

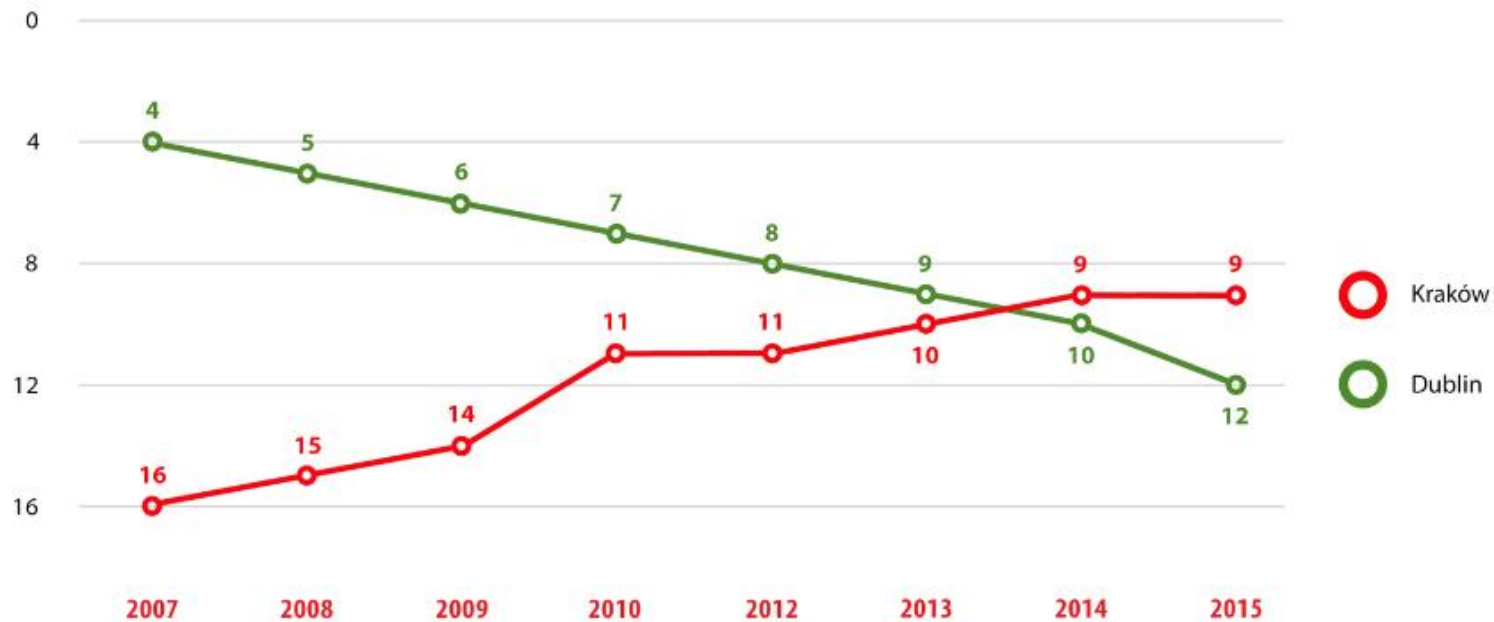
A background image of space. On the left, the curved horizon of Earth is visible, showing a blue atmosphere and white clouds. The rest of the image is a dark field of stars of various colors and sizes, with a bright light source on the left creating a lens flare effect.

HOW FAR CAN WE GO?

