

**Kraków
Metropolitan
Area for Business**



The Kraków Metropolitan Area
Global Industry

The Kraków Metropolitan Area

Opportunities for business and industry

The Kraków Metropolitan Area is a part of the Małopolska Region that is situated in the heart of Europe. It is a place where economic potential, industry and technological innovations are dynamically developing. This area has already been appreciated not only by foreign companies but also local ones which successfully export their products.

Why should you choose the Kraków Metropolitan Area for your company development? Specialized institutions are ready to help in setting up a business to both foreign and local entrepreneurs, whereas qualified research staff and world-class universities combine science with industry and business. You will also find great cultural opportunities and favorable conditions for living and doing sports. Everything is at your fingertips. A well-developed road network and railway connections as well as the proximity of Kraków Airport mean that travel distance becomes irrelevant.

The Kraków Metropolitan Area consists of Kraków and 14 associated, neighboring and cooperating municipalities so investing here offers you new opportunities on a competitive basis. Have a look at this study and find out more about the economic potential of the Małopolska Region.

Kraków Nowa Huta Przyszłości S.A.
TEAM



**Kraków
Metropolitan
Area for Business**



CONTENTS:

1. Characteristics of the Małopolska Region and the Kraków Metropolitan Area for Business	4
2. Invest in the Małopolska Region	8
3. Business environment institutions and investment incentives	10
4. Investment offers of the Kraków Metropolitan Area for Business	14
5. Export potential of Małopolska companies	17
6. Industry and new technologies in the Małopolska Region	18
7. Partners of the project „Krakow Metropolitan Area for Business 2”	22

This publication is the result of activities that have been undertaken since 2022 by Kraków Nowa Huta Przyszłości S.A. as part of the project „Krakow Metropolitan Area for Business 2”. The project focuses on Polish and foreign investments in the Małopolska Region and on stimulating the export of products and services of Małopolska enterprises from the SME sector.

Project activities are carried out in partnership with the Foundation Małopolska Chamber of Local Government. The project is co-financed by the European Union from the European Regional Development Fund, under the Regional Operational Program of the Małopolska Region for 2014-2020.

1 CHARACTERISTICS OF THE MAŁOPOLSKA REGION AND THE KRAKÓW METROPOLITAN AREA FOR BUSINESS

INFORMATION ABOUT THE MAŁOPOLSKA REGION

The Małopolska Region is one of the leading Polish regions in terms of economic potential and investment attractiveness. It is the most frequently visited region by tourists and its capital, Kraków, is the most recognizable brand in the world among all Polish cities.

Where is the Małopolska Region?

Małopolska is located in the center of Central and Eastern Europe with well-developed transport infrastructure:

- 672 km long A4 highway is the main transit corridor that connects us with Germany, the Czech Republic and Slovakia
- 10 km from the city center there is the Kraków Airport which handled over 7 million passengers in 2022¹
- extensive railway network provides domestic and international connections



Let's get started! What does Małopolska offer?



An attractive place to live – more than 3.4 million people live here (as of June 30th, 2022²) and almost 70% of residents indicated Małopolska as the region of best living conditions ³



Job opportunities – the unemployment rate is 4.5% (October 2022) ⁴



The average monthly gross salary in the enterprise sector in 2022 exceeds PLN 6,900 (EUR 1,466; USD 1,500) ⁵



Business potential – 445,000 business entities ⁶



Great cultural and entertainment life



Wonderful tourist destination

² Selected data on Małopolska Region's districts, November 2022 at www.krakow.stat.gov.pl

³ The Małopolska Regional Development Observatory in Małopolska (14th edition), 2022

⁴ Selected data on Małopolska Region's districts, October 2022 at www.krakow.stat.gov.pl

⁵ Selected data on Małopolska Region's districts, October 2022 at www.krakow.stat.gov.pl

⁶ Metropolia Krakowska. Metropolia Możliwości, Krakow Metropolia Association, 2022

1 CHARACTERISTICS OF THE MAŁOPOLSKA REGION AND THE KRAKÓW METROPOLITAN AREA FOR BUSINESS

INFORMATION ABOUT THE KRAKÓW METROPOLITAN AREA

The Kraków Metropolitan Area includes Kraków and 14 surrounding communes: Biskupice, Czernichów, Igołomia-Wawrzeńczyce, Kocmyrzów-Luborzyca, Liszki, Michałowice, Mogilany, Niepołomice, Skawina, Świątniki Górne, Wieliczka, Wielka Wieś, Zabierzów, Zielonki. The total area covers approximately 1300 sq. km.



