



MAŁOPOLSKA & KRAKÓW

UNLIMITED POSSIBILITIES



The Małopolska Region is a strong economic centre and, without a doubt, a perfect place to develop business – it can be confidently said that we are one of the most dynamically developing regions in Poland and Central Europe. Thanks to massive support to entrepreneurship as well as optimum use of European Funds and other public resources, Małopolska – as the first Polish region – has been awarded the title of the European Entrepreneurial Region 2016 – awarded by the Committee of Regions.

A reasoned strategy of development of Małopolska is advantageous for entrepreneurs who expect concrete solutions and competent support of local government and business environment institutions. Access to qualified staff, economic safety, rich real estate offer and high quality of life create a very unique investment climate of the region, which attracts foreign investors. Therefore, it is not surprising that our region has been assessed high in annual rankings of investment attractiveness.

Małopolska strengthens its economic potential by creating conditions for development of priority sectors of the region, such as IT and ICT sectors, chemical sector, sector of sustainable energy, biotechnological and life science sector, metalworking sector and sector of creative industries. Thanks to dynamic progress in these specialties, we build our competitive advantage over our competitors both on the national and international market.

Jacek Krupa

Marshal of the Małopolska Region

WHY MAŁOPOLSKA REGION? BECAUSE:

- we are one of the leading Polish regions in terms of economic potential and investment attractiveness
- we have good transport accessibility and location at the intersection of international transit router
- we provide public support for investors, for instance through special economic zone and many business support institutions
- we are one of the most important BIO-Regions of Poland presenting a high potential for life science development and with well-developed medical facilities
- the capital of Małopolska – Kraków – is the best European city for investments of the BPO&SSC sector
- we provide modern infrastructure for personnel training and operation of companies in the ICT sector
- we have high potential for conducting research in energy technologies
- chemical industry in Małopolska is the sector for new investment
- we have appropriate infrastructural equipment for creative industries
- we have very well developed scientific and R&D base
- we invest in human capital with a large number of graduates and a high percentage of people with higher education
- we have wide range of real estate
- we have natural and geothermal resources
- we provide high quality of life and numerous tourist and cultural attractions
- in Małopolska you can find unique atmosphere, unique architecture and exceptional people

We develop to make Małopolska an attractive place to live, work and spend free time, a European region of knowledge and activity, strong with universal values, identity and aspirations of its inhabitants, consciously drawing on its heritage and regional space, offering opportunities for the development of people and modern economy and geothermal resources, high quality of life and numerous tourist and cultural attractions.

Visit us and see yourself!

WE ARE IN THE CENTRE OF EUROPE

- Małopolska is located in the south-eastern part of Poland, at the crossroads of important communication routes.
- Nearly 3.4 million inhabitants, which represents 8.7% of the Polish population – 4th place in the country.
- Area: 15.200 km²
- Kraków – the capital of Małopolska – the 2nd largest city in Poland. The Małopolska Region is formed by 22 counties and 182 communes.
- Large market – within a radius of 120 minutes from Kraków Airport live 14 mln residents representing over 38% of the population of Poland.
- There are three Euroregions in the Małopolska Region: Euroregion Tatry, Euroregion Beskidy and Euroregion Karpaty.

OUR COMMUNICATION

- Kraków Airport – the regional airport – the 2nd largest airport in Poland which handled near 5 million of passengers in 2016.
- The Airport provides connections to the majority of major cities in Western and Central and Eastern Europe – more than 90 regular and charter connections in Summer Season 2017. The capacity of the cargo hall – nearly 35 tons per day.
- Katowice Airport located at the distance of 100 km from Kraków.
- A4 motorway connecting Germany and Ukraine (Dresden – Legnica – Wrocław – Opole – Gliwice – Katowice – Kraków – Tarnów – Rzeszów – Przemyśl – border crossing: Korczowa).
- TENT III Pan-European transit corridor, connecting Western Europe and Asia, the axis of which is A4 motorway in Poland.
- We provide direct rail links with all major cities in Poland as well as with Vienna, Prague, Berlin, Dresden, Frankfurt am Main, Bucharest, Bratislava, Kiev and Budapest.



