



City/town: Kraków

Location: Southern Poland

Province: Małopolskie

General data				
Address	Street: Plac Wszystkich Świętych	Number: 3/4	Postal Code: 31-004	City/town: Kraków
Telephone numbers:	+48 12 616 1507	+48 12 616 1597	+48 12 616 1596	+48 12 616 1290
Website:	www.krakow.pl		Email: isc@um.krakow.pl ; sr.umk@um.krakow.pl	

Data on the city/town				
GDP	EUR 10 354 per capita (2005)*			
Rating	Fitch	Moody's	Jones Lang Lasalle	Standard & Poor's
				BBB+
Number of residents in city/town	757 144 (3Q 2006)			
Number of residents in province	3 267 731 (30.06 2006)*			
Number of residents in the province aged 20-44	1 234 511(2006)*			
Key industries	Industrial and Metal Processing, Education; Trading: Wholesale and Retail, Finance, Real Estate, Service Companies, Services, Energy, Automotive, Foundries, Banking, Food, Pharmaceutical, Hotel, Printing, Chemical, Machine Manufacture, Construction, Travel			

Infrastructure					
Airways	Transport of passengers (by quantity)	Transport goods	Number of connections		Number of flights (total)
			International	domestic	
	2 367 257 (31.12.06) 609 777 (1Q 07)	2014.4 t (31.12.06) 616,7 t (1Q 07)	49 (31.12.06) 61 (1Q 07)	3 (31.12.06) 2 (1Q 07)	39322 (31.12.06) 9251 (1Q 07)
Roads	Motorways (in km) (4 lanes, divided, multilevel crossings)	Dual carriageways (in km) (4 lanes, divided, single level crossings)		Ring roads	
	27.4km (motorway ring road from the Balice node to the Wieliczka node and to the Rząka node) (08.2004)	41.km (Wielicka-Kamieńskiego, Zakopiańska, Opolska-Komorowskiego, Tischnera-Nowohucka, etc.) (08.2004)		64.2km in total (including 27.1km motorway) (08.2004)	
Railways	Number of direct express connections with the largest European cities		Number of direct express connections with the largest Polish cities		
	2 (IC Express-Berlin, Vienna) (06.2007) - 1 per day express non-IC: Hamburg, Budapest, Lvov, Bucurest, - 1 per day		6 (IC Express- 10 per day: Warsaw ; 6 per day: Gdańsk-, Wrocław, Katowice, Rzeszów, Przemyśl) (06.2007)		
Technical	Maximum available capacity of Internet connections		Number of Hotspots		
	40 Gb/s (06.2007)		Free-of-charge (+university)=50 Commercial=130 (06.2007)		

Population / Labour Market				
Status and age of population in particular age groups (by quantity and in percentages) - source: GUS Kraków 12.2006	18-24	24-35	35-45	45-64
	M 35 147 W 35 084 T 70 231 9,3%	M 69 500 W 65 414 T 134 914 17,8% (age: 25-34)	M 47 364 W 46 831 T 94 195 12,4% (age: 35-44)	M 111 446 W 91 777 T 203 223 26,9%
Unemployment rate - city/town	5.1% (04.2007)			
Unemployment rate - department	9.5% (04.2007)			

Unemployment rate – province	10.4% (04.2007)				
Unemployment by age /gender (Source – GUP Kraków 12.2006)	18-24	24-35	35-45	45+	
Women	1 588	3 603	2 423	3 992	
Men	1 025	2 098	1 591	3 988	
Cost of labour	Accountant (Independent accountant)	IT specialist	White collar (administrative specialist)	Blue collar (production operator)	Manager (accounting department manager)
Average remuneration (EUR) (06.2007)	Independent accountant	IT specialist	White collar	Blue collar	Manager
PLN (Total wages)	4042	5590	3369	2459	7993
EUR (Total wages EUR 1=PLN 3.76)	1075	1479	896	654	2126

