

Cracow



Polish Cities
– unlocking
the potential



Polish Investment
& Trade Agency
PFR Group



Fot. Piotr Krochmal

Introduction



Radek Pituch

Manager
Investment Support Department
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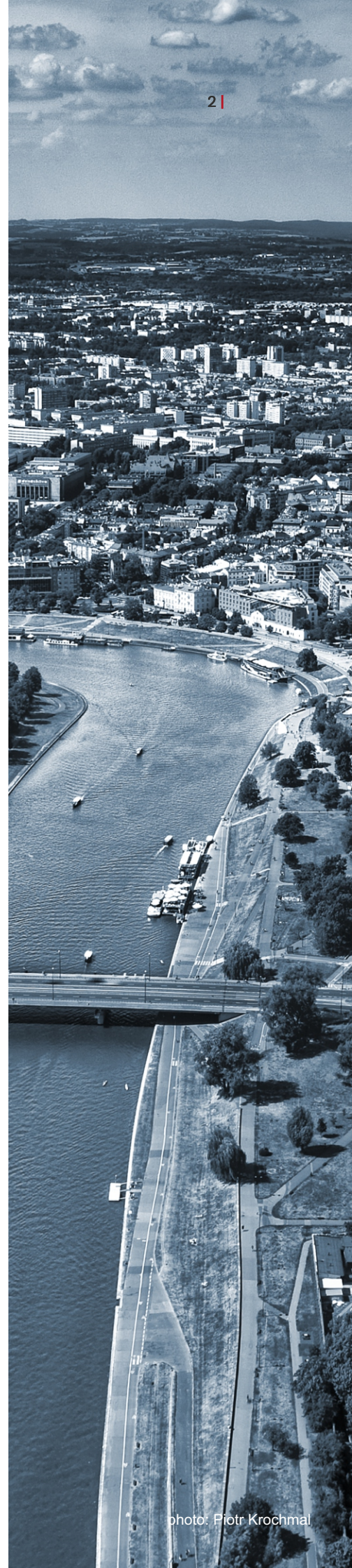
Dear Readers,

We are pleased to present the next report in the Investment Potential of Polish Cities series, prepared by the Polish Investment and Trade Agency in cooperation with local government and regional partners. The purpose of this publication is to highlight the key assets of individual urban centers and their importance in the context of investment growth.

In this edition, we focus on Cracow – one of the most important and dynamically developing economic metropolises in the region. The city stands out due to its excellent geographical location, well-developed transport infrastructure, and strong international standing, making it a natural destination for global projects. Its outstanding, centuries-old academic foundation and the openness of the local administration create a stable environment for building a knowledge- and innovation-based business.

For years, Cracow has consistently strengthened its position as one of the leading hubs for modern business services, IT, and research and development (R&D) in Central and Eastern Europe. Wide access to highly educated talent, a mature modern office real estate market, and a vibrant startup ecosystem attract top global brands. At the same time, the city's unique atmosphere and high quality of life make Cracow a place where people genuinely want to live and work.

We invite you to read this publication and discover the opportunities offered by Cracow – a city that harmoniously combines a rich tradition with modern entrepreneurship.



**Dominika Walec PhD**

Mayor's Plenipotentiary for Cooperation
with the Business Community

Cracow is now one of the most attractive investment destinations in Central Europe. The city consistently attracts global technology, finance and engineering firms by offering stable and predictable business conditions and access to a highly skilled workforce.

It is, above all, the people who determine Cracow's investment appeal. International corporations, innovative start-ups and cutting-edge research and development centres find here an environment conducive to growth based on knowledge and innovation. Every year, thousands of graduates leave Cracow's universities, and are highly valued in the labour market for their technical skills, creativity, interdisciplinary training and fluency in foreign languages.

Investors in Cracow can count on modern office infrastructure, a well-developed transport network and a cooperative approach from the local authorities. The city actively supports investment projects through transparent administrative procedures, advisory services and collaboration with a wide network of business support organisations.

Cracow also offers a high quality of life – one of the key factors influencing investment decisions today. Its modern urban infrastructure, historic city centre listed as a UNESCO World Heritage Site, rich cultural offering, access to green spaces and an open, international atmosphere make the city attractive to both investors and workers from all over the world.

Cracow is an investment in the future – a place where talent, innovation and international business come together to build lasting economic success.



Basic data

Cracow is setting the course for the development of a modern economy in Central Europe, attracting investors with a unique combination of tradition, world-class science, and a dynamic innovation ecosystem.

The strength of the local market is evidenced by its demographic potential—the city is home to over 810,000 residents, the Cracow Metropolitan Area concentrates 1.14 million people, and the population within a 100-kilometer radius reaches 8 million. Cracow's stable and mature labor market is built on 248.2 thousand corporate sector employees, where the average monthly gross salary stands at PLN 11,038.27 (EUR 2,595.33).

An excellent business climate is confirmed by nearly 192 thousand registered companies, including over 120 thousand sole proprietorships and nearly 6 thousand foreign-capital companies that successfully run their operations here. Cracow's status as an international leader is reinforced by the prestigious fDi's European Cities and Regions of the Future 2025 ranking, where the city took first place among large European cities in both Business Friendliness and Human Capital and Lifestyle.



