Innovations on the Move

2026-04-23

The project “Innovations on the Move – Development of SMEs and Investor Support in Kraków and Małopolska” (No. FEMP.01.15-IP.01-0480/25) is co-financed by the European Union under the European Funds for Małopolska 2021–2027 programme, Priority 1: European Funds for Research and Development and Entrepreneurship, Measure 1.15 – Internationalisation of the Małopolska Economy, including: A. Promotion of the economic offer of Małopolska enterprises and support for exporters in the region, B. Promotion of innovation in the region, C. Investor support in the region, under the European Regional Development Fund.

European Funds for Małopolska 2021–2027

Project Information

Project value:	PLN 3,300,000.00
EU co-funding:	PLN 2,805,000.00
Beneficiary:	Municipality of the City of Kraków
Implementing units:	Department of Entrepreneurship and Innovation; Department of Tourism
Programming period:	2021–2027
Theme:	Activity zones
Category:	Non-investment
Status:	Under implementation
Implementation period:	From: December 1, 2025
	To: October 31, 2028

Project partners:

Małopolska Tourism Organisation (Lead Partner); Municipality of the City of Kraków (Partner)

Project Overview

The “Innovations on the Move – Development of SMEs and Investor Support in Kraków and Małopolska” project is an initiative supporting the development and internationalisation of small and medium-sized enterprises (SMEs) in the Małopolska region. The Małopolska Tourism Organisation (MOT) and the Municipality of the City of Kraków focus on cooperation between business, local government, and business environment institutions, promoting sustainable development, innovation, and creativity as key regional values.

The project will contribute to increased international economic activity among Małopolska SMEs and

strengthen the region’s position as a dynamic hub for innovation and exports.

Project Objective

The main objective is to increase investment levels in Małopolska and strengthen the region’s export position by implementing activities that build the export potential of SMEs operating in the region.

The project aims to promote the economic potential of Małopolska SMEs on international markets, build a recognisable brand for Małopolska entrepreneurs, and establish long-term business relationships with international partners.

Target Group

The project is addressed to micro, small, and medium-sized enterprises with a registered office, branch, or place of business in the Małopolska Voivodeship.

Priority will be given to SMEs that:

- operate in areas covered by Regional Smart Specialisations,
- offer innovative products or services,
- recorded zero export revenues in the most recent closed financial year.
- Tasks of the Małopolska Tourism Organisation

(Component A – Promotion of the economic offer of Małopolska SMEs)

- Identification of enterprises with export potential and recruitment of companies to participate in the project.
- Organisation of business missions and participation in international trade fairs, including full organisational support.
- Preparation of professional promotional materials, including catalogues, brochures, promotional videos, and online content.
- Organisation of B2B meetings and networking events during missions and trade fairs.
- Training for companies in export activities, international marketing, negotiations, and adapting offers to foreign markets.
- Individual consulting services for companies in export offer preparation, foreign market analysis, and planning market entry strategies.
- Tasks of the Municipality of the City of Kraków

(Component B – Promotion of business innovation in the region; Component C – Investor support for SMEs)

- Cooperation with innovation centres, technology parks, business incubators, and industry clusters to identify SMEs implementing new technologies.
- Organisation of events promoting innovation in Kraków and Małopolska and increasing the technological level of entrepreneurship (2 conferences).
- Development and updating of investment offer databases, including sites available to SMEs.

- Preparation of soft-landing packages for new investors.
- Organisation of economic forums, investment meetings, and study visits for investors.
- Cooperation with the Polish Investment and Trade Agency (PAIH) and foreign chambers of commerce to attract investors.

Planned Results of the Project

Project implementation will contribute to, among others:

- an increase in the number of Małopolska companies active on foreign markets,
- growth in the number of business contacts and commercial contracts,
- strengthened international recognition of Małopolska as an economic region,
- improved skills and competencies of personnel in the tourism sector.
- Planned Participation of SMEs in 35 Economic Events
- Industry Trade Fairs – 14 editions
- Planned markets: United Kingdom, France, Spain, Germany, United Arab Emirates
- MICE Trade Fairs – 7 editions
- Planned markets: Spain, Germany, United States
- Business Missions – 12 editions
- Planned markets: Gulf countries, Spain, Italy, Germany, United Kingdom, Scandinavia, United States, Canada, France
- Innovation Promotion Conferences – 2 editions

Location: Kraków

TOTAL PROJECT BUDGET

Total project value: PLN 9,944,580.00

EU funding (85%): PLN 8,452,893.00

Own contribution (15%): PLN 1,491,687.00