



**Kraków  
Metropolitan  
Area** for Business



**The Kraków Metropolitan Area**  
Data Centre World and New Technologies



# 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? Specialised 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, neighbouring 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**



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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.

## 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 recognisable 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 (418 miles) long A4 highway is the main transit corridor that connects us with Germany, the Czech Republic and Slovakia
- 10 km (6 miles) from the city center there is the Kraków Airport which handled over 7 million passengers in 2022<sup>1</sup>
- 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, 2022<sup>2</sup>) and almost 70% of residents indicated Małopolska as the region of best living conditions <sup>3</sup>



Job opportunities – the unemployment rate is 4.5% (October 2022) <sup>4</sup>



The average monthly gross salary in the enterprise sector in 2022 exceeds PLN 6,900 (EUR 1,466; GBP 1,291) <sup>5</sup>



Business potential – 445,000 business entities <sup>6</sup>



Great cultural and entertainment life



Wonderful tourist destination

<sup>2</sup> Selected data on Małopolska Region's districts, November 2022 at [www.krakow.stat.gov.pl](http://www.krakow.stat.gov.pl)

<sup>3</sup> The Małopolska Regional Development Observatory in Małopolska (14th edition), 2022

<sup>4</sup> Selected data on Małopolska Region's districts, October 2022 at [www.krakow.stat.gov.pl](http://www.krakow.stat.gov.pl)

<sup>5</sup> Selected data on Małopolska Region's districts, October 2022 at [www.krakow.stat.gov.pl](http://www.krakow.stat.gov.pl)

<sup>6</sup> Metropolia Krakowska. Metropolia Możliwości, Krakow Metropolia Association, 2022

