

MAŁOPOLSKA & KRAKÓW

 MAŁOPOLSKA

TECHNOLOGIES
INNOVATIONS
BUSINESS



- 02 Małopolska – get to know the region open to your investments
- 04 Why Małopolska region?
- 06 We are in the centre of Europe
- 07 Our communication
- 08 Regional brands
- 09 Business activity
- 11 Top professionals
- 12 Małopolska Smart Specializations
- 13 Life science
- 14 Sustainable energy
- 15 Information and Communication Technologies (ICT)
- 16 Chemistry
- 17 Manufacturing of metals and metal products
- 18 Electrical and mechanical engineering
- 19 Creative and Leisure industry
- 20 Investment attractiveness
- 22 Polish Investment Zone
- 23 High quality of life
- 24 We focus on cooperation and development
- 26 Business in Małopolska Centre
- 27 Digitalization and automation of enterprises
- 28 Let's do business together!

MAŁOPOLSKA

get to know the region
open to your investments



Małopolska is a strong economic centre and – undoubtedly – an excellent place for business development. We are one of the most dynamically developing regions on the economic map of Poland and Central Europe. Our region is open to investment and creates a friendly climate for entrepreneurs and the implementation of innovations. Małopolska is the only one of the 300 European regions to boast the special distinction of European Entrepreneurial Region 2024 for its forward-looking vision of development and support for entrepreneurship. The award is the result of tremendous efforts by many regional institutions to strengthen the region's business and innovation potential, as well as measures to cooperate with Ukrainian institutions and entrepreneurs in supporting Ukraine in its reconstruction and European aspirations.

Thanks to massive support for entrepreneurship and strengthening competitiveness, as well as optimal use of EU funds and public resources, Małopolska stands out positively in comparison to other regions. The new Regional Development Strategy "Małopolska 2030" and the Regional Innovation Strategy are an asset for all those expecting specific solutions and competent support from local government and business support institutions. Access to qualified

personnel and modern R&D infrastructure, economic security, a rich real estate offer and a high quality of life combine to create a unique investment climate for the region.

Małopolska is strengthening its economic potential by creating favourable conditions for the development of the region's priority sectors, such as IT and ICT, chemicals, sustainable energy, biotechnology and life science, metalworking, electrical engineering and creative industries. Thanks to the dynamic progress of these areas of expertise, we are gaining a competitive advantage in both domestic and foreign markets.

Ladies and Gentlemen! The strength of our region lies in its enormous economic potential, the development of entrepreneurship and cutting-edge technologies, as well as its infrastructural facilities. All these factors make the region an attractive place for investment and business development, and it is here that Polish and international companies are increasingly establishing their headquarters.

Come and see Małopolska!

Witold Kozłowski

Marshal of the Małopolska Region

Visit us and see it!
www.businessinmalopolska.pl/en

WHY MAŁOPOLSKA?

...because:

We are developing to make Małopolska an attractive place to live, work and spend free time. We are a European region of knowledge and activity with strong universal values, consciously drawing on our heritage and regional tradition. We create an area that offers wide opportunities for the development of people and a modern economy based on innovation and sustainable development.



We are one of the leading Polish regions in terms of economic potential and investment attractiveness.



We are one of the most important BIO-Regions of Poland presenting a high potential for life science development and with welldeveloped medical facilities.



We have high potential for conducting research in energy technologies.



We have very well-developed scientific and R&D base.



We have natural and geothermal resources.



We have good transport accessibility and location at the intersection of international transit routes.



The capital of Małopolska – Kraków – is the best European city for investments of the BPO&SSC sector.



We create international partnerships for business support.



We invest in human capital with a large number of graduates and a high percentage of people with higher education.



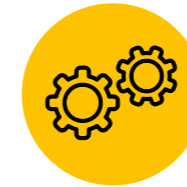
We provide high quality of life and numerous tourist and cultural attractions.



We provide public support for investors, e.g. through the Polish Investment Zone (PIZ) and numerous business environment institutions.



We provide modern infrastructure for personnel training and operation of companies in the ICT sector.



We have appropriate infrastructural equipment for creative industries.

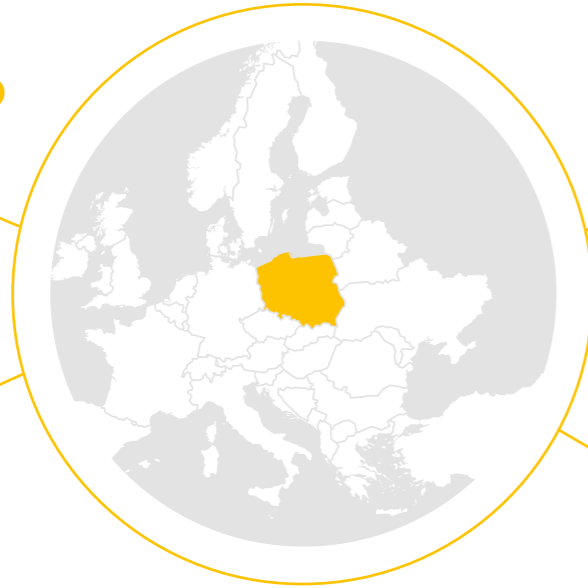


We have wide range of real estate.



In Małopolska you can find unique atmosphere, unique architecture and exceptional people.

We are in the centre of Europe



Małopolska is located in the south-eastern part of Poland, at the crossroads of important communication routes.

Area:

15 183 km²

which is 4.9% of the country's area.

Over

3,4
million inhabitants,
which represents

9%
of the Polish
population – 4th place
in the country.

Large market

7,9 mln
people live
within a

100 km
radius of
Kraków Airport.

Kraków – the capital of Małopolska – the 2nd largest city in Poland.

The Małopolska Region is formed by

19
counties and

3
cities with county
rights (Kraków,
Tarnów, Nowy Sącz)

This gives us a total

182
communes.

[back to index](#)

Our communication

Kraków Airport – the regional airport – the 2nd largest airport in Poland which handles over 7 million of passengers per year.

Kraków Airport serves 21 airlines and provides 121 direct flight connections.

Kraków Airport provides connections to the majority of major cities in Western and Central and Eastern Europe. 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) – part of the international road E40.

North – south (national road No. 7 that connects the Kraków agglomeration with the Tricity, Warsaw and Kielce agglomerations) – part of the international road E77.

National roads in the region:
969 km.

Roads in the region:
1 418 km.

Nearly 1 100 km of railway lines run through Małopolska.

We provide direct rail connections with all major cities in Poland, as well as with Vienna, Prague, Berlin, Dresden, Frankfurt am Main, Bucharest, Bratislava, Kiev, Lviv, and Budapest.



