



**Magiczny  
Kraków**

2025-10-31

**If you are planning to organize a congress, conference, or corporate event in a city listed by UNESCO, known for its unique architecture, museums, festivals, and modern event facilities, we will be happy to help!**

## **STRUCTURE:**

Since 2004, the Kraków Convention Bureau (KCB) has been operating within the structures of the Municipality of Kraków – Kraków City Hall, on a non-profit basis. It currently operates within the Department of Tourism.

The KCB team consists of six people:

Małgorzata Przygórska-Skowron – manager

Karolina Bieda

Katarzyna Janik-Domagała

Monika Popiołek

Małgorzata Rajwa

Jakub Chmielnicki

## **MISSION:**

To build the image of Kraków and present its resources and values, thanks to which the city is an important point on the map of the international meetings industry.

## **Scope of activities:**

- Acquiring new meetings and business events for Kraków
- Organizing study trips for foreign journalists and professionals from the meetings industry
- Participating in trade fairs and presenting the potential of Kraków and the Małopolska region
- Cooperation with international media and advertising agencies
- Cooperation with local companies and professionals from the meetings industry (including PCOs, DMCs, hotels, guide offices, transport companies, AV and multimedia providers)
- Cooperation with the Kraków academic community (including as part of the Polish Congress Ambassadors Program)
- Conducting research and analysis of statistical data on the meetings and business events market in Kraków and Małopolska
- Ongoing cooperation with international organizations and associations, including membership in ICCA, City DNA, and GDS Index
- Implementation of the Kraków Network 2.0 project, an initiative to strengthen the business events sector
- Development and distribution of informational and promotional materials