Center „Przylasek Rusiecki”

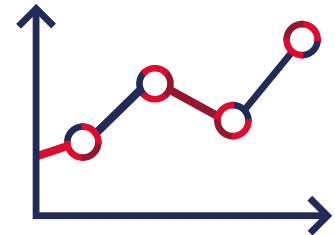
**Kraków 2030 - Smart City - a smart, creative, innovative city that flexibly reacts to changes, basing its strategy on the use of information and communication technologies (ICT) in such areas as economy, environment, mobility and management.**



A city that is friendly to living and investing



A strong self-government community of residents



A metropolis managed in a modern way



An open and harmonious metropolis of international importance in the spheres of innovation, science, economy, and culture



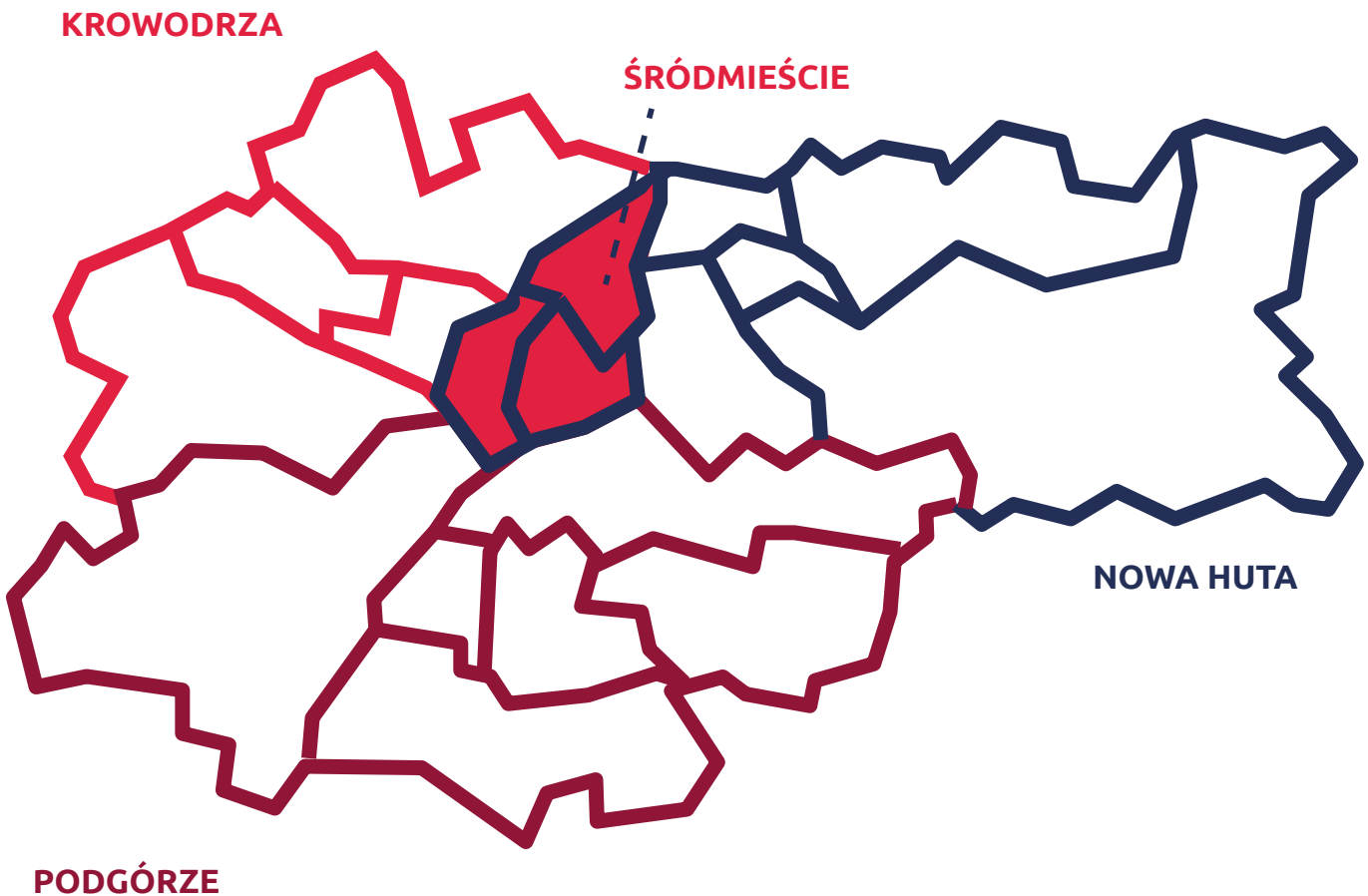
A city developing a knowledge-based economy



A modern metropolis that uses its cultural potential and is creative



## Kraków Districts



### Highlights and interesting facts:

- Kraków is currently one of the best places in Poland for the development of innovative business, which is reflected in the activities of Kraków entrepreneurs. Thanks to the activity of the scientific community, excellent research infrastructure, constant presence and the development of the Polish companies and international corporations, Kraków offers one of the best conditions in the country for developing your own business. Kraków, as a smart and modernly managed city, focusing primarily on the quality of its inhabitants' life, is undoubtedly a place where you want to live and work.
- Kraków is the oldest academic center in Poland - the Jagiellonian University was founded in 1364 as the first in the country and the second in this part of Europe.
- Kraków is the first European city included in the UNESCO World Cultural and Natural Heritage List.
- Leading industries / institutions / entrepreneurs: Aspire Association, IPH, Career Offices operating at tertiary education institutions, MARR, MCP, PAU, NCN, ABSL, Kraków Merchant Congregation, AmCham, SBDiM, AHK, JCI, AIP, KPT, LifeScience Cluster, MISTIA.

# 3

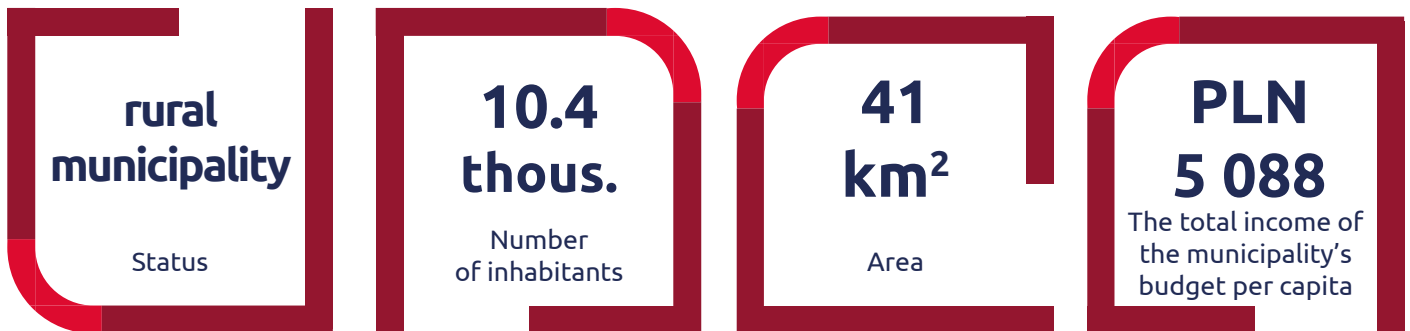
## The Kraków Metropolitan Area - let's get to know each other!

### BISKUPICE MUNICIPALITY

Stop and stay longer.



The smallest municipality of the Wieliczka powiat located in its center, between the valleys of Raba and Vistula and the hills of the Wieliczka Foothills, approx. 20 km from Kraków, is a typically agricultural area. Not only do rich natural and landscape values determine its economic profile, but also make it an excellent place to live. They also determine the high attractiveness of the municipality for its inhabitants. It is not without reason that the municipality's mission included in the development strategy until 2024 is: „Stop ... stay - Biskupice Municipality - in the middle of the Wieliczka powiat, ecological, hospitable, safe, open to cooperation”.



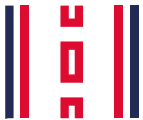
### The socio-economic picture - municipality's strengths:



high settlement attractiveness, progressive change in the character of the municipality into single-family housing



development of investment areas in Bodzanów (design works regarding the implementation of the investment entitled „The construction of the exit and the road to the Economic Activity Zone in Bodzanów”)



location in the vicinity of important transportation routes (A4 motorway), good transportation accessibility of the municipality (national road 94, provincial road 966, an extensive network of local roads)



high attractiveness of the municipality due to its rich natural and cultural values



development of small services, crafts and trade that are not burdensome for the environment as the direction of activating the economic activity in the municipality



low unemployment rate calculated as the ratio of the number of unemployed people to the number of those at the working age - 2.4%, below the voivodship average - 3%

### Highlights and interesting facts:

- The smallest municipality of the Wieliczka powiat.
- A perspective Economic Activity Zone in Bodzanów.



**Biskupice municipality is a rural municipality, which annually changes its character from the agricultural land, slowly turning into single-family housing. A great advantage is its location and a very well-developed road infrastructure. We have designated areas for the investment zone; however, we are still in the phase of its development. Thanks to our belonging to the Kraków Metropolitan Area and the proximity of large economic activity zones located in Kraków, Wieliczka and Niepołomice, opportunities open up for us to exchange experiences in the context of building an investment zone and promoting our sites among potential investors.**



Renata Gawlik  
the Head of Biskupice Municipality



Located west of Kraków, on the left bank of the Vistula River, the municipality of Czernichów offers not only great conditions for living and relaxing, but also for investing capital here. The planned creation of an Economic Activity Zone, combined with a friendly policy towards entrepreneurs, means that today, both small and large enterprises, known for their brand and quality not only in Poland, are established here. Who hasn't heard of Lisiecka sausage, which is eaten by gourmets all over Europe? It is produced in Czernichów municipality by entities associated in the Consortium of Lisiecka Sausage Producers.



**rural  
municipality**

Status

**14.7  
thous.**

Number  
of inhabitants

**85  
km<sup>2</sup>**

Area

**PLN  
4 687**

The total income of  
the municipality's  
budget per capita

### Socio-economic image - the municipality's strengths:



high tourist attractiveness - the richness of nature (2 landscape parks: Rudniański and Bielańsko-Tyniecki, forest complexes, the Vistula) creates the natural conditions for the development of recreation and hiking, cycling, and horse riding



The planned establishment of the Economic Activity Zone in Czernichów, another one is also possible in Rybna



high settlement attractiveness  
- great interest in single-family  
housing



favorable location close to Kraków and  
good transportation accessibility

### Highlights and interesting facts:

- A regional product – Lisiecka sausage – the Consortium of Lisiecka Sausage Producers (located in the municipality of Czernichów).
- The oldest agricultural school in Poland – Franciszek Stefczyk Complex of Agricultural Schools, the Center of Life-long Learning in Czernichów.
- Vineyards operating in the municipality.
- Leading industries / institutions / entrepreneurs: The Consortium of Lisiecka Sausage Producers, the Polish Producer of Marabut Tents, AQForm Lighting, Star-Kop.



One of the activities focused on the development of entrepreneurship, included in the Strategy, is the preparation of a preliminary concept for the creation of an Economic Activity Zone in Czernichów Municipality.



