

A photograph of a modern glass skyscraper at sunset, with a strong red color overlay. The building's glass facade reflects the sky and surrounding environment. The text is centered within a white rectangular frame.

Kraków

Together we can do more!

Network



Kraków Network

an initiative
that connects!

Kraków Network is a unique initiative bringing together a group of entities from the meetings and events (MICE) industry, as well as NGOs, start-ups, scientific community and local government operating in the Małopolska region.

The initiative is a platform that is a key tool for the development of the local MICE market, supporting the exchange of knowledge and experience between key industry players, which contributes to strengthening Kraków's position as an important business and tourism centre on the map of Poland and Europe.



We have been working together
for 10 years now!

On 27th of March 2015, representatives of key industries met in the **ICE Kraków Congress Centre**. It was initiated by the Kraków Festival Office, the then operator of ICE Kraków, and the development of the project is being continued by the current operator, Kraków5020.

The assumption of the Kraków Network initiative from the very beginning has been dialogue and exchange of views, and the meetings organized as part of the initiative are a forum for representatives of various industries.



Kraków Network is

- › A PLACE TO EXCHANGE GOOD PRACTICE
- › NETWORKING PLATFORM
- › INDUSTRIES INTEGRATOR IN KRAKÓW
- › THINK TANK
- › A TOOL TO PROMOTE THE CITY
- › COMMON GOOD = COMMON INTEREST = COMMON GOALS



Together we create the future of Kraków

The aim of the KRAKÓW NETWORK initiative is to create a strong business group from various sectors of the tourism industry, whose activities will increase the number of events held in the capital of Małopolska.

THE PROJECT IS BEING CARRIED OUT BY KRAKÓW5020, THE OPERATOR OF ICE KRAKÓW



Community

Kraków

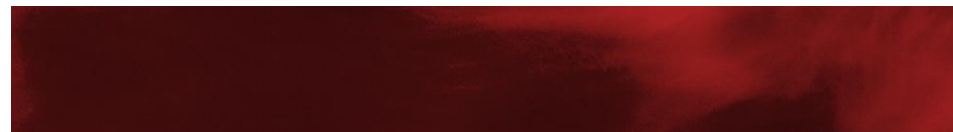
Network

The target group of KRAKÓW NETWORK is the tourism and business sector interested in building relationships based on the opportunities the initiative creates.

The members of KRAKÓW NETWORK include in particular: facility operators, companies from the restaurant and hotel industry from Kraków, as well as the transport and tourism industries and institutions related to the meeting's industry.



Kraków Network has over 550 members and continues to expand its membership.

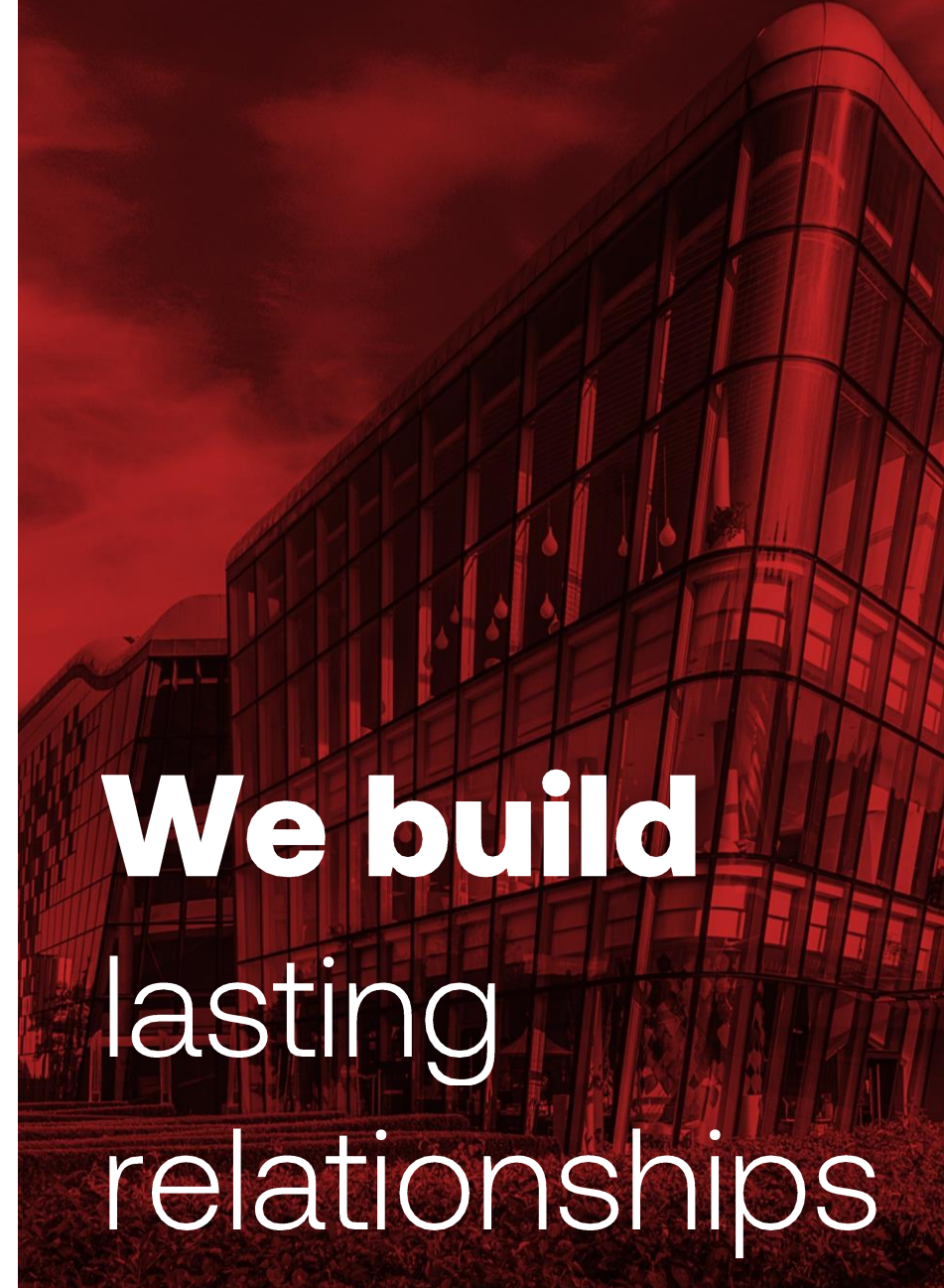


There are nine thematic groups within the project:

- › Kraków Future Lab,
- › PR Group,
- › Event Group,
- › Academic Group,
- › hotel Group,
- › Catering Group,
- › PCO Group,
- › DMC Group,
- › Kraków Congress Ambassadors Club.

The initiative is a platform for the exchange of experience, knowledge and good practice between meeting participants.

Joint meetings of all project members are organized once a quarter. Additionally, there are also meetings of thematic groups, with an open invitation to all members of the Kraków Network.





Kraków Network helps!

At Kraków Network we have no doubt that the world of business is also a socially responsible world, which is why we are keen to get involved in campaigns for those in need. We participated in, among others:

**Poland Business Run,
Christmas parcel,
Fun Ride.**



Kraków Network

is a collaboration

Industry Integration.

The Kraków Network brings together diverse sectors, fostering synergies between MICE players, NGOs, start-ups, academic institutions and local authorities.

Increasing Competitiveness.

The cooperation of members contributes to an increase in the quality of services in the industry, making Kraków more competitive in the European market.



Kraków Network

MEANS
NEW OPPORTUNITIES
AND INNOVATIONS

INNOVATIVE PROJECTS

We enable the development and testing of new ideas and solutions that meet the needs of the industry.

KNOWLEDGE RESOURCES

Participation in the Kraków Network gives access to a broad spectrum of knowledge and experience, which supports the development of members' competences.



MEANS OPEN COMMUNICATION AND NETWORKING



RELATIONSHIP BUILDING

Regular meetings and events foster lasting relationships between members, initiating new projects.

EXCHANGE OF EXPERIENCE

Members can share their successes and challenges in support of education and development.

IMPACT ON THE REGION

PROMOTING KRAKÓW

The Kraków Network's activities contribute to strengthening the image of Kraków as a key venue for events and congresses.

RESPONSIBLE BUSINESS

Decarbonization and sustainability initiatives support local communities and foster environmental protection.

The Kraków Network not only brings together diverse stakeholders. It is also becoming a catalyst for innovation and collaboration, contributing to the development of the Małopolska region as a leading centre for the MICE industry.

#KrakówTheHostCity #MICE #MeetInKraków #concuperation

Key activities of **Kraków Network**

The nature of KRAKÓW NETWORK's activities includes the analysis of development directions, effectiveness of activities and monitoring of the economic impact of the meeting's industry on the economic situation of Kraków and Małopolska.





Together, we initiate collaborations and projects to change the MICE industry and the local market.

KEY ACTIVITIES

KRAKÓW NETWORK protocol



KRAKÓW NETWORK'S PROTOCOL IS INSPIRED BY THE ICCA'S 'KAOHSIUNG PROTOCOL'.

It is a set of best practices and strategic directions that address innovative business models, collaborative risk management and digital transformation of the industry.

The document promotes the integration of all stakeholders in order to respond effectively to changes in the sector.

The concept of the document is consistent with the direction of the City's strategy regarding supporting the development of the meeting's industry, presented in the study "Krakow's Sustainable Tourism Policy for 2021-2028".

THE KRAKÓW NETWORK PROTOCOL WAS RECOGNIZED WITH THE ICCA BEST MARKETING AWARD.

KEY ACTIVITIES

Study on the intellectual potential of the city of Kraków



The first inter-university project in Poland, initiated by Kraków Network and the Foundation for Economy and Public Administration, implemented by the Department of Tourism at the Kraków University of Economics.

The study was aimed at strengthening Kraków's position as a venue for congresses, conferences and international artistic events.

It has made it possible to assess the intellectual potential of Krakow's research and development units and to identify the leaders influential in attracting prestigious events to Krakow.

Five public universities with an academic profile and one non-public university participated in the study.

Those selected in the study are invited to participate in the Kraków Congress Ambassadors Club run by the Kraków Network and the Kraków Convention Bureau.

KEY ACTIVITIES

Decarbonization strategy for the meetings industry

The strategy, developed by the Carbon Footprint Foundation in collaboration with Kraków Network members, is a comprehensive approach to reducing the carbon footprint of the meeting's industry.

It aims to educate, increase competence in sustainable development and exploit competitive opportunities for Kraków.

The strategy offers clear courses of action, carbon footprint analysis tools and emissions management support to help companies and organizations achieve sustainable growth.



KEY ACTIVITIES

Kraków Tech Summit 2024

The initiative came out of a Kraków Network meeting with representatives from the academic group and Future Lab.

As one of Europe's leading academic centres, Kraków is an ideal location for a rapidly growing start-up community supported by modern business and creative industries.

By building the potential and stature of this environment, we want to make Kraków the heart of the entire ecosystem where innovation meets science and business.

The event includes four main tracks: Green Technology, Innovation Ecosystem, Artificial Intelligence and Start for Good.

It is a platform for sharing knowledge, networking and showcasing the latest technologies in the EXPO area.



Together

we can do more!

JOIN US

krakownetwork@k5020.pl

www.krakownetwork.pl