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Summer 2014

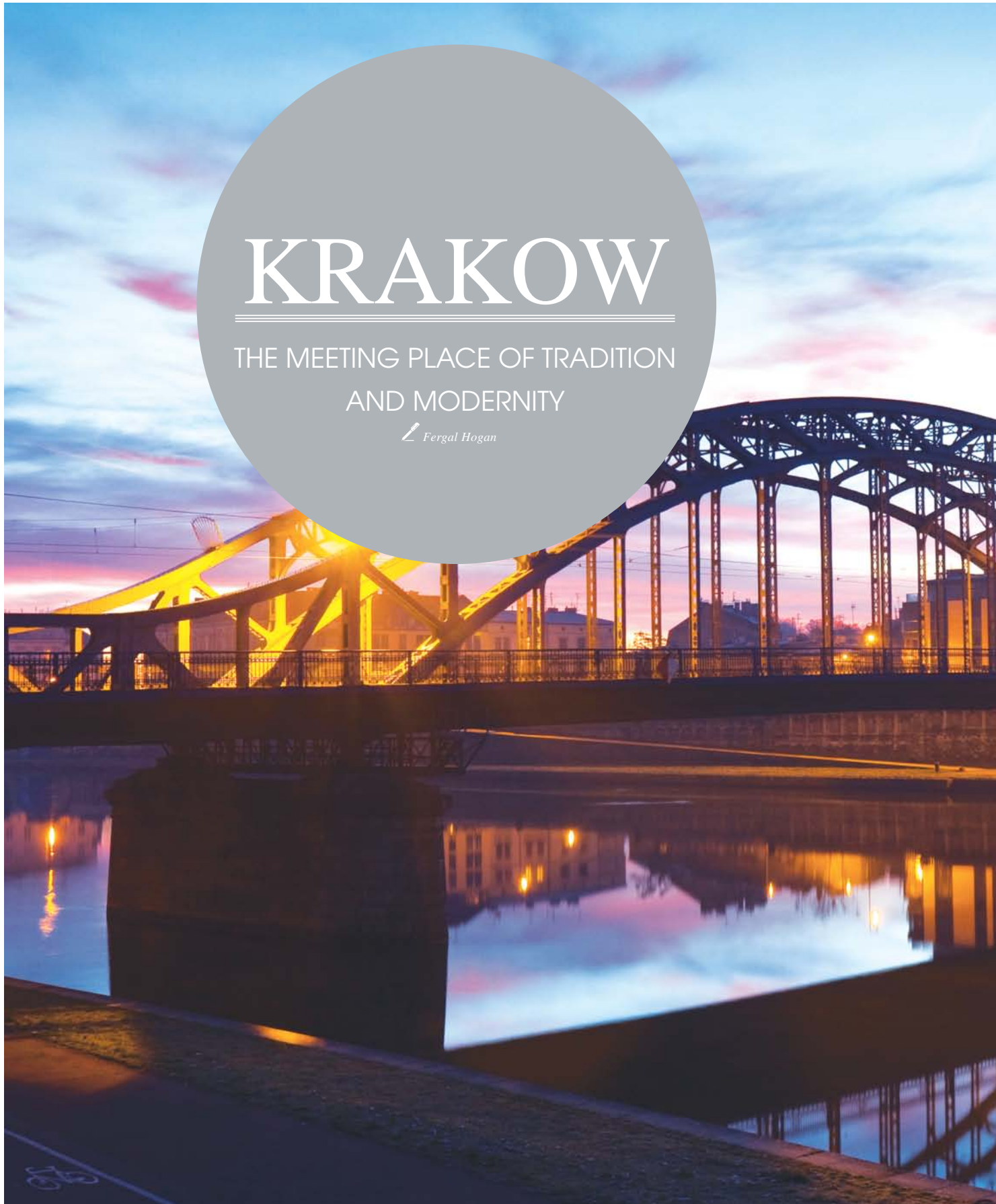
New European Economy



BRIEFING: THE TECH INDUSTRY GETS TOUGH / **KRAKOW** - KEEPING UP CONVENTION / **HAMBURG** - THE LOCATION FOR MEETINGS **LEADING LIGHTS:** ROYAL MADRID CROWNED CONFERENCE CAPITAL **PROFILE:** THE SPACE AGE WORK SPACE **IN FOCUS:** GLASGOW GOES FOR GOLD **FDI REPORT:** ONLY IN GOTHENBURG **INSIGHT:** CANADA FDI REPORT / CANADA FOR INVESTMENT, BY GEORGE!