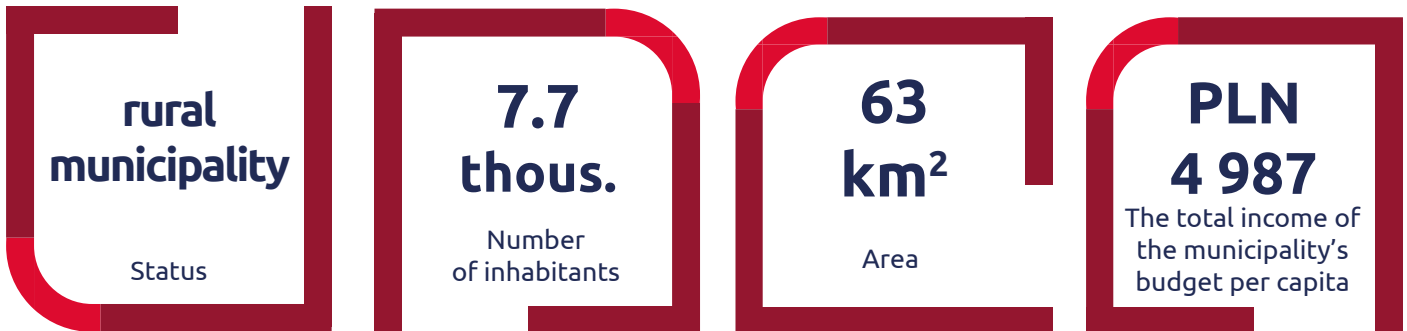
Danuta Filipowicz  
the Head of Czernichów Municipality



Igołomia-Wawrzeńczyce municipality is located to the east of Kraków along the national road no. 79 Kraków-Sandomierz. The municipality of Igołomia-Wawrzeńczyce is typically agricultural. The favourable location and topography, combined with very good soils, make this area a vegetable region, not only in Małopolska Region, but also in the whole Europe. The attractiveness of the municipality is increased by the documented centuries-old history dating back to almost 8 000 years ago and interesting monuments, such as churches dating back to the thirteenth and fourteenth centuries.



fot. Stanisław Bernacki



## Socio-economic image - the municipality's strengths:



the airport of the Kraków Aero Club in Pobiednik Wielki as an attractive investment area



the agricultural traditions of the inhabitants of the municipality



proximity to the Economic Activity Zones - Niepołomice and „Kraków - Nowa Huta of the Future”



very low unemployment rate, calculated as the ratio of the number of unemployed people to the number of those at the working age -1.4%, much below the voivodship average - 3%



The Local Spatial Development Plan for the area of the entire municipality

## Highlights and interesting facts:

- The municipality is a vegetable basin of the Małopolska Region and Europe.
- St. Brother Albert was born in Igołomia, today, at his birthplace, which no longer exists, there is a museum dedicated to him.
- Leading industries / institutions / entrepreneurs: fruit and vegetable industry: Net Profit in Tropiszów,
- Mączka Ltd. in Wawrzeńczyce, Grin Roi in Rudnie Górny and transport: AG-MAZ in Pobiednik Mały.



Our municipality, as the only one in the Kraków Metropolitan Area, has the character of a typically agricultural municipality. We are called the “Vegetable Basin of the Małopolska Region and Europe”. In terms of investment potential, the area of the airport of the Kraków Aero Club in Pobiednik Wielki it is extremely attractive.



Józef Rysak  
the Head of Igołomia-Wawrzeńczyce municipality



A friendly municipality with a prospect for the future.

One of the largest parts of the Kraków powiat - Kocmyrzów-Luborzyca - is located in the valley of the Dłubnia River in the Kraków-Częstochowa Upland. Its natural attractiveness, combined with the proximity of Kraków and well-developed infrastructure, contribute to the gradual change of the municipality's profile from an agricultural area to an area of intensive single-family housing and the development of small business, mainly in the field of trade and services.



rural  
municipality

Status

15.4  
thous.

Number  
of inhabitants

83  
km<sup>2</sup>

Area

PLN  
4 946

The total income of  
the municipality's  
budget per capita

## The socio-economic image - the municipality's strengths:



the possibility of development of investment areas (the so-called areas of strategic intervention of the ASI) thanks to the connection through two exits with the construction of the Kraków S7 bypass



the development of the economic activity in the municipality, locally mainly small business in the field of trade and services (transport, mechanical plants), the presence of large retail chains



high settlement attractiveness, progressing suburbanization process and related positive demographic trends



favorable location and good transport accessibility (voivodeship road 776, well-developed network of powiat and municipality roads, railway connection and P&R - Fast Agglomeration Railway on the Kraków-Warsaw line)



well-developed educational, sports and recreational infrastructure, rich historical and regional traditions

## Highlights and interesting facts:

- The municipality is the leader and the largest beneficiary of the EU aid within the project for the installation of photovoltaic panels, solar collectors, and heat pumps on residential buildings.
- Leading industries / institutions / entrepreneurs: the main economic functions of the municipality are as follows: agriculture and its service, small-scale production, the development of services related to agriculture and agri-food processing, as well as administrative services for residents.



**Kocmyrzów-Luborzyca Municipality is a friendly and safe place for its residents and visitors. Its priorities are activities for the sustainable socio-economic development, care for tradition, as well as natural and landscape values, making the municipality an attractive place for housing and recreation, and, what is particularly important, friendly for investors.**



Marek Jamborski  
the Head of Kocmyrzów-Luborzyca Municipality



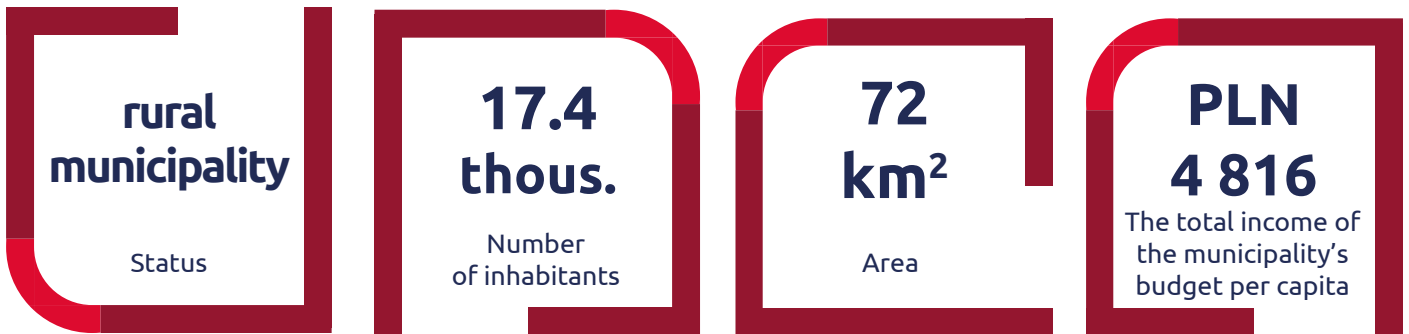
# The Kraków Metropolitan Area - let's get to know each other!



## LISZKI MUNICIPALITY

Liszki municipality is a comfortable and safe place to live, work, and rest in a friendly environment.

Located in the southern part of the Kraków-Częstochowa Upland, Liszki municipality is, above all, an extremely attractive area for tourists. Not only does excellent transportation accessibility guarantee the influx of more and more tourists, but also the growing interest of potential investors.



### The socio-economic image – the municipality's strengths:



high tourist attractiveness of the municipality - rich natural values, numerous recreational areas, interesting monuments



planned development of investment areas



good transport accessibility - A4 motorway with the 4th ring road of Kraków, voivodeship roads no. 780 and 774, public transport with Kraków

### Highlights and interesting facts:

- Culinary symbols of the municipality - the only and unique Lisiecka sausage and perfectly baked in accordance with the traditional recipes „kukietka” buns.
- Weaving - the flagship craft in the municipality; the intertwined wicker twigs can be found even in its coat of arms.
- Tourist attractions „Zalew na Piaskach” swimming site, two landscape parks: Bielańsko-Tyniecki and Tenczyński, reserves: Mnikowska Valley and Zimny Dół, the Vistula Gorge in Piekary, interesting monuments - the palace in Piekary, the palace in Kryspinów, numerous tourist routes.
- Liszki municipality, together with Alwernia, Babice, Czernichów, Jerzmanowice-Przegonia, Krzeszowice, Zabierzów, and Wielka Wieś municipalities is part of the so-called „Jurassic Ring” - a car route running from Kraków through the most interesting areas of the southern part of the Kraków-Częstochowa Upland.
- Leading industries / institutions / entrepreneurs: AMAGO Ltd., Eurocomplex Trucks Ltd., INTERSPORT Polska SA, PPUH GEKO Sp. z o. o., Victoria - floral products, DRABEST Ltd., Okno-Pol, Estal, AL.-Tech Ltd., Tm Technologie, Multipress Printing works Ltd., Amada, Raben, „U Jędrusia”.



**Not only is Liszki Municipality a zone of active recreation, but also an attractive area for investment, and, above all, a great place to live. Grow with us!**



Paweł Miś  
the Head of Liszki municipality



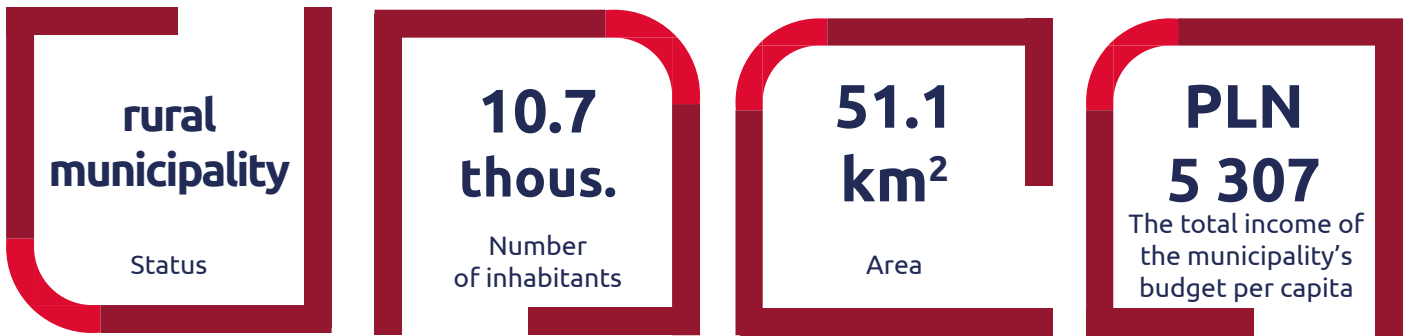
# The Kraków Metropolitan Area - let's get to know each other!

## MICHAŁOWICE MUNICIPALITY

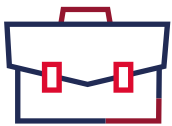
Entrepreneurially by the Dłubnia river.



Located on the border of two uplands, Miechowska and Kraków-Częstochowa in the wide valley of the Dłubnia river, Michałowice municipality is sometimes referred to as „Dłubnia's Plants of Kraków”. Although it is almost Kraków's suburbs, it is not a typical bedroom for the inhabitants of the capital of the Małopolska Region. Local entrepreneurship focused mainly on agricultural production makes it a dynamically developing center of the local economy, and the valuable cultural and natural values facilitate the development of the tourism industry.



### The socio-economic image – the municipality's strengths:



high entrepreneurship rate and good investment atmosphere (1 500 entities of the national economy in the REGON register per 10 000 working-age population, with the index for the voivodship at the level of 1 984)



excellent location: the suburbs of Kraków, the S7 route under construction with the Raciborowice junction



constantly and significantly increasing number of inhabitants, in the years 2000-2019 it increased by over 50%!



very low unemployment rate, calculated as the ratio of the number of unemployed people to the number of those at the working age -1.7%, below the voivodship average - 3%



high tourist attractiveness (perfect conditions for hiking, horseback riding and cycling; interesting history; St. James' Trail)

### Highlights and interesting facts:

- Two landscape parks - the Kraków Valleys and the Dłubnia Valley, and the unique natural and architectural values of the Dłubnia Valley making it one of the most interesting tourist areas around Kraków.
- Orchardling - orchards, mainly apple orchards in Zagórzycze and Sieborowice, Apple Blossom Festival organized every spring.
- Patriotic, pilgrimage, and agricultural traditions: Kadrówka - Freedom Picnic, Saint James' Trail, Wieniawa Orchestra, Szary Horse Riding Club.
- Arabian horse shows and auctions affiliated by the Congress of the European Arabian Horse Organization ECAHO.
- Leading industries / institutions / entrepreneurs: PPHU AWEX RAFAŁ STANUCH in Mastomiąca, Horse Riding Club, Szary, Meat Salon Miernik Miłosz, Coniraya Alpaca Breeding, Cafe UL Agnieszka Staško, Osada Jurajska in Wilczkowice, The Association of the Northern Kraków Crown.



What constitutes the strength of the Kraków Metropolitan Area is the hard, substantive work performed by its members for several years, mutual trust and respect. A great advantage of the Metropolis is its diversity, which is expressed in the fact that it includes both rural municipalities with their unique local character, as well as urban municipalities with highly developed economic, technological, cultural, and tourist facilities. Within the Kraków Metropolitan Area, you can find everything what can be found in others regions.



