

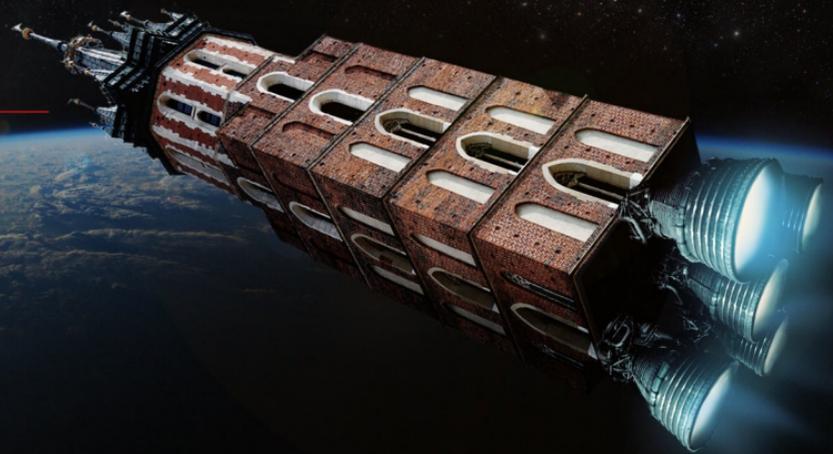
ASPIRE 

ACTING LOCAL  
WINNING GLOBAL  
2015

# HOW FAR CAN WE GO?

MAY 20th - 21st 2015  
ICE Centre, Kraków

in partnership with  **pwc**



O V E R V I E W

## ONE CONFERENCE, FOUR WORLD CLASS EVENTS

**ASPIRE 4 KIDS**  
COMMUNITY WORKSHOPS  
20th May 2015

Inspiring future generations and ensuring our legacy.

An afternoon of mutual fun and learning with Kraków's school children.

In partnership with Uniwersytet Dzieci (Children's University).

**ASPIRE 4 ALL**  
REWARD EVENT  
20th May 2015

Our award-winning reward event for the young people that have built an industry.

An evening of inspirational talks to rock our world.

Followed by a massive party.

**ACTING LOCAL**  
INDUSTRY SUMMIT  
21st May 2015

The voice of an industry exploring the challenges and opportunities before us.

Full day of presentations, panel discussions and workshops.

Designed and delivered by our members.

**INSIDE OUT**  
ART EXHIBITION  
20th-21st May 2015

Portraits of an industry and its impact on the physical and spiritual landscape of Kraków.

Product of a unique collaboration between ASPIRE and local artists.

Images to open our eyes.

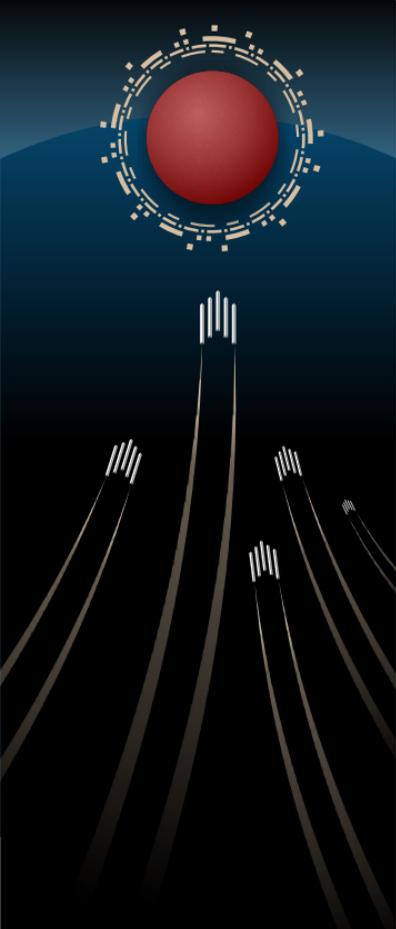
## KRAKÓW • A CITY AT THE THRESHOLD...

Kraków is emerging as **Central Europe's first super location** for outsourced and off shored technology and business services.

With 40,000 people working in 100+ centres and with headcount growing at a phenomenal 25% per annum, **the local economy, society and culture are being transformed.**

