



KATOWICE

build & create



KATOWICE
for a change

**EXCELLENT
LOCATION**

**AWARDS &
RECOGNITIONS**

**HUMAN
CAPITAL
POTENTIAL**

KATOWICE

**FUN &
ENTERTAINMENT**

**REAL
ESTATE
OFFER**

**CITY OF
GREAT
EVENTS**

**OUR
INVESTORS –
BSS**



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EXCELLENT LOCATION

Best developed road
infrastructure in Poland

The lowest urban traffic congestion
indicator in Poland (Deloitte, Targeo)



Distance
from
Katowice

Travel time

Warsaw	290 km	3h 00min
Berlin	518 km	4h 30min
Vienna	388 km	3h 50min
Prague	448 km	4h 20min



KATOWICE
for a change

EXCELLENT LOCATION

3 international airports within a short distance from Katowice

International
KATOWICE
Airport
30 km
30 min

International
KRAKÓW
Airport
67 km
40 min

International
OSTRAVA
Airport
100 km
80 min

Majority of European capitals or airline transfer hubs available within 5 hours total travel time



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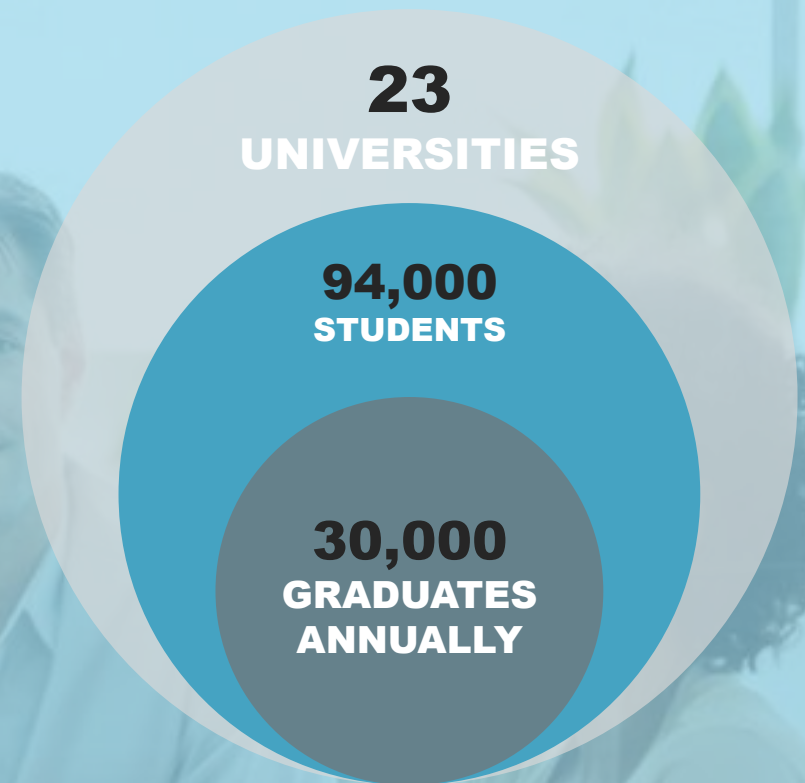
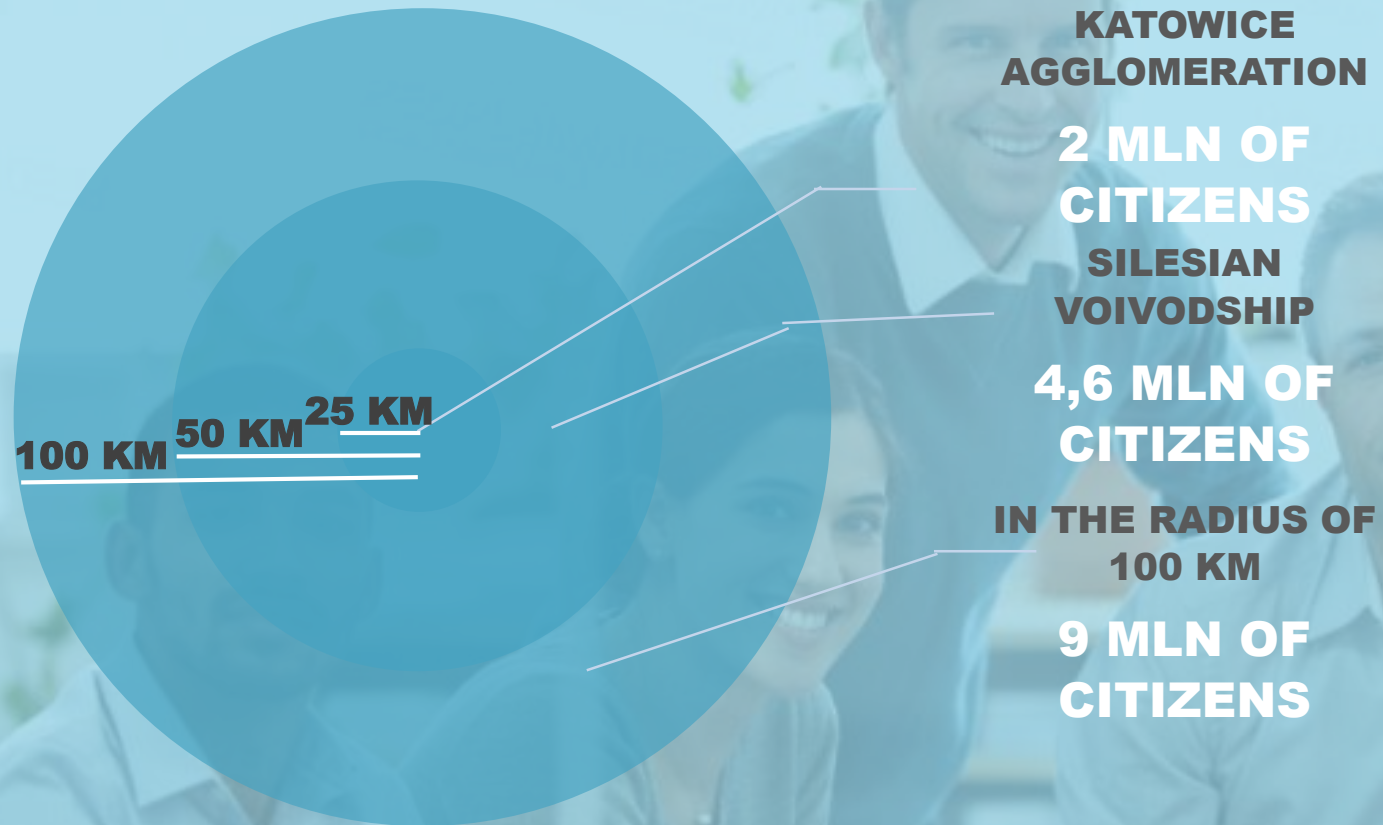
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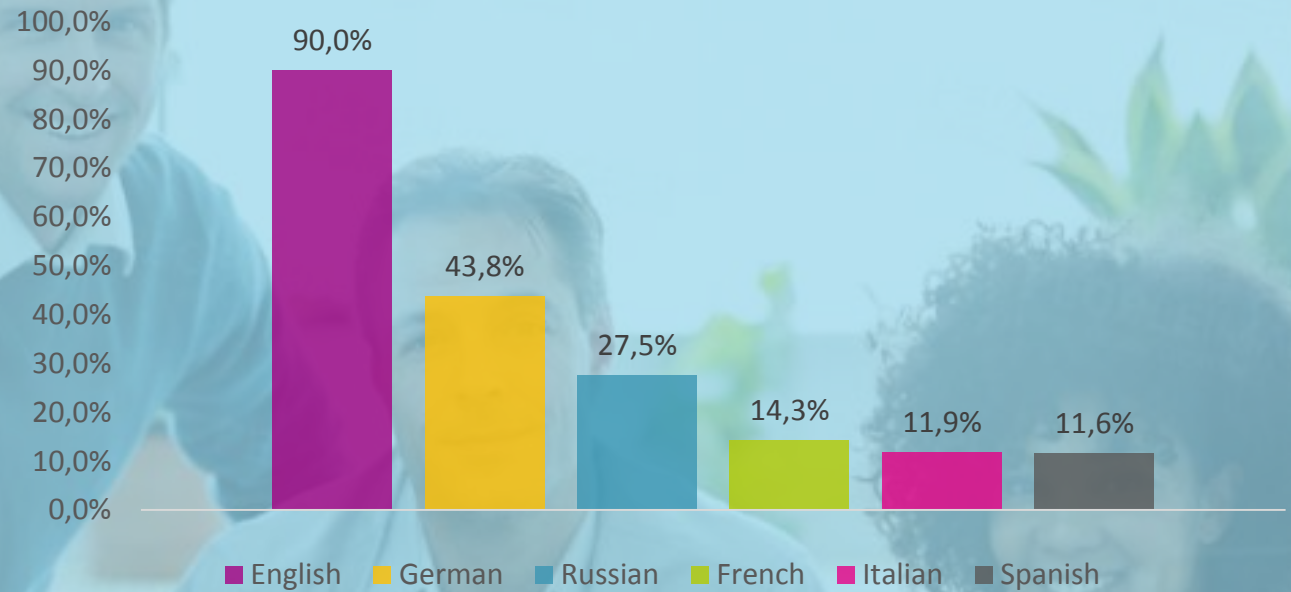
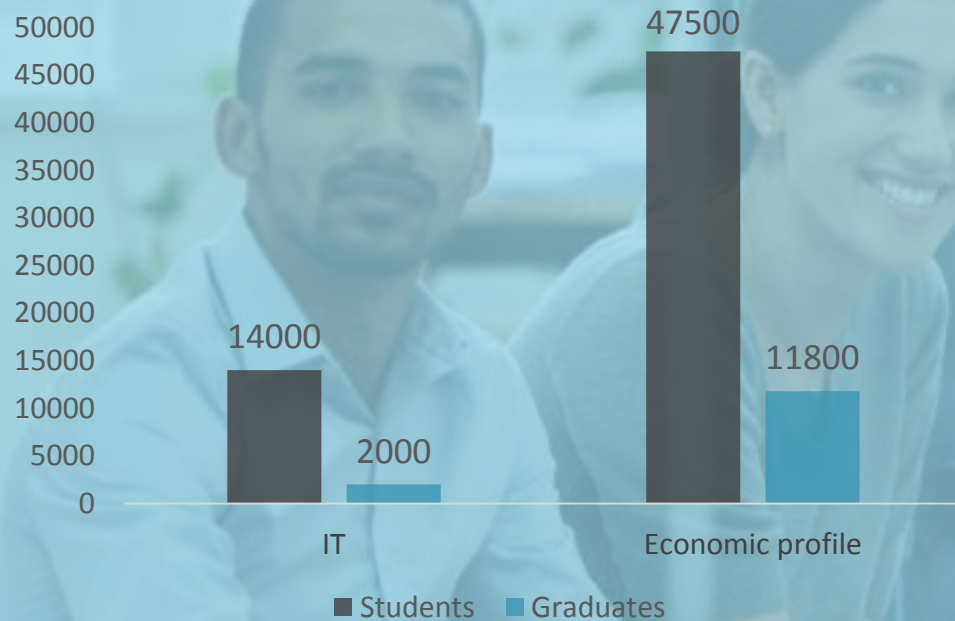
HUMAN CAPITAL POTENTIAL - Availability