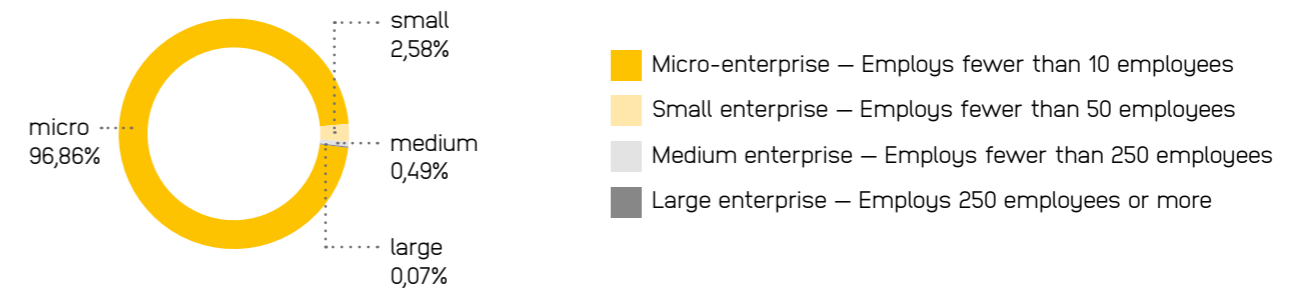
REGIONAL BRANDS:



Business activity

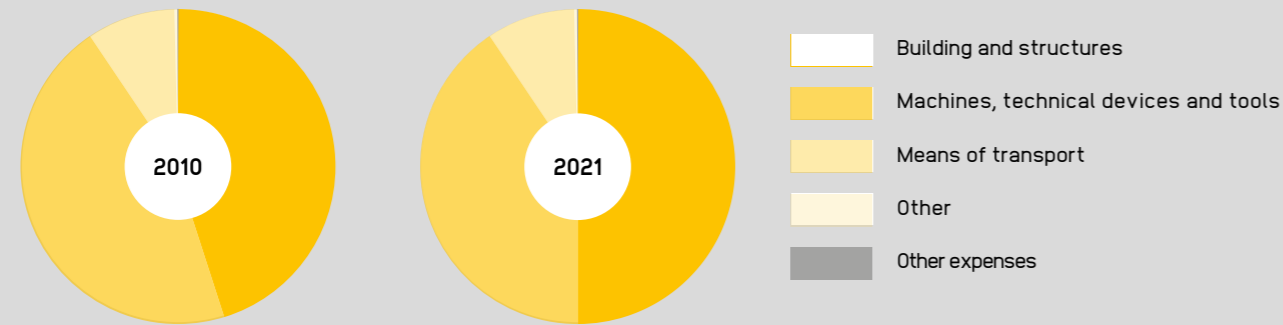
- 1 Małopolska is one of the leading Polish regions in terms of economic development. **The region's GDP is 8,2% of national GDP.** The region is ranked **5th among Polish regions** in terms of contribution to the national GDP.
- 2 1,5 million professionally active people.
- 3 **Over 463 thousand business entities** registered in Małopolska Region – **4th place in Poland** – including **nearly 5 thousand exporting companies.**
- 4 Exports in the Małopolska region are dominated by two main sections (according to Polish Classification of Activities (PKD)): C- manufacturing and G- wholesale and retail trade, which together account for 90% of regional exports (section C accounts for 70.6% and section G for 19.4%).
- 5 Małopolska's major trading partners: Germany, the Czech Republic, Slovakia, Italy, France and the United Kingdom.
- 6 **The average monthly gross salary in the enterprises sector – nearly PLN 7 600 – 3rd place in Poland.**
- 7 Małopolska is the first region in Europe to have been additionally awarded the special distinction of the **European Entrepreneurial Region 2024 (EER)**, being the region already holding the EER title received in 2016.
- 8 In 2021, the value of exports in Małopolska amounted to **EUR 12.5 billion.**
- 9 The total sum of inventions submitted by Małopolska entities and institutions to the Patent Office of the Republic of Poland between 2014 and 2020 reached 2,817, **which represented 9.7% nationwide – 2nd place in Poland.**

The share of enterprises in Małopolska based on their size



Business activity

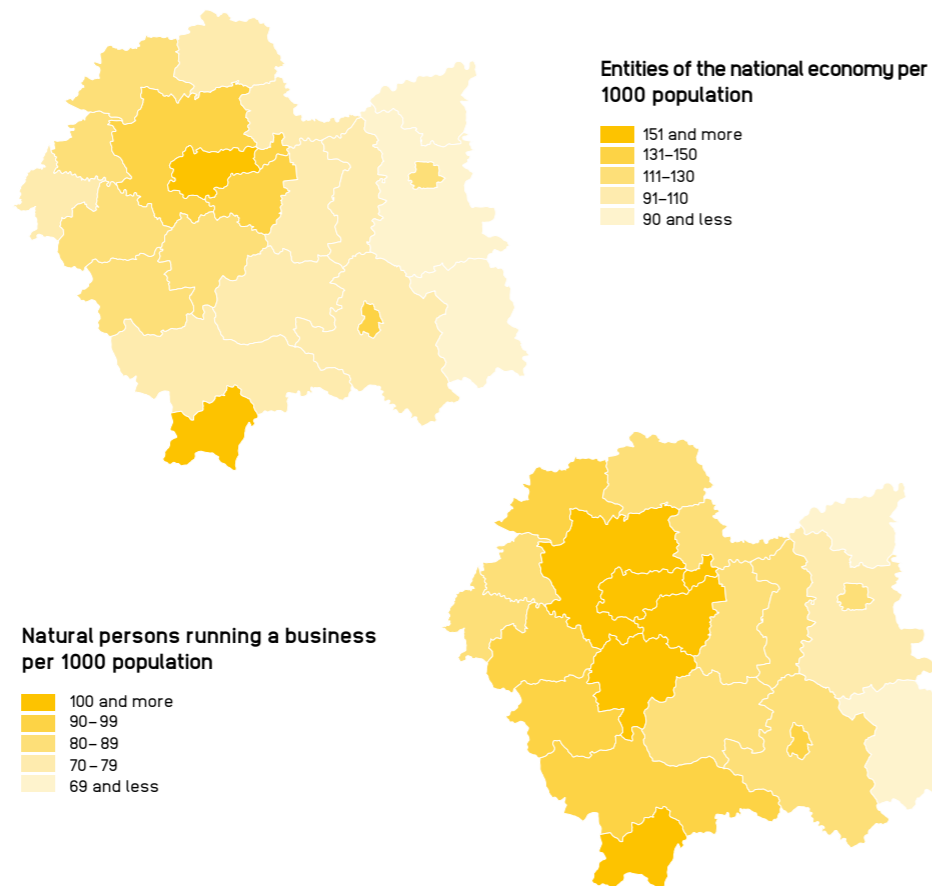
INVESTMENT EXPENDITURES IN ENTERPRISES (BY TYPE)



The data concerns business entities employing more than 9 people, according to the investor's registered office.