Education						
Number of students (total)	192 076 (2006)					
Percentage of people with university level education	20.1% (2002) 21% (04.2007)					
Number of university-level school graduates (total)	36 883 (2006)					
Number of university-level schools	23 (2006)					
Key university-level schools (UMK 2006 Report on the condition of the city)	<p>Public university level schools:</p> <ol style="list-style-type: none"> 1. Uniwersytet Jagielloński including Collegium Medicum; 2. Akademia Górniczo-Hutnicza im. St. Staszica; 3. Akademia Ekonomiczna w Krakowie; 4. Akademia Pedagogiczna im. Komisji Edukacji Narodowej w Krakowie; 5. Akademia Rolnicza im. Hugona Kołłątaja w Krakowie; 6. Politechnika Krakowska im. Tadeusza Kościuszki; 7. Akademia Wychowania Fizycznego im. Bronisława Czecha w Krakowie; 8. Akademia Sztuk Pięknych im. Jana Matejki w Krakowie; 9. Akademia Muzyczna w Krakowie; 10. Państwowa Wyższa Szkoła Teatralna im. L. Solskiego w Krakowie. <p>Non-public university level schools:</p> <ol style="list-style-type: none"> 1. Krakowska Szkoła Wyższa im. Andrzeja Frycza Modrzewskiego; 2. Krakowska Wyższa Szkoła Promocji Zdrowia; 3. Małopolska Wyższa Szkoła Zawodowa w Krakowie; 4. Papieska Akademia Teologiczna w Krakowie; 5. Szkoła Wyższa im. Bogdana Jańskiego w Warszawie – Wydział Zamiejscowy w Krakowie (external department in Kraków); 6. Wyższa Szkoła Bezpieczeństwa Publicznego i Indywidualnego "Apeiron" w Krakowie 7. Wyższa Szkoła Ekonomii i Informatyki w Krakowie; 8. Wyższa Szkoła Europejska im. ks. Józefa Tischnera; 9. Wyższa Szkoła Filozoficzno-Pedagogiczna "Ignatianum" w Krakowie; 10. Wyższa Szkoła Handlowa w Krakowie; 11. Wyższa Szkoła Ubezpieczeń w Krakowie; 12. Wyższa Szkoła Zarządzania i Bankowości w Krakowie; 13. Wyższa Szkoła Zarządzania The Polish Open University w Warszawie – Oddział w Krakowie (department in Kraków). 					
Most popular studies	Management and Marketing	International relations	Law	Sociology	Administration	
Number of students of most popular studies (2006)	17 988	10 651	5 427	5 035	4 716	
Average number of graduates of accounting and financial studies (UMK, GUS 2006)	Financial accounting and specialization	2002/3 2 632	2003/4 2 805	2004/5 2 765	2005/6 2 741	2006/7 2 702
	Finance accounting courses	9 504	10 168	10 399	8 886	9 618
Knowledge of foreign languages	English		German	French	Spanish	
Among residents of city/town	27%		8%	2%	0.8%	
Among students	72%		22%	8%	2%	

Investments			
Largest employers in the region (2005)	Name	Industry	Country of origin
	Tesco Polska	Trade	England
	Ahold	Trade	Belgium
	Enion	Energy	Poland
	Uniwersytet Jagielloński	Education	Poland
	Delphi	Automotive	USA
	Mittal Steel	Foundry	England
	Akademia Górniczo Hut.	Education	Poland
	Bank Przem Hand	Banking	Austria
	Centrum Hand. M1	Trade	Germany
Telefonika Kable	Industrial processing	Poland	
Number of business entities in the region	Kraków – 104 400 (31.12.2006) Małopolska – 289 400 (31.12.2006)		
Number of business entities with participation of foreign capital	Kraków – 2 088 (31.12.2006) Kraków – 2 147 (1Q 07)		
	Małopolska – 2 992, (31.12.2006) Małopolska – 3 062, (1Q 07)		
Number of enterprises in the region ranking among the 500 largest in Poland according to "Rzeczpospolita" 1Q 07	21		
Investor incentives e.g. investment relief	1) Exemption from real estate tax for 3 years – EUR 200 K; 2) Reliefs in Krakow Technology Park (Krakowski Park Technologiczny) with the status of a Special Economic Zone – CIT exemption 50% big, 60% medium, 70% small firms according to qualified costs or the value of a 2-year work contract; 3) Individual investor guardian supporting activities, especially while obtaining administrative decisions; 4) Computerization of the investment process (filing applications on-line (www.krakow.pl), monitoring administrative decisions); 5) In respect of significant investments which have a large impact on the development of the city – expansion of the necessary infrastructure; 6) Tailoring the mass communication system, changing the routes, increasing the number of Municipal Guard patrols, etc.		
Special Economic Zones in the city	Krakow Technology Park (Krakowski Park Technologiczny) operates within the Special Economic Zone. In 2007, the area of the zone exceeded 264 hectares. Currently the zone operates in 7 sub-zones: Branice, Niepołomice, Czyżyny, Skawina, Zabierzów, Tarnów, Pychowice. Companies which began operating in the zone have to-date created over 4000 new jobs and declared they will create 3500 more by 2009.		
Shared Service Centres (2007)	Accounting	R&D	Other
	ACS AMS CAPGEMINI CBB (BPH & UNICREDITO) HCL(now State Street) IBM SABRE DELPHI AHOLD-BAYER(now Accounting Plaza) CHATHAM FINANCIAL CLIFFORD THAMES DEUTSCHE BANK ELECTROLUX FORTIS HEWITT HITACHI INTERNATIONAL PAPER LUFTHANSA PHILIP MORRIS SHELL TESCO UPM KYMENE	AMS ERICPOL GOOGLE IBM ABB DELPHI LURGI MOTOROLA PLIVA ELETTRIC80 CH2M HILL	INTERNAL OUTSOURCING (SSC- TELEMARKETING, HR, etc.): AHOLD-BAYER CAPNOR POLAND CHATHAM FINANCIAL CLIFFORD THAMES DEUTSCHE BANK ELECTROLUX FORTIS HEWITT HITACHI INTER. PAPER LUFTHANSA PHILIP MORRIS QUORUM INT. SAINSBURY SHELL TESCO CALL CENTER TP S.A. UPM KYMENE
		OPERATIONS – R&D – ITO: APRISO COMARCH DREAMLAB (ITI) ERICPOL GOOGLE IBM METROSOFT ROBOBAT SABRE	EXTERNAL OUTSOURCING (ACCOUNTING, IT, TELEMARKETING, HR, etc.): ACCENTURE ACS AMS AZ SOFT CAPGEMINI CBB (BPH & UNICREDITO) COMMUNICATION FACTORY EUROSCRIPT HCL