## 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 1,300 sq. km (502 square miles).



### Kraków Metropolitan Area inhabitants:



1.1 million  
people



66% of the population  
is of working age



62% speaks English  
language <sup>7</sup>



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



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) <sup>8</sup>

**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) <sup>9</sup>

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

## 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. <sup>11</sup>

**It's all here – in the Kraków Metropolitan Area**

<sup>8</sup> ABSL: Business services sector in Kraków, 2021

<sup>9</sup> ABSL: Business services sector in Kraków, 2021

<sup>10</sup> Krakow Real Estate Market by Knight Frank, 2022

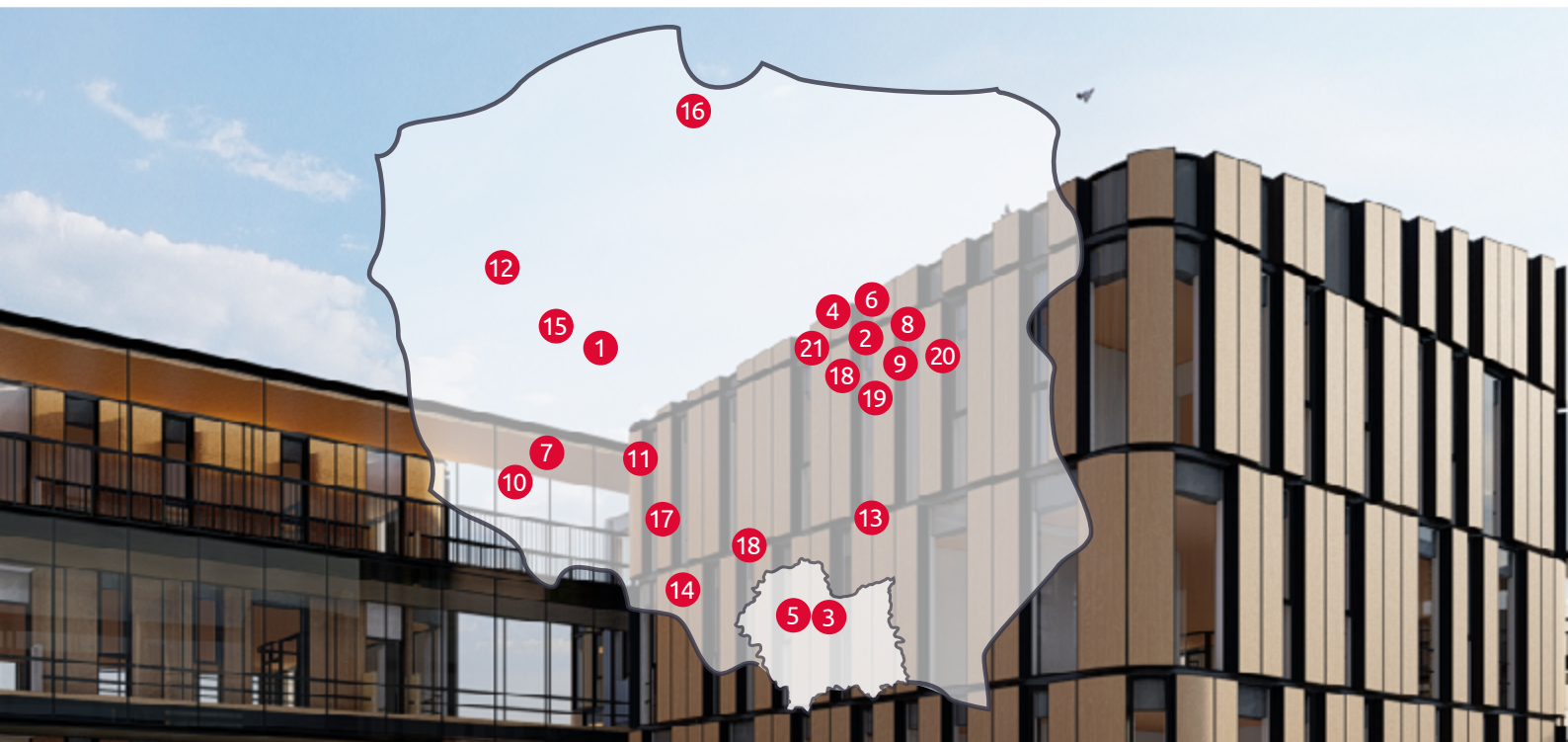
<sup>11</sup> Krakow IT Market Report by Motife, 2022

## 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 (GBP 9.18 billion)<sup>12</sup>. The UK currently ranks 9th among the largest foreign investors in Poland, and British investments account for 3.5% of the total value of invested capital in Poland. At the end of 2020, there were 1,373 entities with British capital in Poland, of which 790 employed up to 9 people. British investments in Poland are located primarily in manufacturing (42% in 2020) and in trade and repair of motor vehicles (28%)<sup>13</sup>. Other sectors include: financial services, healthcare, consulting, law, real estate and recruitment.

### Companies with British capital in Poland:



1 R. Twining and Company Sp. z o.o. (Abf Overseas Ltd) (food products)

2 Reckitt (manufacture of household chemicals)

3 BP (petroleum products)

4 Provident Poland (financial services)

5 HSBC Poland (financial services)

6 Luxmed (healthcare)

7 British Oxygen Corporation (industrial gases)

8 Cadbury Schweppes (food products)

9 PZ Cussons Ltd. (personal care products)

10 Gates Poland (manufacturing of means of transportation)

11 GKN Industries Limited (motor vehicle parts and accessories)

12 GlaxoSmithKline Pharmaceuticals (pharmaceuticals)

13 DS Smith Poland (packaging)

14 Johnson Matthey Group (professional electrical and electronic equipment and transportation equipment industries)

15 Imperial Tobacco Plc (tobacco products)

16 Kainos (SSC)

17 Mc Bride (household appliances)

18 Peak Packaging LTD (plastic products)

19 Reuters Group Limited (SSC)

20 Robinson (plastic products)

21 RPC Group Plc (plastic products)

<sup>12</sup> Business in Małopolska - the region's potential, 2022 at [www.malopolska.pl](http://www.malopolska.pl)