Capital

of małopolskie



Airport

Cracow Airport im. Jana Pawła II



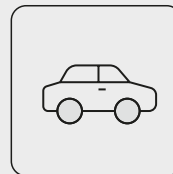
Citizens

Cracow

810.6K

Metropolia

1.14M



A4

motorways

S7, S52

expressways

Road infrastructure



Key

- existing
- under construction
- out for tender
- planned
- existing national roads

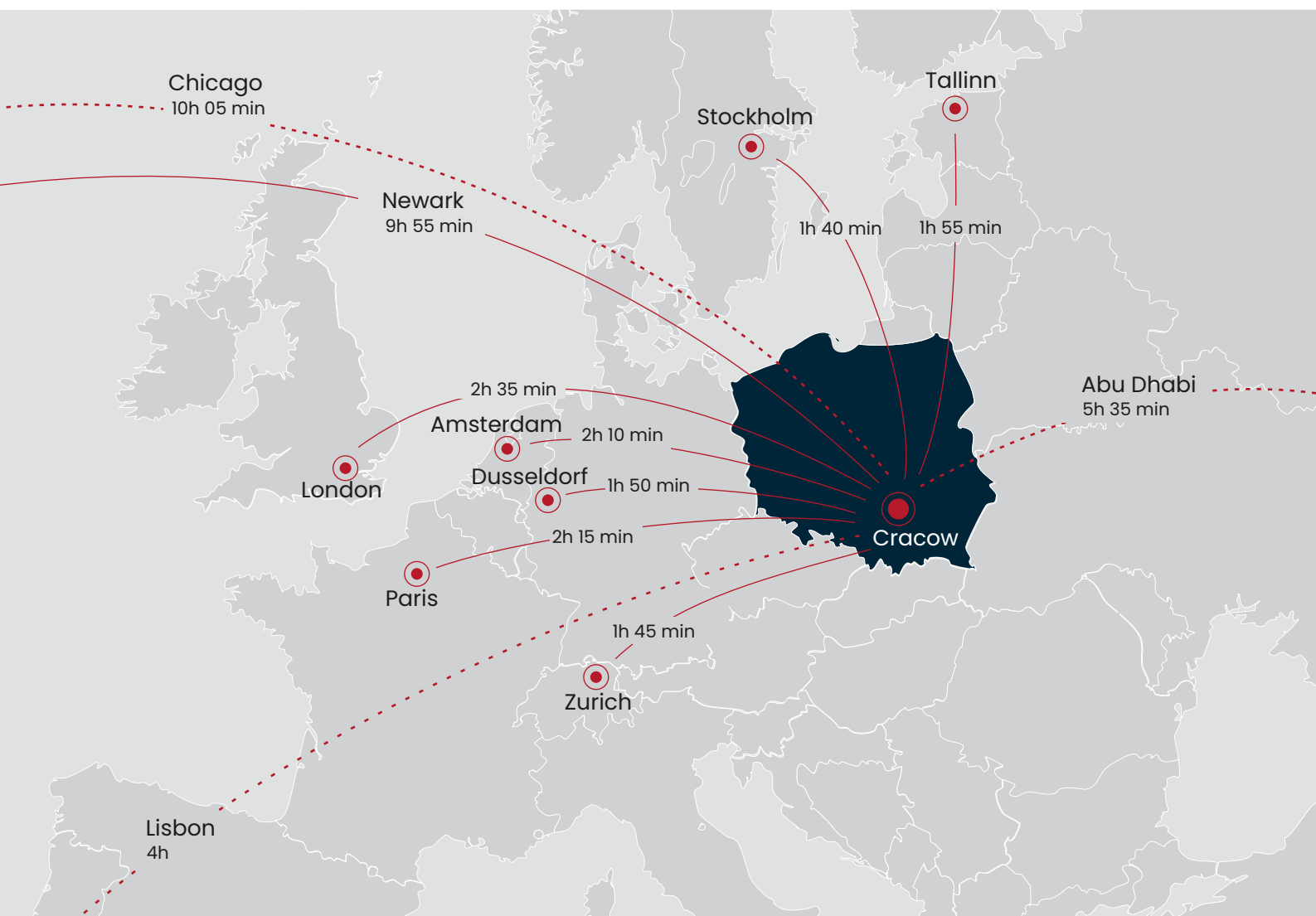
Air Travel

Cracow Airport im. Jana Pawła II

Domestic flights

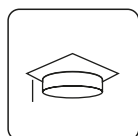


International flights



Education

The Cracow Academic and Scientific Center seamlessly blends a rich tradition with modernity. Prospective students can choose from an educational offering provided by 18 higher education institutions—public, private, and ecclesiastical. Among them are the country's oldest university, the best technical university in Poland according to the EngiRank 2025 ranking, and two universities that are laureates of the ministerial program "Excellence Initiative – Research University". Future students can opt for the most popular fields of study, such as psychology, medicine, and law, as well as unique programs such as Japanese studies, nuclear power engineering, and space technologies. To meet labor market demands, a wide variety of majors is offered, including global finance and accounting, computer science, data science, nanotechnologies and nanomaterials, and cybersecurity. The offer of undergraduate, graduate, and long-cycle master's programs is complemented by postgraduate studies.



18

Number of Higher Education Institutions

13,250Number of Academic Staff

137,784

students

9,631

Number of Higher Education Foreign Students

32,125Number of Engineering
and Technical Sciences students

32,300

Number of Higher Education Graduates

5,668

Number of graduates from selected technical fields

3,634

Number of graduates from selected creative fields

Source: Cracow City Hall



photo: Piotr Krochmal

Office Availability

Cracow is the second-largest office market in Poland after Warsaw. The city's total office stock stands at 1.8 million sq m, meaning that nearly 30% of all office space in Poland outside of Warsaw is located in Cracow.

The city is one of Europe's largest hubs for business services (BSS/GBS/BPO), which are established here due to the high availability of qualified talent and lower labor costs compared to Western Europe. Furthermore, the city holds a competitive advantage over other Western European cities thanks to lower rental rates paired with high standards of existing office space.

Driven by strong fundamentals, Cracow's office market continues to develop steadily. In 2025, total leased office space reached over 269,000 sq m, setting a record for the local market. In the first quarter of 2026, demand dropped to under 17,000 sq m; however, the vacancy rate remained stable due in part to limited new supply and a favorable lease volume structure. Indeed, most of the space leased in Q1 (approx. 60%) accounted for new deals, while the share of expansions rose to 12%.

Cracow is particularly popular among the business services and IT sectors. In 2025, these sectors accounted for 15% and 26% of leased office space, respectively, compared to 21% and 17% in Q1 2026. Demand from manufacturing companies is also growing, representing 32% of leased office space in Q1 (up from 17% in 2025).

