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