Kraków Metropolitan Area inhabitants:



1.1 million people



66% of the population is of working age



62% speaks English language ⁷

The Kraków Metropolitan Area is a regional leader in the areas like:

knowledge and education:

23 higher education institutions with over 130,000 students (of which there are 34,000 students of science)

the largest number of employees in BPO, SSC and IT business service centers in Poland (over 261 centers with over 90,000 employees) ⁸

engineering background: over 22% of the population are R&D and technical engineering workers (a quarter of all R&D centers in Poland are located in Kraków) ⁹

modern A-class office buildings: (1,550,000 sq. m of office space) with a capacity of 2,000+ people ¹⁰

MICE infrastructure:

conference and exhibition facilities (TAURON Arena Kraków, ICE Congress Center)

Kraków itself is a city of start-ups: AI, business process automation, mobile applications, activities related to the IT industry. Other fields: marketing and internet advertising, medicine and pharmacy, biotechnology.

Kraków is ranked 20th in the Tholons Global Innovation Index 2021 on the TOP 100 Super Cities list (5 places up compared to 2020). This is the best score of all Polish cities.

Kraków as a top innovation hub: over 500 technology companies, nearly 50,000 IT employees and 9,000 IT students. ¹¹

It's all here – in the Kraków Metropolitan Area

⁸ ABSL: Business services sector in Kraków, 2021

⁹ ABSL: Business services sector in Kraków, 2021

¹⁰ Krakow Real Estate Market by Knight Frank, 2022

¹¹ Krakow IT Market Report by Motife, 2022

ARE YOU LOOKING FOR NEW OPPORTUNITIES FOR YOUR COMPANY?

We have good news for you!

In the Małopolska Region you will find a place for your company development. There are already 445,000 companies and export potential of Małopolska amounts to EUR 10.37 billion. France is among the most important foreign investors in Poland.

France is one of the most important foreign investors in Poland.

- **20 billion EUR** in total France invested in Poland by the end of 2021, which accounted for over 8% of the total value of foreign capital invested in our country
- **France ranked 4th** among the largest foreign investors, after the Netherlands, Germany and Luxembourg ¹²
- **1300 companies:** number of companies with French capital in Poland in 2019 (mainly from investments in the telecommunications, retail and banking sectors)
- **Almost 200,000:** the number of employees working in French companies in Poland
- **France is Poland's 3rd largest trading partner** in terms of Polish exports (according to the Central Statistical Office data as of January-September 2022). The value of export amounted to over EUR 14.2 billion. This is an increase of over 17% compared to the same period in 2021
- From the French point of view, trade with Poland amounted to 2.3% of French foreign trade, which makes Poland the **tenth partner of France** ¹³

An increasing part of the income generated by French companies operating in Poland is reinvested in the country. France is also one of Poland's main trading partners. The dominant sectors of activity of medium-sized and large companies with a majority share of French capital are **trade and industry**.

MAIN EXPORT GOODS	MAIN IMPORTED GOODS
<ul style="list-style-type: none"> • machinery and mechanical devices and electronic equipment • vehicles and ships • plastics and foodstuffs 	<ul style="list-style-type: none"> • products of the chemical industry • machines and mechanical devices • electronic equipment • vehicles and ships • plastics

¹² www.paih.gov.pl/20221209/krakow_stolica_wspolpracy_polsko_francuskiej

¹³ www.trade.gov.pl/aktualnosci/raport-informacje-ekonomiczne-francja-2022

Structure of French companies in Poland by sectors:

- **24% Wholesale and retail trade; car repair:** Auchan, Carrefour, Leroy Merlin
- **23% Industrial processing:** PSA (Opel), Michelin, Valeo, Stellantis, Peugeot, Renault
- **10% Professional, scientific and technical activities:** Publicis (Starcom, Zenith), Hava
- **9% Construction:** Warbud, Eurovia, Unibail-Rodamco-Westfield
- **7% Financial and insurance activities:** BNP Paribas, Axa, Crédit Agricole
- **7% Real estate market:** Crystal Warsaw, Paige Investments, Engie Services
- **5% Transport and warehouse management:** FM, Geodis, Roberts Europe
- **4% Information and communication:** Orange, Vivendi, Capgemini
- **11% Other:** Veolia, Orbis, Fenice, Decathlon ¹⁴

There are **158** companies with French capital in the Małopolska Region, of which **123** operate in Kraków.¹⁵

- 1 Air Liquide Polska Sp. z o.o.
- 2 Capgemini Polska Sp. z o.o.
- 3 Saint-Gobain Construction Products Polska Sp. z o.o.
- 4 Somfy Sp. z o.o.
- 5 Royal Canin Polska Sp. z o.o.
- 6 Valeo Autosystemy Sp. z o.o.



