

Call from the CITY

professor **Jacek Majchrowski**
Mayor of the City of Kraków



Dear All,

While it is all too evident that we live in interesting times, the dynamic shifts we observe both globally and locally provide plenty of new opportunities as well. It is up to us alone to make good use of them. I am therefore convinced that the creativity, entrepreneurship and industriousness of Kraków residents will allow us to celebrate new successes.

Business friendliness and quality of life rankings have confirmed Kraków's strong standing. Active residents, and especially the entrepreneurial women of Kraków, may look for inspiration for their careers to the **Zabłocie Space cluster**, or the **"May Holiday Job Fair"** ("Majówka z pracą"). Soon, Kraków will also host large-scale international events, such as **Digital Dragons 2024** and the **ABSL Summit**.

This spring is also a time of local government elections. Seeing how much the city has changed and developed in the first decades of the 21st century, I am fully convinced that even in these difficult times, we have been able to preserve the common good as necessary. I wish the new leaders and all our residents all the best in this endeavour. Kraków is worth it!

I invite you to read!

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Call for the **INNOVATION**

Come to the Zabłocie Space **CLUSTER**

The idea of the Socio-Economic Innovation Cluster Zabłocie 20.22 was born during public consultations held under the Municipal Programme for the Revitalisation of Kraków back in 2016.

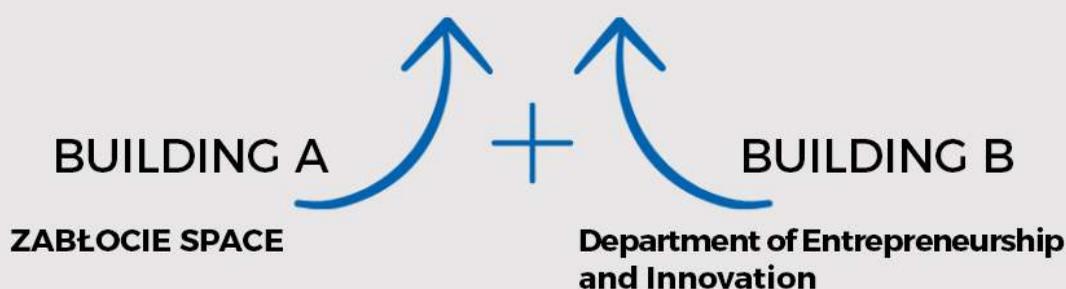
The cluster was established in former warehouses, in a former industrial area of the city. In 2022, a shared workspace for start-ups, entrepreneurs, non-governmental organisations, artistic circles, and residents was opened. Since then, the cluster has been rapidly developing the facilities it offers; meetings, workshops and conferences are held for the sharing of experience and cooperation between people from various sectors.

The last quarter of 2023 saw sixteen events and meetings on various topics, with over 870 parti-

cipants. Furthermore, Building A now houses institutions including the Food Bank, the Social Integration Centre, and the Multicultural Centre, which are organisations well matched to the objectives of the cluster, aimed at creating conditions which aid the development of social entrepreneurship, integration of local business operations, and support of social integration.

For more information on activities within the Cluster, go to: www.zablociespace.pl

The Socio-Economic Innovation Cluster Zabłocie 20.22



- Entrepreneur Service Point
- Civic Center
- Investor Support and Innovation Center Economy

Call from the **PAST**

MIPIM - an international real estate and property development fair

From 12 to 15 March 2024, Kraków once more presented its investment potential during the MIPIM international real estate and property development fair in Cannes, France. As previously, in promoting our city, we focused on large strategic projects: “Kraków Nowa Huta Przyszłości,” “Kraków Airport” and “Wesoła.”

Urban residential and business estate projects also caught attention at the fair. The Kraków stand was visited by representatives of several dozen companies and institutions, and the Kraków delegation went to 65 meetings.

Our city was once more acknowledged for its efforts to attract investors. During the fair, Kraków was recognised numerous times in the European Cities & Regions of the Future 2024 ranking, organised by the prestigious fDi Magazine.



Kraków recognized in the following categories:

Top 10 Large European Cities of the Future 2024



business
friendliness
RANK 1



human capital
and lifestyle
RANK 1



economic
potential
RANK 6



overall
RANK 4

Call from the **PAST**

The future of education at the **NEW EDUCATION FORUM**

In the scheme “New Education Forum Kraków 2024,” the City of Kraków and the Innovative Education Centre organised an event titled “Paths to Tomorrow: Education of conscious citizens, artificial intelligence, and shaping career horizons” (“Ścieżki do jutra: Edukacja świadomych obywateli, sztuczna inteligencja i kształtowanie horyzontów kariery”). Engaging workshops and discussion panels brought to Kraków close to 200 people interested in issues of modern education.