At the end of Q1 2026, the vacancy rate remained almost virtually unchanged from the previous quarter at 18.4%. However, in central locations, it stood at just 9.9%, highlighting market polarization and tenants' preference for prime assets in top locations.

Currently, 51,000 sq m of space is under construction, including 19,000 sq m in the city center. Given the sustained demand for prime assets, this could put upward pressure on rents in central locations.

Asking rents in modern office buildings in Cracow range between EUR 10 and EUR 18/sq m/month, though they may exceed the upper limit in the most prestigious properties. Additionally, tenants are required to pay service charges, which typically range from PLN 16 to PLN 29/sq m/month.

**1.85M m²**

Available Office Space

227

Number of Modern Office Buildings

10–18 EUR m²/ month

Monthly Office Rental Cost

18.4%

Vacancy Rate

| Selected Office Buildings

Building Name	Year of Completion	Address	Occupancy Rate (%)
Tischnera Office	2019	Ks. J. Tischnera 8	82
Ocean Office Park B	2023	Pana Tadeusza 4	95
Buma Square A–G	2006	ul. Wadowicka 6	75
Highfive 4	2020	Pawia 21	98
Kreo	2023	Wadowicka 12	37
Equal Business Park C	2018	Wielicka 28	72
V Offices	2019	29 Listopada 20	94
Brain Park B	2022	Fabryczna 2	100
Lubicz Park A	2000	Lubicz 23	84
Principio	2017	Armii Krajowej 25	92
Stella Office	2025	Przybyszewskiego 75	61

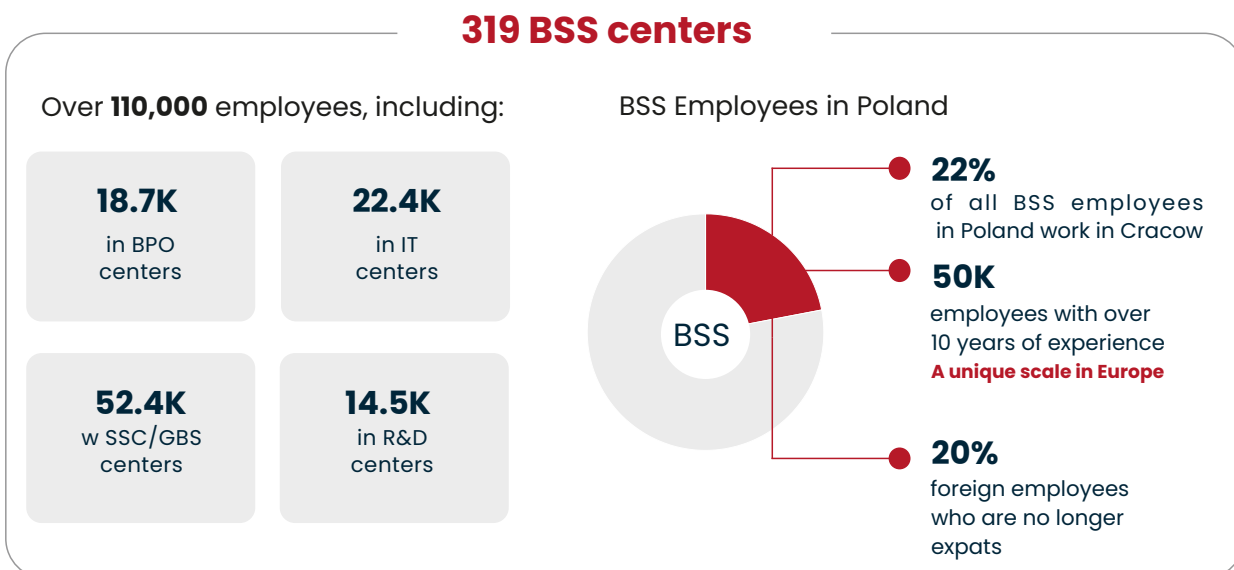
BSS sector

Cracow is the leader of the modern business services (BSS) sector in Poland and one of the most prominent hubs of this kind in Europe. The city is home to over 300 business service centers (GBS/SSC/BPO/IT), which collectively employ over 110,000 professionals. The scale and maturity of this ecosystem make the business services sector one of the key driving forces of the local economy, establishing a stable and well-developed environment for investors and highly skilled specialists.

At the same time, the activity structures within these centers are undergoing a transformation: organizations are increasingly moving away from simple, repetitive operational tasks in favor of more advanced functions. These include complex financial processes, software development, cybersecurity, AI-based solutions, and research and development (R&D).

As a result, there is a clear qualitative evolution across the sector—reflected in growing productivity, higher skill levels among employees, and rising salaries.

It is worth noting that Cracow University of Economics has offered a degree program in Global Business Services (GBS) for several years now. This program—unique in Poland—prepares specialists to work in the modern business services sector. The curriculum combines knowledge of business process management, finance, and analytics with the development of language proficiency and skills for working in an international environment. The program was created through a collaborative effort between BSS industry representatives, the university, and the City.