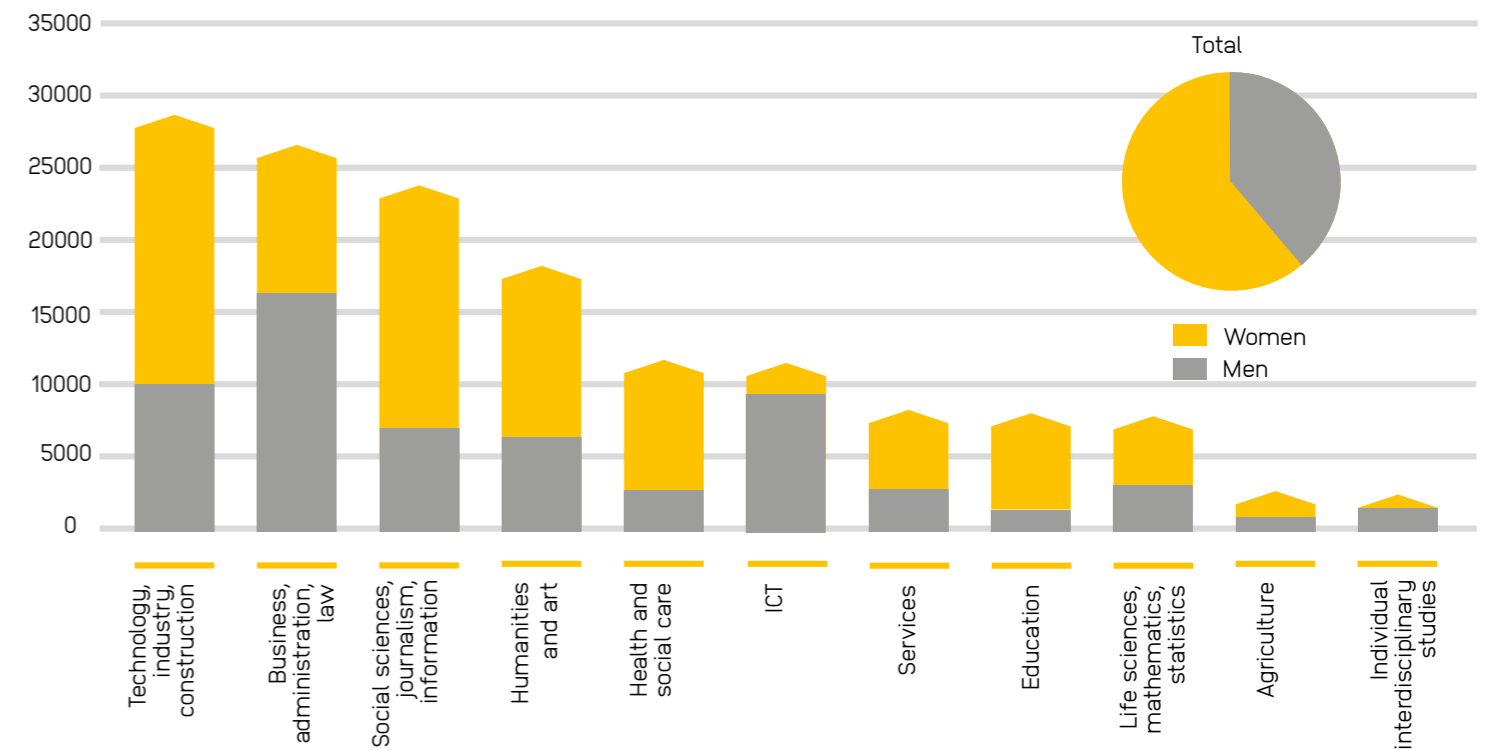
ENTITIES OF THE NATIONAL ECONOMY



[back to index](#)



Students by major in the academic year 2022/2023



Małopolska has a high potential for scientific research and higher education – Kraków is the second largest R&D centre in Poland.

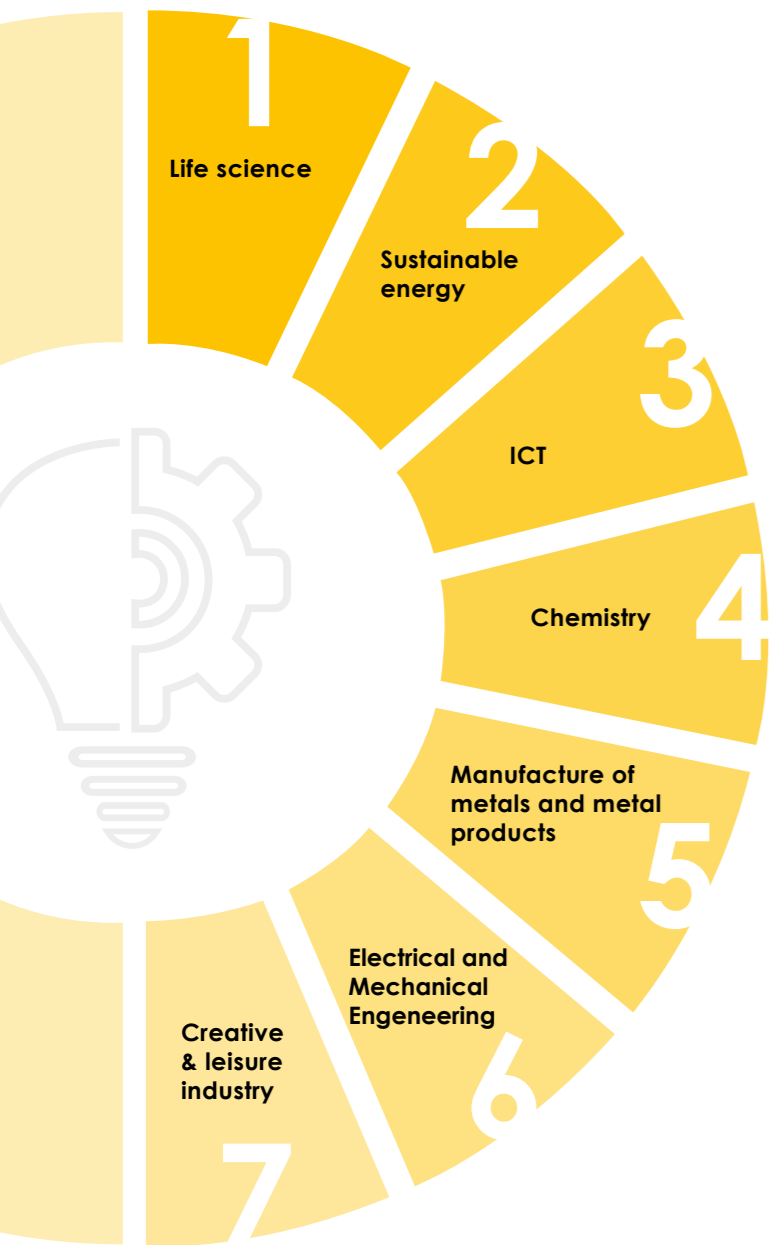
25 higher education institutions, including the Jagiellonian University (the oldest university in Poland, founded in 1364), Cracow University of Economics, AGH University of Science and Technology, Cracow University of Technology and Pedagogical University of Cracow, University of Agriculture in Cracow.

Over **144 200 students** and **36 000 graduates**.

Internal expenditure on research and development (R&D) in relation to GDP was 2.51% – **1st place in Poland**.

45 innovation and entrepreneurship support centres – 5th place in the country.

Małopolska Smart Specializations

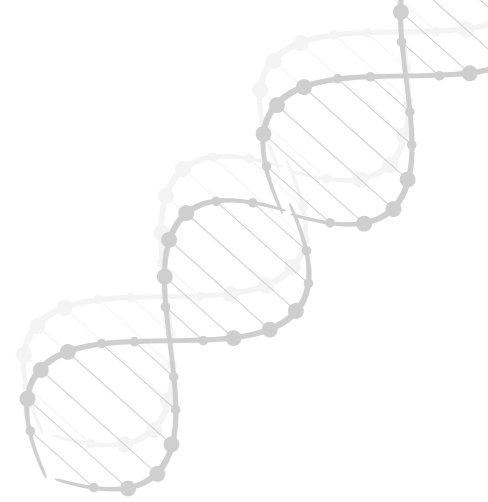


- They set strategic directions for the development of the region.
- They use the region's unique resources, connecting various industries with each other.
- They have the largest share in generating GDP in the region and provide the most workplaces.
- They allow businesses to access additional sources of finance.
- The funds are accumulated to research and innovation within the scope of specialization.



[back to index](#)

Life science



Małopolska is home to the LifeScience Cluster Kraków – the only National Key Cluster in Poland in the field of life science.

The LifeScience Cluster and the **Jagiellonian Center of Innovation** among the business environment institutions that direct their offer to the players representing the life sciences sector.