Austria €6.10 - Norway Nkr 63 - UK £4.10 - Germany €6.10 - Netherlands €6.10 - Sweden SKr 43 - Belgium €6.10 - Finland €6.10 - France €6.10 - Greece €6.10
Denmark DKr 48 - Spain €6.10 - Italy €6.10 - Switzerland CHF 9 - Poland Zl 19.50 - Czech Republic CZK 160

Summer 2014



KRAKOW

THE MEETING PLACE OF TRADITION
AND MODERNITY

 *Fergal Hogan*



krakow is one of the most recognisable cities in Eastern Europe. It is a treasury of Polish heritage, a European capital of culture, a city bustling with events and rich in unique historical and artistic collections. To these attractions, Krakow can now add economic and business appeal. Today, Krakow is increasingly popular as a destination for business meetings and congresses. It offers an extensive choice of conference facilities and a network of hotels, restaurants, and congress centres featuring state-of-the-art professional equipment and well-trained staff.

Krakow is steeped in history. The old town is the historical centre of the city. It is one of the most famous districts in Poland and was at the heart of the country's political life from 1038 until King Sigismund III Vasa relocated his court to Warsaw in 1596. The entire medieval old town was among the first sites chosen for the UNESCO's original World Heritage List. It features the largest medieval town square of any European city and is bisected by the Royal Road, the coronation route traversed by the Kings of Poland.

Krakow does not live in the past, however. Here, tradition continues in harmony with modernity. In recent years, Krakow has become a city with more and more innovative and creative initiatives in a number of fields. Numerous initiatives supporting business have had a material effect on the perception of Krakow among the world's business elite. Indeed, the Financial Times' report European Cities & Regions of the Future ranking 2012/13 named the city and surrounding region's strategy for attracting investment as better than any other in Central and Eastern Europe.

As one of the host cities of the Polish presidency of the EU Council in 2011, Krakow provided a worthy setting for visits and meetings of large numbers of guests. In 2012, the city hosted the English, Italian and Dutch teams during the Euro 2012 football competition. Several hundred journalists and tens of thousands of fans converged on the city, which once again showed that it can handle even the biggest of challenges. >

“ KRAKOW HAS BECOME A CITY WITH MORE AND MORE INNOVATIVE AND CREATIVE INITIATIVES IN A NUMBER OF FIELDS.

New convention centres and the unique interiors of historic buildings are able to give gravitas to any event. There are about 170 facilities offering conference halls. Business meetings can be organised not only in conference venues but also in theatres and concert halls adapted for the purpose, including Krakow Opera (800 seats), the Philharmonic Hall (700 seats) and the Juliusz Slowacki Theatre (500 seats), which has a three-tier air-conditioned 530-seater auditorium. Conferences and symposia are also conducted in hotels, which offer conference rooms with up to 700 seats. MICE events are also organised in the unique interiors of Krakow's museums.

Krakow and its surroundings offer limitless potential for the organisation of incentive events. Visitors can explore the treasures of the old town, the heritage of Jewish Kazimierz, and the socialist realist atmosphere of Nowa Huta. Those who wish to escape from the hustle and bustle of the metropolis can enjoy the silence at the Tyniec Benedictine Abbey, soak up the idyllic 19th-century atmosphere of Lanckorona, enjoy the scenic landscapes of the Niepołomicka Forest, or immerse themselves in nature in the Ojcowski National Park. The range of incentive events is very varied: grand outdoor productions in the unique scenography of mediaeval castles; urban integration games in which participants follow the paths of kings, artists and scholars, tracking historical mysteries; and prestigious intimate banquets in stylish museum interiors.

Krakow also offers a developed hotel infrastructure and sophisticated catering, entertainment and cultural attractions that are concentrated around the city centre. When the conference is over, guests can indulge in the magnificent ambience of cafés, pubs and restaurants that offer delicious food as well as beautiful and stylish interiors. The city's historic cultural heritage has always attracted visitors

with its exceptional museum collections. Moreover, Krakow is not only a city of museums and architectural landmarks but also a vital centre for contemporary art. Regular festivals and open-air events add to the attractiveness of the city.

If the excess of urban activity is making your head spin, you can improve your well-being in Swoszowice. This spa town, located within Krakow, boasts two unique sources of mineral water – the sulphur content in the waters ranks 5th in the world and 4th in Europe. Swoszowice also hosts tennis courts, horse riding and a seven-acre spa park. With the first snows of the year, skiers flock to the region: Małopolska, surrounding Krakow, is like no other region in Poland in its ability to attract winter sports enthusiasts. On the local Carpathian slopes, there are routes to suit both advanced skiers and complete beginners.