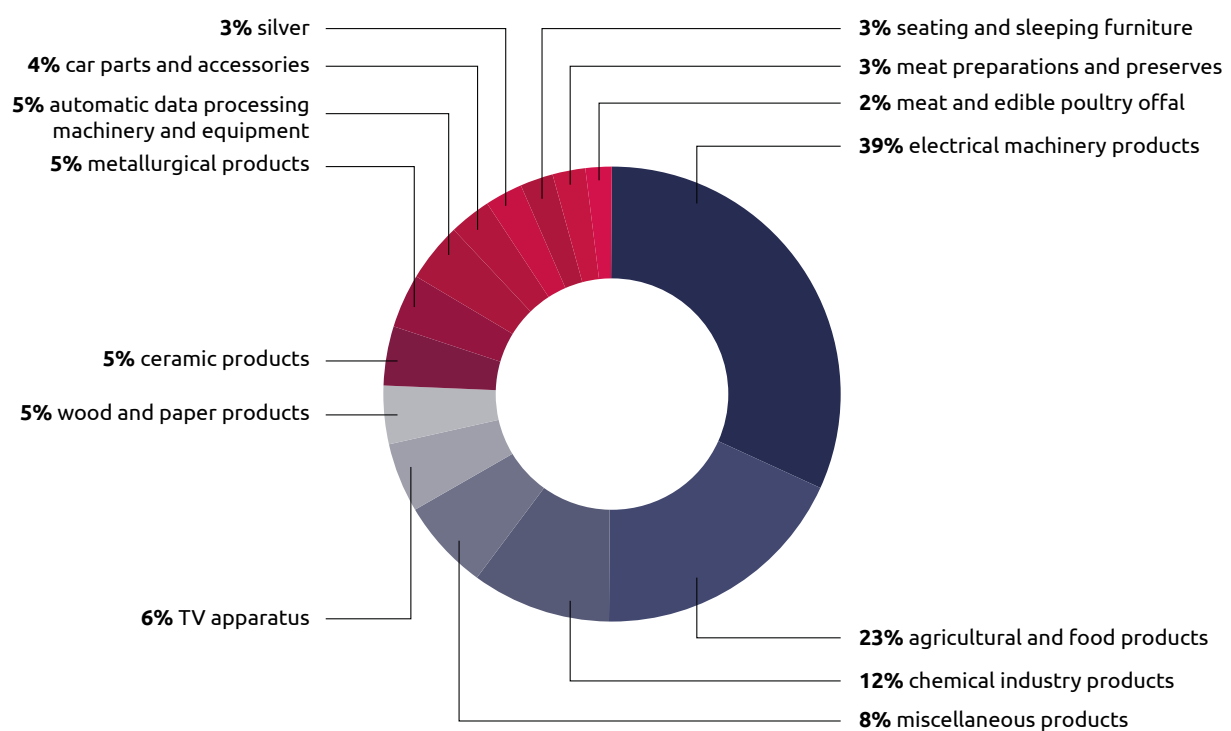
<sup>13</sup> [www.gov.pl/web/rozwoj-technologie/w-relacjach-z-wielka-brytania-stawiamy-na-inwestycje-innowacje-i-zielone-technologie](http://www.gov.pl/web/rozwoj-technologie/w-relacjach-z-wielka-brytania-stawiamy-na-inwestycje-innowacje-i-zielone-technologie)



Total trade in goods and services (exports plus imports) between the UK and Poland was GBP 21.9 billion in the four quarters to the end of Q2 2022, an increase of 11.2% or GBP 2.2 billion from the four quarters to the end of Q2 2021. Of this GBP 21.9 billion:

- Total UK exports to Poland amounted to GBP 7.3 billion in the four quarters to the end of Q2 2022 (an increase of 14.9% or GBP 944 million compared to the four quarters to the end of Q2 2021);
- Total UK imports from Poland amounted to GBP 14.6 billion in the four quarters to the end of Q2 2022 (an increase of 9.4% or GBP 1.3 billion compared to the four quarters to the end of Q2 2021).<sup>14</sup>

## The most important product groups are:



In Małopolska itself there are **269 companies** with British capital, **215** of them are based in Kraków. Some of the largest British investments in the Małopolska Region include:

- AstraZeneca (pharmacy)
- Rolls-Royce Poland Ltd. (automotive industry)
- Shell Overseas Holdings Ltd. (petroleum products)

<sup>14</sup> Trade and Investment Factsheets by Department for International Trade, December 2022

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

Investors and Innovative Economy Support Centre - Municipality of Kraków  
[www.business.krakow.pl](http://www.business.krakow.pl)

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

Krakow Chamber of Commerce and Industry  
[www.chamberkrakow.com](http://www.chamberkrakow.com)

Małopolska Regional Development Agency  
[www.marr.pl/en](http://www.marr.pl/en)

British-Polish Chamber of Commerce  
[www.bpcc.org.pl](http://www.bpcc.org.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](http://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.