¹⁴ 25 years of Polish-French Partnership, French Investments in Poland, KPMG, CCIFP, 2019;
www.rp.pl/biznes/art37035221-fabrice-audan-francja-ma-nadzieje-na-dalsze-inwestycje-w-polsce

¹⁵ www.coig.com.pl/firmy-z-francuskim-kapitałem_wykaz_lista.php

BUSINESS ENVIRONMENT INSTITUTIONS AND INVESTMENT INCENTIVES

Find support and assistance at every stage of your investment development and our qualified specialists will bring the local market closer to you and find you the best benefits for your business.

There are more than 130 institutions supporting entrepreneurship development in Małopolska. Their offer covers:

- initiating and implementing programs,
- implementing new technologies and forms of management,
- providing economic and legal advice,
- offering premises and financial support,
- organizing numerous training courses, conferences and symposia.

Local clusters:

Sustainable Infrastructure Cluster | South Poland Cleantech Cluster | Innovative Foundry Cluster | Małopolska & Podkarpacie Clean Energy Cluster | Life Science Kraków Cluster | Kraków Film Cluster | Smart Illumination Cluster | Information Technology Cluster in Construction

The most important institutions are:

Business in Małopolska Center
www.businessinmalopolska.pl/en

Investors and Innovative Economy Support Centre - Municipality of Kraków
www.business.krakow.pl

Krakow Technology Park
www.kpt.krakow.pl/en

Krakow Chamber of Commerce and Industry
www.chamberkrakow.com

Małopolska Regional Development Agency
www.marr.pl/en

French-Polish Chamber of Commerce
www.ccifp.pl

Investment incentives for business

I. Polish Investment Zone

FOR WHO:

all enterprises in the sector of traditional industry, with the exception of enterprises producing, i.e.:

explosives, alcohol, tobacco products, steel, or companies operating in the energy generation and distribution sector; wholesale and retail trade, facilities and construction works, services related to accommodation and catering services, game centers.

selected enterprises from the business services sector (BSS) providing:

IT services, R&D in the areas of natural and technical sciences, auditing and book keeping services, accounting (excluding tax declarations), technical research and analysis services, call centers, architectural and engineering services.

Investment incentives for business

1. Polish Investment Zone

PURPOSE:

- creating a new enterprise
- increasing production capacity
- change in the production process
- launching new products on the market

AMOUNT AND TIME:

PIT/CIT income tax exemption:

40% of the incurred investment expenditures

- large companies

50% of the incurred investment expenditures

- medium-sized companies

60% of the incurred investment expenditures

- micro and small companies

for a period of

12 years - in areas previously classified not as the Special Economic Zone but with the decision on support

for a period of

15 years - in areas previously classified as the Special Economic Zone

WHERE TO APPLY: www.kpt.krakow.pl

2. R&D tax credit and IP BOX (PIT/CIT tax preferences)

FOR WHO: Enterprises engaged in R&D activities

R&D Tax Credit

Every PLN spent on developing a new good or implementing an innovation can be additionally deducted from the tax base even up to 200% in case of:

- taxpayers with the R&D center status that are micro, small or medium-sized entrepreneurs
- taxpayers with the R&D center status that are large entrepreneurs (excluding costs related to patent protection)
- eligible costs related to salaries of employees hired for R&D activities (all taxpayers)

For newly emerging taxpayers (e.g. startups), a cash refund is provided - if the amount of eligible costs that are deductible exceeds the amount of income earned or the taxpayer has incurred a loss.

3 BUSINESS ENVIRONMENT INSTITUTIONS AND INVESTMENT INCENTIVES

2. R&D tax credit and IP BOX (PIT/CIT tax preferences)

CONDITIONS FOR R&D RELIEF:

➤ conducting R&D activities

➤ incurring and appropriate recording of qualified costs for R&D activities

AMOUNT OF R&D RELIEF:

100% deduction of qualified costs from the PIT/CIT tax base and 150% for the research personnel

for R&D centers tax relief amounts up to **200%**

The IP Box relief

The relief consists of preferential taxation of income from intellectual property rights that are subject to legal protection (i.e.: patent, copyright in a computer program) and have been created, developed or improved as part of the taxpayer's R&D activities. If a company in Poland produces its own IP (intellectual property right) then the profits that flow from it are taxed at a rate of 5% only.

IP BOX CONDITIONS:

- conducting R&D activities
- providing legal protection for the results of R&D activities in accordance with the list of eligible intellectual property rights
- separating the costs of conducted R&D activities which resulted in the entrepreneur obtaining qualified intellectual property rights
- commercialization of qualified intellectual property rights, i.e.: through sales or licensing fees

AMOUNT OF IP BOX: IP BOX preferential 5% CIT/PIT rate of income that a taxpayer earns from the commercialization of qualified intellectual property rights

Combine both tools!

www.podatki.gov.pl

An entrepreneur who commercializes R&D results and derives qualified income from them (as defined in the IP Box regulations) and incurs qualified costs from R&D activities will be able to apply both credits simultaneously - the so-called simultaneous IP Box credit.