Another of Krakow's advantages is its favourable geographical location at the crossroads of important transport routes and its closeness to the Silesian conurbation and the southern border of the country. The city is one of the key road, railway and aviation junctions in Poland. The international airport in Balice is the largest airport in southern Poland, and there are convenient railway connections with Warsaw and other nearby major cities in this part of Europe, such as Prague, Budapest and Vienna. 📍

01. Pilsudski bridge in the early morning.

02. Historic royal Wawel castle.

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For detailed information on holding an event in Krakow, look up the Krakow Convention Bureau online at www.krakow.pl



02.





01. Ingarden & Ewý Architekci, Kraków in cooperation with Arata Isozaki & Associates, Tokyo
visualisations Monokolor Krzysztof Drozda

KEEPING UP CONVENTIONS

NEED TO KNOW

The project in its essence is intended for entities of the meetings industry. Among the benefits it provides them with we can list:

- information about the importance of this sector in Krakow – of particular importance in developing business plans for new investments essential for the industry,
- preparation of specific data about the role of local meetings industry for the managements of Krakow chambers, associations and organizations connected with tourism and services,
- use of obtained data as an argument in creating future city development strategies, sectoral and horizontal strategies, in the future Malopolska Regional Operational Programme,
- getting acquainted with experience of activities carried out in the meetings sector in Switzerland, with specifics of the country and the industry development conditioning,
- applying good Swiss practices to activities of individual entities of the meetings industry,
- possibility to actively join in the project operations offering participating companies, the number of which is limited, access to prepared results of analyses (before official publication of the final report),
- participation in meetings, workshops and conventions organized as part of the project in the progress of which company employees have the possibility to expand their knowledge within the scope included in the activities,
- increasing the popularity of Krakow convention centres and intermediaries in Poland and Europe thanks to promotion of the meetings industry project,
- improved information exchange allowing to coordinate development activities in the meetings industry,
- listing information about company participation in the project (name of a representative, website, company logo) on the project website and the final report.

Steering the meetings industry in Krakow – Appraisal and monitoring of the economic influence of the meetings industry on Krakow’s economy, using good practice from Switzerland.

Krakow, City Council – leader of the project) and institutions (Cracow University of Economics Foundation and Krakow Festival Office – project partners) and Swiss institutions (University of Applied Sciences of Western Switzerland HES-SO Valais – project partner).

Project Objectives and Benefits for the Industry

In 2009, Krakow Convention Bureau, Municipality of Krakow in agreement with key entities related to meetings industry in Krakow started the process of analysis of the number and structure group business meetings organized in our city. The research was carried out at the same time when Poland Convention Bureau of Polish Chamber of Tourism and regional convention offices from leading Polish metropolises commenced similar activities. In order to change stereotypical conviction of insignificant role of meetings industry for economy substantial and reliable data are required which would demonstrate the benefits of this industry for the cities, regions or the country.

Objective of the project “Steering the meetings industry in Krakow – Appraisal and monitoring of the economic influence of the meetings industry on Krakow’s economy, using good practice from Switzerland” is to provide to the key institutions and organizations of our city the knowledge about the role of local meetings industry for the economy of Krakow. The objective will be achieved by means of analysis and subsequent monitoring of the local meetings industry. ★



Project co-financed by Switzerland as part of the Swiss programme of co-operation with new EU member states

Project Description

The importance of Krakow meetings industry appears to be growing with every year. It can be concluded only on the basis of the number of congresses and conferences organized in our city. As a result of several years of co-operation between Krakow Convention Bureau, Municipality of Krakow with the Cracow University of Economics Foundation and Krakow Festival Office it has been decided to apply for external funds for analysis of actual importance of the meetings industry in Krakow. Prepared project application was on the first position in the ranking of applications qualified for financing. Substantive justification, assumed research methodology and experience of Polish and Swiss partners proved high quality of the venture and reliability of scheduled works.

The key project objective is to assess and monitor economic impact of meetings industry on economy of Krakow with the application of good practices from Switzerland. The project achieves objectives of Partner Fund: to promote, create and strengthen partnership by exchange of good practices and know-how between Polish local government units (Municipality of



Krakow – inspired meetings

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partner in Poland.

We are an experienced team full of enthusiasm and energy. Our goal is to ensure your meeting is organised professionally, and to make the memories of your meeting lasting and unique. Your conference in Krakow will be enhanced by the city – full of open-minded people, interesting places and ideas. In a university city, new ideas and views will always find an attentive listener. The academic, business and professional setting of Krakow's meetings industry ensures that every subject will enjoy creative development here, and even the largest conference – the right place and time.

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KRAKOW convention
bureau