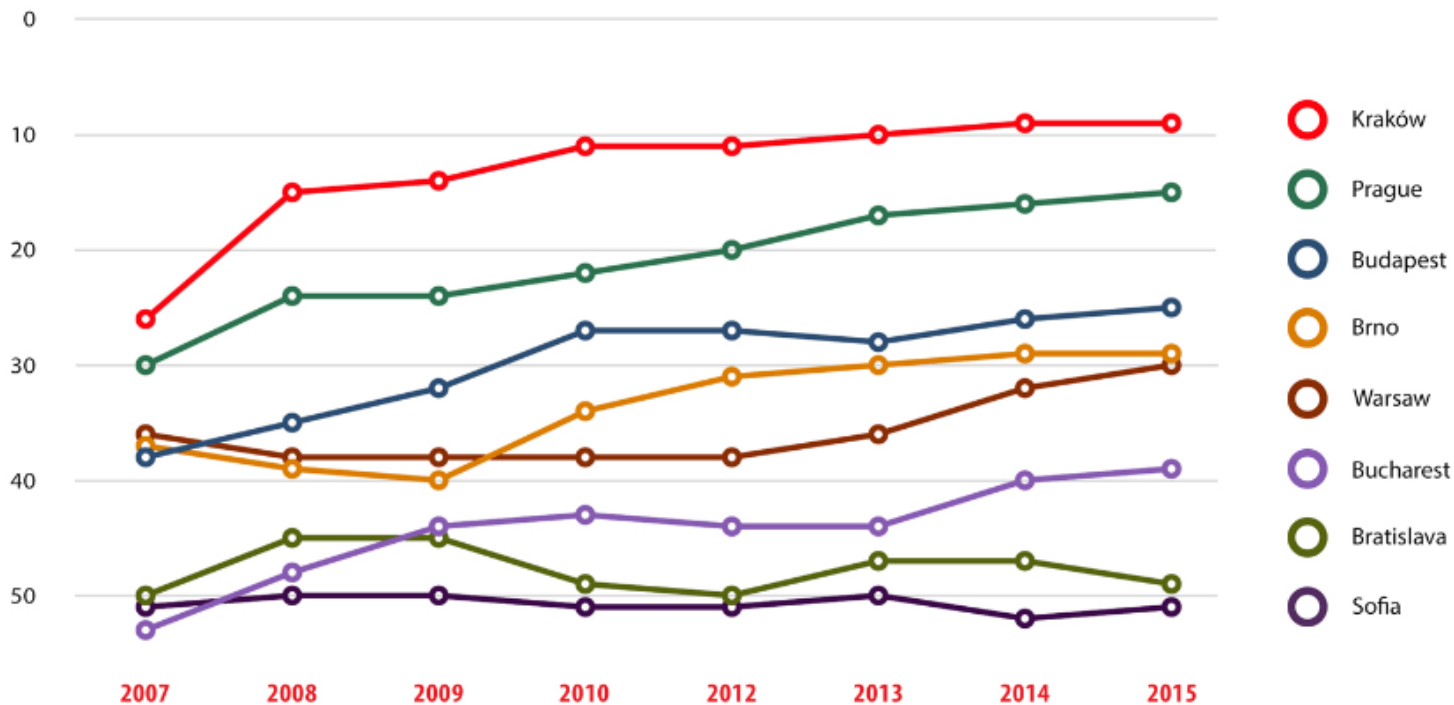
What makes a Superlocation?