## 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

> commercialisation 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](http://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!**



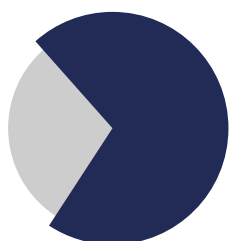
## 3. Support from the European Funds

Financial Perspective 2021-2027: almost GBP 67 billion (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:

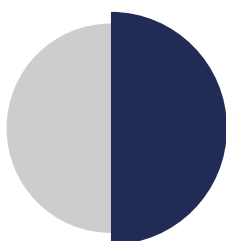
[www.funduszeuropejskie.gov.pl](http://www.funduszeuropejskie.gov.pl)

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 (GBP 2,800) per a newly created workplace, depending on the type of investment and size of the enterprise <sup>15</sup>

<sup>15</sup> Investment incentives governmental grants at [www.paih.gov.pl](http://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

<b>Location:</b>	Kraków, Płaszów-Rybitwy
<b>Area:</b>	677.5 ha
<b>Investment profile:</b>	service, office and residential development Possibility of building skyscrapers (up to 250m).
<b>Transport accessibility:</b>	34 km (21 mi) from Kraków Airport, near the expressway (S7) and several railway stations

## 2 KRAKÓW AIRPORT CITY

<b>Location:</b>	Kraków, Balice
<b>Area:</b>	167.7 ha (Balice I - 64.3 ha, Balice II - 103.4 ha)
<b>Investment profile:</b>	food service / buildings for Kraków Airport customers
<b>Transport accessibility:</b>	4 km (2,5 mi) 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 (19 mi) 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 (19 mi) from Kraków Airport, in the vicinity of the national road No. 79 and the expressway (S7), near the railway line

## 5 GEOTHERMAL CENTER PRZYŁASEK 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 (19 mi) 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 (27 mi) 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 (22 mi) 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 (25 mi) from Kraków Airport, in the vicinity of the highway (A4) and the expressway (S7), near the railway line

## 9 NIEPOŁOMICE INVESTMENT ZONE

<b>Location:</b>	<b>Niepołomice Commune, Podłęże</b>
<b>Area:</b>	<b>27 ha</b>
<b>Investment profile:</b>	<b>industrial and service buildings</b> (modern technology industry, R&D)
<b>Transport accessibility:</b>	<b>38 km (24 mi) from Kraków Airport</b> , 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

<b>Location:</b>	<b>Skawina Commune</b>
<b>Area:</b>	<b>19 ha</b> (area 1 - about 3.3 ha, area 2 - about 8.7 ha, area 3 - about 7.1 ha)
<b>Investment profile:</b>	<b>industrial and service development</b> (preferred SMEs, plants with surroundings not larger than 3 ha)
<b>Transport accessibility:</b>	<b>15 km (9 mi) from Kraków Airport</b> , near the Skawina ring road

## 11 INVESTMENT AREA IN KASZÓW

<b>Location:</b>	<b>Liszki Commune, Kaszów</b>
<b>Area:</b>	<b>23 ha</b>
<b>Investment profile:</b>	<b>industrial and service buildings</b>
<b>Transport accessibility:</b>	<b>11 km (7 mi) from Kraków Airport</b> , in the vicinity of the municipal road (No. 2183K) and the regional road (No. 780)