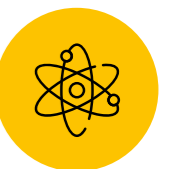
There are 107 research laboratories accredited by PCA in Małopolska, which is the fifth result in the country. Entities from Małopolska are involved in 40 out of 70 projects included in the Polish Roadmap of Research Infrastructure.



Biotechnological companies – Selvita, Teva Operations Poland, Ryvu Therapeutics, BioCentrum, Bielenda Natural Cosmetics, Farmona, Pharmaceutical Laboratory COEL, Amara, LuxMed, Inovamed, Comarch Healthcare S.A.

The Małopolska Centre of Biotechnology coordinates cooperation between science and business and scientific research in the areas of biotechnology, food safety, nutrigenomics and other related fields.

The **Center for Innovation and Pro-Health and Safe Food Research** was established at the **University of Agriculture in Kraków**, which offers companies scientific support and opportunities to test ideas on a smaller scale, in addition to R&D activities.



Sustainable energy

Małopolska was **the first region in Poland** to adopt the Regional Action Plan for Climate and Energy (RAPCE). This was a response to the challenges posed by the European Union's climate neutrality policy by 2050.

Małopolska **is leading in Poland** in terms of the percentage of graduates in fields of study related to eco-innovation and the value of internal expenditures on R&D activities in areas related to eco-innovation.

Małopolska is among the three Polish regions with the highest number of eco-innovation patents obtained, and their share in the total number of patents is higher than the national level.

Almost **500 entities** operating in the field of **balanced energy**.

Business environment institutions offering support to the entities operating in the sector include the **Sustainable Infrastructure Cluster (National Key Cluster) Information Technology in Construction BIMklaster Cluster, South Poland Cleantech Cluster, Waste Management and Recycling Cluster**.

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.

Orlen Południe S.A. and Grupa Azoty S.A., located in Małopolska, are among the leading Polish companies in the hydrogen technology sector, and Poland is the third in the European Union and fifth in the world as a producer of hydrogen.

On the initiative of the regional government, the Małopolska Regional Council for the Development of Hydrogen Technologies and the Małopolska Centre for Innovative Hydrogen Storage and Transport Technologies were established.

Małopolska is a member of the Silesian-Małopolska Hydrogen Valley and the strategic partnership under the auspices of the European Commission, i.e. **the European Clean Hydrogen Alliance**.

The AGH University of Science and Technology in Kraków, has launched a degree course in hydrogen energy.

Information and Communication Technologies (ICT)

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.

over **55 000** – the estimated number of IT specialists employed in the region.

2 350 IT specialists leave Kraków's universities every year.

38 business environment institutions offering their services to the entities operating in the ICT industry, including for example: Kraków Technology Park Ltd., Academic Computer Centre CYFRONET AGH, Cluster IoT – Internet of Things.

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.

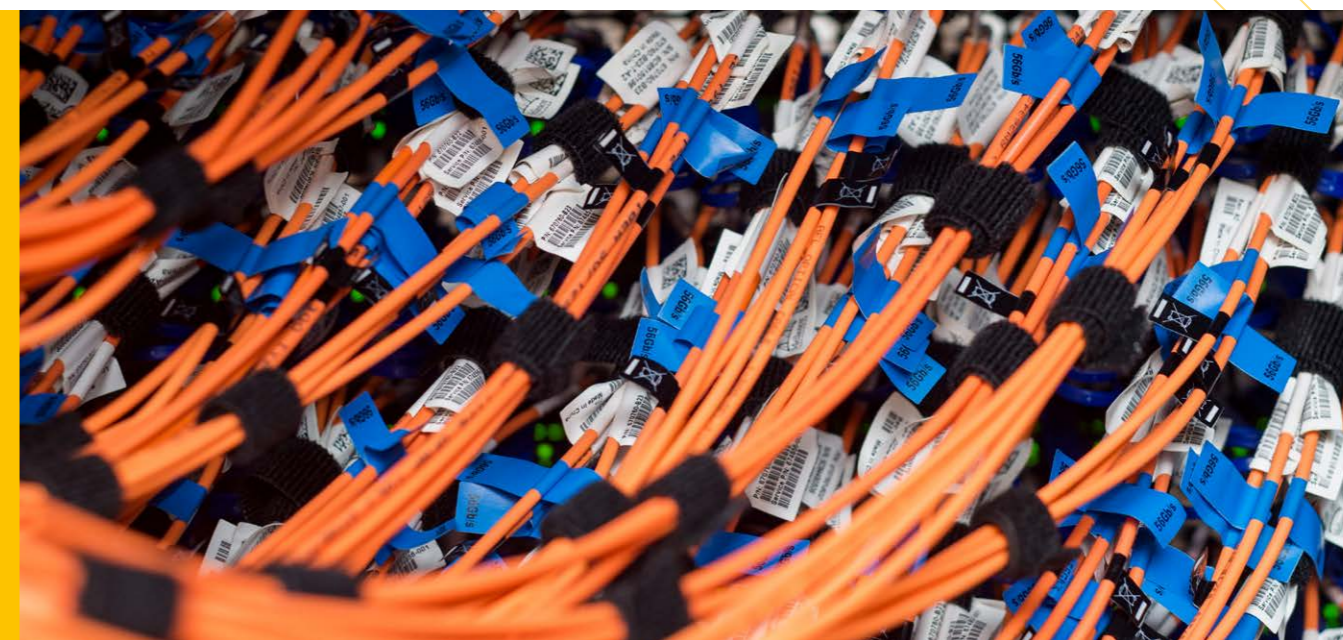
Thanks to the high qualifications of employees and relatively competitive salaries, Kraków gives foreign companies a huge potential to quickly expand IT teams.

The largest conference in this part of Europe devoted to the video game industry, Digital Dragons, is organized in Kraków.

The business service centers Operating in Małopolska – Comarch, Cisco, Google, Shell, Capgemini, UBS, HSBC, Saber, Luxoft, Electrolux, Philip Morris International, Hitachi Data Systems, IBM BTO, State Street, Lufthansa Global Business Services and Delphi.

Małopolska is the leader in Poland in terms of the number of people employed in the BPO/SSC sector, which has already exceeded 100 thousand, 40% of which are IT specialists. At the same time, the region is the most important business services centre in Central and Eastern Europe.

The Cracow University of Economics has launched a new course of study 'Global Business Services' (GBS). It is a pioneering course in Poland, created from scratch by business and science as a response to the continuous development of the business services sector.



Chemistry



Regional 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.