The New Education Forum (NEF) is a platform for people to share knowledge, experiences and contacts in vocational education and training, the labour market, open-air education, and any and all innovative methodologies in education.

– “Ever since its establishment in 2015, the NEF has aimed at fostering effective cooperation between the regions of the EU and European institutions on the education of the future,” said Joanna Bochniarz, President of the Innovative Education Centre Foundation.

– “The New Education Forum, organised in Kraków for the first time, addresses the needs of a dynamically changing reality. Kraków is the perfect place for a discussion on the needs and challenges of education. The impact of artificial intelligence on the learning process, economic

education at school from an early age, and new professions – these are just some examples of the topics we will discuss in Kraków,” said Jacek Majchrowski, Mayor of Kraków, in his invitation.

At **NEF Kraków 2024**, workshops were held for teachers at **the Socio-Economic Innovation Cluster Zabłocie 20.22** and **the Kraków Economic Salon of the National Bank of Poland**. In turn, during discussion panels and presentations held at the Meeting Room of the Kraków City Council, experts touched upon issues of integrating economic education at schools, the innovative role of artificial intelligence in shaping learning environments, and the impact that AI has on labour markets and career paths. For more information about the event, including a report on the Kraków meeting, please go to: www.neweducationforum.com



Foto – Piotr Womiarowski, Kancelaria Prezydenta Miasta Krakowa

Call from the PAST

WOMEN'S CAREERS – an event at the Zabłocie Space Cluster

The special day of 29 February 2024 saw the Socio-Economic Innovation Cluster Zabłocie host “Women's Careers” (“Kariera Kobiet”), an event organised jointly by the Department of Entrepreneurship and Innovation at the Kraków City Hall and the Municipal Labour Office in Kraków.

The event was addressed to all women – those professionally active, who are working or running a business, but also those looking for a job or considering a career change.

During the opening ceremony, the Plenipotentiary for Equality Policy, Ms Nina Gabryś-Janowska, presented her „projekt #krakowianki” a project aimed at raising awareness of the unique role of women in the development of the city and their influence on its social, artistic, economic and scientific transformations. Various measures are implemented under this project, including the creation of the Kazimiera Bujwidowa Prize for eminent women from Kraków; “Entrepreneurial women from Kraków” (“Przedsiębiorcze krakowianki”), a programme to strengthen the position of women in the labour market; “Champions” (“Mistrzynie”), a campaign supporting sports-women; the organisation of the „Kraków Women Month” and the establishment of

a tourist trail devoted to the city's heroines. Ms Barbara Man, representing the Mamo Pracuj Foundation, encouraged women to boldly take the entrepreneurial path and cited the findings of the 2022 Report on the Professional Situation of Women, which states that close to half of the women surveyed were thinking of switching industries or making a career change, with setting up one's own business being one of the possible options. That is why the motto „Grab the steering wheel – set your course – reach your destination” confirms that courage and belief in one's own abilities are the most important things in pursuing one's objectives, and that true change begins the moment the decision to change is made.

The event was met with considerable interest among Kraków women. We therefore wish all the participants of „Women's Careers” good luck and all the best in their professional journey!



Call for the **FUTURE**

DIGITAL DRAGONS 2024 – the May feast of the video game industry

Organised by the Kraków Technology Park, the Digital Dragons 2024 conference is the next instalment of one of the largest B2B events for the video game industry in Europe. From 19 to 21 May, the three-day celebration of gamedev will, as is the tradition, attract video game developers, artists, publishers and investors as well as top video game journalists from across the world. The previous Digital Dragons event saw a record turnout, with over 2,500 people associated with the video game industry coming to the capital of Lesser Poland. For tickets, please go to <https://tickets.digitaldragons.pl>.

Digital Dragons Awards: during an official ceremony, Digital Dragon statuettes will be awarded for the best Polish video games of the past year.

An appealing programme: at the heart of the Digital Dragons 2024 conference are specialist talks given at the ICE Kraków Congress Centre. Speakers include Borislav Slavov, who composed the soundtrack to the hit Baldur's Gate 3; Jason Hickey, Art Director and producer of shows such as the Marvel's Spider-Man series; and a duo from EA Dice – Nika J. Bender and Kevin Moore – who will talk about developing the life service for Battlefield 2042.