Antoni Rumian  
the Head of Michałowice Municipality



# 9

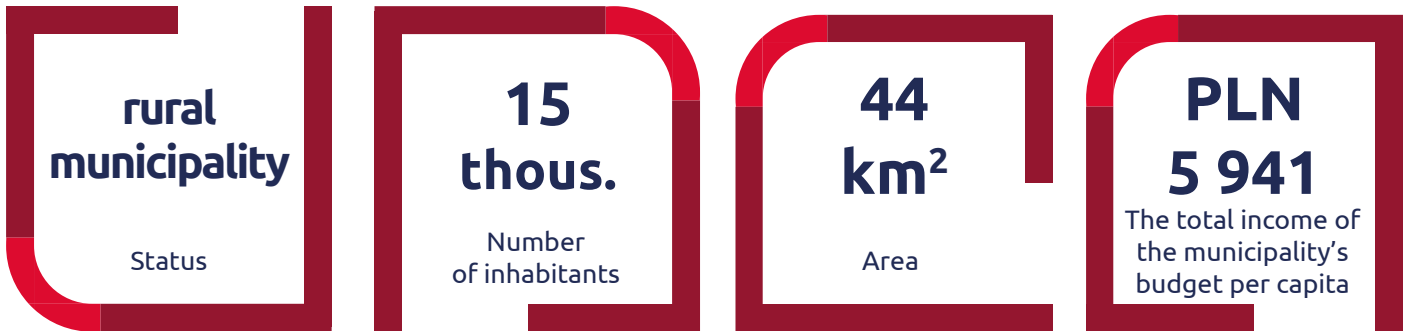
## The Kraków Metropolitan Area - let's get to know each other!

### MOGILANY MUNICIPALITY

Mogilany Municipality. Just breathe!



Located in the south-eastern part of the Kraków powiat, on the border with Kraków, the Mogilany municipality is mostly a rural enclave for one of the largest urban agglomerations in the country. It is often perceived as a "bedroom" for the inhabitants of the capital of the Małopolska Region, thanks to its high transportation accessibility and access to public services, it offers attractive conditions for both living and investing. Its natural and cultural values create a strong potential for creating attractive leisure offers for the inhabitants of the municipality and Kraków, and the deposits of thermal waters give the opportunity to introduce a completely new spa & wellness industry to the local market, which would significantly increase the tourist attractiveness of the municipality.



### The socio-economic image – the municipality's strengths:



low unemployment rate calculated as the ratio of the number of unemployed people to the number of those at the working age - 2.5%, below the voivodship average - 3%



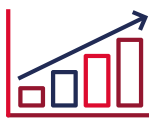
investment areas along DK7 constituting the natural continuation of investments located along the streets of Wadowicka - Zakopiańska - Góra Libertowska - Myślenicka (typical investments in the suburbs of large urban agglomerations)



excellent location in terms of investment, along the national road DK7, and near the A4 motorway



high entrepreneurship rate and good investment atmosphere (2 393 entities of the national economy in the REGON register per 10 000 working-age population, with the index for the voivodship at the level of 1 984)



positive demographic trends - the constantly growing number of inhabitants and the related growing percentage of young and working-age people, as well as the growing supply of labour in the municipality

### Highlights and interesting facts:

- Potential for the development of a new industry in the local economy based on the documented sources of thermal waters.
- Leading industries / institutions / entrepreneurs: Marimex Opel, Volkswagen Porche, Kia Kraków-Wadowscy Saloon, Group Wanicki Kraków DAF, BMW M-Cars, Lidl, Biedronka, Włosań Bakery, Czajczyk Bakery, Jurek Catering, OKNOPLUS Sp. z o. o., Inter Cars SA, BP Europa SE Branch in Poland (petrol stations)



**Mogilany municipality is a great place to invest. The national DK7, the so-called Zakopianka, goes through this municipality; therefore, GDDKiA (the General Directorate for National Roads and Motorways) is an important partner. We see development opportunities in close cooperation with neighboring local governments, as well as municipalities associated in the Kraków Metropolitan Area. To sum up, our strategy for the next 10 years is to search for the balance between the economic development and cooperation with investors, settlement attractiveness, with the concurrent care for the natural landscape, recreational and cultural values.**



Piotr Piotrowski  
the Head of Mogilany Municipality



Located just behind the south-eastern borders of Kraków, Niepołomice Municipality is one of the most dynamically developing municipalities in Poland. An advantageous location and good infrastructure combined with pro-investment activities of the local self-government attracts foreign capital and domestic investors. Spectacular investments of such giants as MAN Trucks or Coca-Cola are not only the municipality's showcase, but also the main source of its income, creating jobs for the inhabitants of Wieliczka, Bochnia, and Kraków poviats.



**rural-urban  
municipality**

Status

**29.1  
thous.**

Number  
of inhabitants

**95.1  
km<sup>2</sup>**

Area

**PLN  
7 535**

The total income of  
the municipality's  
budget per capita

### The socio-economic image - the municipality's strengths:



spectacular investments - over 80 international corporations from various industries and a well-developed SME sector - almost 3 700 business entities



an investor-friendly municipality: a special decalogue of the rules of competition – the application of procedures that facilitate investments



3 investment zones: Niepołomice Investment Zone (542 ha, including over 210 ha included in the subzone of the Kraków SEZ), Western Investment Zone in Ochmanów (70 ha) and Eastern Investment Zone in Wola Batorska (30 ha)



attractive location and transportation accessibility (A4 motorway, national roads DK94 and DK 75, voivodeship road 964, railway line E30 with stations in Podłęże and Staniątki)



high tourist attractiveness (monuments, Niepołomice Forest, great sports base)

### Highlights and interesting facts:

- The Royal Castle in Niepołomice with the Niepołomice Museum, the oldest in Poland Benedictine monastery in Staniątki, and the Niepołomice Forest are tourist attractions of international importance.
- Leading industries / institutions / entrepreneurs: global concerns such as: Coca-Cola, MAN Trucks, Staco, Silgan White-Cap, Pratt & Whitney Tubes (UTC), Royal-Canin, Brembo, Somfy, Meiller Polska, Nidec, Woodward Governor Poland, FoodCare, DHL, the largest window producer in Poland - Oknoplast; over 3.7 thousand business entities: shops, service establishments, banks and small production.



**We invest so that you invest here. It is worth bearing such costs, as they pay off many times in various areas of the economy and social life.**



Roman Ptak  
the Mayor of the Town and Municipality of Niepołomice



Skawina - a city open for Business.

Skawina is an important economically autonomous satellite of Kraków with attractive investment areas, professional staff and a well-developed labor market. The strategic location of the municipality, combined with the development policy implemented for many years, based on supporting entrepreneurship, makes it a very attractive place to invest capital, whereas its natural and cultural values encourage relaxation and recreation.



rural-urban  
municipality

Status

43.5  
thous.

Number  
of inhabitants

100  
km<sup>2</sup>

Area

PLN  
5 492

The total income of  
the municipality's  
budget per capita

### The socio-economic image - the municipality's strengths:



a large number of business entities, including companies with high cooperative potential and a large number of companies from the development sectors (automotive, energy, metallurgy)



support for entrepreneurs - the activity of the Entrepreneurship Support Center and the functioning of the Entrepreneurship Council, the Mayor's advisory body



The Local Spatial Development Plan for the area of the entire municipality



professional staff (well-developed vocational and technical secondary education)



3 Economic Activity Zones - investment areas with the total area of approx. 290 ha



strategic location and good transport accessibility (A4 motorway, DK44 national road and the Skawina bypass located within it, proximity to the Kraków-Balice International Airport, railway connections, planned launch of connections in the Fast Agglomeration Railway system)



rich cultural, sports, and recreational offer

### Highlights and interesting facts:

- In 1968, an experimental plant was established in the aluminum smelter in Skawina, producing, among others, artificial precious stones for the jewellery industry.
- Leading industries / institutions / entrepreneurs: Business Environment Institutions - Chamber of Commerce near Kraków, Companies: Valeo Autosystemy, Benda-Lutz Skawina, Boryszew Department of Modern Aluminum Products Skawina, Dragon Poland, Vesuvius Poland, Treko Laser, Bahlsen Polska, Lajkonik Snacks, CEZ Skawina.



The development of the currently functioning Economic Activity Zones in Skawina is a priority pro-investment activity of our local government. Over the past 15 years, the municipality has implemented a number of projects aimed at providing the investment areas with technical infrastructure (including roads, water and sewage network, and electricity), which made it possible to locate new enterprises in their area. We conduct active cooperation and dialogue with entrepreneurs in terms of reducing the negative impact of industry on the environment.



Norbert Rzepisko  
the Mayor of the Town and Municipality of Skawina

Świątynki Górne – it is here, where tradition meets modernity.

Świątynki Górne municipality, picturesquely located several kilometers south of Kraków, has been known for its entrepreneurship for centuries. The rich, centuries-old tradition of craftsmanship and trade in metal products is permanently included in the local craftsmen environment. Although the municipality does not have large investment areas, it is an ideal place for individual entrepreneurs developing small innovative businesses. There is a reason, why one of the slogans promoting the municipality is as follows: „Świątynki Górne – it is here, where tradition meets modernity”.



rural-urban  
municipality

Status

10.2  
thous.

Number of inhabitants

20  
km<sup>2</sup>

Area

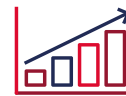
PLN  
6 127

The total income of the municipality's budget per capita

### The socio-economic image - the municipality's strengths:



the favourable values of indices of tax revenues from PIT per 100 people aged up to 18 years



a systematically growing number of business entities operating in the municipality (increase by 25% in the years 2012-2019)



high tourist attractiveness - rich history, interesting cultural attractions, picturesque location



high entrepreneurship rate - over 1 thousand registered enterprises, a high rate of individual entities - 112 people running a business per 1 000 inhabitants of the municipality, much more than in the voivodship – 88, and the country - 84



the activity of the local economic self-government - the Galician Chamber of Commerce, the aim of which is to uphold the craft traditions of the region and promote entrepreneurship



proximity to Kraków and good communication with the capital of the Małopolska Region

### Highlights and interesting facts:

- Świątynki Górne is one of the oldest towns in southern Małopolska.
- Two extremely interesting threads in the history of the municipality - craft and locksmith activity and the obligation of the inhabitants to serve in the Kraków Wawel Cathedral for centuries.
- Marcin Mikuła's Locksmith Museum in Świątynki Górne, the tradition of which dates back to the end of the 19th century; its subject matter relates to the historical entrepreneurship undertaken in the municipality; the only exhibition in Poland containing unique Hussar armor, or saber replicas.



**As Świątynki Górne Municipality, we would like to contribute to shaping the competitiveness of the economy of the Kraków Agglomeration. We can provide, among others, a convenient seat and conditions for the development of small businesses, innovative business activities. Looking forward to cooperation, we care in a special way for strengthening the potential of service companies.**



Małgorzata Duży  
the Mayor of the Town and Municipality of Świątynki Górne

Located south-east of Kraków, in the basin of the Raba, Wilga and Serafa, Wieliczka municipality is no less recognizable in the world than the capital of the Małopolska Region and just as popular. The „Wieliczka” Salt Mine, included in the UNESCO World Heritage List, and the Żupny Castle, build the identity of the entire municipality, making tourism the most important industry and a driving force for the local economy. Together with the Wieliczka Economic Activity Zone, a large number of family businesses, convenient transportation location and high-quality human capital makes Wieliczka Municipality an extremely attractive place not only for sightseeing, but also for living and investing.



**An urban-rural municipality, the city of Wieliczka - the seat of the municipality and the powiat**

Status

**60.4  
thous.**

Number of inhabitants

**100.1  
km<sup>2</sup>**

Area

**PLN  
5 427**

The total income of the municipality's budget per capita

## The socio-economic image – the municipality's strengths:



a high position in the settlement hierarchy of the Małopolska Region: the center of sub-regional and metropolitan importance within the Kraków Metropolitan Area



high entrepreneurship rate and good investment atmosphere (2 325 entities of the national economy in the REGON register per 10 000 working-age population, with the index for the voivodship at the level of - 1 202 and for Poland - 1 175)



advantageous transportation location: the local road transportation junction (A4, E40, S7, DK 94), Fast Agglomeration Railway



one of the most modern and the most innovative economic zones in the country - the Wieliczka Economic Activity Zone Kokotów - Brzegi and the zone under development in Węgrzce Wielkie



a successive increase in the number of inhabitants recorded for several years and a positive migration balance

## Highlights and interesting facts:

- The “Wieliczka” Salt Mine - the only mining facility in the world operating continuously from the Middle Ages to the present times.
- The only underground health resort in Poland operating in the mine chambers 135 m underground.
- The largest rural area in Poland among urban and rural municipalities.