BUSINESS ACTIVITY

- Małopolska is one of the leading Polish regions in terms of economic development. The region's GDP is 7.8% of national GDP. The region is ranked 5th among Polish regions in terms of contribution to the national GDP.
- Almost 1.4 million of working population.
- Unemployment rate – 6.6%. In Małopolska in 2016 the jobless total was a 95 thousand of persons.
- More than 367.000 business entities operating in Małopolska - the 4th place in Poland – including over 3.200 exporting companies.
- The most important export products of Małopolska are related to the following sectors: electromechanical, automotive and chemical ones.
- Małopolska's major trading partners: Germany, the Czech Republic, Slovakia, Italy, France and the United Kingdom.
- The average monthly gross salary in the enterprises sector – over PLN 4.100.
- Strong position of Małopolska in the economy of the country – a large share in the global value of production sold to industry and construction sector.
- Corporate income tax – CIT 19%.
- Małopolska in the forefront of the regions dominated by business and entrepreneurship support services.
- In 2015 export of goods and services from Małopolska amounted to 8.5 bln EUR – 6th position in Poland.

REGIONAL BRANDS

- **4F**
- **Alumetal Group**
- **Badura**
- **Comarch**
- **Conhpol**
- **Dako**
- **Fakro**
- **Fideltronik**
- **FoodCare**
- **Grupa Azoty**
- **Gucio**
- **Kęty Group**
- **Konspol**
- **Koral**
- **Krakowski Kredens**
- **Kaków Airport**
- **Maspex Group**
- **Newag**
- **Oknoplast**
- **Onet Group**
- **Ryłko**
- **Stalprodukt**
- **Tele-Fonika Kable**
- **Vistula**
- **Wawel**
- **Wojas**

WE ARE SMART

- Małopolska has a high potential for scientific research and higher education – Kraków is the 2nd largest R&D centre in Poland.
- 31 higher education institutions, including 21 ones in Kraków itself – the Jagiellonian University (the oldest university in Poland, founded in 1364), Cracow University of Economics, AGH University of Science and Technology, Cracow University of Technology and Pedagogical University of Cracow.
- Nearly 180.000 students and 50.000 graduates.
- Financial outlays on R&D rank the region as the 2nd in the country.
- 59 innovation and entrepreneurship support centres – the second place in Poland.
- 21 cluster initiatives in the region, including for example the LifeScience Cluster, MedCluster, Kraków Film Cluster, Małopolska MakeIT Cluster, Digital Entertainment Cluster and Cluster of Information Technologies in Building Industry.
- Chosen R&D Investments in Kraków: Delphi, ABB, Ericpol, IBM, Motorola, CH2MHill, Luxoft, Sabre.
- The inhabitants actively use e-tools and e-services offered by the city of Kraków, including for example: the Electronic Public Services System in the Municipality of Kraków, myKRK mobile application, KMKBike.
- Active start-up environment in Małopolska – a dynamically developing start-up ecosystem. Kraków ranks 2nd in Poland as far as localizations for start-ups are considered – 16% of Polish start-ups come from Kraków.

TECHNOLOGY AND INDUSTRIAL PARKS

- **Life Science Park**
- **Kraków Technology Park**
- **Małopolska Information Technology Park**
- **MMC Brainville Technology Park**
- **Tarnów Science and Technology Park**
- **Medical Technology Transfer Centre**
- **Chrzanów–Trzebinia Industrial Park**
- **“Crystal” Green Industrial Park in Tarnów**

INDUSTRIES OF THE FUTURE IN MAŁOPOLSKA

- **Biotechnology and Life Sciences**
- **Sustainable Energy**
- **ICT/BPO/SSC**
- **Chemical industry**
- **Manufacture of metals and metal products**
- **Electrical and Mechanical Engineering**
- **Creative and leisure industry**



BIOTECHNOLOGY AND LIFE SCIENCES

- 16 research centres in Małopolska associated with life sciences. Over 10.500 entities operating in the industry.
- The LifeScience Cluster, MedCluster and the Jagiellonian Center of Innovation among the business environment institutions that direct their offer to the players representing the life sciences sector.
- Biotechnological companies – Selvita, TEVA Group, BioCentrum, Bielenda Natural Cosmetics, Farmina, Laboratorium Farmaceutyczne COEL, Amara, LuxMed, MicroBioLab, Silvermedia and Inovamed.
- Medical Technology Transfer Centre has been established to commercialize results of research work and studies carried out in scientific institutions and research and development units and to support innovation and cooperation with industry, especially in the medical and pharmaceutical sectors.
- Małopolska Biotechnology Centre coordinates cooperation between science and business and scientific research in biotechnology, food safety, nutrigenomics and related fields of research.