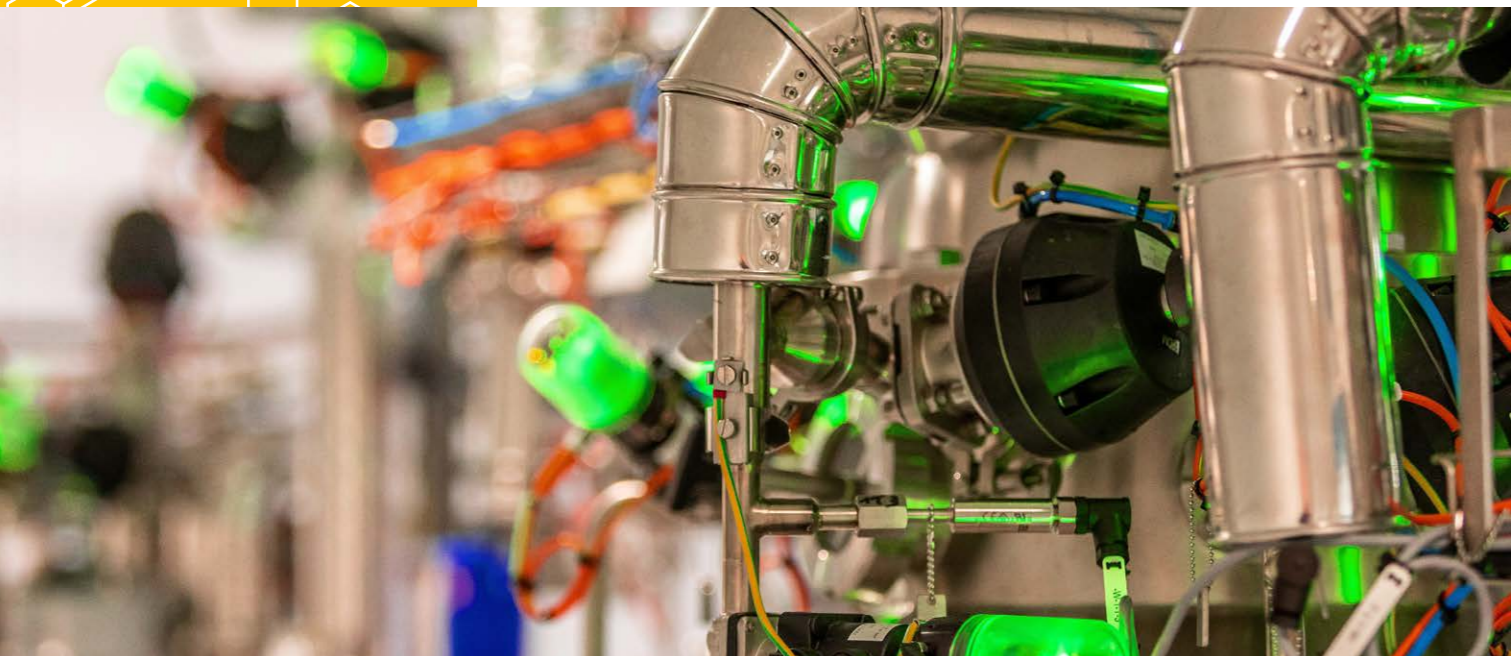
Among the business environment institutions offering services directly for the entities involved in the field of chemistry, we may list the Sustainable Infrastructure Cluster (National Key Cluster), Tarnów Industrial Cluster, Polish Cluster of Composite Technologies and the Polish Association of the Oil and Gas Industry Engineers and Technicians, Jerzy Haber Institute of Catalysis and Surface Chemistry Polish Academy of Sciences.



The largest regional chemistry industry companies: Grupa Azoty, Synthos, Krakchemia, Chemical Company Alventa, Trzebinia Refinery and Novatek Polska.



Grupa Azoty S.A. and Synthos S.A., located in Małopolska, are among the largest Polish chemical companies.



Manufacturing of metals and metal products



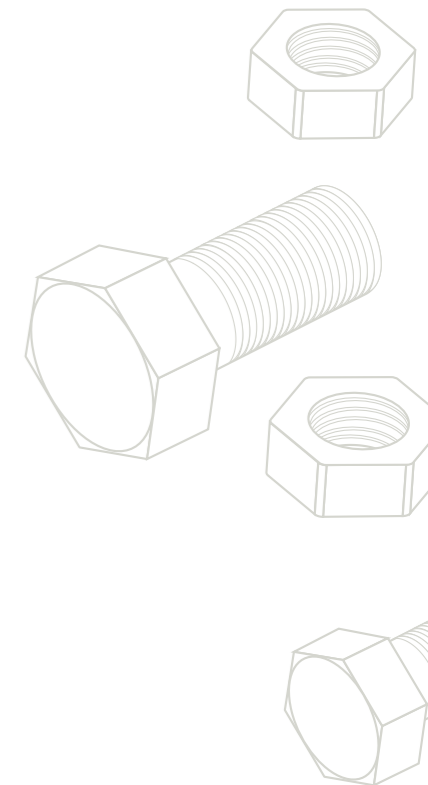
The industry has a major impact on the export of Małopolska – precious metals, common metals as well as their products belong to the most important export commodities.

The share of export of Małopolska in the sector of common metals and their products is 18,1%.

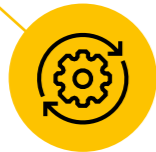
Business entities operating in the industry, including: Alumetal S.A., Tele-Fonika Kable S.A., Grupa Kęty S.A., Stalprodukt S.A., Grupa Polska Stal S.A. and ArcelorMittal Poland S.A.

8 scientific and research centres associated with the production of metals and metal products And the manufacture of non-metallic mineral products, including Polish Foundrymen's Association, INNOAGH, INTECH PK, AGH University of Science and Technology and Cracow University of Technology.

17 business environment institutions operating in the industry, including for example Łukasiewicz Research Network – Cracow Institute of Technology.



Electrical and mechanical engineering



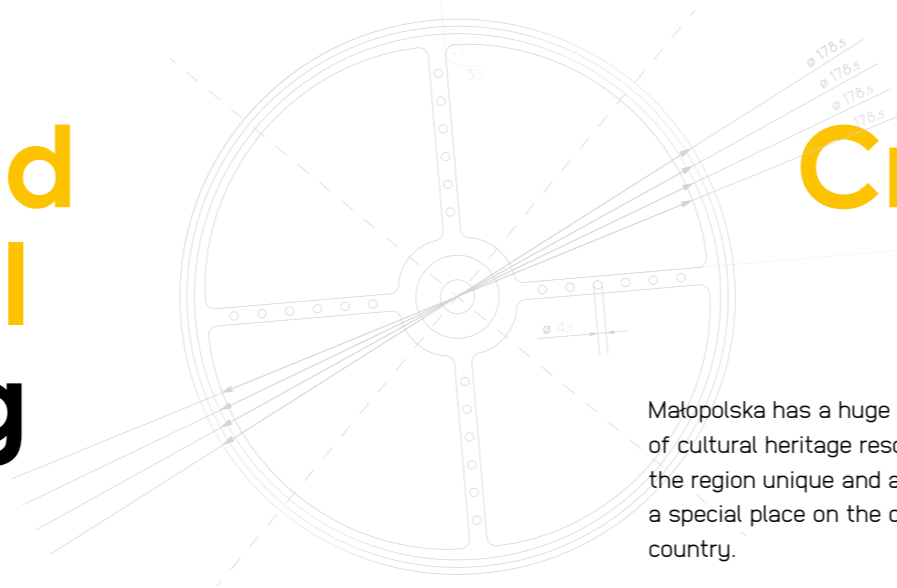
The products of that industry remain the pillars of the Małopolska export.

7 research and scientific centres offering their services for the **entrepreneurs operating in the industry** among others – 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 and Zakłady Mechaniczne “Tarnów” S.A.

The hub4industry consortium (Kraków Technology Park, ASTOR (together with Improvement Factory), T-Mobile Polska (together with hubraum and T-Systems Polska), AGH University of Science and Technology, Kraków University of Technology, BIM Klaster, Łukasiewicz Research Network – Kraków Institute of Technology, Entra Group, ReliaSol, ICsec launched **the European Digital Innovation Hub project on 1 January 2023**.

Małopolska is one of the top four regions with the largest number (68% in total nationwide) of Industry 4.0 digital entrepreneurs.