**For the first time in 100 years**, Kraków is home to a young, upwardly mobile, aspirational middle class.

The question now on everyone's lips is **How Far Can We Go?**



## HOW FAR CAN WE GO | in terms of number of people employed?

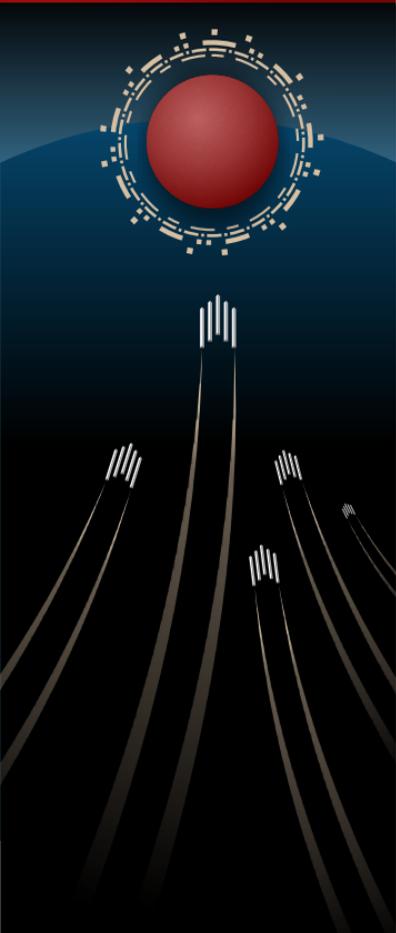
Half of all centres in Kraków have been set up in the last 5 years. If Krakow continues to grow at the same pace then by 2020, we can anticipate over 90,000 people working in the industry; and by 2025 the number will have exceeded 200,000. How can we ensure we have a talent pool to keep pace with this growth?

## HOW FAR CAN WE GO | in terms of the quality of work that gets delivered from Krakow?

21 years on from the opening of the first outsourcing centre in Krakow, the industry has changed beyond recognition. There is a constant shifting of the kind of processes that are delivered from the city, with more transactional processes migrating to other locations whilst more complex, higher value processes, including R&D, migrate to Krakow. How can we ensure we continue to move up the value chain?

## HOW FAR CAN WE GO | in terms of becoming a super location?

Can Kraków join the small band of "smart" cities around the world that through an evolved ecosystem act as a magnet for talent and a breeding ground for innovation? How can Krakow become the new onshore?



## BEHIND THESE QUESTIONS | a multitude of other questions...

- ▶ What are **the global trends** we need to be aware of and how can we ensure we align with them?
- ▶ What are **our unique qualities** at the local level that we must build on?
- ▶ What are **the local relationships** we need to nurture?
- ▶ What are **the new technologies** we should be looking to adopt?
- ▶ What are **the cultural assets** we can leverage?
- ▶ What are **the common tools** we must develop to better understand the market and communicate the value we deliver?
- ▶ What must we do to lead the transformation we seek?

## OUR PATRONS



Mr.  
**JERZY  
MILLER**  
VOIVODE OF  
MAŁOPOLSKA



Prof.  
**JACEK  
MAJCHROWSKI**  
MAYOR OF  
KRAKÓW



Mr.  
**MAREK  
SOWA**  
MARSHAL OF  
MAŁOPOLSKA



## OUR VENUE



Over 36.000 m<sup>2</sup> of conference space, an Auditorium ready to host 2000 people, a spacious and multifunctional foyer adapted for networking and sponsor and exhibition stands. These are just some of the features of Kraków's new state of the art conference and exhibition centre.

For two days, ICE will become our home as we take advantage of the complex's many and diverse spaces to support our own many and diverse conversations.

Learn more at [www.icekrakow.com](http://www.icekrakow.com) ►





## F·A·Q

Who can come?

How do I register?

What does it cost?

How does my company become a sponsor?

Who are the keynote speakers?

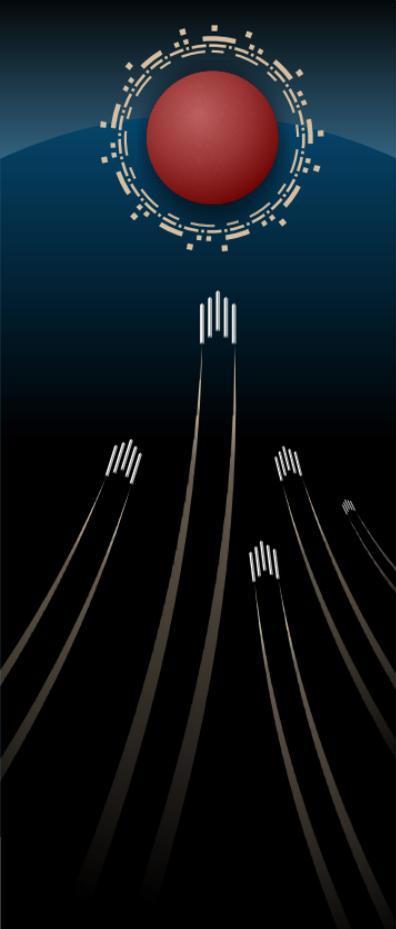
When will the full programme be released?

For answers to these and any other questions you may have, please contact:

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e-mail: [oskar@aspire.org.pl](mailto:oskar@aspire.org.pl)



## JOIN US ON A VOYAGE OF DISCOVERY.

HOW FAR CAN WE GO?

May 20th - 21st

ICE Centre Kraków