**The strength of the city is visible in the growing will to live in it. Every year, over a thousand new residents come to our city, which proves the development and a well-organized local government community.**



Artur Koziol  
the Mayor of the Town and Municipality of Wieliczka









Wielka Wieś. Residents-friendly municipality.

Located on the territory of the Kraków-Częstochowa Upland, the municipality of Wielka Wieś, once typically agricultural, today changes its character to a suburban one, becoming primarily a settlement place for young Kraków residents. Positive demographic trends combined with the high rates of entrepreneurship make it an attractive area for living and developing a professional career in the SME sector. And the picturesque Jurassic landscapes and well-prepared tourist infrastructure - an excellent travel destination, not only for the inhabitants of nearby Kraków, but also for tourists from further corners of Poland.



<p><b>rural municipality</b></p> <p>Status</p>	<p><b>13.1 thous.</b></p> <p>Number of inhabitants</p>	<p><b>48 km<sup>2</sup></b></p> <p>Area</p>	<p><b>PLN 6 244</b></p> <p>The total income of the municipality's budget per capita</p>
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### The socio-economic image - the municipality's strengths:

 <p>a very high rate of entrepreneurship and a good investment atmosphere (2 361 entities of the national economy in the REGON register per 10 000 working-age population, with the index for the voivodship at the level of 1984)</p>	 <p>The growing number of economic entities (increase by 23% in 2014-2018), mainly micro and small enterprises</p>
 <p>very low unemployment rate, calculated as the ratio of the number of unemployed people to the number of those at the working age -1.7%, much below the voivodship average - 3%</p>	 <p>location in the immediate vicinity of Kraków, good transport accessibility - 2 junctions of the northern Kraków motorway bypass, 2 national roads (DK 94 and DK79), well-developed public transport, proximity to the Kraków-Balice airport, developed network of high-quality municipal roads</p>
 <p>high settlement, sightseeing and tourist attractiveness - one of the most interesting and charming areas in the vicinity of Kraków</p>	 <p>positive demographic trends - the growing number of municipality residents resulting from the suburbanization process (resettlement to suburban areas of Kraków residents) and the growing percentage of young people and people of working age</p>

### Highlights and interesting facts:

- Outstanding natural values: beautiful Jurassic valleys (Prądnik, Będkowska, Kluczwoły, Kobylańska), numerous limestone rock forms with the original shapes (Sokolica, Iglica, Dupa Słonia), caves (including the most famous one - Wierzchowska Górna Cave, the largest karst form of this type in the Upland).
- Leading industries / institutions / entrepreneurs: Jurassic Chamber of Commerce (supporting institution), Hydrosolar, GLP / Coral Maritime GP, Futura Kraków, Jeronimo Martins Distribution Center, Leroy Merlin, Witek Furniture Store.



A great advantage of jointly implemented activities under the MK is a coherent message that reaches residents and entrepreneurs from the partner municipalities. The strengthening of the municipalities' position in acquiring external funds, e.g. for the replacement of stoves, bicycle paths, etc. should also be appreciated.



Krzysztof Wołos  
The Head of Wielka Wieś Municipality

Located in the southern part of the Kraków-Częstochowa Upland, in the immediate vicinity of Kraków, the Zabierzów municipality - one of the largest municipalities in the Małopolska Region - is classified as one of the suburban zones with the highest degree of economic activity. Its rich history and picturesque Jurassic landscapes combined with modern technical and transportation infrastructure make it a friendly place for residents, tourists, and investors. Safety, a high standard of living, green surroundings and great investment potential are the main advantages of the municipality.



rural  
municipality

Status

26.7  
thous.

Number  
of inhabitants

99  
km<sup>2</sup>

Area

PLN  
5 922

The total income of  
the municipality's  
budget per capita

## The socio-economic image - the municipality's strengths:



low unemployment rate calculated as the ratio of the number of unemployed people to the number of those at the working age - 2%, below the voivodship average - 3%



a very high rate of entrepreneurship and a good investment atmosphere (2 362 entities of the national economy in the REGON register per 10 000 population at the working age, with the index for the voivodship at the level of 1984)



high tourist attractiveness of the municipality – the Jurassic landscape with forest complexes, rocks, caves and ravines, as well as rich cultural heritage, a well-prepared tourist infrastructure



an attractive geographic location, at the intersection of the main transportation routes and high transportation accessibility - the proximity of the A4 motorway, the E30 railway line running through the municipality and John Paul II Kraków-Balice Airport



a stable policy of the municipality authorities towards investors, investment support

## Highlights and interesting facts:

- The Kraków-Balice Airport as a distinguishing feature of the municipality in the region and at the national scale.
- The Entrepreneurship Council established by the Head of the municipality as an advisory body, consisting of the representatives of entrepreneurs from Zabierzów municipality.
- The valuable nature of the municipality - 2 landscape parks: „Kraków Valleys” and „Tenczyński Landscape Park” and 3 nature reserves.
- Leading industries / institutions / entrepreneurs: the airport, R&D center, logistics center, electronics manufacturers, a large producer in the food industry, as well as companies from the construction industry and scientific institutes.



The offer of municipalities included in the Kraków Metropolitan Area is very diverse and attractive. Our area is a rich scientific and technological base. Adding to this an attractive location and very good transportation possibilities, we can compete with other metropolises all over Europe.

Elżbieta Burtan

the Head of Zabierzów municipality





Zielonki - it's beautiful to be here.

Zielonki municipality, the closest to Kraków, is an example of a highly developed suburban area which, thanks to the consistently implemented local development policy, is an excellent place to live, invest and relax. Today, Zielonki has very good economic and social indicators, and the planned construction of "Pasaż Biznesu" - a compact investment space in the immediate vicinity of the Kraków Northern Bypass - will undoubtedly result in even faster development of the municipality and a positive impact on the quality of living.



rural  
municipality

Status

23.5  
thous.

Number  
of inhabitants

48.4  
km<sup>2</sup>

Area

PLN  
6 349

The total income of  
the municipality's  
budget per capita

## The socio-economic image - the municipality's strengths:



one of the most modern educational bases in the Małopolska Region



favorable location and excellent transport accessibility (national road S7, provincial road 794 Kraków-Skała-Wolbrom, under construction Northern Kraków Bypass with three road junctions, 19 bus lines MPK(the City Bus) - the most in the Kraków Metropolitan Area, Fast Commuter Rail)



the planned construction of "Pasaż Biznesu" - developed investment areas in the following towns: Zielonki, Bibice, Węgrzce, Bosutów, Dziekanowice and Batowice, mainly for SMEs in the service sector



very high level of entrepreneurship -154 economic entities per 1 000 inhabitants (the most in the entire The Kraków Metropolitan Area), entrepreneurship rate - 2 660 entities of the national economy in the REGON register per 10 thousand working-age population, with the voivodship index at 1 984



one of the lowest unemployment rates in KrOF (Kraków Functional Area), very low unemployment rate calculated as the ratio of the number of unemployed people to the working-age population -1.4%, significantly below the voivodeship average - 3%



positive demographic trends - one of the highest population increases in the voivodship, in 2009-2019, the number of inhabitants increased by 29%!

## Highlights and interesting facts:

- Picturesque landscape, valuable nature (2 landscape parks: the Kraków Valleys and the Dłubniański National Park, the buffer zone of the Ojców National Park, 5 forts of the Fortress of Kraków, the Korzkiew Castle - the Eagle's Nest).
- Distinctions won by local companies in the nationwide rankings: Forbes Diamond 2020 (Ekosystem Ltd.), Business Cheetahs 2018 (12 companies from Zielonki municipality), the Diamond of the Polish Economy 2019 (8 companies from the municipality, including the largest - Styler).
- Leading industries / institutions / entrepreneurs: SMEs predominate, Variety Assessment Station in Węgrzce, Experimental Station of the Kraków University of Agriculture with the „Garlicki Lamus” vineyard in Garlica Murowana, the largest company - the Styler company in Dziekanowice (a manufacturer of photo frames, frames, paintings, and mirrors).



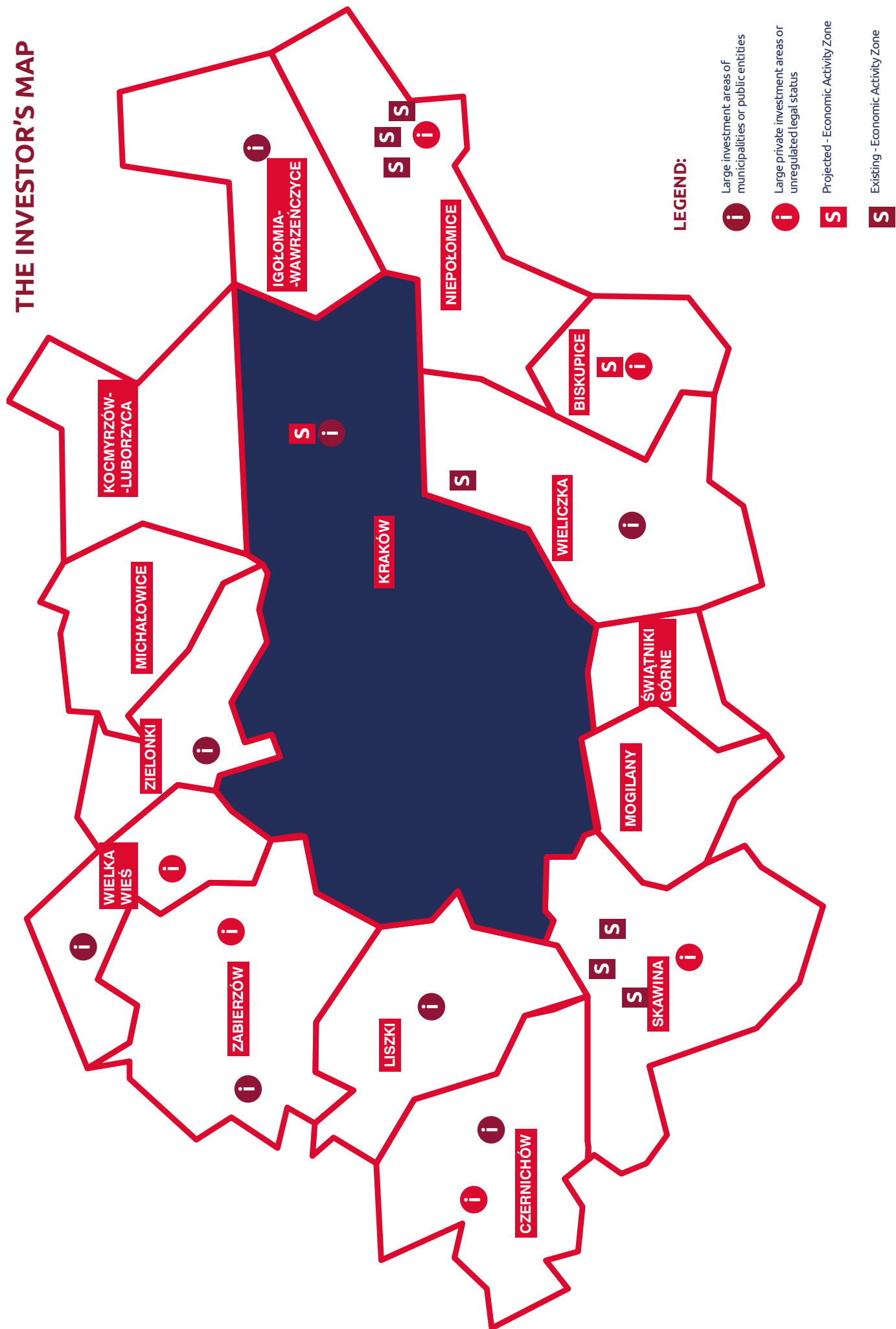
For years, the municipality authorities have been focusing on the development of settlement, as well as small and medium-sized enterprises serving the inhabitants. This facilitates, among others, the dynamic growth of the population's income and the market diversification. This makes Zielonki municipality a friendly place to live in, where people want to live, work, and rest.