The share of the Małopolska export in this sector amounts to **4,7%**.



Creative and leisure industry

Małopolska has a huge potential in terms of cultural heritage resources, which make the region unique and attractive, making it a special place on the cultural map of the country.

Kraków is Poland's most important city for the gaming industry. Around 70 video game companies operate here. Kraków is home to the Digital Dragons Conference – one of the largest gamedev conferences in the B2B sector in Central and Eastern Europe and an internationally recognised brand. More than 11 editions of the event have been attended by more than **13 000** people.

Kraków – European Capital of Culture and the UNESCO's City of Literature.

Kraków by night – Night of Scientists, Night of Museums, Jazz Night, Poetry Night, Music Night.

Kraków – city of festivals – Conrad Festival, Jewish Culture Festival, Film Music Festival.

Film Kraków – Kraków Film Festival – one of the most important film events in Europe, OffCamera, Silent Film Festival.

Kraków – a creative city – numerous exhibitions and art galleries, including MOCAK, Cricoteka, and The Małopolska Garden of Art.

Over **54 000** business entities operating within **the creative industry and leisure industry**.

The Małopolska Region ranks **2** in Poland in terms of the number of institutions operating in the field of culture.

Krakow is the only Polish city to be among the most popular European travel destinations according to the Travellers' Choice 2022 Ranking organized by

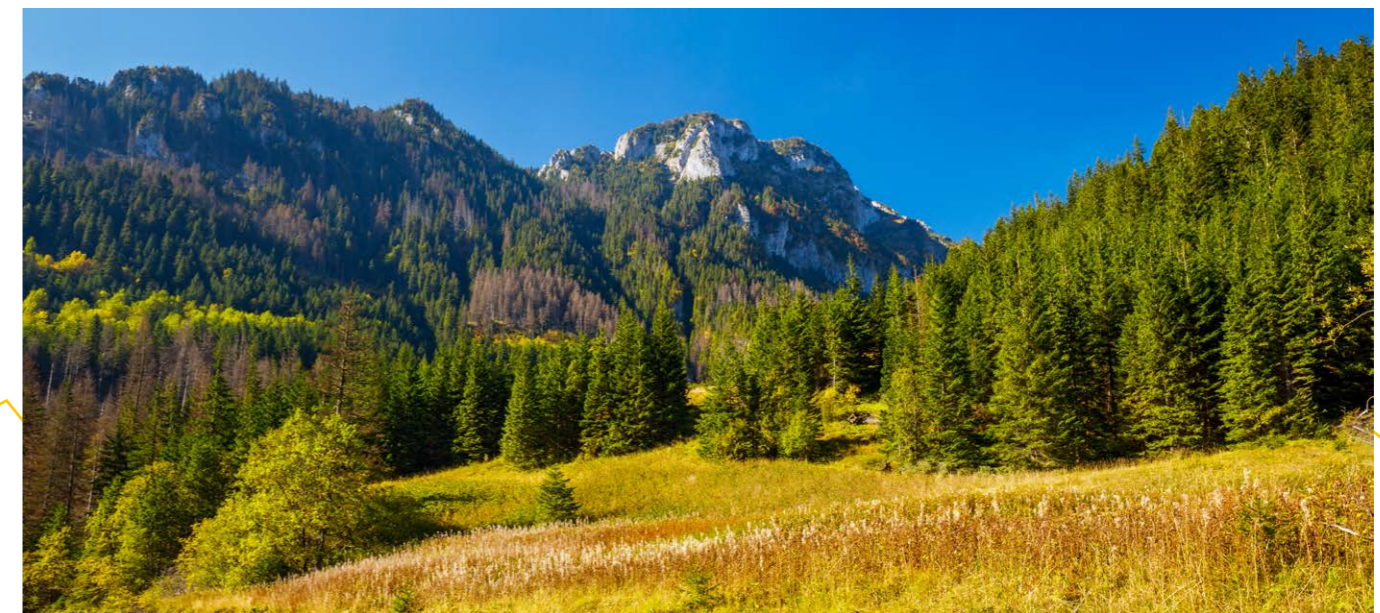
TripAdvisor – nearly **17 million** tourists visited the region in 2022.

In 2022, Małopolska's revenues from tourism amounted to PLN **11,2 billion**.

In a ranking commissioned by Booking.com, Kraków was ranked among the 10 European cities appreciated by tourists for good cuisine (6th place) and culture and history (10th place) in 2023.

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.

In Małopolska, there are as many as **5** out of **15** Golden Pins awarded to Poland, which are used to distinguish the best attractions on Google maps.



Investment attractiveness

For years, Małopolska has placed itself on the top of the national rankings evaluating the investment attractiveness of a given area.

In the years 1998–2018, Małopolska received foreign direct investments with a total value exceeding 24,55 billion USD.

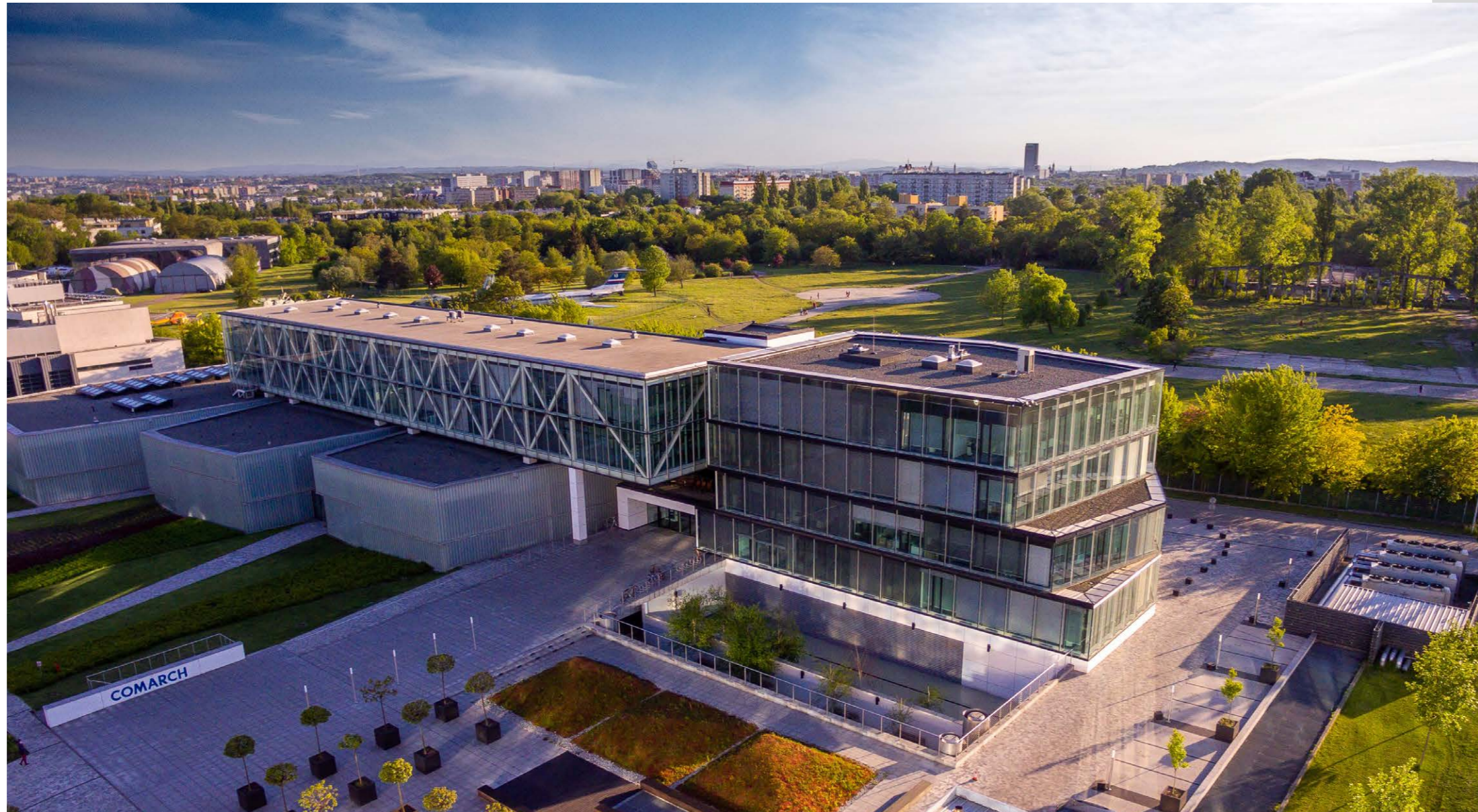
Operational expenses on innovative activities in industrial enterprises in 2020 amounted to PLN 2927,7 mln (8,1% less than last year), while in service enterprises – PLN 1725,5 mln (24,1% more).