See more!

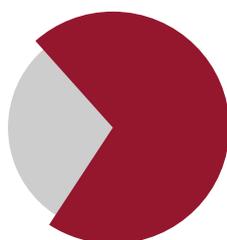
3. Support from the European Funds

Financial Perspective 2021-2027: about EUR 76 billion is earmarked for investment in innovation, entrepreneurship, digitalization, infrastructure, environmental protection, energy, education and social affairs.

From 1 January 2022 the maximum intensity of the regional aid under the European Union funds will be:

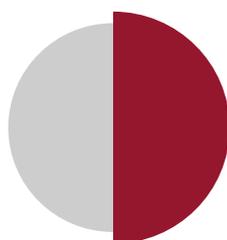
www.funduszeuropejskie.gov.pl

See more!



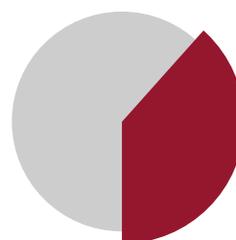
60%

for micro and small companies



50%

for medium-sized companies



40%

for large companies

4. Government grants for employment and investment

FOR WHO:

For companies planning investments aimed at increasing innovation and competitiveness of the Polish economy. Investment types: strategic, innovative, Business Service Center, R&D service centers

PURPOSE:

- Employment and investment grants financed under the „Program for Supporting Investments of Significant Importance to the Polish Economy for 2011-2030”
- Up to 25% of investment costs and up to PLN 15,000 per a newly created workplace, depending on the type of investment and size of the enterprise ¹⁶

¹⁶ Investment incentives governmental grants at www.paih.gov.pl

Many investment areas are waiting for you in the Kraków Metropolitan Area.
See the list of our investment offers.

We would be happy to provide you with more information.

☎ **+48 727 432 104** ✉ **biuro@knhp.com.pl**



1 „NEW CITY” PŁASZÓW-RYBITWY

Location:	Kraków, Płaszów-Rybitwy
Area:	677.5 ha
Investment profile:	service, office and residential development Possibility of building skyscrapers (up to 250m).
Transport accessibility:	34 km from Kraków Airport, near the expressway (S7) and several railway stations

2 KRAKÓW AIRPORT CITY

Location:	Kraków, Balice
Area:	167.7 ha (Balice I - 64.3 ha, Balice II - 103.4 ha)
Investment profile:	food service / buildings for Kraków Airport customers
Transport accessibility:	4 km from Kraków Airport, directly next to the highway (A4)

3 ECONOMIC ACTIVITY ZONE NOWA HUTA OF THE FUTURE: IGOŁOMSKA SOUTH

Location: Kraków, Nowa Huta

Area: 17.4 ha

Investment profile: office and service buildings or high technology and handicraft industry facilities

Transport accessibility: 31 km from Kraków Airport, in the vicinity of the national road No. 79 and the expressway (S7), near the railway line

4 ECONOMIC ACTIVITY ZONE NOWA HUTA OF THE FUTURE: IGOŁOMSKA NORTH

Location: Kraków, Nowa Huta

Area: 15.1 ha

Investment profile: office and service buildings or high technology and handicraft industry facilities

Transport accessibility: 30 km from Kraków Airport, in the vicinity of the national road No. 79 and the expressway (S7), near the railway line

5 GEOTHERMAL CENTER PRZYLASEK RUSIECKI

Location: Kraków, Nowa Huta

Area: 5 ha
(area 1 - 4.1 ha, area 2 - 0.9 ha)

Investment profile: service buildings and parking lots
Geothermal sources in this area have been identified.

Transport accessibility: 30 km from Kraków Airport, in the vicinity of the national road No. 79 and the expressway (S7), near the railway line and approx. 700 m from the planned station of the Fast Agglomeration Railway

6 POBIEDNIK WIELKI AIRPORT (AIRPORT WITH LIMITED CERTIFICATION)

Location: Igołomia - Wawrzeńczyce Commune, Pobiednik Wielki

Area: 80 ha
(Balice I - 64.3 ha, Balice II - 103.4 ha)

Investment profile: aviation infrastructure

Transport accessibility: 44 km from Kraków Airport, in the vicinity of the national road No. 79 and the expressway (S7)

7 THE WIELICZKA ECONOMIC ACTIVITY ZONE "BRZEGI - KOKOTÓW"

Location: Wieliczka Commune

Area: 100 ha

Investment profile: service and industrial development

Transport accessibility: 36 km from Kraków Airport, close to the highway (A4) and expressway (S7)

8 THE WIELICZKA ECONOMIC ACTIVITY ZONE "WĘGRZCE WIELKIE"

Location: Wieliczka Commune

Area: 150 ha

Investment profile: service and industrial development

Transport accessibility: 40 km from Kraków Airport, in the vicinity of the highway (A4) and the expressway (S7), near the railway line

9 NIEPOŁOMICIE INVESTMENT ZONE

Location:	Niepołomice Commune, Podłęże
Area:	27 ha
Investment profile:	industrial and service buildings (modern technology industry, R&D)
Transport accessibility:	38km from Kraków Airport, approximately 3 km from the highway (A4), near the railway line with the direct railway stop "Podłęże". One of the junctions of the Fast Agglomeration Railway. The station is equipped with two newly built P&R.