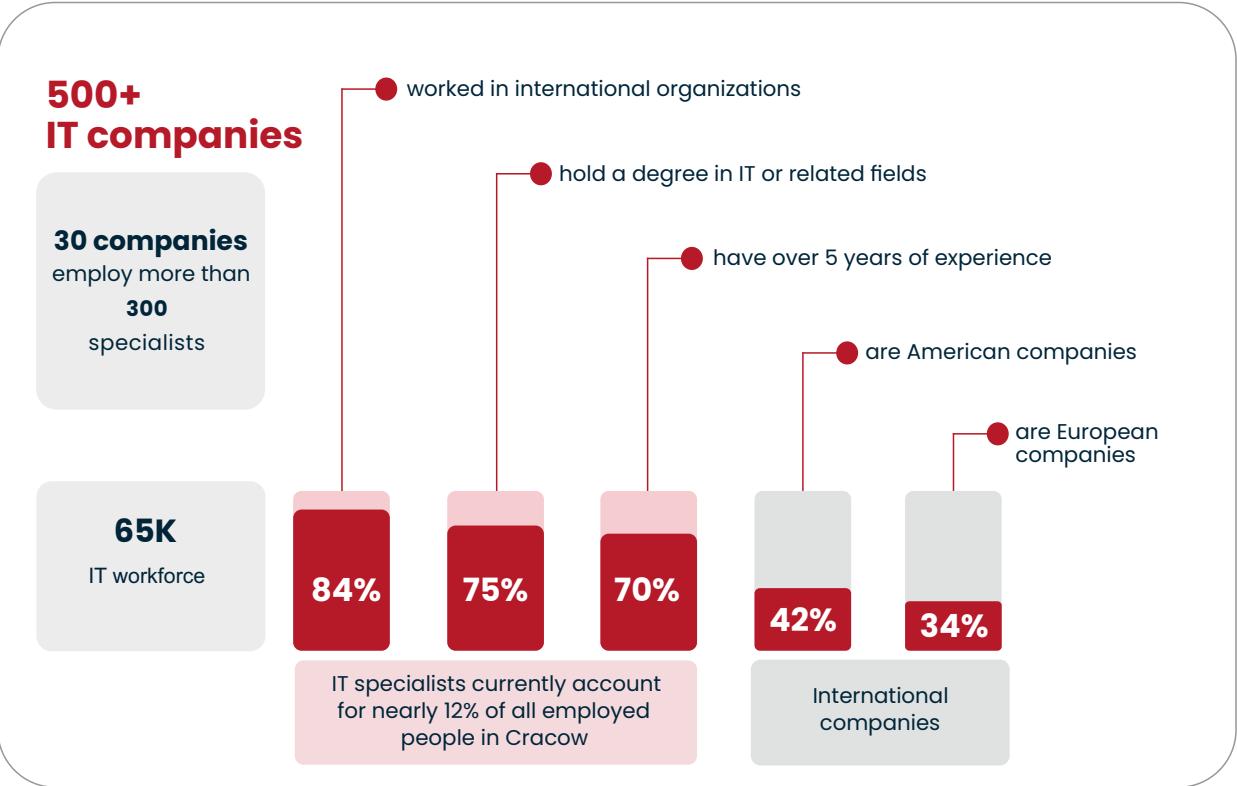
IT sector

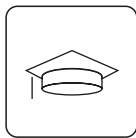
Today, Cracow is one of the most important IT hubs in Europe, and the development of the digital sector in recent years has shown just how mature and resilient our economic ecosystem has become. Meanwhile, changes in the local labor market are driving increased demand for competencies related to advanced software, cloud services, cybersecurity, and data analytics. Today, information and communication technologies are not merely a single sector of the economy, but its backbone, conditioning future growth.

Innovation is the hallmark of Cracow’s economy—visible across the private sector, startups, and R&D centers, as well as in the academic community. Furthermore, strong collaboration among universities, business, and local government creates favorable conditions for nurturing talent and implementing new technologies—ranging from artificial intelligence and Industry 4.0 solutions to space technologies.

The city actively supports the development of modern technologies and a knowledge-based economy by investing in infrastructure and education, as well as ensuring a high quality of life for everyone who lives and works in the shadow of Wawel Castle.

Key Statistics & Percentages





2,800 annual IT graduates

Students by Field of Study

8,730	Computer Science and Telecommunications
3,127	Automation, Electronics, Electrical Engineering, and Space Technologies
1,825	Mathematics

Students by Field of Science

32,125	Engineering and Technology
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| Selected IT companies

There are over 250 international IT companies in Cracow.

10 biggest Employers:

- | | |
|----------------------|-------------|
| • Cisco | • EPAM |
| • HSBC | • Sabre |
| • Comarch | • Capgemini |
| • Motorola Solutions | • Aptiv |
| • HCL Technologies | • IBM |

**10 companies employing
over 1,000 IT specialists each.**

Furthermore, many renowned companies operate here, including: **Rolls-Royce, Hitachi Energy czy Selvita, Akamai, UBS, Luxoft, Sii, Accenture, ABB, Heineken.**



Life Science Sector

Cracow – the fastest-growing life science ecosystem in this part of Europe

Cracow is strengthening its position as one of the most promising life science hubs in Europe. One of the city's greatest assets is a strong, well-coordinated network of academic, business, and local government institutions. Another key advantage is the unique combination of academic and clinical resources—ranging from the Jagiellonian University and its Collegium Medicum to advanced biotechnology laboratories and AGH University of Technology with its powerful computing infrastructure (Cyfronet).

Investors can count on access to one of the best talent pools specializing in biotechnology, medicine, biomedical engineering, AI health, and bioinformatics. The city also attracts startups and scale-ups while dynamically developing its technology ecosystem around data processing and AI. The computational medicine sector and available infrastructure are further reinforced by new initiatives like Gaia AI Factory, which modernizes medical data processing. For companies, investment funds, and institutions seeking a dynamic growth environment in the life science sector, Cracow is currently one of the premier locations.

The LifeScience Cracow Cluster, operating in the city for over a decade, is one of the most effective collaboration hubs. It integrates universities, research institutes, startups, biotech companies, medtech, laboratories, pharmaceutical entities, and public administration, creating an ideal environment for investors seeking innovation and R&D partnerships

www.lifescience.pl >>

| Wybrane firmy Life Science

- Ryvu Therapeutics (biotech company),
- Selvita (CRO),
- Diagnostyka S.A. (medical laboratory network),
- Intermag (bioeconomy, biomaterials),
- Farmona (dermocosmetics),
- MedApp S.A. (medtech / medical technology company),
- Si-Cura (medical equipment manufacturer),
- Medical Simulation Technologies (medtech),
- BioPhage Pharma S.A. (biotech),
- Capsari (cosmetic technology),
- OneBiome (microbiome company),
- Novasome ((biotech / dermocosmetics).