SUSTAINABLE ENERGY

- Over 190 entities operating in the field of balanced energy, more than 43% of which is located in Kraków.
- Department of Sustainable Energy Development of the AGH University of Science and Technology and the Mineral and Energy Economy Research Institute of the Polish Academy of Sciences – leading research centres in the sector.
- Business environment institutions offering support to the entities operating in the sector include the Małopolska – Podkarpatie Clean Energy Cluster and Knowledge & Innovation Community InnoEnergy CC PolandPlus.
- The Małopolska Region offers financial support from the Małopolska Regional Operational Programme 2014–2020, Priority axis 4 Regional Energy Policies to increase the use of renewable energy sources, improve the energy efficiency of companies in Małopolska, reduce air pollution and enhance low-emission urban transport.

ICT/BPO/SSC

- Nearly 1.200 entities operating in the information technology and communication sector, including multimedia, including Epam System, Motorola Solutions, Itekna, Dream Lab.
- 3 national higher education institutions conducting research related to the ICT sector – AGH University of Science and Technology, Cracow University of Technology and Jagiellonian University.
- 10 business environment institutions offering their services to the entities operating in the ICT industry, including for example: Małopolska Information Technology Cluster, Kraków Technology Park Ltd., Cluster of Multimedia and Information Systems and Małopolska Information Technology Park.
- Kraków was listed as one of the 9 most attractive cities in the world and ranked first among European agglomerations for investments in the BPO&SSC sector – TOP 100 Outsourcing. Destinations Ranking.
- Kraków – the largest business service centre – in the capital of the Małopolska Region there are more than 100 business service centres in which 24% of all employees of such centres in Poland work – more than 50.000 employees.
- Małopolska Broadband Network – stimulation of economic development of Małopolska by providing conditions to make modern broadband services available to inhabitants and entrepreneurs – 3151 km of built and leased network providing access to the Internet for 770.000 people.
- Selected business service centres operating in Małopolska – Comarch, Cisco, Google, Shell, Capgemini, UBS, HSBC, Sabre, Luxoft, Electrolux, Philip Morris International, Hitachi Data Systems, IBM BTO, State Street, Lufthansa Global Business Services and Delphi.



CHEMICAL INDUSTRY

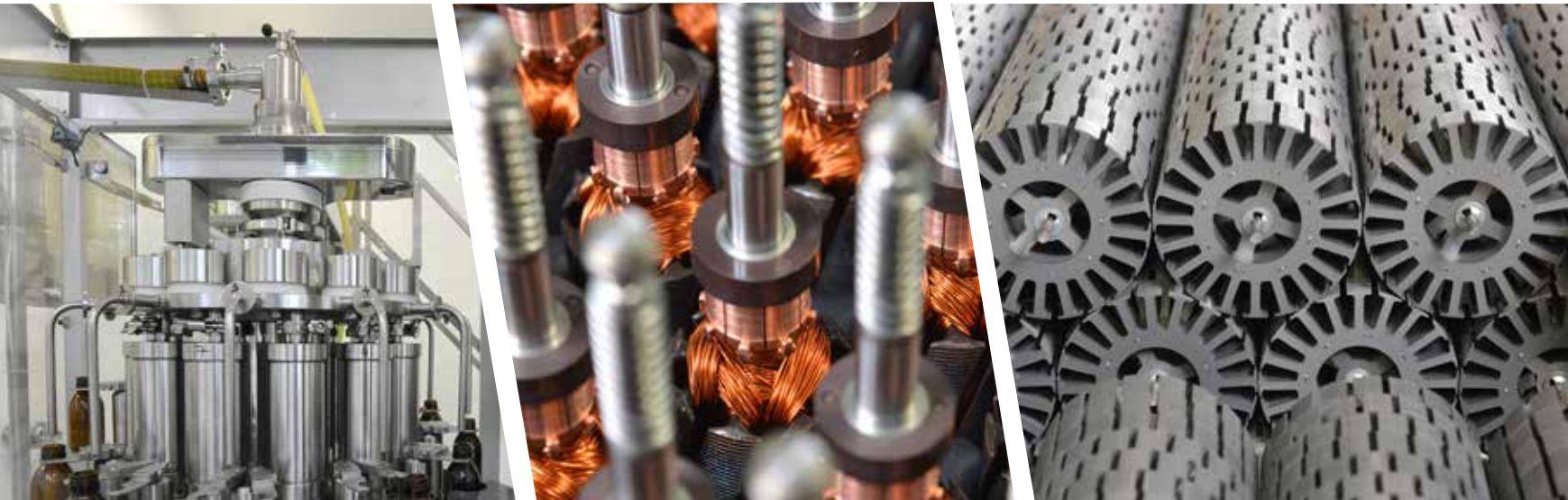
- The chemical industry is an important economy branch in Małopolska – nearly 250 entities operating in the chemical industry.
- 14 research units associated with chemistry, for example Cracow University of Technology, Jagiellonian University, University of Agriculture, AGH University of Science and Technology, as well as the Oil and Gas Institute.
- Among the business environment institutions offering services directly for the entities involved in the field of chemistry, we may list the Tarnów Industrial Cluster and the Polish Association of the Oil and Gas Industry Engineers and Technicians.
- The largest regional chemistry industry companies include: Grupa Azoty, Synthos, Krakchemia, Zakłady Chemiczne Alwernia, Rafineria Trzebinia and Novatek Polska.