Bogusław Król  
Wójt Gminy Zielonki





# THE INVESTOR'S MAP



## LEGEND:

- i** Large investment areas of municipalities or public entities
- i** Large private investment areas or unregulated legal status
- S** Projected - Economic Activity Zone
- S** Existing - Economic Activity Zone



# The Kraków Metropolitan Area

## THE HUMAN CAPITAL

The human capital - one of the key factors influencing investor decisions - is one of the strongest competitive advantages of the Kraków Metropolitan Area. In terms of education assessed through the prism of the total number of universities, technical universities, students of universities in general and students of technical universities, **the Kraków Metropolitan Area ranks first among such European metropolises as: Barcelona, Dublin, Goteborg, Nuremberg, Ostrava, Katowice and Wrocław.**

### Development trends - FACTS



the growth fueled by knowledge-intensive activities



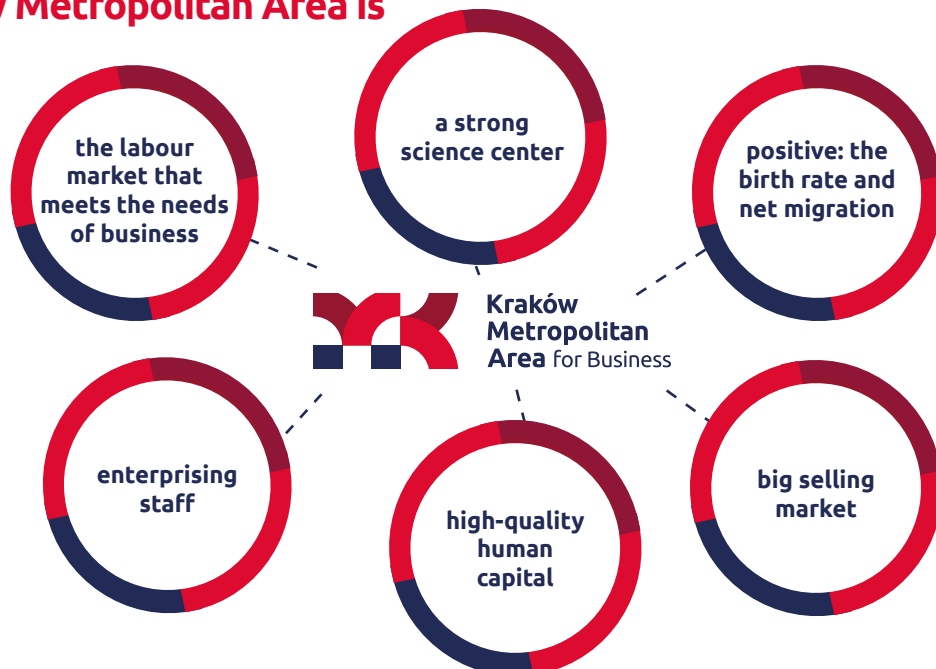
the basic competitive advantage of metropolitan areas = knowledge resources



knowledge resources = human capital constituting the basis for the development of knowledge-intensive activities



### The Kraków Metropolitan Area is



## EDUCATION

23

Amount of **tertiary education institutions** in the Kraków Metropolitan Area, including 5 universities and **2 technical universities** (AGH University of Science and Technology and the Kraków University of Technology)

OVER  
**13 THOUS.**

This is how many **students** are admitted annually to **science and IT** in the Kraków Metropolitan Area.

MORE THAN  
**46 THOUS.**

There are so many **students** at **technical colleges**.

1364

The year of establishing **Jagiellonian University** - known and appreciated all over the world, the oldest university in Poland.



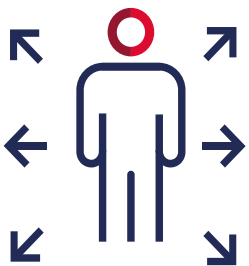
81%

Level of **passing the Matura exam** in Kraków. The high positions of secondary schools in national rankings also testify to the quality of teaching in the Kraków Metropolitan Area.

ALMOST  
**130 THOUS.**

So many **students** study at universities in the Kraków Metropolitan Area.

## DEMOGRAPHY



- **almost 1.1 million inhabitants**
- favourable demographic structure - **over 66% of the working age population**
- positive demographic trends - **positive birth rate, positive migration balance resulting** from the high settlement attractiveness of the Kraków Metropolitan Area,
- expected further **population growth by approx. 5.2%** by 2030
- growing **percentage of young people and of working age**
- increasing **labor supply**
- high **population density** corresponding to the highly urbanized areas of Poland

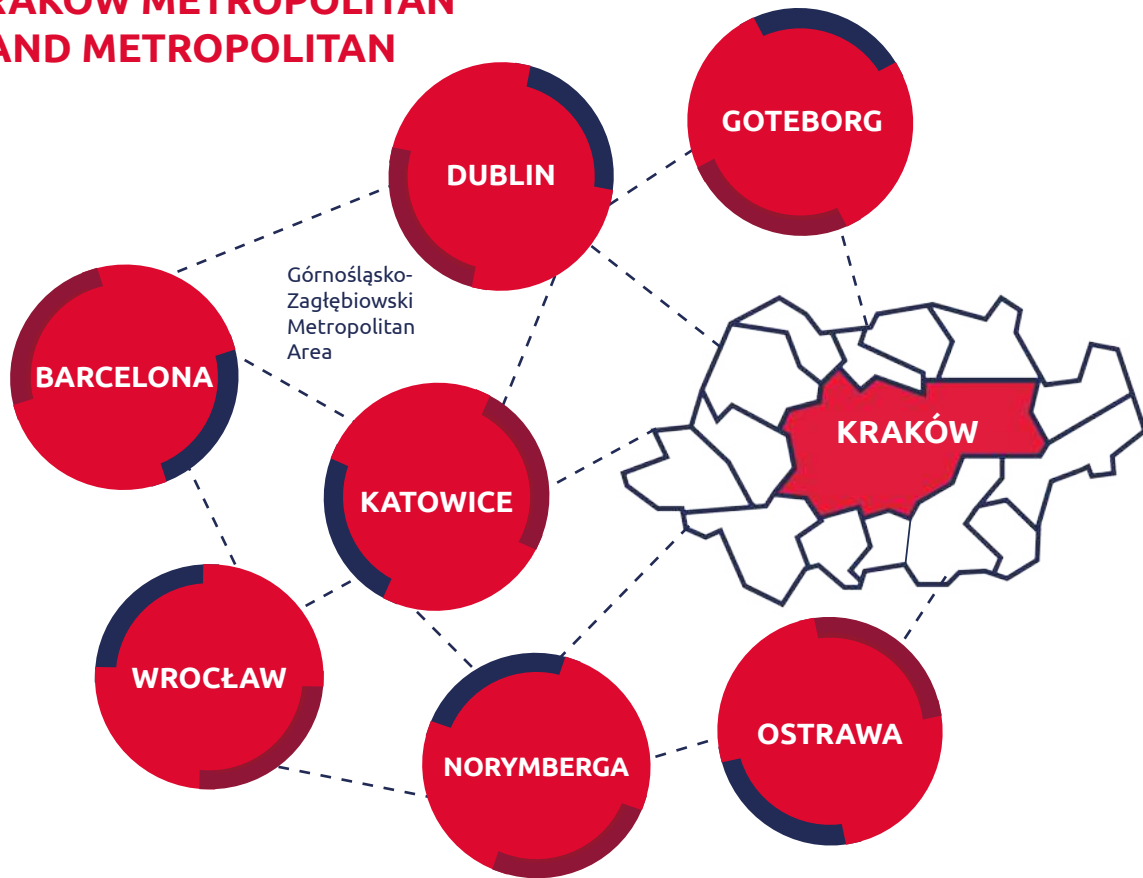
## KNOWLEDGE, QUALIFICATIONS, ACTIVITY



- **almost 50% of the population with the higher education**
- **over 22% of the population are R&D and engineering-technical workers**
- **62% of the population speak English**
- a high rate of entrepreneurship, the growing number of small and medium-sized enterprises - entrepreneurial staff

### WHY US?

#### THE KRAKÓW METROPOLITAN AREA AND METROPOLITAN AREAS



An important **academic center** with a large number of respected economic and technical universities, as well as an impressive number of students and graduates

The attractive **labour market**: the high quality human capital, very competitive labour costs

**Special economic zones and zones of economic activity** offering preferential conditions for investing

Rich **cultural-entertainment life, a unique tourist offer**

## DEMOGRAPHY



- **favourable demographic structure** - 66% of the **working-age** population (15-64), 2nd position among metropolises, **ex aequo** with Katowice
- **positive birth rate** - Kraków, being one of the 4 metropolitan areas characterized by a positive birth rate, was ranked 3rd and a **positive migration balance**

## THE LABOUR MARKET



- **very low unemployment rate** - the lowest among the surveyed metropolises
- **attractive for investors** low average salary the availability of the **highly qualified staff**

## THE HUMAN CAPITAL



- almost 50% of the population with **higher education** (the 3rd position)
- the high percentage of **scientific-research and engineering-technical employees** in relation to the total population

## RUNNING A BUSINESS



- the 3rd place in terms of **the number of enterprises** per 1,000 inhabitants
- a wide range of investment incentives, including tax exemptions within the Polish Investment Zone and investment care offered by the local governments and business support institutions from the region.

## EDUCATION



- the high percentage of the population with **higher education** – the 3rd position, **an excellent educational offer** (the 2nd position in the ranking for the number of universities, the number of technical colleges, the total number of students and the
- 1st position in terms of the number of students of technical colleges)

## INNOVATION



- a high 3rd position for the total expenditure on **research and development** in relation to GDP
- the high percentage of **people employed in the R&D sector** in relation to the total population

## TRANSPORTATION



- a high 3rd position in terms of **the number of passengers** at the airports and the number of **direct destinations**
- location in the **center of Europe** and at the intersection of **important transportation routes**

## LIFE QUALITY



- a **rich and varied cultural and entertainment** offer (the 3rd position in terms of the number of theaters)

1

very good results achieved by Kraków in terms of **demography, labor market, human capital, education** (1st position) and **innovation**

2

**no extremely negative results for Kraków** - not even once the city was classified on the last position in any of the examined aspects

### Why the Kraków Metropolitan Area?

3

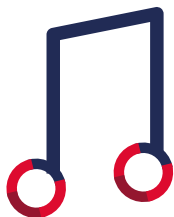
**Kraków's very good results in comparison with other Polish metropolises;** in four out of ten analyzed categories, Kraków achieved the best result (demography, education, innovation and running a business)







## MUSIC

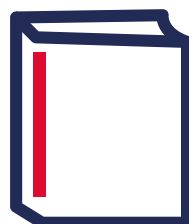


world-class festivals: the European festival of Renaissance and Baroque music **Misteria Paschalia**, one of the most interesting contemporary music festivals in Europe, **Sacrum Profanum**, **Live Festival**, festival of traditional music, ethno and folk **EtnoKraków / Crossroads**, festival of electronic music Unsound, International **Music Festival in Old Kraków**, International **Jazz Festival at Piwnica Pod Baranami**, **Live Music Festival**



photo: Fairs in Kraków

## LITERATURE



**Miłosz Festival**, **Conrad Festival** with the largest **book fair** in Poland - a brand recognizable in the literary world and a symbol of the international festival of literature

## FILM AND THEATER



**Street Theater Festival**, **Kraków Theater Miniatures**, **Divine Comedy International Theater Festival**, **Kraków Film Festival**, **Etiuda & Anima International Film Festival**, **Theatrum Musicum**. **The Off Plus Camera** International Festival of Independent Cinema, currently the largest and the most appreciated festival of this music genre in the world - **Film Music Festival**, **Grolsch ArtBoom Visual Arts Festival**



photo by B. Świerzowski, the Office of the Mayor of the City of Kraków



photo by A. Kaczmarz, the Grotoska Theatre

## HISTORY AND TRADITION



**The Jewish Culture Festival** (includes approx. 200 events promoting Jewish culture), **The Great Parade of Dragons** (an open-air spectacle during which huge, inflatable dragons flow along the Vistula), **March along the Kadrówki Trail**, the tradition of **Kraków nativity scenes**, inscribed on the UNESCO Representative List of the Intangible Cultural Heritage