Cracow Space City

By consistently building a knowledge-based economy, Cracow is developing its space technology ecosystem. The City's R&D and business potential, alongside the activity of business support institutions assisting companies, startups, and tech projects, play a crucial role in creating space for research, testing, and the commercialization of new solutions.

A strong competency base is provided by Cracow's universities—particularly AGH University of Cracow, the Jagiellonian University, and the Cracow University of Technology—which train specialists in fields key to the space sector. They carry out numerous projects and initiatives, such as the HYADES mission, the Planetary Lab program (JU), the HYPE ultra-miniature PocketQube-type satellite, the European Rover Challenge (AGH), as well as rocket technologies, suborbital systems, and ICT solutions for the space sector (CUT). Support for these activities is provided by a unique research infrastructure: ACK Cyfronet supercomputers, Gaia AI Factory, the SOLARIS Synchrotron, and the Analog Astronaut Training Center.

An important undertaking is also "FORT Cracow" – a defense innovation and dual-use technology center established by the Cracow Technology Park and AGH University, focusing on deep tech and defense tech solutions critical to national security, defense, and resilience.

Creotech Instruments, Poland's largest space sector company developing advanced space projects, has also joined the ecosystem by opening its offices in Cracow. The Malopolska Space Sector Council is active in the city as well.

Thanks to close cooperation among all partners, Cracow has gained a distinct systemic advantage in this area—effectively combining the potential of science and business, providing infrastructure for space tech startups, and supporting knowledge transfer and the development of new technologies.



Jacek Liguziński

Director of the Department
of Entrepreneurship
and Innovation,
Municipality of Cracow

Cracow is becoming a growing hub for space companies, covering both orbital technologies and advanced applications. The list of active companies and startups here continues to grow, with operators such as Rectangle, Liftero, Orbify Poland, Spectator.Earth, Astrotectonic, Eycore, Honeywell, and most recently, Creotech Instruments. Many space companies want to expand in Cracow, recognizing the region's growing potential, and as a City, we strive to create optimal conditions for them.

Investments

Kraków Nowa Huta Przyszłości S.A. – space for modern business

Kraków Nowa Huta Przyszłości S.A. (KNHP) >> is a strategic development project for the city, covering several hundred hectares of investment land in one of the largest urban transformation zones in Europe. The company offers land plots designated for industry, logistics, technology, services, and trade, as well as residential and recreational development. The project includes:

376 ha
of new
investment areas

~2 billion
in investment
value

~5K
stable
jobs

4
strategic centers
transforming the function
of the entire eastern
part of the city

Investors can count on comprehensive support – from access to documentation and zoning plans to coordination of the investment process and infrastructure advisory. Today, KNHP is one of the key drivers of Kraków's development, offering exceptional opportunities for establishing modern ventures in a dynamically growing part of the city

The 7R Hub is already expanding its operations in Nowa Huta, planning:

- PLN 1 billion in investments, 230,000 m² of modern manufacturing and technology space,
- over 2,000 new jobs (with potential for more),
- 1 PLN 12 million in annual tax revenue,
- 10 ha of new green areas, and thousands of trees.

This represents a fusion of Industry 4.0, sustainable development, and the revitalization of one of the largest post-industrial areas in Poland.

Kraków Wesola

Kraków Wesola >> is one of the most important downtown revitalization projects in Cracow. The former hospital complex on Kopernika Street is being transformed into a modern, green creative district that combines culture, innovation, services, and recreation. The project offers investors the opportunity to operate within a unique, historic setting located just a few minutes from the Main Market Square.

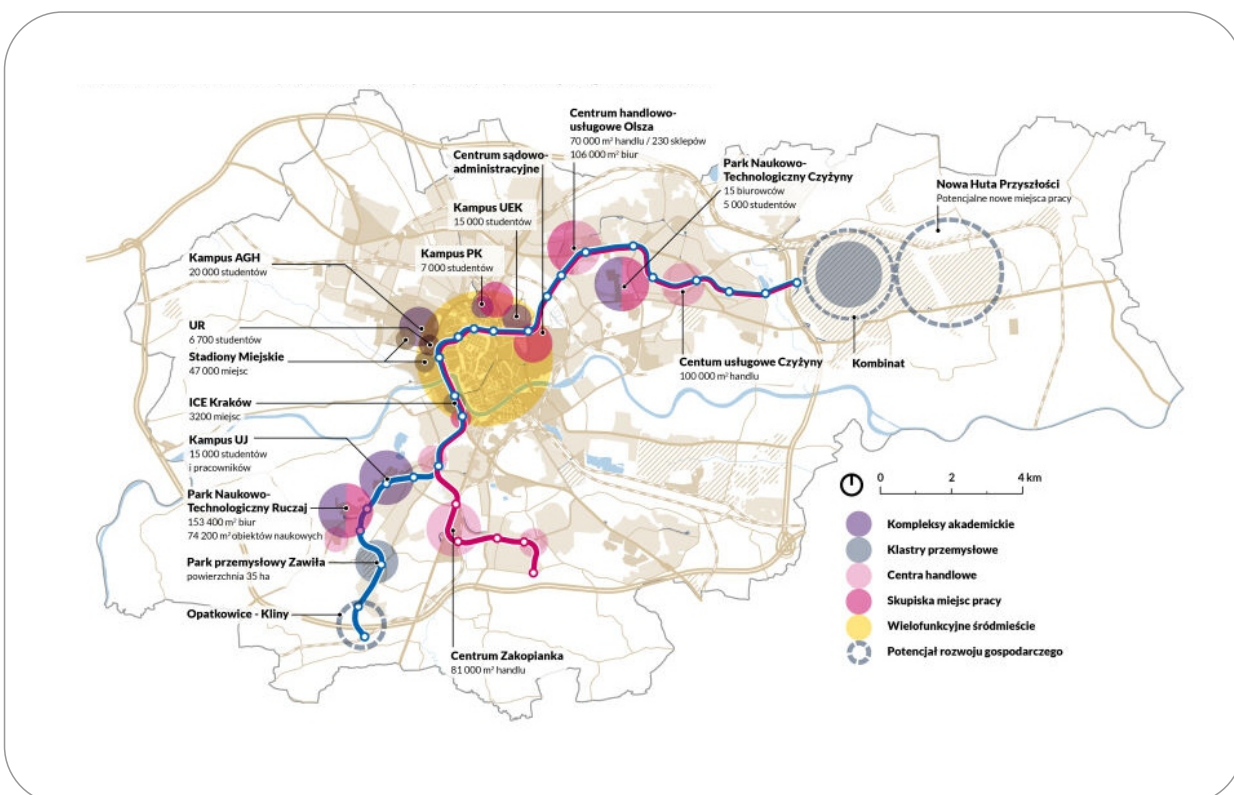
Plans include spaces for cultural institutions, creative companies, gastronomy, education, and municipal services. Wesola will also feature attractive green areas, gardens, and event spaces, creating additional potential for the recreation and service sectors.

