



**Magiczny
Kraków**

Kraków Network 2.0 is Launching!

2025-07-15

Kraków Network 2.0 project focuses on building an integrated community of MICE sector entities that, through cooperation, aim to increase the number of business and academic events taking place in Kraków.

The initiative also aims to strengthen Krakow's position as a recognizable and strong brand in the meetings industry. The Krakow Network's activities include analyzing development trends in the sector, evaluating the effectiveness of initiatives undertaken, and observing the impact of the meetings industry on the city's economy. The project also serves as a forum for the exchange of knowledge, experience and good practices between MICE market participants.

The Krakow Network project, originally developed by the Krakow Festival Office and then the Krakow5020 company, was transferred to the structures of the Krakow City Hall in 2025. It is currently operating within the Department of Tourism, in the Referral of the Congress Bureau under the new banner of Kraków Network 2.0.

Recipients of the Kraków Network initiative are entities from the tourism and business sectors who are interested in establishing cooperation based on the developing infrastructure of MICE facilities in Kraków. In particular, the project is aimed at conference and event venue operators, hotel and catering companies, representatives of PCOs, DMCs, event agencies and companies providing transportation services. Due to the structure of the MICE market in Krakow, the key role in the network is played by representatives of the three largest venues in the city: the ICE Krakow Congress Center, TAURON Arena Krakow and the EXPO Krakow International Trade Fair and Congress Center. The cooperation of these institutions is based on an official agreement that emphasizes their commitment to the city's development.

In addition to professionals from the meetings industry, Kraków Network 2.0 also includes representatives of the scientific community, actively involved in the organization of scientific congresses in their fields. They form a group operating under the name Krakow Congress Ambassador Club.

If you want to stay up to date with Krakow Network activities, we encourage you to follow our profiles on [LinkedIn](#) and [Facebook](#), as well as to sign up to our mailing list - this way no project or meeting will escape your attention.

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