10 ECONOMIC ACTIVITY ZONE IN SKAWINA

Location:	Skawina Commune
Area:	19 ha (area 1 - about 3.3 ha, area 2 - about 8.7 ha, area 3 - about 7.1 ha)
Investment profile:	industrial and service development (preferred SMEs, plants with surroundings not larger than 3 ha)
Transport accessibility:	15km from Kraków Airport, near the Skawina ring road

11 INVESTMENT AREA IN KASZÓW

Location:	Liszki Commune, Kaszów
Area:	23 ha
Investment profile:	industrial and service buildings
Transport accessibility:	11 km from Kraków Airport, in the vicinity of the municipal road (No. 2183K) and the regional road (No. 780)

12 INVESTMENT AREA IN KOCHANÓW

Location:	Zabierzów Commune, Kochanów
Area:	0.76 ha
Investment profile:	single-family housing and services
Transport accessibility:	11km from Kraków Airport, in the vicinity of the national road (No. 79)

13 INVESTMENT AREA IN RUDAWA

Location:	Zabierzów Commune, Rudawa
Area:	1.52 ha
Investment profile:	single-family housing and services
Transport accessibility:	14 km from Kraków Airport, in the vicinity of a municipal road

The value of Małopolska's export in 2020 was EUR 10.37 billion.¹⁷ One in ten Małopolska companies exports goods. The most important sectors for the export:



IT/ICT and new technology sector ¹⁸

Largest IT companies:

Comarch, Aptiv, Motorola Solutions Systems, EPAM Systems, Sabre, HCL, Cisco Systems, ABB, IBM, SLL, Capgemini, Nokia Solutions and Networks, Ericsson, Akamai Technologies, Grand Parade, Pegasystems Software Limited, Ocado

Start-ups:

Brainly, SALESmanago, Synerise, Kontakt, Estimote, Edrone, Airly, Talent Alpha, Onteon Tech, CallPage, LiveKid, HCM Deck, Mobiltek, Sinterit, Silvar, Zendesk Sell



Construction and furniture

Construction equipment and materials:

Wiśniowski (gates, doors and windows), Oknoplast (windows), Fakro (windows), Stalprodukt (steel structures)

Wood and furniture industry:

Bugajski Furniture, Ryś Furniture Factory, Sedia, Luxum



Biotechnology sector, including medical and pharmaceuticals

Cosmetics:

Bielenda, Farmona, Delia Cosmetics, Barwa Cosmetics

Biotechnology:

TEVA Pharmaceuticals, Selvita, DrEryk, Farmina



Manufacturing industry and sustainable energy

Metal industry:

ArcelorMittal, Vesuvius, F&P, Silgan, Amcor

Automotive industry:

MAN Trucks, Delphi Technologies, Valeo Autosystemy, Mitsui & CO., Brembo, Nidec Motors & Actuators

Energy industry:

EDF, CEZ, PSEG Global

Chemical industry:

Saint-Gobain, Air Liquide, Praxair, Lurgi, Grupa Azoty, Synthos, Alwernia

Food industry:

Bahlsen, Coca Cola, Dan Cake, Carlsberg, The Nut Company, Maspex, Wawel, Koral, Polan, Roleski, Teekanne

¹⁷ Business in Małopolska – the region's potential at www.malopolska.pl

¹⁸ Krakow IT Market Report by Motife, 2022

INDUSTRY

Electrical engineering and machinery industry are the pillars of the Małopolska export industry.

Here you may find:

 production and development of electronic and optical products

 electrical and mechanical devices

 production of motor vehicles and other transport equipment

Industrial products are less dependent on imported supplies due to the production of metal and metal products in the region.

METAL PRODUCTION

One in three companies is involved in metal production in Małopolska. Many of them operate in the production of precious metals and other non-ferrous metals (27.9%) and steel products (23.0%).¹⁹ Among activities related to the manufacture of fabricated metal products, almost half of the companies are engaged in metalworking and metal coating as well as the machining of metal parts.