MANUFACTURING OF METALS AND METAL PRODUCTS

- The industry has a major impact on the export of Małopolska – precious metals, common metals as well as their products belong to the most important export commodities.
- The share of export of Małopolska in the sector of common metals and their products is 6.9%.
- Over 3.700 business entities operating in the industry, including: Alumetal, Tele-Fonika Kable, Grupa Kęty, Stalprodukt, Grupa Polska Stal and ArcelorMittal Poland.
- 8 scientific and research centres associated with the production of metals and metal products and the manufacture of non-metallic mineral products, including the Institute of Advanced Manufacturing Technology in Kraków, AGH University of Science and Technology and Cracow University of Technology.
- 4 business environment institutions operating in the industry, including for example the Foundry Research Institute in Kraków.

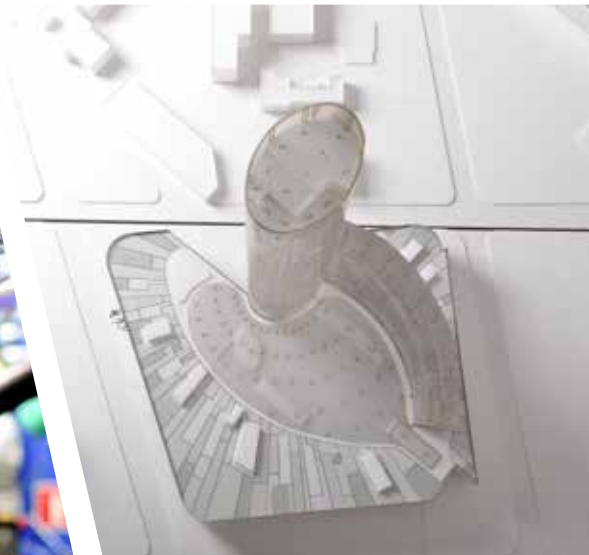
ELECTRICAL AND MECHANICAL ENGINEERING

- The products of that industry remain the pillars of the Małopolska export.
- Over 3.200 business entities operating in the sector.
- 7 research and scientific centres offering their services for the entrepreneurs operating in the industry – Cracow University of Technology, AGH University of Science and Technology, University of Agriculture, Mineral and Energy Economy Research Institute of the Polish Academy of Sciences.
- The share of the Małopolska Region export in the sector amounts to over 5.0%.



CREATIVE AND LEISURE INDUSTRY

- Kraków – European Capital of Culture and the UNESCO’s City of Literature.
- Kraków at night – Małopolska Researchers’ Night, Night of Museums, Night of Jazz, Night of Poetry, Night of Music.
- Kraków – festival city – Conrad Festival, Jewish Culture Festival, Kraków Film Music Festival.
- Film Kraków – Kraków Film Festival – one of the most important film festivals in Europe, OffCamera, Silent Film Festival.
- Kraków – a creative city – numerous exhibitions and art galleries, including MOCAK, Cricoteka, Małopolska Garden of Arts.
- Over 13.900 business entities operating within the creative industry and leisure industry.
- 11 research and scientific units associated with the sector.
- 206 patents and 73 practical new-type patents were granted – the 5th place in Poland.
- 11 business environment institutions providing support for entrepreneurs operating in the industry – Cluster of Multimedia and Information Systems and INRET Cluster of Culture and Leisure, Krakow Film Cluster.
- The Małopolska Centre for Creativity and Design and the Forum Foundation serve for building the innovation ecosystem in Małopolska using design tools. They are also responsible for promoting culture as a catalyst of creativity, as well as coordinate all initiatives aimed at developing the design sector as an effective tool for innovation.