The project is being implemented in stages with strong city support, ensuring stable and predictable conditions for investors.

Kraków Metro – A New Development Impulse

Krakow Metro >> The planned construction of the metro system in Cracow is a key infrastructure investment that will significantly enhance the city's transport accessibility and boost the development potential of numerous areas. The project foresees two lines with a total length of approximately 29 km, featuring 29 stations located in strategic points across Cracow – from Nowa Huta, through the city center, to the southern districts. It is estimated that the metro will serve 280,000–300,000 passengers daily, making it one of the most vital components of the metropolitan transport system.

For investors, this represents a stable, long-term growth indicator that reinforces Cracow's position as one of the most dynamic and economically attractive cities in Europe.



Gaia AI Factory – Artificial Intelligence Factory

Gaia AI Factory >> The objective of this consortium of research institutions and experts is to expand supercomputing infrastructure and broaden access to large-scale data repositories across the domains of healthcare, space, and Large Language Models (LLMs). The leader of this €70 million investment (funded under the EuroHPC JU program) is the ACK Cyfronet AGH Academic Computer Centre, with over a dozen key research and tech institutions participating, including JU, KPT, Sano, and NASK. The Gaia AI Factory project also includes the development of tools for data preparation, anonymization, and standardization—foundational prerequisites for training modern AI models.

In practice, this means Cracow is becoming Poland's national center for data collection and processing serving scientific research, public administration, and business.



Case study

Hitachi Energy

Hitachi Energy is a global technology leader supporting the energy transition and the development of sustainable, secure, and resilient energy infrastructure. One of the key hubs fulfilling this mission—both in Poland and globally – is Cracow, where the company's technological and business expertise is concentrated.

It is right here that the world's largest Hitachi Energy Technology Center operates, alongside one of its five global Research Centers and one of its five Shared Service Centers. The Cracow hub forms a cohesive ecosystem that combines specialized engineering and digital teams with finance, IT, HR, logistics, and sales departments, supporting clients around the globe.

A major strength of Hitachi Energy's Cracow location is its ability to provide end-to-end support to both the Polish and global markets through local talent. From collaborating with universities and leading strategic research projects to integrating new technologies into products, as well as managing commercial services and sales—all driven right here in Cracow by over **2,000 experts** representing more than **30 nationalities**.



Edyta Kuk

Director of the Research Center, Hitachi Energy

The Hitachi Energy Center in Cracow represents a unique intellectual capital, where knowledge and experience are translated into technologies of global significance. It is right here that solutions supporting the energy transition and building the sustainable infrastructure of the future are being developed.

Close collaboration with the local academic community, combined with housing the Research Center, Technology Center, and Shared Service Center all in Cracow, enables a seamless transition from research to practical application.

The presence of the Hitachi Energy Center in Cracow reinforces the city's position as a European technology hub and demonstrates that Cracow can be a place where innovations turn into operational solutions used in power systems worldwide.

Cisco

Cisco is a technology company with a local office in Cracow. The Cracow branch serves as one of Cisco's technology hubs in Europe, playing a significant role in developing innovative solutions in networking, cybersecurity, and cloud computing, driving the era of Artificial Intelligence (AI).

Currently, Cisco Systems Poland employs approximately 2,500 people in Cracow. The team consists of high-class specialists representing a wide array of technology disciplines, delivering projects with a global reach. This is an environment where deep domain expertise and practical experience blend with an innovative approach, enabling the creation of solutions that address the needs of a dynamically changing digital world. What is more, Cisco provides the foundation essential for next-generation intelligence.

However, Cisco is more than just advanced technology. It is an organization defined by a strong culture built on collaboration, diversity, and continuous development. When it comes to its employees, the company offers extensive professional growth opportunities, mentoring programs, and career advancement paths within an international environment. Through its activities, Cisco's Cracow office reinforces Poland's position as a major tech hub in Europe while fostering an inspiring and inclusive workplace for IT professionals.



Jacek Przybylski

General Manager,
Cisco Poland

The Cracow office demonstrates that Poland has become one of Europe's major technology hubs. We combine Cisco's global reach with local talent, and this synergy allows us to deliver expert services and digital solutions that power critical infrastructure in the AI era, helping our clients navigate the complex challenges of the digital world.

Ryvu Therapeutics

Ryvu Therapeutics is a Cracow-based biotechnology company developing modern oncology drugs, particularly in the field of blood cancers such as leukemia and lymphoma. The company's goal is to develop therapies for patients for whom standard treatment methods no longer work or fail to produce the expected results.

The company employs 200 specialists, including many PhD scientists working in state-of-the-art, high-tech laboratories. Ryvu collaborates with leading universities and research centers both in Poland and abroad, bridging academic knowledge with clinical practice. This enables the execution of the complete drug development process—from initial concept and laboratory research to clinical trials involving patients.