Number of foreign investments in the years 1995-2005	In 2005 the accumulated value of direct inward investment in the Kraków area amounted to USD 4.7bn, 299 companies invested more than USD 1M in the years 1989-2005		
Key foreign investors	Name	Industry	Country of origin
	HVB Group	Banking	Germany
	Philip Morris	Food, distribution	USA
	Pliva	Pharmaceutical	Croatia
	Mittal Steel	Foundry	England
	Donnelley	Printing	USA
	Deutsche Bank	Banking	Germany
	Carrefour	Trade	France
	Fortis	Banking	Belgium
	HGA capital	Real estate	Germany
Tesco	Food	England	

Real estate market			
Areas covered by the Spatial Development Plan %	12% (04.2007, 40 plans approved, 68 under approval, which will cover an area of 40% of the city)		
Undeveloped areas administered by the municipality %	Arable land: 15 454 ha (47.2%) Forests, water, roads: 5 000 ha (15.4%) Urbanized area (developed, greenery): 7 167 ha (21.9%)		
Price of 1m ² of usable floor space in a housing building commissioned for use (1Q 07)	Popular buildings: EUR 1 140 – 3 200 Apartment buildings: EUR 3 200 – 5 300		
Available office space in m ² Source: CBRE 1Q07		Currently	Planned by 2008
	Class A	239 000m ²	80 000 - 100 000m ²
	Class B	30 000m ²	20 000m ²

Leisure						
Sports facilities	Stadiums	Skating rinks	Swimming pools	Kayak course		
	9	2	27	1		
Leisure facilities	Golf courses	Aquaparks	Ski slopes	Tennis courts	Windsurfing	Other
	3 (Kraków Valley-160 ha, 30 km, Royal Kraków - 43 ha, 18 km)	1 (Park Wodny)	3 (Myślenice 30 km, length 1100 m, diff. 235 m; Siepraw 20 km, length 350 m, diff. 30 m, Paczółtowice 30 km, length 750 m, diff. 70 m)	72 – (source: Internet proposal - 06.2007)	3 (Bagry, Wisła, Kryspinów)	1-carting track 8-billiard rooms 2-bowling alleys 31- bicycle routes

Give the city's/ town's strengths and weaknesses	
Strengths	Weaknesses
<ul style="list-style-type: none"> varied business profile (advanced technologies, BPO, culture, leisure industries – travel and leisure); well developed IT sector and large potential of the biomedical sector; very well developed business infrastructure (Krakow Technology Park – Special Economic Zone); high absorption of the institutional market; better than average development of the social infrastructure; rich offer and high quality university level education; available labour force, related to the expanded academic and research and scientific circles; low unemployment; high percentage of people working in services, including intangible services; large number of people employed in R&D; large number of operating academic and scientific and research institutions; developed international relations between scientific and research and academic entities; participation of knowledge and technology transfer institutions in international networks and research programmes; activities undertaken to develop academic entrepreneurship; wide activity of academic entities on behalf of the transfer of knowledge and technology; the city has a development strategy (since 2005) and realizes the sector programmes included therein; planistic activities of the Municipality in respect of preparing sites for innovative activities; support of firms' innovative activities by the Municipality; the Municipality's engagement in strategic and priority investments, among other things in the city's infrastructure and 	<ul style="list-style-type: none"> mediocre condition of the natural environment; for industrial activities – binding environmental restrictions, little diversification of new investments (with the domination of services); insufficient local instruments of financial support for innovative activities; weak relationship between academic institutions and research and development entities, and local enterprises; insufficient use of Kraków's knowledge and technology transfer potential by foreign investors (ordering and applying research results and new solutions); expanding transportation services to the UJ campus not keeping pace with the dynamic development of the area; complicated ownership structure of real estate; lack of finance as the key barrier to implementing innovation by SME.

accessibility of communication;
• obtaining funds from the Structural Funds and the Cohesion Fund by the Municipality (3rd place in terms of the use of funds in Poland).