## HEALTH AND PHYSICAL ACTIVITY

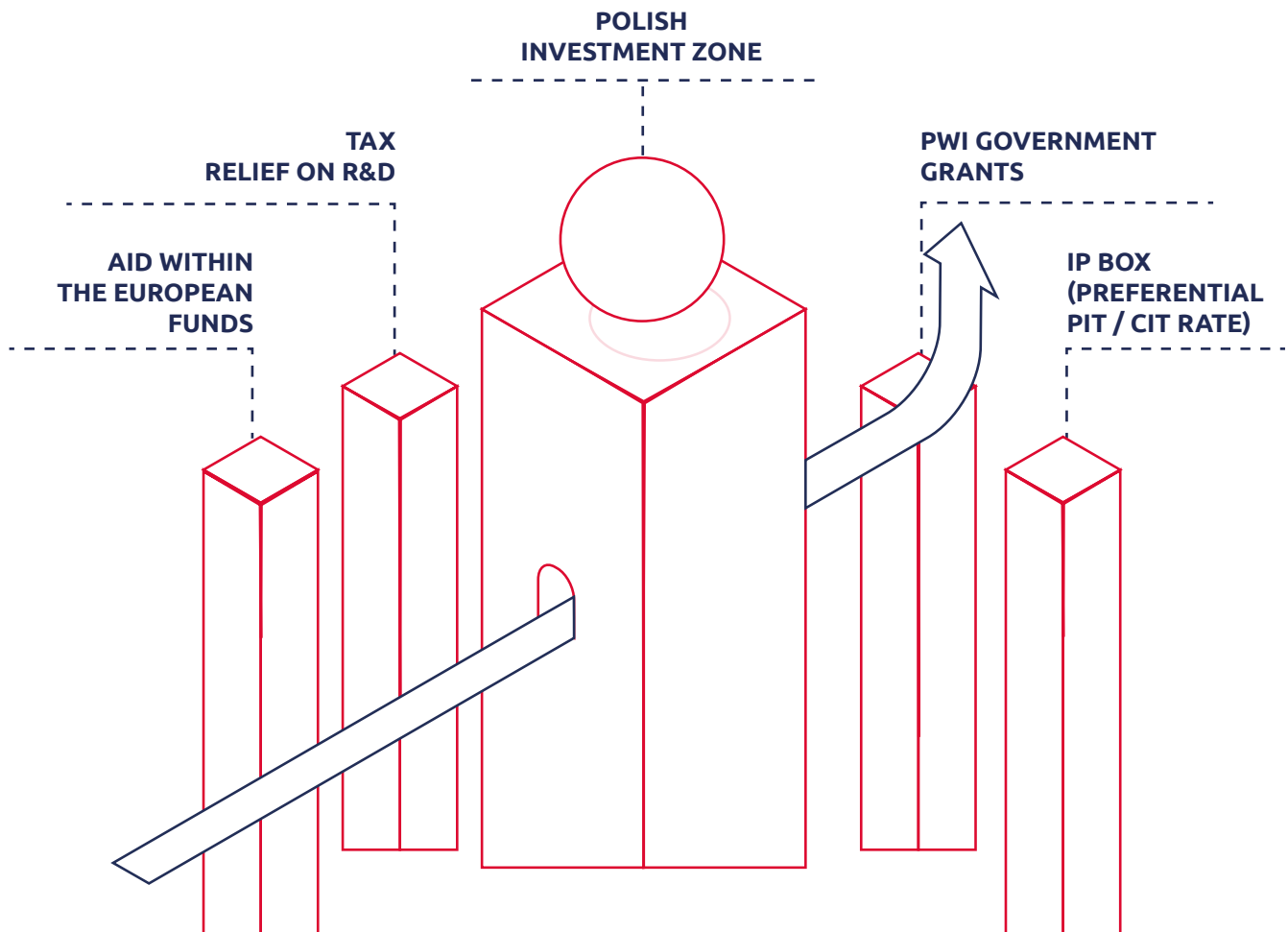


a high-quality, unique in its nature **health resorts'** offer, high-class **medical services**, including the rapidly developing sector of aesthetic and senior medicine, the growing **area of green zones** and the number of **walking and leisure parks**, **priceless nature**, **unique landscape values** and **high-quality tourist infrastructure** providing a wide range of opportunities for active leisure, **effective improvement of air quality**

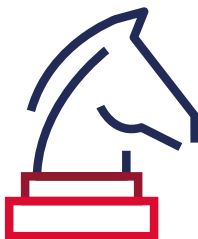


photo: the Commune Office in Zielonki

## INVESTMENT INCENTIVES FOR ENTREPRENEURS

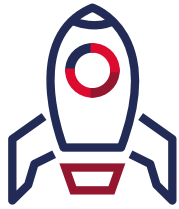


## THE POLISH INVESTMENT ZONE – KRAKÓW TECHNOLOGY PARK



### FOR WHOM?

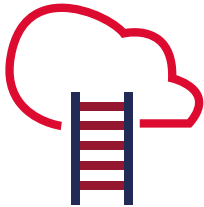
- for companies from the traditional industry sector with the exception of those producing, among others, alcohol, tobacco products, steel, electricity, gas
- for some companies from the service sector, such as IT services, research and development services in the field of natural and technical sciences, accounting and control of books, services in the field of accounting (excluding tax returns), services in the field of technical research and analysis, call center services, architectural and engineering services in the areas not covered by the Special Economic Zone status



## FOR WHAT?

new investment projects located in every area (private and public) consisting in:

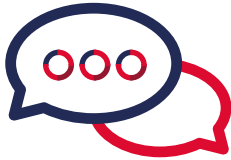
- creating a new enterprise
- increasing production capacity
- introducing new products to the market
- changing the production process



## HOW MUCH AND FOR HOW LONG?

the public aid in the form of income tax exemption PIT / CIT is as follows:

- 35% of capital expenditure incurred - large enterprises
- 45% of capital expenditure incurred - medium enterprises
- 55% of capital expenditure incurred - micro and small enterprises
- for 12 years - from the date of receiving the decision on support in the areas not covered by the SEZ status
- for 15 years - in the areas previously covered by the SEZ status



## RESPONSIBLE ENTITY

Applications should be submitted to the Kraków Technology Park, which, on behalf of the minister responsible for economy, issues decisions on granting support.



## R&D TAX RELIEF



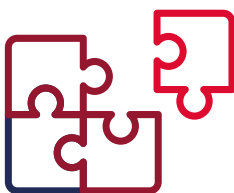
### FOR WHOM?

- for enterprises conducting research and development activities



### HOW MUCH?

- 100% deduction of eligible costs from the PIT / CIT tax base
- in the case of research and development centers, the amount of deductions may reach 150%



### WHAT CONDITIONS NEED TO BE FULFILLED?

- conducting R&D activities
- bearing and appropriate recording of eligible costs

Eligible costs:

- remuneration and contributions calculated adequately to the time that an employee devoted to R&D in a given month, from the total working time;
- the purchase of materials and raw materials, as well as equipment which are not fixed assets;
- expert opinions, opinions, advisory services and equivalent services provided or performed under a contract by a research unit, as well as the acquisition of research results from such unit; the paid use of scientific and research equipment and the purchase of services for the use of the scientific and research equipment;
- the protection of intellectual property rights;
- depreciation charges on fixed assets and intangible assets.

## IP BOX (PREFERENTIAL CIT / PIT RATE)



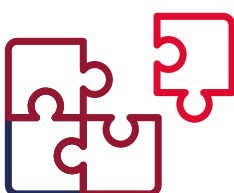
### FOR WHOM?

- for companies investing in innovation



### HOW MUCH?

- preferential 5% CIT / PIT rate of income that the taxpayer obtains from the commercialization of the qualified intellectual property rights



### WHAT CONDITIONS NEED TO BE FULFILLED?

- conducting R&D activities
- embracing the outcomes of R&D activities by legal protection in accordance with the list of the qualified intellectual property rights, isolating the costs of R&D activities, as a result of which the entrepreneur obtained a qualified intellectual property right
- commercializing the qualified intellectual property rights, e.g. through sales or license fees

## GOVERNMENT PWI GRANTS (JOBS, INVESTMENT)



### FOR WHOM?

- for entrepreneurs planning investments aimed at increasing innovation and competitiveness of the Polish economy
- the qualified types of investments: strategic, innovative, Business Services Center, Research and Development Services Centers



### HOW MUCH?

- employment grants and investment grants financed within the “Program for Supporting Investments of the Major Importance for the Polish Economy for 2011-2030”
- up to 25% of the investment costs and up to PLN 15 000 per newly created job, depending on the type of the investment and enterprises size



### AID WITHIN THE EUROPEAN FUNDS

- The prospect for 2021-2027-about 76 billion EUR allocated to investments in innovation, entrepreneurship, digitalization, infrastructure, environmental protection, energy, education and social affairs

## SUPPORT AND SERVICE FOR ENTREPRENEURS AND INVESTORS

Business in Małopolska Center  
- the regional counterpart and partner of the Polish Investment and Trade Agency, acting as the Regional Investor Assistance Center



[www.businessinmalopolska.pl/en](http://www.businessinmalopolska.pl/en)

Kraków Technology Park  
most complete one-stop-shop for business in Poland.



[www.kpt.krakow.pl/en](http://www.kpt.krakow.pl/en)

Investors and Innovative Economy Support Centre  
(Municipality of Krakow) –  
– a comprehensive investor service



[www.business.krakow.pl](http://www.business.krakow.pl)

### Highlights and interesting facts:

- Kraków - the largest business services center in Poland according to the ABSL report
- Established cooperation relationship in the Economic Forum of the Kraków Metropolitan Area.
- “Investor service standards in Małopolska” project realisation aimed at rising investor service quality in local authorities units of the Małopolska Region
- The possibility of using the technical and scientific-research facilities
- 13 university incubators supports the commercialization of research
- 600 technology events annually are organized for enterprises by the region

# 21

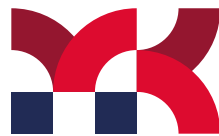
## Tourist magnets of the Kraków Metropolitan Area

### PEARLS IN THE CROWN AND EVERYDAY LEISURE

an attractive region for tourists and a strong cultural center, which primarily uses the heritage and brand of the city of Kraków

unique cultural, historical and landscape richness

the most frequently visited tourist destinations in Poland - Kraków (over 10 million tourists in 2019) and the „Wieliczka” Salt Mine (almost 2 million visitors in 2019!)



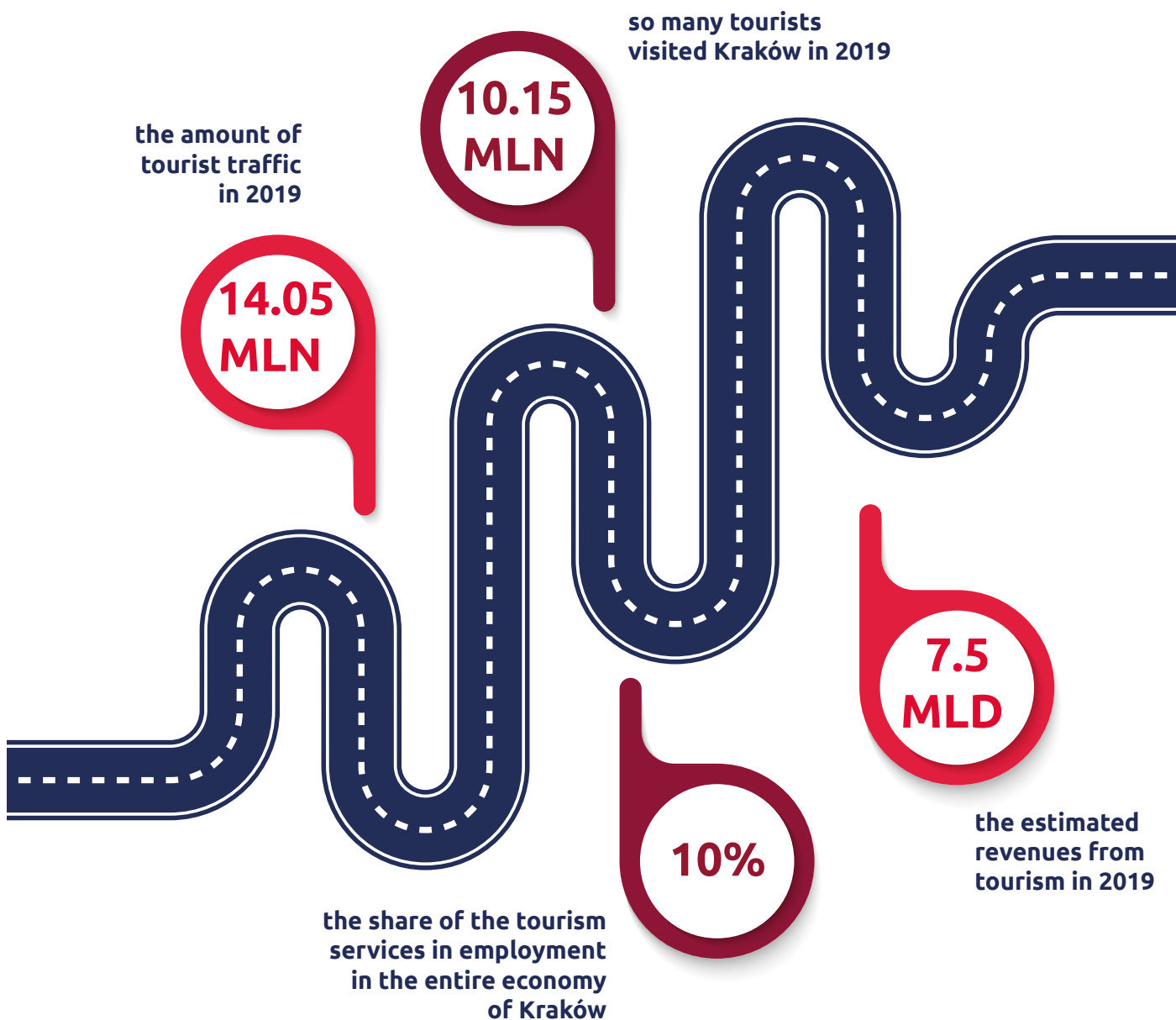
**Kraków Metropolitan Area** for Business

diversity, unique atmosphere, unique experiences

diverse accommodation and gastronomic offer

international recognition - Kraków is 25th in the list of the Best Cities in the World compiled by the readers of “Travel + Leisure” magazine (2020)”