Exemplary companies of Polish and foreign origin operating in metal sector in the Małopolska Region:

ArcelorMittal Poland: the largest steel producer in Poland

 valued long products such as sections (including sheet piles), rails and rail accessories, mining housings used in construction, rail transportation and mining industries

 flat products used by the automotive, white goods and construction industries

Canpack — metal packaging for food and chemical industries

Drabest — professional equipment for working at heights – steel, aluminum, warehouse

Grupa Kęty — 24 companies that operate within three business segments

HARDKOP — production of foundry, industrial fans, steel structures, metal machining

KUŹNIA

Sułkowice — hot forged die forgings with unit weights from 0.10 to 10 kg made of carbon, alloy, structural and stainless steel

Stalprodukt — highly processed steel products

MACHINERY INDUSTRY

It offers various types of mining, metallurgic, construction, agricultural machines, engines and machine tools. Half of the machinery market entities in Małopolska produce general-purpose machines. Approximately 1/3 entities produce other special-purpose machines.

Export destinations of the machine industry products from Małopolska in 2021 ²⁰



Others: Italy, the USA and the Netherlands

Export structure:



Import structure:



By the end of 2021, France had invested over EUR 20 billion in Poland, which accounted for over 8% of the total value of foreign capital invested in our country.

Companies operating in machine and transport sector in Małopolska ²¹

VALEO: three plants in Małopolska: the Engine Cooling Systems Production Plant in Skawina, the Windshield Wiper Systems Manufacturing Plant and the Lighting Systems Production Plant

Anbi-Tech: production and trade company of metal and plastic parts. It is involved in the production of parts by CNC machining

ASTOR: delivering industrial automation components, robotics, IT systems, business and technical expertise. Promotion of Industry 4.0.

Delphi Technologies: a global leader in the aftermarket

Elektrotermia: services and manufactures devices used in the electrical and heating industry. Creates designs and electrical installations. Offers sheet metal processing by laser cutting and painting in a powder paint shop

ELTECO: renewable energy and backup power market

EPS System: energy generating devices

FCA: fibre optic systems for the construction of optical tele-transmission networks in Poland

MANEX: construction and building of technological lines and microprocessor control systems for the cable industry

Tele-Fonika Kable: the largest cable manufacturer in Central and Eastern Europe (3rd in Europe and 24th in the world)

WAMECH: a manufacturer of trolleys and platforms to transport materials and components in production plants

ZE OMEGA: production of electrical bundles for household appliances, medical equipment, automation and the automotive sector

²⁰ Małopolska Regional Development Observatory in Małopolska (14th edition), 2022

²¹ New Technologies Computer Science Innovations, Business in Małopolska Centre, Kraków 2020

NEW TECHNOLOGIES

Rapidly growing sector in the Małopolska Region is due to ²²

- 
 sustainable growth of foreign investments in advanced information technologies
- 
 development of domestic IT companies: from startups to large companies such as Comarch
- 
 a continuous influx of highly qualified staff as well as R&D cooperation
 – 13 university incubators support research commercialization
- 
 well-developed office market and technological infrastructure
- 
 local authorities and institutions support the experience exchange
 – annually there are 600 technological events organized for enterprises

In the Małopolska Region there are 230 foreign companies from the BPO, SSC and IT sectors and they employ approx. 80,000 people from all over the world. The region has the highest share of R&D centres among the 8 largest centres in the world, amounting to 17% (2019). Here operates almost 600 R&D entities. ²³ Kraków is a city of strategic importance for global IT companies and it is confirmed by the rankings like „Top 25 Tech Cities of the Future 2020/2021” prepared by the fDi Magazine.

Companies operating in new technologies sector: ²⁴



TRADE, E-COMMERCE & RETAIL

Autenti, Closer, Crossweb, edrone, ektare, Estimote, ExMetrix, GoPOS, HR Hints, Mosaico, Pomelody, POSbistro, Princity, Printbox, PushPushGo, Secfense, Tadam, Treo, WEARFITS



MANUFACTURING & AGRICULTURE

Copernic, Efento, ektare, Elmodis, EMBETECH, Estimote, ExMetrix, Guider, HR Hints, Insignes Labs, Princity, S2Innovation, Secfense Finance, Banking & Insurance Closer, Edward.ai, Estimote, HR Hints, Lekta AI, Meely.ai, Mosaico, Princity, PushPushGo, Secfense, Simpl.rent



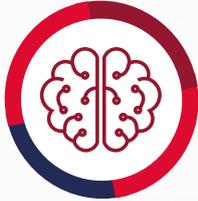
ENERGY & UTILITIES

Closer, Copernic, Efento, Elmodis, EMBETECH, ExMetrix, Guider, HR Hints, Mosaico, S-Labs, Secfense, SGPR.TECH, Techmo

²² Metropolia Krakowska. Metropolia Możliwości, Krakow Metropolia Association, 2022

²³ Economic Potential of Małopolska: New Technologies, Innovation and R&D Sector, 2022