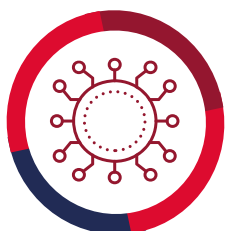
## 12 INVESTMENT AREA IN KOCHANÓW

<b>Location:</b>	<b>Zabierzów Commune, Kochanów</b>
<b>Area:</b>	<b>0.76 ha</b>
<b>Investment profile:</b>	<b>single-family housing and services</b>
<b>Transport accessibility:</b>	<b>11 km (7 mi) from Kraków Airport</b> , in the vicinity of the national road (No. 79)

## 13 INVESTMENT AREA IN RUDAWA

<b>Location:</b>	<b>Zabierzów Commune, Rudawa</b>
<b>Area:</b>	<b>1.52 ha</b>
<b>Investment profile:</b>	<b>single-family housing and services</b>
<b>Transport accessibility:</b>	<b>14 km (8,5 mi) from Kraków Airport</b> , in the vicinity of a municipal road

The value of Małopolska's export in 2020 was EUR 10.37 billion (GBP 9.10 billion)<sup>16</sup>. One in ten Małopolska companies exports goods. IT/ICT is one of the most important sector:



### IT/ICT and new technology sector <sup>17</sup>

The dynamic development of Kraków's IT sector in the pandemic has further accelerated thanks to vast number of companies and institutions. Kraków and Małopolska have become a location of strategic importance for global companies. Tycoons, but also startups are establishing their development centers here, and global corporations are developing increasingly sophisticated business service centers.

Among the largest well-known brands there are:

#### 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.





## NEW TECHNOLOGIES

### Rapidly growing sector in the Małopolska Region is due to <sup>18</sup>

- ◀ 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 centers among the 8 largest centers in the world, amounting to 17% (2019). Here operates almost 600 R&D entities.<sup>19</sup> 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.

### Largest ICT companies in the Małopolska Region: <sup>20</sup>

#### AKAMAI TECHNOLOGIES

the leading content delivery network (CDN) services provider for media and software delivery and cloud security solutions. The company is expanding its EMEA service center in Kraków, [www.akamai.com](http://www.akamai.com)

#### COMARCH

a producer of IT solutions and an integrator. It has gained experience in the most important industries: telecommunications, finance, banking and insurance, trade and services, IT infrastructure, public administration, industry, health care, as well as small and medium enterprises, [www.comarch.co.uk](http://www.comarch.co.uk)

#### CD PROJEKT RED

established in 2002 by pioneers of video game distribution in Poland. *The Witcher* – the first game of the studio – had its premiere in 2007 and it was followed by the *Witcher 2: Assassins of Kings*, [www.en.cdprojektred.com](http://www.en.cdprojektred.com)

#### ERICSSON

a leader on the Polish market for 5G technology implementation. It cooperates with both universities, and operators and activates local start-ups in terms of 5G dissemination, [www.ericsson.com](http://www.ericsson.com)

#### IBM BTO BUSINESS

##### CONSULTING SERVICES

provides professional services in the field of business process support. The clients are served under three basic accounting processes: receivables, liabilities and general ledger, [www.ibm.com](http://www.ibm.com)

#### NOVOMATIC TECHNOLOGIES

a manufacturer and operator of gaming equipment that employs more than 25,000 staff members in 45 countries and exports high-tech electronic gaming equipment and solutions, [www.novomatic-tech.com](http://www.novomatic-tech.com)

<sup>18</sup> Metropolia Krakowska. Metropolia Możliwości, Krakow Metropolia Association, 2022

<sup>19</sup> Economic Potential of Małopolska: New Technologies, Innovation and R&D Sector, 2022

<sup>20</sup> New Technologies Computer Science Innovations in Małopolska, Kraków 2020

## **AILLERON**

technological solutions for modern technological products to financial sector, telecommunications and hotel industry,  
[www.ailleron.com](http://www.ailleron.com)

## **MOTOROLA SOLUTIONS POLAND**

serves both business clients and government agencies. In Kraków it has one of the world's leading technology centers. It deals mainly with creating software for public safety systems TETRA/APCO-25 and Public Safety LTE,  
[www.motorolasolutions.com](http://www.motorolasolutions.com)