INVESTMENT ATTRACTIVENESS OF THE MAŁOPOLSKA REGION

- For years, Małopolska has placed itself on the top of the national rankings evaluating the investment attractiveness of a given area.
- Direct foreign investments implemented in the region in the years 1989-2014 exceeded USD 19,3 billion.
- In 2014, foreign investment reached the value of USD 1.2 billion.
- Małopolska has been ranked 4th in terms of the strategy of attracting Foreign Direct Investments - "European Cities and Regions of the Future 2016/2017" fDi Intelligence.
- Małopolska – the European Entrepreneurial Region 2016. This prestigious title is awarded by the Committee of the Regions to those regions that are distinguished by outstanding and innovative entrepreneurial strategy.
- Kraków ranks 2nd in the "Polish Cities of the Future 2015/16" – ranking of fDi Magazine.
- According to Forbes, Kraków ranks 4th on the list of 10 cities most attractive for business in Poland.
- Kraków is ranked 2nd after Warsaw – the capital of Poland – as the largest office market in the country – total resources of modern office space in Kraków amount to more than 830 000 m².
- Nearly 200 investment offers in the Business in Małopolska Centre database.
- Global corporations have invested in Małopolska, e.g. Google, Cisco, Motorola, Shell, Rolls Royce, Philip Morris, Lufthansa, Delphi, R.R. Donnelley, Coca-Cola, Heineken.



KRAKÓW SPECIAL ECONOMIC ZONE

- Special Economic Zone covering the area of 866 hectares is managed by Kraków Technology Park Ltd. At present Kraków SEZ consists of 32 subzones, located in 30 communes, including 5 located outside the Małopolska Region, namely in: Krosno, Boguchwała, Nowa Sarzyna, Jaworzno and Jędrzejów.
- State aid for investment in the SEZ of Kraków – 55% for small enterprises.
- Special Economic Zone, as part of the operations conducted, offers:
 - state aid package – exemption from the payment of the CIT or PIT income tax in amount depending on the size of a company, the amount of capital expenditures and created jobs:
 - comprehensive services for investors
 - areas for investment
 - office space for rent
 - training in the field of raising funds for business activity
 - training in the field of conducting business activity in the SEZ area.

ECONOMIC ACTIVITY ZONES

- In Małopolska, there are 53 zones of economic activity, located in 41 communes. The region is planning to create other zones. Małopolska authorities actively promote the development and expansion of such areas in the region for the purpose of securing funds in the Regional Operational Programme 2014-2020.
- The benefits of investing in the economic activity zones:
 - well-prepared investment sites with complete and modern infrastructure making it possible to start
 - a business according to the relevant development plan
 - separated parcels of land with the area optimized for the purpose of construction of industrial plants
 - support of local councils in the implementation of investments (appointed carers, investor support teams)
 - state aid in the form of exemption from property tax.



HIGH QUALITY OF LIFE

- Małopolska is one of the most interesting regions in Poland which offers a wide range of cultural and tourist attractions.
 - In 2016, Małopolska was visited by nearly 15 million tourists.
 - Małopolska is the region with the largest number of monuments in Poland, the birthplace of Polish culture and cherished traditions.
- The cultural life of the region takes place among many ancient monasteries, churches, museums, manor complexes, palaces, gardens, towns with characteristic buildings and monuments of folk art.**
- More than a half of the Małopolska area has been recognised as nature protection area – 6 national parks, 11 landscape parks, 10 protected landscape areas and 84 nature reserves. Two areas – Babia Góra and Tatra National Park – are UNESCO biosphere reserves – these are unique places in the world, with unique natural beauty.
 - 14 historical sites of Małopolska have been included on the UNESCO World Heritage List.
 - Małopolska is also a mountainous region: Tatra Mountains with the capital in Zakopane, Gorce Mountains, Beskidy Mountains and limestone mountain range of Pieniny with their main tourist attraction – rafting on the Dunajec River.