Digital Dragons 2024 is also a forum for discussion on the most important industry topics. The topics on the agenda include those related to employment rights.

Indie games: a special exhibition space will be made available for independent developers, who will be able to present their games to the media, as well as potential investors and publishers.

Digital Dragons Hub: the conference is only one of the elements of the Digital Dragons ecosystem which the Kraków Technology Park has prepared for the gamedev industry. It also covers incubation and acceleration programmes for indie developers, as well as educational programmes, including the Digital Dragons Academy for students of higher education institutions.

Join the world of gamedev: Tickets for Digital Dragons 2024 are available at: <https://tickets.digitaldragons.pl/>



For more information about the event, go to: <https://conference.digitaldragons.pl/>

— Call for the **FUTURE**

MAY HOLIDAY JOB FAIR Tauron Arena Kraków, 22 May 2024

Are you starting your career when you leave school? Are you looking for a new job? Are you planning to retrain for a different profession? Are you considering setting up your own business? Maybe you want to streamline it? Maybe you are looking for funds to implement your projects?

If you answered “yes” to any of these questions, you cannot miss the **“May Holiday Job Fair”**, a job and entrepreneurship fair at **TAURON Arena Kraków, on 22 May 2024**.

The event, organised by the Municipal Labour Office in Kraków and the Department of Entrepreneurship and Innovation at the Kraków City Hall, will address the expectations of all those active on the labour market and those wishing to return to work. The fair is an opportunity to learn about the current situation on the local labour market. More than **150 exhibitors** with job offers and opportunities to gain new qualifications will take part.

For jobseekers, the fair is one of the more effective ways to find their dream job; for employers, it is the perfect opportunity to find the best applicants and show potential employees what their companies have to offer, the opportunities for professional development, what various positions entail, and the benefits guaranteed.

The **„May Holiday Job Fair”** is the perfect moment for change in your professional life. Plenty of thematic workshops await, along with business consultations and **three thematic zones: the entrepreneurship space, exhibition space, and workshop space**.

For more information, go to the event website:

<https://targiaktywnosci.com.pl/>.



Visit the fair on **22 May 2024, from 9 AM to 4 PM** in **TAURON Arena Kraków**.

Call for the **FUTURE**

ABSL Summit

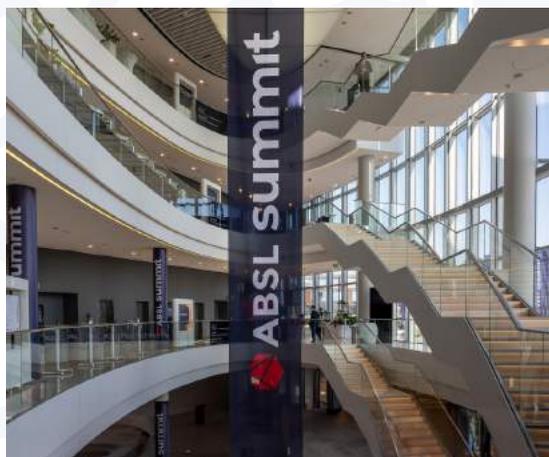
This year, Kraków will once again host the ABSL Summit

The ABSL Summit is one of the most important events for the modern European business services sector, and also a place for innovative business leaders, and people from the public sector, science world, and media to meet. The event discusses the most important economic and social trends, strategies and innovations that will shape the future of the industry.

The ABSL Summit 2024 will be held from **3 to 5 June 2024** at the ICE Kraków Congress Centre, with the motto of „**Transform to thrive**”, which underlines the essence of adaptation, innovation and continuous improvement with a view to achieving success and developing in today's dynamic world of business.

The **special guest** of ABSL Summit 2024 will be **Jacinda Ardern**, the former Prime Minister of New Zealand.

Janusz Dziurzyński, the President of ABSL, said: *“Jacinda Ardern represents a new generation of leaders who understand that traditional politics is incompatible with the modern challenges which require establishing new solutions and challenging the status quo. The example of New Zealand led by progressive politicians shows that a new era of politics is coming, centred on the people and environment. The experience that Jacinda Ardern has in dialogue with various groups of recipients is an inspiration for us all, especially in 2024, an election year for 76 countries.”* (source: ABSL.pl)



Join the event to get unique knowledge, broaden your business contacts, and be up to date with the newest trends. Don't miss it. Register now at:

<https://abslsummit.conrego.pl/>.

Biznes



Kraków



POP



 **Biznes i Nauka w Krakowie**

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