



**Magiczny
Kraków**

Kraków Network 2.0 meeting - premium offer

2025-10-30

The Kraków Network 2.0 meeting took place on October 21, 2025, at the ICE Kraków Congress Center. Organized for the second time in a new format by the city of Krakow, the event was dedicated to Krakow's premium offerings. In line with the MICE - Legacy trend, its goal was to create a map of premium locations that would remain a lasting value for participants.

At the beginning of the event, participants were welcomed by Aleksandra Pytlik, Director of Sales and Service at the ICE Kraków Congress Center, who also represented the operator of the Krakow City Development Agency. She reminded everyone that the Kraków Network series has been running for ten years, and this year's meeting was its 33rd edition organized at ICE Kraków. The director emphasized the role of the Congress Center and Congress Office team in preparing the event and encouraged guests to actively participate in panels, discussions, and networking with new Network members.

The official opening was performed by **Natalia Kulec-Greń**, Director of the Tourism Department, and **Małgorzata Przygórska-Skowron**, Head of the Congress Office, who acted as the meeting moderator. It was emphasized that the Kraków Network 2.0 initiative remains an important forum for the exchange of knowledge and experience, addressing issues that are key not only for tourism but also for the strategic development of the city. Natalia Kulec-Greń noted that the city treats quality as a priority because it sets the direction for further development, integrating science, business, innovation, and the satisfaction of residents and visitors.

As part of the official part of the event, Radosław Kociumbas, President of the Krakow Chamber of Tourism, announced the opening of applications for the ODYS 2025 competition, organized since 1995, aimed at people providing products and services in the broadly understood tourism industry, with the aim of building and presenting the brand.

Vienna as a Benchmark and Premium Product

The substantive part was opened by Rafał Romanowski, editor-in-chief of Re:view magazine, who presented Vienna as a benchmark for Krakow, which was intended to provoke reflection on Krakow's premium offer.

Romanowski, who has been working with the Vienna brand for several years, emphasized that the city is actively pursuing