BUSINESS IN MAŁOPOLSKA CENTRE

In order to harmonize the activities in the field of economic promotion and standardization of services for investors and support for enterprises in Małopolska, in export in 2009 the Business in Małopolska Centre has been established.

Partner institutions operating within the scope of this unique

in the country initiative: the Małopolska Region, Małopolska Regional Development Agency and Kraków Technology Park Ltd. and Małopolska Industrial Parks carry out the tasks aimed at attracting new foreign investment and supporting the expansion of Małopolska enterprises to foreign markets.

The most important tasks of Business in Małopolska Centre include:

- maintaining database of investment offers in Małopolska,
- development of investment offers,
- enabling contact between Małopolska and foreign companies,
- development and distribution of information on the region's economy,
- international promotion of the economic potential of Małopolska,
- territorial marketing,
- cooperation with local government units, business support institutions and the scientific, sector for the economic development of Małopolska,
- promotion of innovative investments.

Business in Małopolska Centre also prepares current analyses of regional labour market, real estate market, BPO and modern technologies sector, as well as research and development industry. The Centre is the regional partner of Polish Information and Foreign Investment Agency, using international network of institutional contacts and business partners.

Let's do business together!

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SUPPORT OF YOUR BUSINESS

Małopolska Regional Development Agency www.marr.pl

Western Małopolska Development Agency www.armz.pl

Nowy Sącz Regional Development Agency www.sarr.com.pl

Tarnów Regional Development Agency www.tarr.tarnow.pl

Kraków Technology Park Ltd. www.sse.krakow.pl

Life Science Park in Kraków www.lifescience.pl

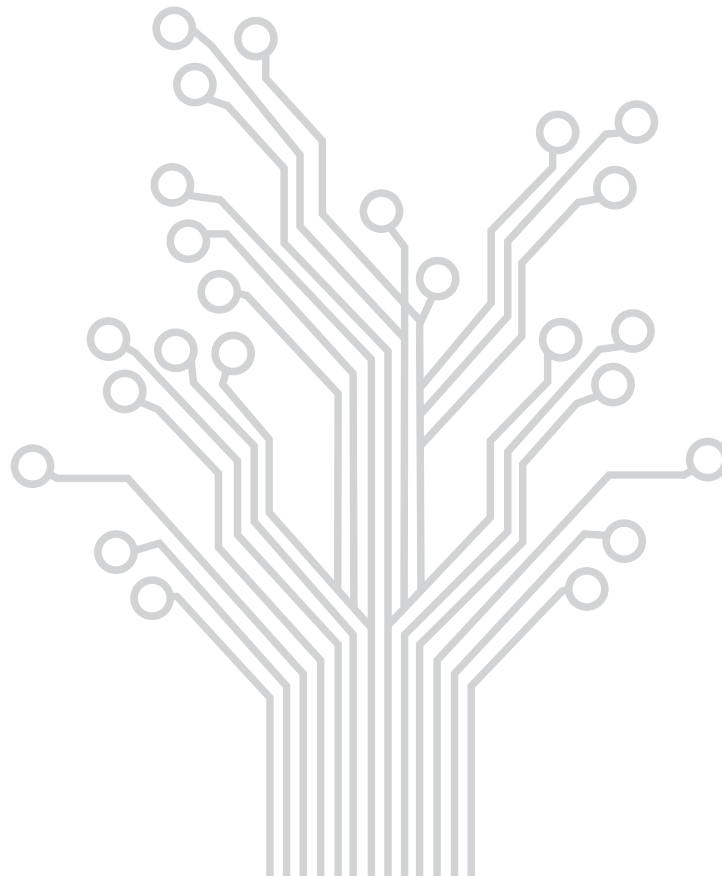
The Cracow Chamber of Commerce and Industry www.iph.krakow.pl

Tarnów Chamber of Commerce and Industry www.chamber-tarnow.com.pl

Chrzanów Chamber of Commerce www.chrzanowskaizba.pl

The Jurassic Chamber of Commerce www.jig.krakow.pl

Nowy Sącz Chamber of Commerce www.sig.org.pl





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