²⁴ Economic Potential of Małopolska, New Technologies, Innovation, and R&D sector, 2021 at www.powerup3.pl; Startups Report, #OMGKRK, 2022



ARTIFICIAL INTELLIGENCE

ALLIS, Arteia, AstroTectonic, Brainly, Car Scanner, Closer, Digital First AI, dodowork, edrone, Edward.ai, Elmodis, Enso, ExMetrix, FLYR, FlyTech UAV, GetDressed, hiree, intoDNA, Lekta AI, Meely.ai, Nexta.io, Playstrict, Princity, Printbox, ReliaSol, Revolut, SGPR.TECH, SquadGurus, Syndicai, Synerise, Tadom, Talent Alpha, Techmo, Unit8, WEARFITS



BUSINESS AUTOMATION, PRODUCTIVITY

A Tu Polska, Autenti, Bidroom, Blumlee, Click n' GoWild, Digital Brain Nordic AB, Digital First AI, Dizply, Elmodis, Enso, ePM, Estimote, Eventory, ExMetrix, GYMMANAGER, LifeBe, LiveKid, myREST, POSbistro, Probe, REAKTO, ReliaSol, S2Innovation, Secfense, SquadGurus, Synerise, Talent Alpha, Techmo, Treo, Zalamo



INTERNET OF THINGS, WEARABLES & SMART CITY

Airly, AstroTectonic, Efento, EMBETECH, Estimote, FlyTech UAV, Husarnet, Mobilis Robotics, ParkCash, Princity, REAKTO, ReliaSol, S-Labs, S2Innovation, SEEDiA, Selectrin, SGPR.TECH, Shape.Care, SILVAIR, SquadGurus, Volme, WOMAI



MEDICAL TECH, HEALTH, BIOTECH & LIFE SCIENCES

ALLIS, Airly, Autenti, Cardiomatics, BioMinds Healthcare, Consonance, Efento, Estimote, FindAir, Healthy, HR Hints, intoDNA, Insignes Labs, Mediprintic, Medtransfer, Mosaico, Prodromus, Pumipod, S2Innovation, Secfense, Shape.Care, Techmo, Urbanika Farms, Therapify, uPacjenta



GAMES SECTOR

Blobber Team, Duckie Deck Development, FreeMind, GameDesire, All in! Games, BE CLOSE, Frozen District, In Images, MOONLIT

DO YOU KNOW THAT KRAKÓW IS ONE OF THE TOP INNOVATION HUBS IN POLAND?

There is a strong startup community in the Małopolska Region, especially in Kraków.

The Startup Poland Foundation states that about 10% of the surveyed Polish startups come from Kraków. Kraków's academic potential, industrial and IT traditions as well as the presence of domestic and foreign businesses make the city a leading technology hub in the CEE region.²⁵

Top 10 young companies from Małopolska: Brainly, SALESmanago, Synerise, Kontakt, Estimote, Edrone, Airly, Talent Alpha, Onteon Tech, CallPage

²⁵ Startup Poland by Startup Poland Foundation, 2021



PARTNERS OF THE PROJECT „KRAKOW METROPOLITAN AREA FOR BUSINESS 2”



> Kraków Nowa Huta Przyszłości S.A.

www.knhp.com.pl

Kraków Nowa Huta Przyszłości S.A., a company with its registered seat in Kraków, was established in 2014 by the Municipality of Kraków and the Małopolska Region to implement a project under the same name „Kraków – Nowa Huta of the Future”.

The key task for the company is to create a new urban unit and ensure comprehensive revitalization of the post-industrial areas of the eastern part of Kraków on infrastructural, functional and social levels. All these will lead to increase in attractiveness of the Kraków’s biggest district – Nowa Huta among investors, residents and tourists.

> CONTACT US:

+48 727 432 104 biuro@knhp.com.pl



> Foundation Małopolska Chamber of Local Government

www.fundacjamis.org.pl

The Foundation was established in 2015 by professors of the Jagiellonian University in Kraków and the University of Economics in Kraków. Its mission is dialogue, professionalism and development in the field of public administration, civil society, local community and education. The basic scope of the Foundation’s substantive activities is local government, strategic management, professionalization of the functioning of public administration at all levels, education, social policy (including, among others, senior, educational, cultural, health, for young people) at various levels and areas as well as supporting innovation.



> The project „Kraków – Nowa Huta of the Future” includes 4 main investment tasks:

1 Branice Science and Technology Park

2 Logistics Centre – economic activity zone

3 The Błonia 2.0 Open Area for large-scale events

4 Przylasek Rusiecki – leisure and recreation area with auxiliary services

The new Economic Activity Zone was established in December 2022 as part of the task Branice Science and Technology Park so as to make Kraków economic offer more attractive.