## TOURISM AS AN IMPORTANT ECONOMY SECTOR OF THE KRAKÓW METROPOLITAN AREA



## TOP5 OF THE KRAKÓW METROPOLITAN AREA





## THEMATIC TRAILS

- The Trail of the Eagles' Nests
- Wooden Architecture Trail
- Eastern Front of the First World War Trail
- Cistercian Trail
- St. James' Trail

## NATURE

- a varied natural landscape covering the foothill areas of the Beskids, the valleys of the Vistula, Skawa and Raba rivers and the Kraków-Częstochowa Upland,
- Ojców National Park
- 5 national parks: Rudniański, Bielańsko-Tyniecki, Kraków Valleys, the Dłubnia Valley, Tenczyński



## PLACES OF RELIGIOUS WORSHIP

- the oldest Benedictine Abbey in Poland - the Monastery in Staniątki
- Sanctuary of Divine Mercy in Kraków-Łagiewniki
- Cistercian Abbey in Kraków-Mogiła
- numerous papal trails related to the places of stay and pilgrimages of the Polish Pope to Poland and Małopolska



## THE MEETING INDUSTRY

- an excellent base for the organization of conferences, meetings, congresses, fairs and exhibitions – the 29th place in Europe and the 49th in the world in terms of the number of cyclical international meetings, fulfilling all the requirements of the International Association of Conferences and Congresses ICCA. In 2019, 8 400 business meetings took place in Kraków!
- ICE Kraków among the best congress centers in Europe!

## COOKING

regional products:

- Obwarzanek Krakowski (Kraków powiat, Wieliczka powiat, the City of Kraków)
- Lisiecka sausage (Liszki municipality, Czernichów)
- Prądnicki bread (City of Kraków, Zabierzów)
- Piaszczańska sausage (Wieliczka, City of Kraków)



## VELOMAŁOPOLSKA - European standards of bicycle routes

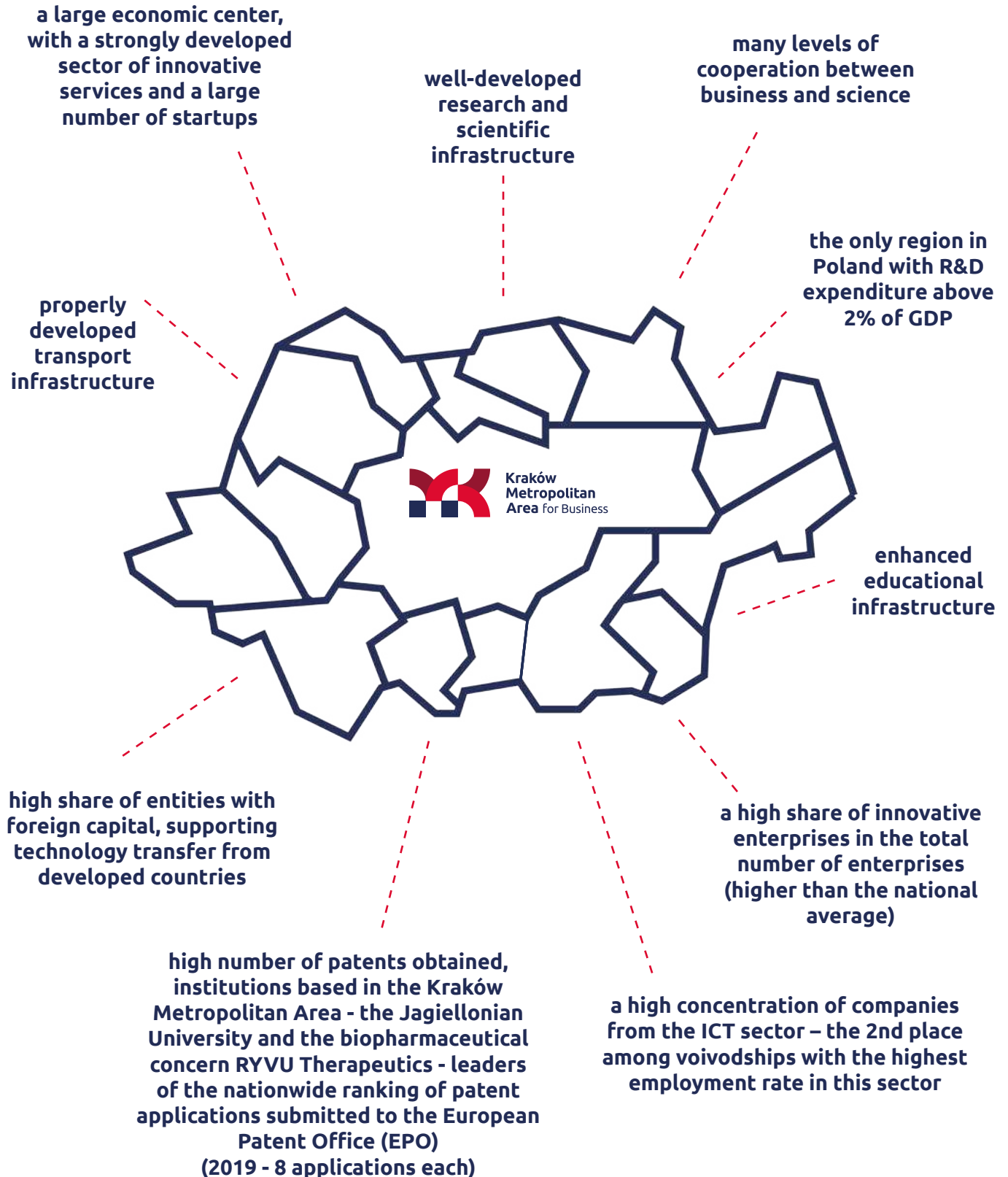
- a network of 8 bicycle routes of the European standard designed to enable reaching the most valuable natural and tourist areas of Małopolska
- The Kraków Metropolitan Area is intersected by three almost ready routes: The Vistula Cycling Route, VeloDunajec and VeloMetropolis, whereas others are under construction: VeloPrądnik and VeloRudawa

## BY THE WATER

- canoes, boat, and gondola cruises – the Vistula
- bathing areas – Bagry Lagoon, Przylasek Rusiecki, Nowohucki Lagoon;
- a wide range of water sports – wakeparks Bagry, Przylasek Rusiecki and Cholerzyn; rafting - canoe track "Kolna"



## MAŁOPOLSKA - THE LEADER OF INNOVATION IN POLAND, CONSTANTLY KEEPING 2ND PLACE IN INNOVATION RANKING MILLENNIUM INDEKS FOR FEW YEARS



# SMART SPECIALIZATIONS

## Life science



over 15% of the Polish students studying biology are students of the universities located in the Małopolska Region

Selvita SA - one of the largest biotechnology companies in Europe - located in the Kraków Metropolitan Area

business environment institutions: Klaster LifeScience Kraków, MedCluster, Jagiellonian Center of Innovation

over 15 thousand operating entities, of which 46% in Kraków

significant scientific and research potential: SOLARIS National Synchrotron Radiation Center, Małopolska's Center of Biotechnology, Jerzy Haber's Institute of Catalysis and Surface Chemistry of the Polish Academy of Sciences the Institute of Pharmacology of the Polish Academy of Sciences, the National Research Institute of Animal Production

## Chemistry



Skawina - one of several strategic centers of the chemical industry in Małopolska

business environment and science-research institutions: The Scientific and Technical Association of Engineers and Technicians of Oil and Gas Industry, Faculty of Chemistry of Jagiellonian University, Jerzy Haber's Institute of Catalysis and Surface Chemistry of the Polish Academy of Sciences.

## Sustainable energy



450 entities operating in the region, 60% in Kraków

AGH – the coordinator of one of 6 so-called nodes (CC PolandPlus) forming the international Knowledge and Innovation Community (KIC InnoEnergy) with the budget of approx. EUR 100-150 million per year

Columbus Energy SA - the largest supplier of photovoltaic installations in Poland - located in the Kraków Metropolitan Area

scientific-research and business environment institutions: the Institute of Mineral and Energy Economy of the Polish Academy of Sciences, Małopolska's Center for Energy Efficient Construction, Sustainable Infrastructure Cluster

## Information and Communication Technologies



Kraków among the most technologically advanced “cities of the future” according to the international ranking „Top 25 Tech Cities of the Future 2020/2021” prepared by a prestigious fDi Magazine

over 14 thousand entities operating in the region, with over 60% in Kraków

several significant business environment institutions: Kraków Technology Park, Center for Intelligent IT Systems, Academic Computer Center CYFRONET AGH (one of the largest supercomputing and network centers in Poland, with the fastest computers in Poland)

## Production of metals, metal products and non-metallic mineral products



important for the development of the industry special purpose vehicles of two tech colleges located in the Kraków Metropolitan Area - AGH – the Kraków Center of Innovative Technologies INNOAGH and the Kraków University of Technology - INTECH PK

science-research potential: Foundry Research Institute and The Institute of Advanced Manufacturing Technology

business environment institutions: Polish Foundry Technical Association, Technological Foundry Cluster Modern Cast Sp. z o. o