The company's most advanced project is romaciclib (RVU120)—an innovative drug developed, among others, for the treatment of acute leukemias and other blood cancers. The latest clinical trial results published in June 2026 confirmed that the drug exhibits clinical activity in patients with relapsed or refractory acute myeloid leukemia (AML)—a notoriously difficult-to-treat patient population. The efficacy of romaciclib is also being investigated in myelofibrosis (MF), a bone marrow disorder, where initial signs of clinical improvement were observed alongside good treatment tolerability. In parallel, other studies are underway, including trials in patients with low-risk myelodysplastic syndrome (LR-MDS). Ryvu is also advancing a broad portfolio of early-stage projects targeting both hematologic malignancies and solid tumors.

By combining scientific expertise, cutting-edge research infrastructure, and extensive international collaborations with partners such as Menarini, BioNTech, and Exelixis, Ryvu Therapeutics is achieving increasingly promising clinical trial results. As a result, the company continues to reinforce its position as one of Poland's most advanced biotechnology companies developing novel, more effective therapies for cancer patients.



Paweł Przewięźlikowski

CEO, Ryvu Therapeutics

For years, Cracow has been one of the most important centers of competence in biomedical sciences in Central and Eastern Europe. Access to highly qualified talent, a strong academic background, and a dynamically growing innovation ecosystem make it a natural place for research and development in the biotechnology sector. For Ryvu Therapeutics, operating in Cracow is a strategic choice of an environment that fosters the creation of breakthrough therapeutic solutions and the building of global competitiveness.

IAG GBS

IAG Global Business Services (IAG GBS), established in 2014, is a strategic driver of innovation and operational efficiency within International Airlines Group, one of the world's leading airline groups and the parent company of airlines such as British Airways, Iberia, Aer Lingus, and Vueling. IAG GBS provides end-to-end support to all IAG airlines and businesses, delivering a broad portfolio of services across finance, technology, transformation, and business operations. By leveraging artificial intelligence, advanced automation, and digital solutions, IAG GBS simplifies complex processes, improves efficiency, reduces costs, and supports sustainable growth across the Group.

One of our trademarks is strategic approach to finance transformation. In recent years, the company has executed a major reshoring initiative, transferring finance and accounting processes from BPO providers in India to Cracow . This transformation required addressing complex challenges, ranging from knowledge transfer to the development of new capabilities and the implementation of advanced technologies. It marked a decisive shift towards greater end-to-end process ownership, stronger accountability, and improved decision-making across the organisation.



Piotr Tomaszewski

Director of Finance
Services and Business
Operations, IAG GBS

The scale and ambition of the transformation we undertook required far more than cost efficiency. We needed access to strong, diverse talent to create an environment capable of absorbing greater responsibility and a mature ecosystem supporting advanced finance competencies. Cracow provided exactly these conditions.

The city's deep and diverse talent pool has been critical in building advanced financial capabilities and driving the next wave of GBS-led transformation. Cracow offers highly skilled professionals experienced in a shared services environment, along with a strong pipeline of graduates and interns. Its long experience in supporting foreign organisations operating within complex global structures has been particularly valuable for IAG GBS. Beyond talent, Cracow creates the conditions to take on greater end-to-end process ownership, improve key performance indicators, and develop advanced analytical, transformation, and leadership skills. Combined with its strategic location, proximity to core European markets, and Poland's macroeconomic stability, this makes Cracow a highly attractive business hub.

For IAG GBS, Cracow is not just a delivery location but a long-term strategic partner that supports responsibility, quality, and informed decision-making, and actively enables the future of global business services.

Cracow – Talent Booster

BSS

Cracow is Poland's second-largest talent hub after Warsaw, offering a unique concentration of highly skilled professionals in IT and modern business services. The city has firmly established itself as a national centre for AI, building its competitive advantage on the synergy between prestigious technical universities and global R&D centres. Its strategic location and excellent connectivity with the Silesian metropolitan area significantly expand the available talent pool by providing access to skilled professionals from the neighbouring region. The maturity of Cracow's business ecosystem provides investors with operational stability and access to some of the most advanced engineering capabilities in Central and Eastern Europe. It is currently one of the most attractive locations for projects requiring innovation and scalability in the high-tech sector.



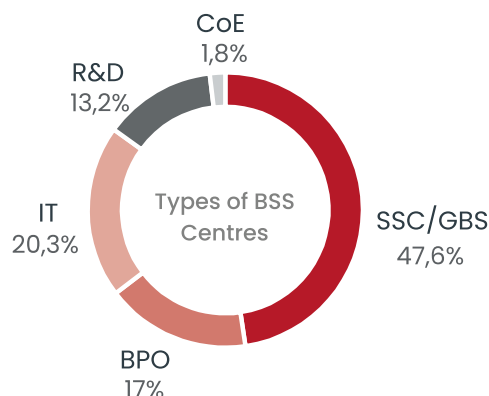
110,000

Total employment
in the BSS sector (IT & non-IT)



319

Total number of business
services centres



Most in-demand skills

- Comprehensive end-to-end process knowledge.
- Openness to technological innovation and modern tools.
- Highly developed self-presentation skills.
- Flexibility and adaptability to change.

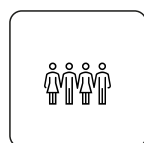
Gross Salary Table (Non-IT) (PLN/month)

Job position	Min.	Max.
Junior Specialist (0-1 year of exp.)	5,000	7,000
Specialist (1-3 years of exp.)	7,000	9,000
Senior Specialist (3+ years of exp.)	8,000	12,000
Team Leader (5-15 FTEs)	10,000	16,000
Process Manager (min. 20 FTEs)	20,000	30,000

Most common occupations (supply/demand):

- IT: 60,000 / 4,100
- Accounting: 8,800 / 1,000
- Financial Services: 2,800 / 650
- HR: 6,400 / 500
- Customer Service: 8,600 / 900

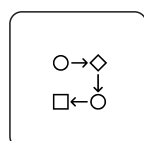
Key Location Challenges



Intense competition for talent (salaries and offers) – A dynamic labour market and strong competition in terms of compensation mean that companies need to invest significantly in employer branding to differentiate themselves and attract top talent.