20th place in the world for Kraków among the cities most attractive for international business services in the prestigious Tholons Services Globalization City Index 2021.

In the Małopolska Region there are mineral deposits which can be classified into five main groups. These are: energy raw materials, chemical raw materials along with iodinebromine brines, non-ferrous metal ores, rock raw materials, healing and thermal waters and brines.

The favorable location of Małopolska makes it a region with great warehouse potential. There are 17 warehouse parks in Kraków and its vicinity. At the end of 2021, the total warehouse space in the Krakow market amounted to over 689 000 m² – 10th place in the country.

Kraków ranks 2nd in the Forbes ranking in the „Business-Friendly City” category.



Kraków is ranked 2nd after Warsaw – the capital of Poland – as the largest office market in the country – the total area of modern office space in Kraków reaches 1.66 million m².

In fDi's European Cities and Regions of the Future 2023 ranking, Kraków was recognised in the following categories:

position 1 – Top 10 Large European Cities of the Future 2023
– category: business friendliness

position 2 – Top 10 Large European Cities of the Future 2023
– category: human capital and lifestyle

position 6 – Top 10 Large European Cities of the Future 2023
– category: economic potential

position 3 – Top 10 Large European Cities of the Future 2023 – overall

Every year, the number of new entrepreneurs in the region grows by around 10,000. Among them, we can find dynamically developing technology start-ups. Global corporations have invested in Małopolska, e.g. Google, Cisco, Motorola, Shell, Rolls Royce, Philip Morris, Lufthansa, Delphi, R.R. Donnelley, Coca-Cola, Heineken, MAN Trucks.

Polish Investment Zone

The Polish Investment Zone (PIZ) is a government support program that allows companies undertaking new investments to obtain tax exemptions. Kraków Technology Park is the operator of the PIZ program in the Małopolska Region and the Jędrzejowski Powiat (Świętokrzyskie Region). Aid can be obtained regardless of the form of business activity, the size of the company, and the country of origin of the capital. Eligible entrepreneurs are the ones who want to:

- create a new plant
- increase the production capacity of their plant
- introduce new products
- change the production process

see more: www.kpt.krakow.pl/en/



Polish Investment Zone in Małopolska 2018-2023

240 decisions about support
 4 331 jobs created
 9,2 billion PLN operational expenses

174 SMEs
 68 large

154 reinvestments

86 new investments

197 polish investments

43 foreign investments

[back to index](#)

High quality of life

Małopolska is one of the most interesting regions in Poland which offers a wide range of cultural and tourist attractions.

Małopolska is the region with the largest number of monuments in Poland, the birthplace of Polish culture and cherished traditions – 14 historical sites of Małopolska have been inscribed on the UNESCO World Heritage List.

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 recognized as nature protection area – 6 national parks, 11 landscape parks, 10 protected landscape areas and 85 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.

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.

In Małopolska, almost 900 kilometers of bicycle infrastructure of a very good standard are currently available, mainly creating VeloMałopolska routes and routes such as: the Polish section of the Trail Around the Tatra Mountains, the route around the Czorsztyn Lake or VeloKrynica.



We focus on cooperation and development



#StartUP Małopolska – a training and mentoring programme for young, innovative companies from the region. The full acceleration cycle includes **specialised workshops** aimed at improving business competences, e.g. in marketing or sales, **individual consultations with mentors** (30 hours), **participation in industry and startup events, and the care of an acceleration manager**. Thanks to participation in #StartUP Małopolska, companies can grow faster. In the 11 editions to date, **80 companies** from Małopolska have been supported.

Małopolska – here technology becomes business - the programme aims to **support events** organised by the Małopolska's startup community and the creative industry, aimed at developing competences in entrepreneurship, modern technologies, including exploiting the potential of fablab creative workplaces. In the programme's editions to date (2013-2023), the Małopolska Region has been involved in **approximately 170 projects**, which were attended by **around 105,000 people**.

Global Entrepreneurship Week in Małopolska - the biggest celebration of entrepreneurship in the region, organised as part of the Global Entrepreneurship Week initiative, taking place simultaneously in more than 200 countries around the world. Małopolska has been part of this initiative

since 2010, playing the role of Coordinator in the region. With the involvement of **approx. 40 partners**, every year the inhabitants of Małopolska can participate in **roughly 200 events** in **over 20 cities** and towns in the region, drawing on the experts' knowledge. The event is inaugurated by the **Young Business Meeting** organised by the Małopolska Region to inspire young people to be entrepreneurial.

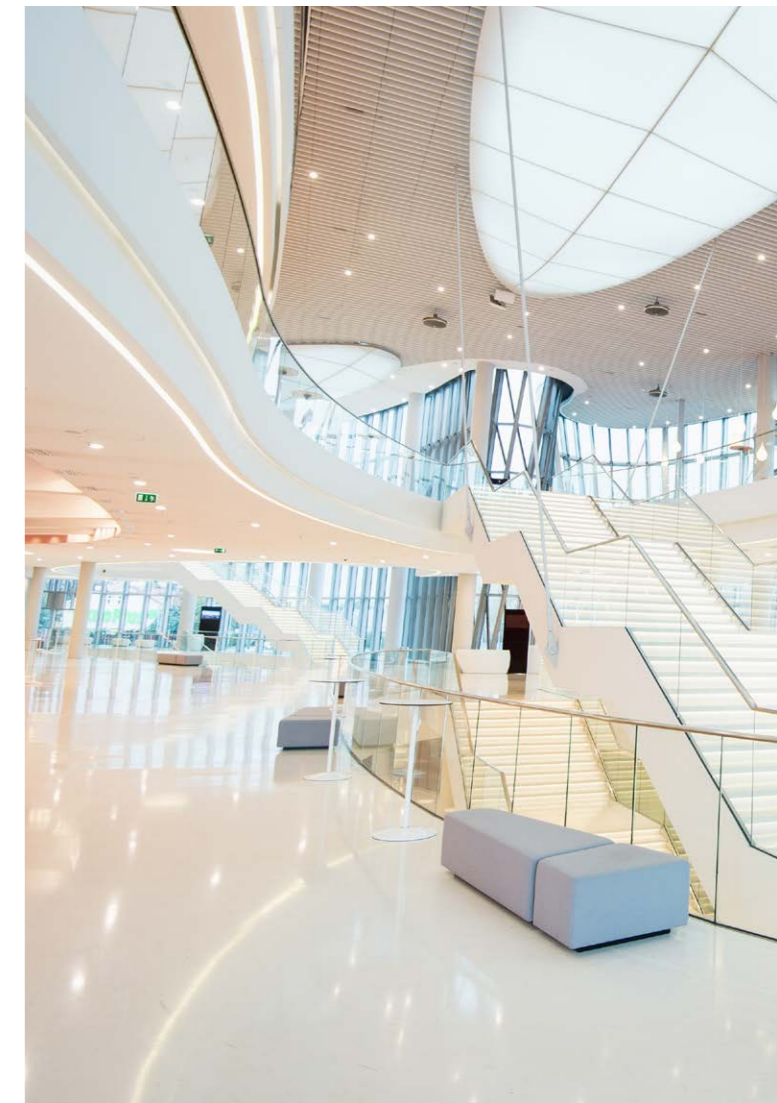
Małopolska Succession Network - the programme aims to increase the level of readiness for succession in the Małopolska's companies by developing the competencies of potential successors or persons who have taken over the company as a result of succession, in key areas of company operation. The Małopolska Region supports the organisation of **a series of meetings** to raise knowledge in areas related to business operation and transfer, which are also an opportunity to exchange valuable experience between entrepreneurs.