Andrew Hallam
General Secretary, ASPIRE

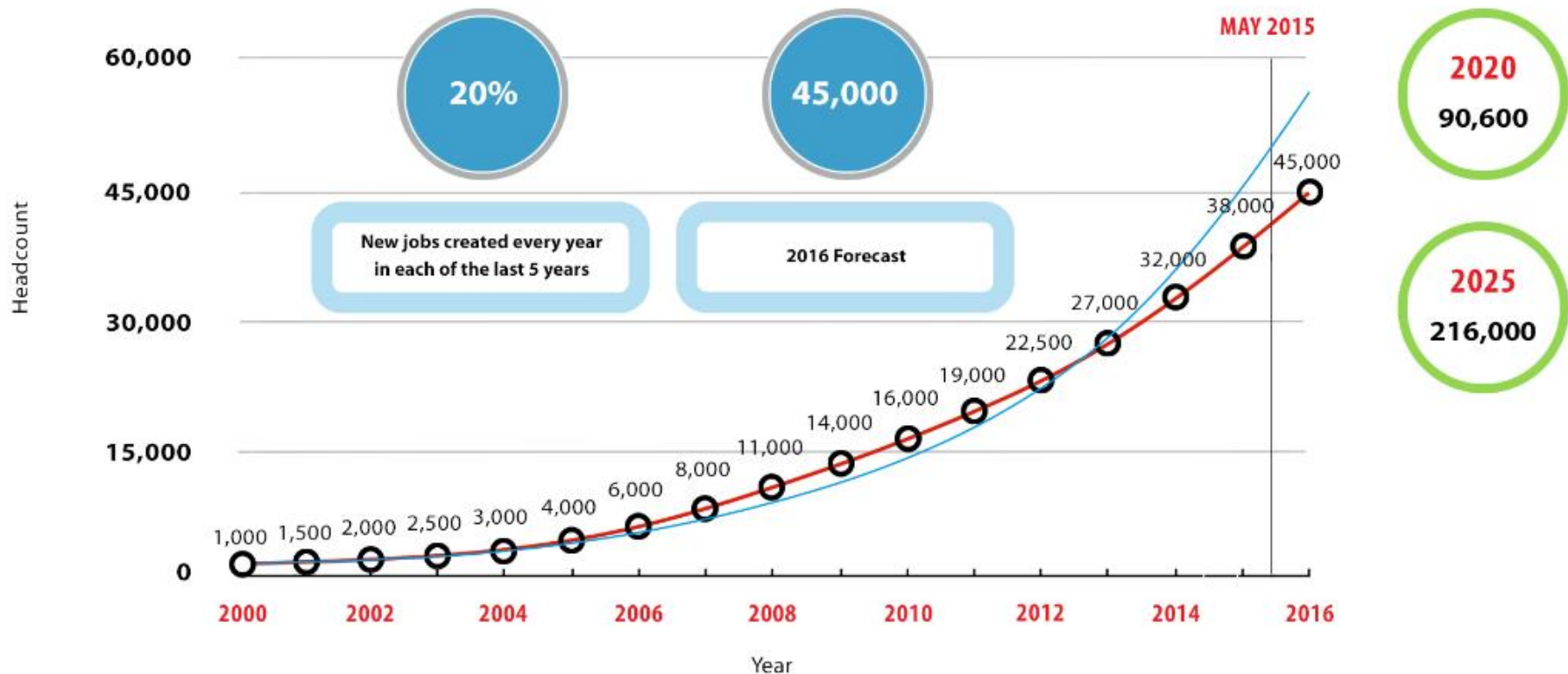
Europe's Top Two Cities, 2007-2015



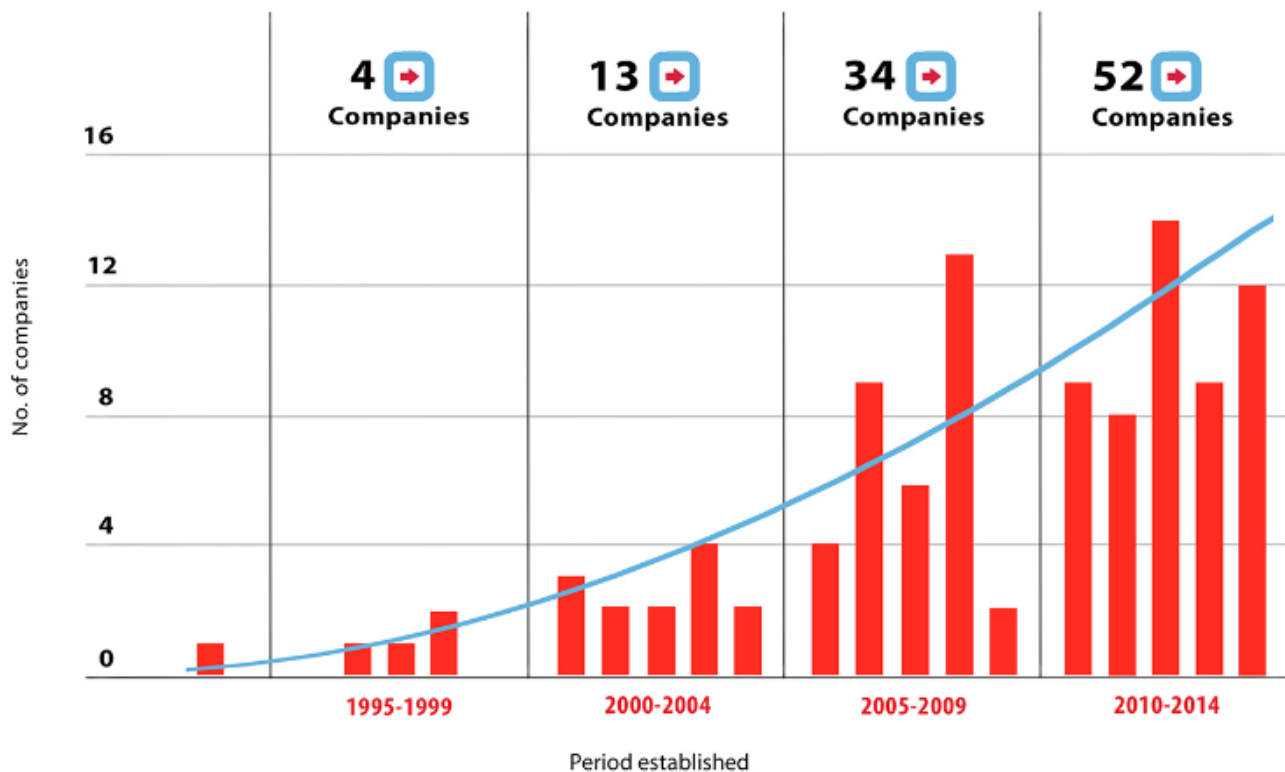
Top Cities in Central & Eastern Europe, 2007–2015