Selecting the right office location – A key challenge is finding a location that provides convenient commuting options for potential employees, which directly affects the attractiveness of job offers.



Hybrid working model – Companies need to develop a working model that balances employees' expectations with the organisation's operational needs.

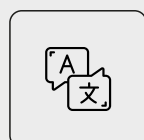


Employee turnover – Cracow offers a wide range of career opportunities, which encourages job mobility. Although employee turnover remains a challenge, the latest data indicate a slight decline in voluntary departures.

Key Location Advantages



Stable and EU-compliant legal environment – Poland offers a stable political and legal environment. As a member of the European Union, it follows common EU standards, making it easier to recruit and employ specialists from other EU countries.



Highly multilingual workforce – Most professionals in the IT and business services sectors are fluent in English. In addition, many specialists speak Spanish, Portuguese, French, German and other languages, supporting effective work in international teams.



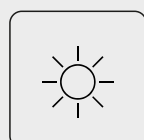
Large and highly skilled talent pool – Cracow has a large and continuously developing pool of highly qualified professionals, particularly in the technology and business services sectors.



Excellent connectivity – Cracow is very well connected with other European cities, offering more than 120 direct flight connections, with travel times to most destinations ranging from just 1 to 4 hours. Alongside Warsaw, Cracow also serves as a key transport hub for connections beyond Europe.



Emerging AI innovation hub – AGH University of Cracow is launching an AI Factory, a state-of-the-art high-performance computing centre dedicated to the development of artificial intelligence.



Stable climate conditions – A moderate climate with limited exposure to significant extreme weather risks provides favourable conditions for both everyday life and business operations.

Investor Support and Innovative Economy Center

Department of Entrepreneurship and Innovation, Municipality of Cracow

The Center provides comprehensive support for investors carrying out projects in Cracow. It offers professional service at every stage of the investment process, dedicated guidance from experienced experts, and effective coordination with municipal departments and entities, streamlining project execution.

It serves domestic and foreign investors, provides investment advisory services, monitors project progress, and promotes Cracow's investment potential both nationally and internationally. An important area of its activity is also collaboration with institutions supporting economic development and innovation.

Comprehensive Investor Support



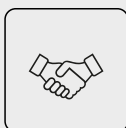
Dedicated
Investor
Relationship
Manager



Market analysis
and reports



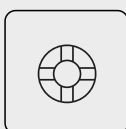
Support in building
the company's
brand and
corporate image



Assistance
in establishing
and developing
business
relationships



Tailored
investment
incentives



Post-investment
support

Invest in Cracow



Contact Us:

www.dlabiznesu.krakow.pl

cwi@um.krakow.pl

Investment Agreement

Large, complex investments can involve many tax issues. The Investor's Tax Service Centre in the Ministry of Finance assists key investors in minimizing tax risks by providing support at every stage of the investment process.

Entrepreneurs investing in Poland can also benefit from the Investment Agreement, which enables them to precisely determine the tax implications of an investment. This Agreement provides stability and tax safety for large investment projects.



Tax safety

The Agreement is binding on tax authorities, ensuring reliable protection regarding tax matters.



Individual Approach

It takes into account the specific characteristics of each investment and the investor's business profile.



Broad scope

The Agreement addresses all tax aspects of investments



Cooperation with the investor

During the proceedings, investors can promptly clarify any uncertainties—either in writing or during meetings.

Anyone planning or implementing **an investment in Poland worth at least PLN 50 million** can apply for the Investment Agreement, provided the investment involves:

1.

Establishment of a new plant

2.

Investment in an existing plant

3.

Changes to the production process

4.

Introduction of a new product

5.

Acquisition of assets from a closed establishment

Contact us:

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ARCHE CONSULTING

For over 16 years, we have specialised in recruitment for managerial positions and mid- and senior-level specialist roles. As a result, our experience has allowed us to carry out both individual recruitment projects and complex campaigns for companies of various sizes.

Our activities cover the whole of Poland as well as international markets (we have conducted recruitment projects in countries including Brazil, China, Serbia, Romania, Bulgaria, the Czech Republic, Germany, Switzerland, France and Italy).

We are a Polish company. Thanks to this, we know the domestic labor market inside out. Equally, the individual experience of our employees means we also have an appreciation of foreign markets. As a result, our qualifications allow us to respond quickly and adapt to all the requirements set by our clients.

Contact Us:

Arche Consulting Sp. z o.o.

katowice.biuro@arche-consulting.pl

Knight Frank

Knight Frank is an international real estate advisory group that has been operating in the market for nearly 130 years. We operate through a network of over 600 offices across six continents and 50 countries, covering both developed and emerging real estate markets. With a global team of 21,500 employees, we meet the needs of property owners, tenants, investors and developers at both local and global levels.

In our cooperation with clients, we remain open to dialogue to gain a thorough understanding of their needs and expectations. From experience, we know that mutual relationships and trust are the key to shared success. Our broad range of services provides advisory at every stage of a real estate project, including market research, capital acquisition, commercialization.

Contact Us:

Knight Frank

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About PAIH's Investment Support Department

PAIH's Investment Support Department supports the inflow of foreign direct investment to Poland and the implementation of Polish investments domestically. An experienced, business-oriented team provides comprehensive and free of charge support to investors, ensuring a smooth investment process with the assistance of a dedicated Project Manager and a range of tools such as:



Location
advisory



Organisation
of site visits
for potential investors



Information
on investment
incentives



Preparation
of information
packs



Identification
of potential
business partners



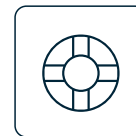
Cooperation
with startups
and technology
providers – B2B
meetings



Building connections
with research
institutes and
innovation centres



Support in dealings
with administrative
authorities



Post-investment
support



Polish Investment
& Trade Agency
PFR Group

Contact us:

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PFR Group

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