Description:

Kraków is the former capital city of Poland's kings. It is a place where tradition harmoniously interlinks with contemporary times, where the eagerness to protect many centuries of heritage is accompanied by the development of modern technologies, the creative invention of the residents, where young people are educated in excellent schools.

Today Kraków is not only the capital of the region – **the administrative centre of the Malopolska province**, but an important supra-regional academic, financial and business centre perceived as a valuable partner by investors and also by international credit rating institutions.

Kraków is the second largest – after Warsaw – **science and research centre**. A city with a population of 750,000 has ca. 180,000 students. 23 university level schools operate here including such renowned ones as the Jagiellonian University- UJ, the Krakow University of Technology- PK, the Krakow University of Economics- UE, and the Krakow Science and Technology University- AGH. This is a significant capital and a great basis for development of the economy - mainly to all sectors related to technology transfer. The professional, well-educated staff is an excellent basis for entrepreneurs, for the development of many sectors of the economy, as well as for the large number of academic and research entities working on behalf of modern industry.

The academic potential means - in the investment context – the possibility of locating in Kraków enterprises based on the development of advanced technology and the newest scientific discoveries. Therefore, Kraków is especially open to the operation of research and development centres. **Krakow Technology Park** (Krakowski Park Technologiczny), a technology park, has been operating here very successfully and forming an IT cluster with a large number of companies.

It is worth mentioning that Kraków is a **city of youth** (60 % of its residents are less the 45 years old) and of very well educated people (21% are university-level school graduates).

Another of Kraków's assets is its favourable location at the intersection of important transportation routes – **communication accessibility** – constantly strengthened by investments, both being carried out and planned. Quick and comfortable railway connections, among others, with the capital city (2.5 hours by an express train to Warsaw), the A4 motorway and the International Airport with domestic, European and Pan-European flights are facts which are certainly of importance to entrepreneurs and businessmen who value their time.

Kraków has always been known for its openness and visitor-friendly climate, which is also distinctive today – for the over **4m tourists who visit Kraków each year**, for the organizers of various international events as well as for the businessmen who invest their capital here. This is because here, in Kraków, the city authorities are trying to create the best possible conditions for business development in the widest possible sense, and foreign investors can count on the city's particularly favourable attitude. It is no coincidence that in many rankings of Polish cities Kraków is frequently in the lead.

Favourable development forecasts for Kraków prepared, among others, by Standard & Poor's, are justified both by the infrastructure investments which have been completed over the past few years and foreign capital investment. The activities of such giants as Motorola, Delphi, IBM, Google, Electricité de France, Mittal Steel, Electrolux, Sabre, ABB, RR Donnelley & Sons, Bayerische Hypo-Vereinsbank, Deutsche Bank, and lately the Indian banking and IT services giant HCL and many others attest to it. By the end of 2005 the accumulated amount of direct inward investments in the city amounted to US\$ 4.7bn.

Kraków featured on the **first UNESCO World Cultural Heritage list** is one of those places described as having its own soul or spirituality - genius loci. It is a treasury of works of art, historical monuments and relics. One of the oldest universities in Europe, and the oldest in Poland - the Jagiellonian University – is located here. At the foot of the Wawel castle some of the most famous artists have created their works of art, Nobel prize winners live here, poets from nearly all around the world meet and academics hold debates at international symposia and conferences.

Nowhere in Poland is there such a **rich offer of cultural and artistic events** – over 40 festivals each year, including such solemn ones as the Festival of Jewish Culture, Paschal Misterium, Sacrum Profanum or the Triennale of Graphic Arts. During the last 10 years **hundreds of stylish cafes, pubs and restaurants** have emerged in the historical centre and in the former Jewish Kazimierz district. Theatres and cabarets perform and well-known musicians give concerts there.

When describing the investment attractiveness of Kraków it is important to bear in mind the fact that the city is **a place where it is not only good to work but easy to live, and a great place to spend one's free time**. Many beautiful leisure areas can be found in and around Kraków. You can engage in practically any sports you like, from tennis and horse riding to paintballing. Children may attend international schools where lessons are held in English; families can choose from a wide and attractive range of housing and a well developed service network.

While resting after work you can avail yourself of the rich cultural offer or, for example, play golf at the full-size course in the vicinity of the city. Come to Kraków, where work and rest are equally pleasant.

Full name of the person informing on behalf of the Municipal Authorities:
Andrzej Marcinkowski

Date: 19.07.2007

- Central Statistical Office, National Bank of Poland

The information contained in this part of the Guide was provided entirely by the City authorities.

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