The Economic Award of the Małopolska Region – is to honour the best entrepreneurs in the Małopolska Region who stand out in terms of innovation, implementation of modern solutions and activation of the regional economy, at the same time contributing to the development of entrepreneurship in the region. The award has been granted since 2009.

The Network of European Regions using Space Technologies or NEREUS – The NEREUS Association has been active since 2007 and is the only thematic network in Europe that represents the interests of European regions using space technologies. The key role of the Association is to explore the benefits of space technologies for European regions and their citizens, and to promote the use of space and its applications. Through membership in the NEREUS Network, the Małopolska Region will have the opportunity to directly engage in space-related activities and policies in Europe.

European Clean Hydrogen Alliance (ECHA) – Małopolska joined an interregional association called the European Clean Hydrogen Alliance in 2022. This is an agreement bringing together stakeholders who support the large-scale development of clean hydrogen technologies. The primary objective of the Alliance is to identify and create a network of investments focused on the hydrogen value chain.

The Vanguard Initiative – an interregional partnership that focuses on stimulating innovation in the industrial sphere, as well as building value chains based on the potentials identified in individual regions based on local smart specialisations. It is thus situated in a thematic area related to industrial transformation, focusing in particular on the support and activation of small and medium-sized enterprises. Małopolska has remained a member of the partnership since its inception in 2013.



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 Agency of Regional Development and Kraków Technology Park Ltd. 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:

- comprehensive support for investors – domestic and foreign
- access to information about the region's economy
- access to the database of investment areas

- assistance in establishing contacts with local government, universities, business environment institutions
- providing information about available instruments for business development
- support for export and foreign expansion of Małopolska companies
- enabling contact with foreign companies
- international promotion of the economic potential of Małopolska
- building a positive image of Polish companies abroad
- 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 Center is a regional partner of the Polish Investment and Trade Agency, which uses an international network of institutional contacts and business partners.

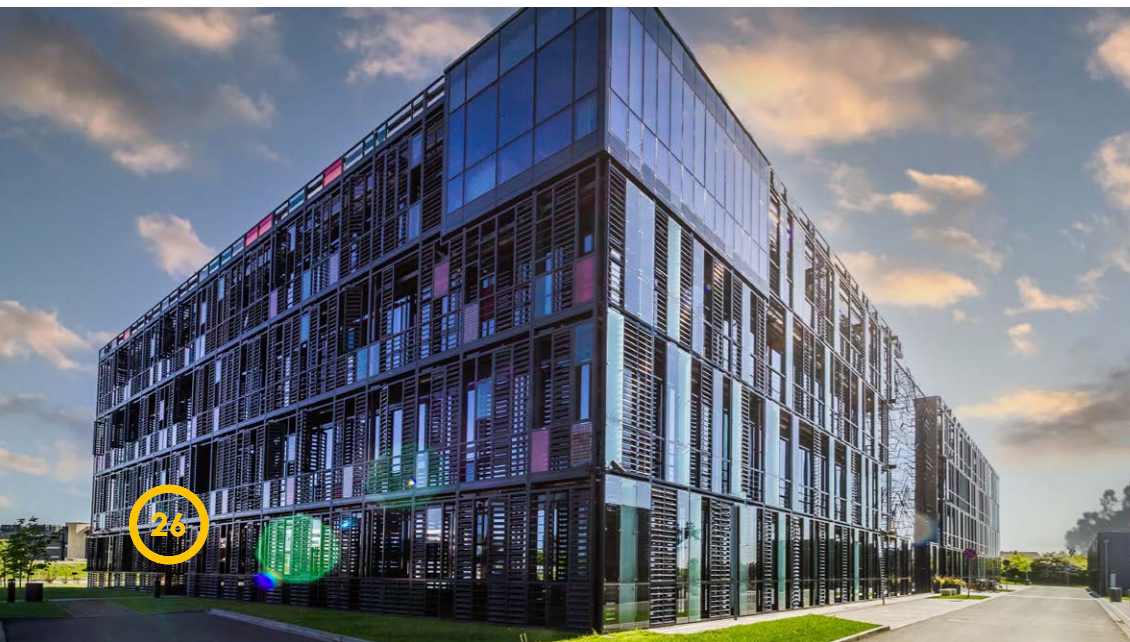


Digitalization and automation

Robotization of enterprises



- The most popular digital solution used by surveyed entrepreneurs from Małopolska Region is e-banking and e-accounting – ¾ of companies use them.
- One in four surveyed companies in Małopolska Region has invested in new digital technologies and digital assets (e.g. software, ICT equipment, mobile solutions) in the last year.
- One in three surveyed companies in Małopolska Region is using solutions based on automation of service processes.





Let's do business together!



Business in Małopolska Centre

ul. Podole 60, 30–394 Kraków
contact@businessinmalopolska.pl
www.businessinmalopolska.pl

Marshal's Office of the Małopolska Region, Department of Ownership Supervision and Economy

ul. Ractawicka 56, 30–017 Kraków
tel. +48 12 63 03 444
www.malopolska.pl

- **Małopolska Regional Development Agency:** www.marr.pl
- **Western Małopolska Development Agency:** www.armz.pl
- **Nowy Sacz Regional Development Agency:** www.sarr.com.pl
- **Tarnow Regional Development Agency:** www.tarr.tarnow.pl
- **Tarnow Centre of Entrepreneurship:** www.tarnow.pl
- **Krakow Technology Park:** www.kpt.krakow.pl
- **Krakow Chamber of Commerce and Industry:** www.iph.krakow.pl
- **Chamber of Commerce and Industry in Tarnow:** www.chamber-tarnow.com.pl
- **Chamber of Commerce in Chrzanow:** www.chrzanowskaizba.pl
- **Jurajska Chamber of Commerce:** www.jig.krakow.pl
- **Chamber of Commerce in Nowy Sacz:** www.sig.org.pl

The photos in the economic catalogue come from the archives of Marshal's Office of the Małopolska Region.

Editor: Department of Ownership Supervision and Economy, Marshal's Office of the Małopolska Region.
Year of publication: October 2023