## **VERACOMP**

the leader in Value Added Distribution (VAD) in the field of ICT solutions. It provides comprehensive IT solutions applied in all sectors of the economy,  
[www.veracomp.eu](http://www.veracomp.eu)

## **SABRE POLSKA**

software to power the travel and transportation industry,  
[www.sabre.com](http://www.sabre.com)

## **ESET**

works within security industry, with 30 years of R&D experience and more than 1,400 employees on five continents. It provides antivirus solutions that detect not only known but also new, previously unidentified threats,  
[www.eset.com](http://www.eset.com)

## **NOKIA NETWORKS TECHNOLOGY CENTER**

develops and delivers the industry's only end-to-end portfolio of network equipment, software, services and licensing that is available globally,  
[www.nokiakrakow.pl/en](http://www.nokiakrakow.pl/en)

## **Organizations supporting technology transfer: <sup>21</sup>**

Małopolska has the largest number of technology transfer centers in Poland. Their role is to link business with the world of science.

### **Krakow University of Technology – Technology Transfer Center**

it implements national and international projects aimed at developing science and increasing the competitiveness of regional enterprises. Also, it is a Regional Contact Point for European Programs (Horizon, ERC) for the Małopolska and Podkarpackie Regions and it is the regional center of the „Enterprise Europe Network” (EEN) and „Europe Direct” project.

[www.transfer.edu.pl/en/](http://www.transfer.edu.pl/en/)

### **INTECH PK**

operates in the field of innovative technologies and manages entrusted intellectual property rights. INTECHPK builds business-science relations, supports social innovations, acts for scientists and technology developers, and assists scientists at the Krakow University of Technology who want to transform their research results into marketable products and services.

[www.intechpk.pl](http://www.intechpk.pl)

<sup>21</sup> Data from Krakow Chamber of Commerce and Industry

# 6 NEW TECHNOLOGIES IN THE MAŁOPOLSKA REGION

## > AGH University of Science and Technology – Technology Transfer Center

specializes in the areas like protection of intellectual property, including development, application for exclusive rights, both in national and international procedures, management of intellectual property and direct commercialization of intellectual property objects, marketing of the University's research and technology offerings to entrepreneurs and investors, organizational, formal, legal and financial support of technology transfer transactions in terms of sales and other forms of providing access to intellectual property rights.

[www.ctt.agh.edu.pl](http://www.ctt.agh.edu.pl)

## > INNOAGH's

INNOAGH's mission is to create technology startups and thus develop business based on knowledge and modern technologies.

[www.intechpk.pl](http://www.intechpk.pl)

## > Jagiellonian University - CITTRU Technology Transfer Center

A unit of the Jagiellonian University responsible for comprehensive cooperation between science and the economic environment, including the sharing of intellectual property belonging to the University and the handling of commercial research services provided by the University.

[www.cittru.uj.edu.pl](http://www.cittru.uj.edu.pl)  
[www.sciencemarket.pl](http://www.sciencemarket.pl)

### Companies operating in new technologies sector: <sup>22</sup>



#### 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





## 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, Princy, Printbox, ReliaSol, Revolut, SGPR.TECH, SquadGurus, Syndicai, Synerise, Tadam, 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, Princy, 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, Healthly, HR Hints, intoDNA, Insignes Labs, Mediprintic, Medtransfer, Mosaico, Prodromus, Pumipod, S2Innovation, Secfense, Shape.Care, Techmo, Urbanika Farms, Therapify, uPacjenta



## GAMES SECTOR

Bloober 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.<sup>23</sup>

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

<sup>23</sup> 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](http://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](mailto:biuro@knhp.com.pl)



See  
more!

### > **Foundation Małopolska Chamber of Local Government**

[www.fundacjamis.org.pl](http://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 (1 mi)** of reconstructed high-voltage power grids
- **nearly 2 km (1,2 mi)** of internal roads and bicycle paths
- **4.5 km (3 mi)** of pedestrian routes
- **over 3 km (2 mi)** of sanitary and water supply systems and **5.5 km (3,4 mi)** of cable lines to ensure lighting of the area

The value of the investment: EUR 10 million (GBP 9 million).

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**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**





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