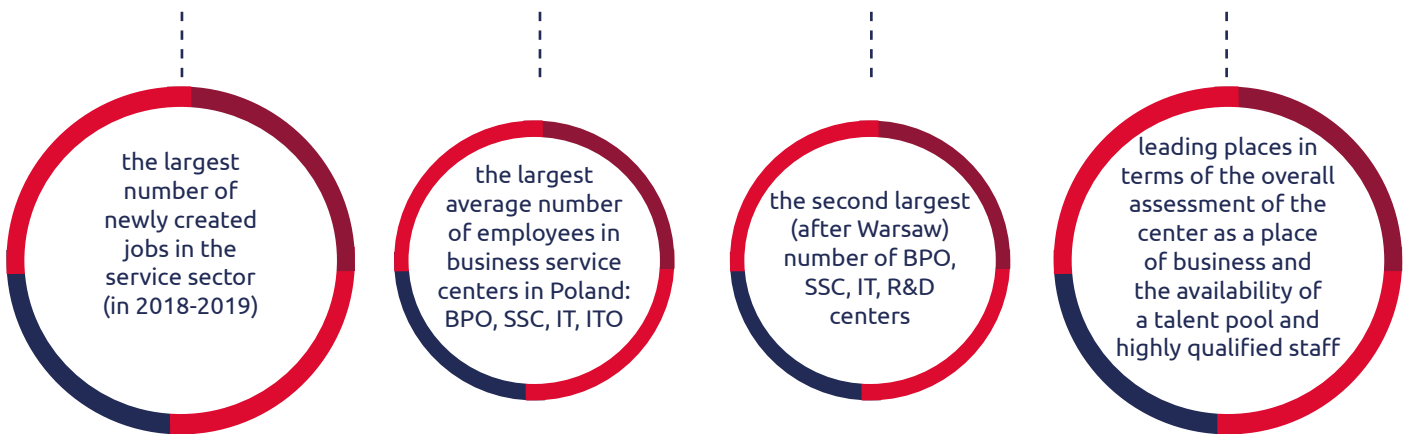
## Creative and Leisure Industries



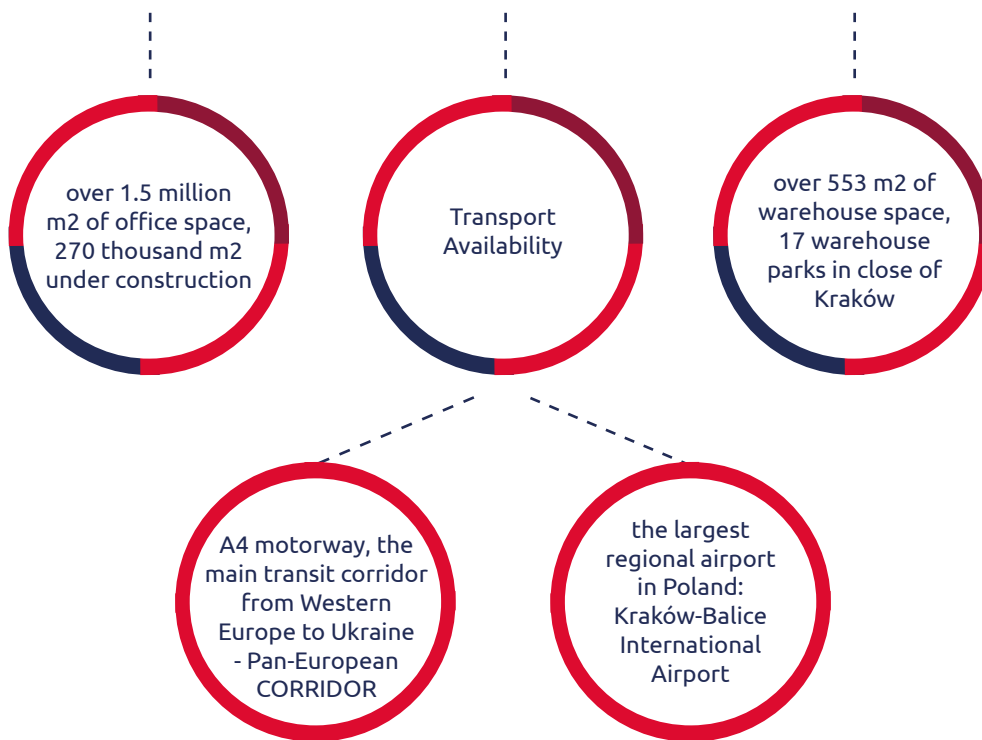
Kraków - a significant MICE center and one of the most important tourist destinations in Poland

The Academy of Fine Arts in Kraków- the oldest Faculty of Industrial Design in Poland educating industrial designers

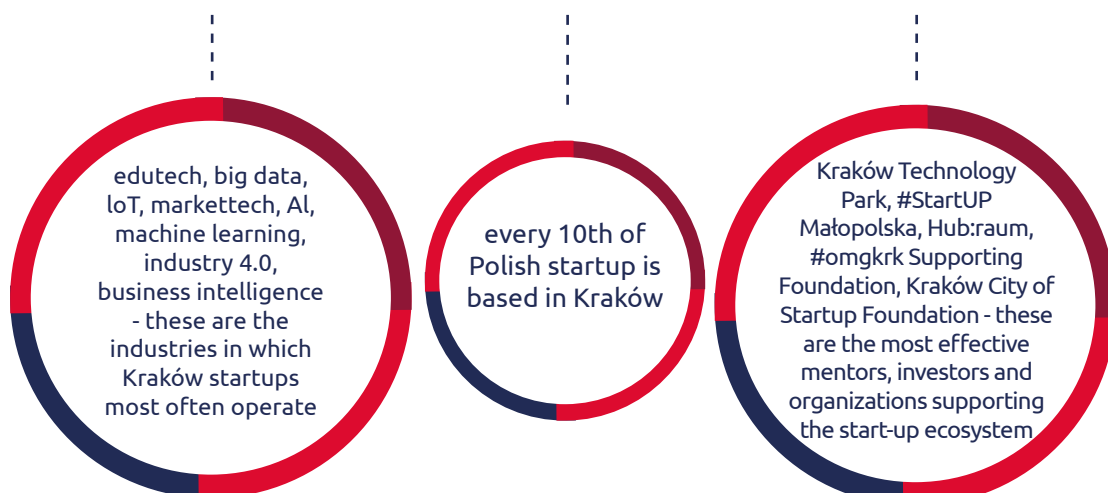
## Kraków - the largest business services center in Poland according to the ABSL report (Sector of modern business services in Poland)



## Personnel potential in the R&D sector significant on the national scale A perfect infrastructure for running a business



## Kraków - the city of startups





**70 THOUS.**

THE NUMBER OF WORKERS EMPLOYED IN BPO, SSC / GBS, IT, R&D SERVICES CENTERS WHICH PROVIDE SERVICES IN FOREIGN LANGUAGES

**34**

THE NUMBER OF SERVICE CENTERS BPO, SSC GBS, IT, R&D EMPLOYING AT LEAST 500 PEOPLE

**11%**

CUMULATIVE ANNUAL GROWTH RATE (CAGR) OF EMPLOYMENT IN THE SECTOR IN 2016-2019

**217**

THE NUMBER OF BPO, SSC / GBS, IT, R&D SERVICE CENTERS (Q1 2019)

- **9** clusters
- **1** cluster with the status of the National Key Cluster (Life Science Kraków Cluster)
- **over 400** cluster partners: enterprises, universities, research and development institutes, business environment institutions, non-governmental organizations, the local government units)



**Life Science Kraków Cluster**



**Sustainable Infrastructure Cluster**



**IoT Cluster**



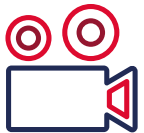
**South Poland Cleantech Cluster**



**Kraków Gastronomy Cluster**



**Technological Foundry Cluster**



**Kraków Film Cluster**



**Smart Illumination Cluster**



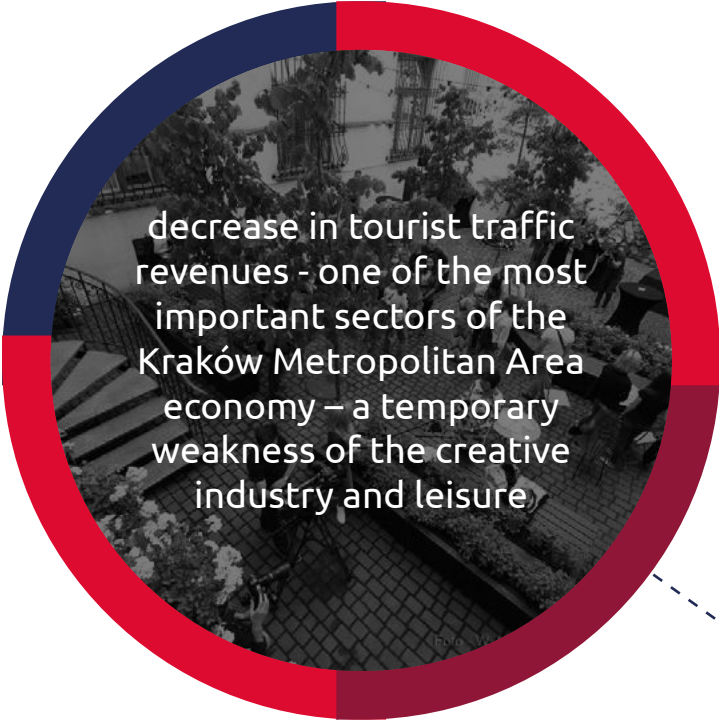
**Information Technology Cluster in Construction**

**Invested with us -**


**INNOVATION LEADERS IN THE KRAKÓW METROPOLITAN AREA:**

**ABB • Akamai • Aptiv • Brembo • Cisco • Comarch • Ericsson • HSBC • IBM • Jacobs • MAN • Motorola Solutions • Nokia • Shell • Statestreet • Woodward • Valeo**

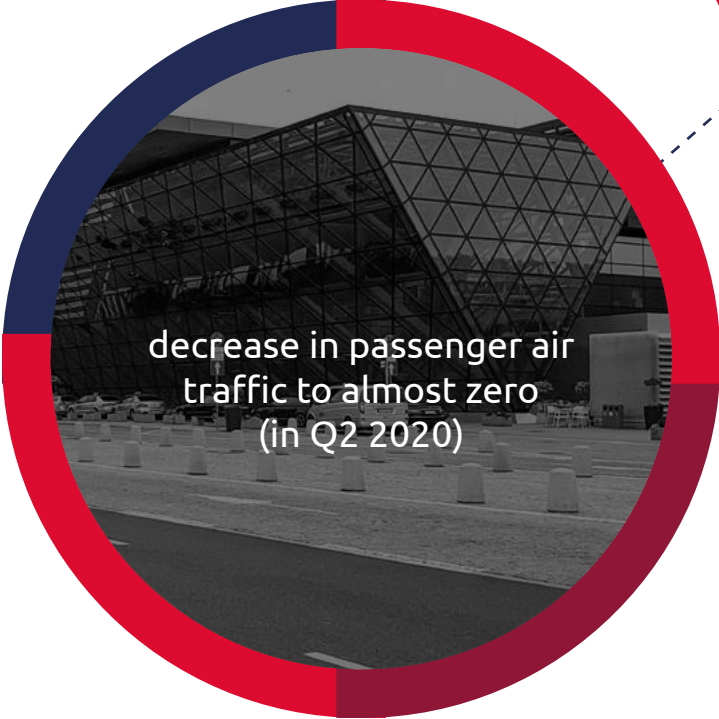
## THE MOST IMPORTANT EFFECTS OF THE PANDEMIC



decrease in tourist traffic revenues - one of the most important sectors of the Kraków Metropolitan Area economy – a temporary weakness of the creative industry and leisure



reduction of economic activity, limitation of activities by entities of the national economy, including reducing the number of customers and reducing the volume of production and services provided



decrease in passenger air traffic to almost zero (in Q2 2020)



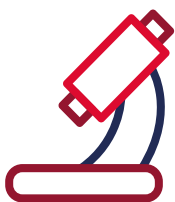
## OPPORTUNITIES FOR THE KRAKÓW METROPOLITAN AREA



the slowdown of the global integration, a progressive change in supply chains (shortening the supply chain by moving production closer to outlets) - possible increase in the attractiveness of the entire Central Europe in terms of locating foreign direct investments



the dynamic development of the digital economy, acceleration of the „smart city” idea implementation



using the scientific, research and educational potential of the Kraków Metropolitan Area

## KEY ASPECTS - THE KRAKÓW METROPOLITAN AREA IN THE PANDEMIC

- maintaining the 2nd position in terms of the national innovation - Kraków continues to be the runner-up in the innovation ranking Millennium INDEX 2020/2021
- excellent results in the field of culture: Kraków and Małopolska dominated the Polish culture in 2020 - over 4 million people at museums and art galleries, over 1.2 million participants in the events organized by cultural houses and centers, over 1.6 million viewers at the cinemas
- The immediate reaction of the local authorities - Małopolska's Anti-Crisis Shield: PLN 1.6 billion allocated to the direct fight with the effects of the pandemic as part of several packages

## MAŁOPOLSKA ANTI-CRISIS SHIELD PACKAGES

**PLN 236 million**

MEDICAL

**PLN 361 million**

ENTREPRENEURSHIP

**PLN 139 million**

ACCOUNTING LIQUIDITY

**PLN 56 million**

SOCIAL

**PLN 60 million**

EDUCATIONAL

**PLN 773.8 million**

DEVELOPMENT

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Kraków Metropolitan Area for Business, co-financed from the Regional Operational Program of the Małopolska 2014-2020, 3rd Priority axis „Entrepreneurial Lesser Poland”, Measure 3.3 „Internationalization of the Małopolska Region’s economy”, Sub-measure 3.3.1 „Economic promotion of the Małopolska Region”.