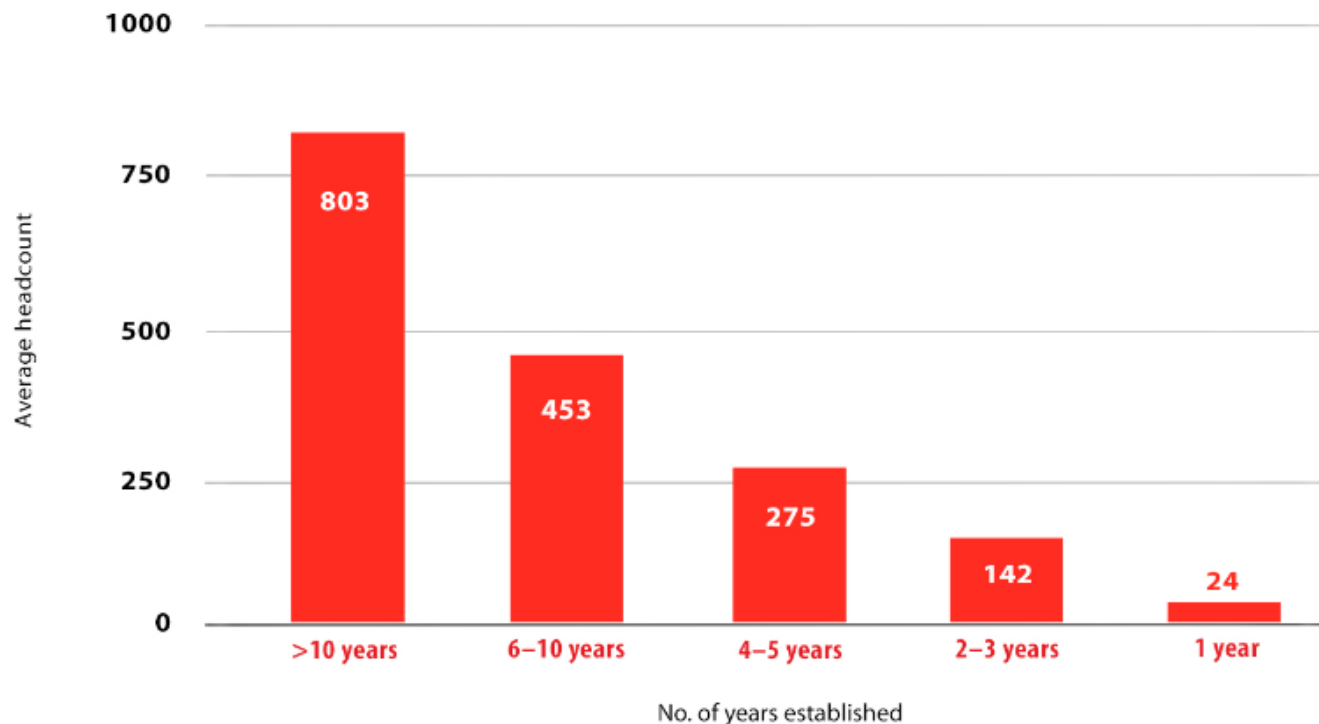
Headcount Tracker – jobs in advanced business services and technology, 2000–2025



New entrants: 5 year Trend, 1995-2014



Average headcount of centres according to how long established



Our business delivers economic value



Annual value to the local economy of each job created in the **advanced** business services and technology sector



Total value of the sector annually to the economy of Kraków



▶ Average gross monthly salary per employee within SSC/BPO/IT/ITO sector in Kraków



▶ Average gross monthly salary in the private sector in Kraków.



Statistical Office for Kraków, March 2015

Multiplier effect – Every 100 jobs in our industry creates between 25 and 100 jobs elsewhere in the local economy

Relative priority and attention given to stakeholders