It consists of:

- **15 hectares** of area
- **over 1.5 km** of reconstructed high-voltage power grids
- **nearly 2 km** of internal roads and bicycle paths
- **4.5 km** of pedestrian routes
- **over 3 km** of sanitary and water supply systems and **5.5 km** of cable lines to ensure lighting of the area

The value of the investment: EUR 10 million.

Publisher:

Kraków Nowa Huta Przyszłości S.A.
Osiedle Willowe 30, 31-902 Kraków, Poland

Graphic design: Fesido Studio Graficzne

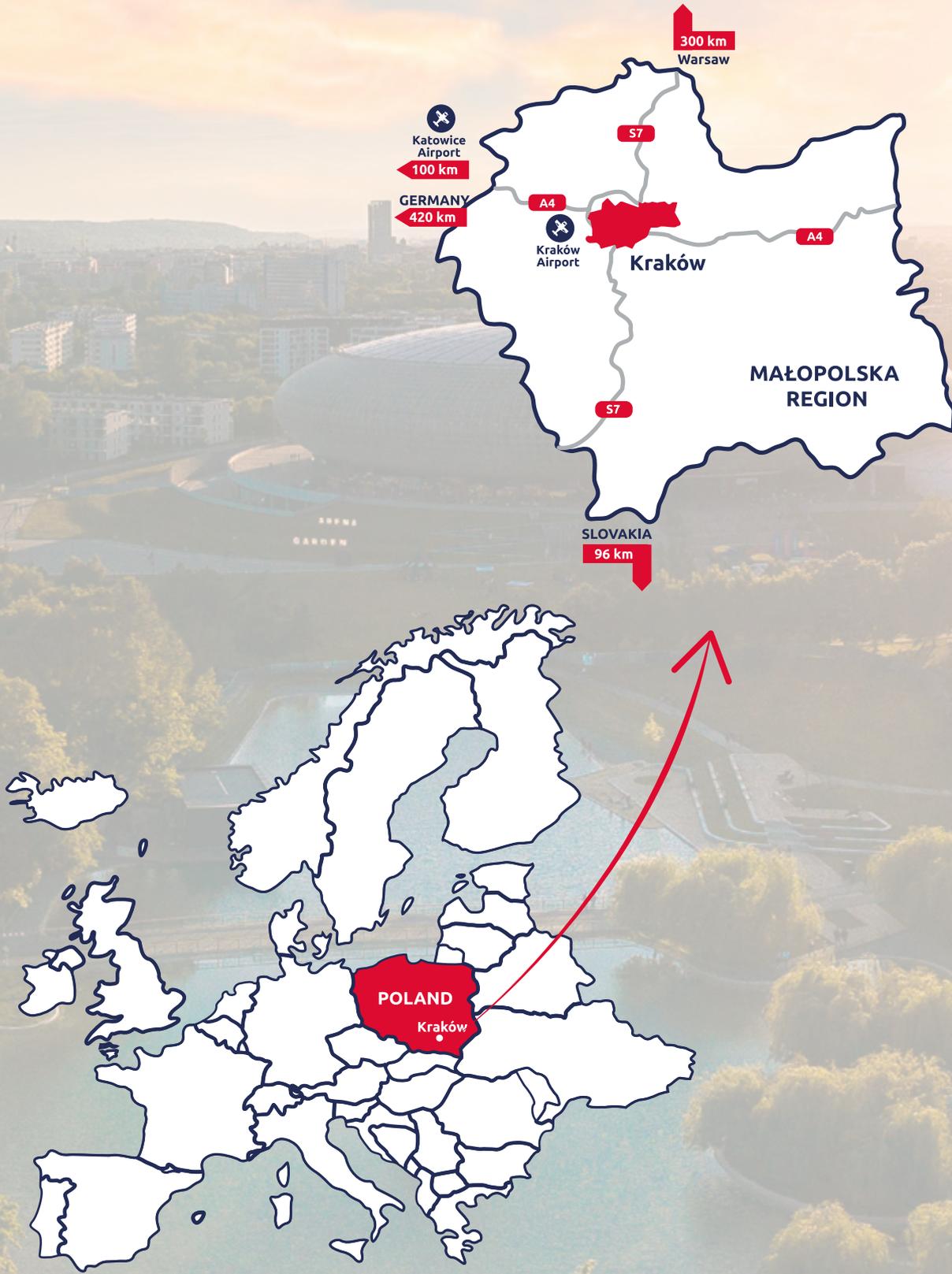
Year: 2023

The publication was prepared as part of the project:

„Krakow Metropolitan Area for Business 2” sub-measure 3.3.1 of the Regional Operational Programme of the Małopolska for 2014–2020.

The examples presented in this study do not exhaust the full scope of the industry but it is only an attempt to analyze the available data on the selected sector.

Free publication



CONTACT • biuro@knhp.com.pl • www.kma4business.metropoliakrakovska.pl