KATOWICE
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HUMAN CAPITAL POTENTIAL - Competencies

HIGH AVAILABILITY OF QUALIFIED GRADUATES



Source: ABSL

DECLARED LANGUAGE SKILLS



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REAL ESTATE OFFER



**TOTAL
OFFICE
STOCK
443 100
M2**



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REAL ESTATE OFFER

Building	Category	Area in m ²
.KTW I	A	18 000
.KTW II	A	42 000
A4 Business Park	A	30 000
Francuska Office Center	A	23 000
Silesia Star	A	27 000
Altus	A	15 200
Supersam	A	5 000
Silesia Business Park	A	46 000
GPP Business Park	A	22 650
Euro-Centrum	B	30 000
Green Park	B	25 000
Millenium Plaza	B	9 000

Planned: 42 300 m²

New supply: 51 600 m²

Vacancy rate: 14 %

**Rental rates: 10-14 EUR
/m²/month**

Źródło: Colliers International, 2016



KATOWICE
dla odmiany

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OUR INVESTORS – Business Services Sector



74

**NO. OF BPO / ITO /
SSC / R&D**



20

**NO. OF LARGE
INVESTORS**



16,5 k

**EMPLOYMENT
IN SECTOR
2016**



20%

**EMPLOYMENT
GROWTH IN
SECTOR 2015-2016**

Source: ABSL



KATOWICE
for a change

OUR INVESTORS – Business Services Sector



CC (CS)



SSC (F&A, CS)



SSC (audit services)



SSC (CS, F&A)



BPO (F&A)

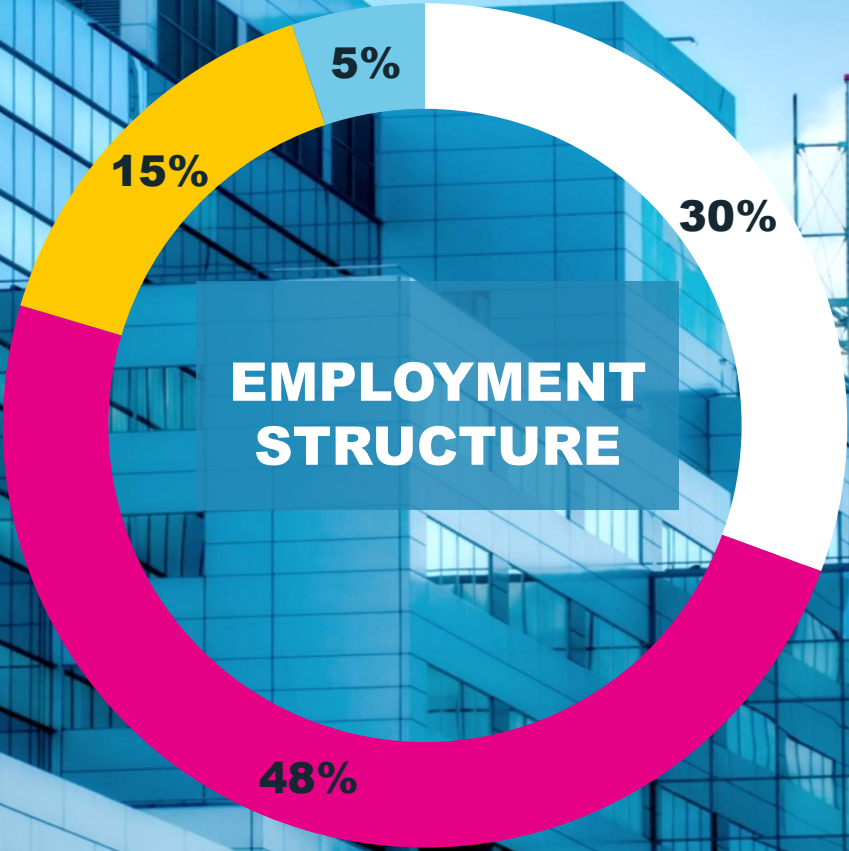


SSC (CS)

ING Services Polska



ITO



■ SSC ■ IT ■ BPO ■ R&D



BPO, ITO (CS)



SSC (F&A)



SSC (F&A)



BPO (CS, HR, other)



CC (CS)



SSC (F&A, CS)



BPO (HR, IT)

NEW PLAYERS IN KATOWICE– Business Services Sector

arvato
BERTELSMANN

SAPIENS

<epam>


jamf

Altium

GROUPON

 **eurofins**

Polska



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CITY OF GREAT EVENTS – International Congress Center



KATOWICE
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CITY OF GREAT EVENTS – European Economic Congress



- **8,000 GUESTS FROM EUROPE, ASIA AND AFRICA**
- **700 SPEAKERS**
- **120 DISCUSSIONS**
- **REPRESENTATIVES OF BUSINESS CHAIRMEN OF THE BOARD OF THE LARGEST ENTERPRISES, SCIENTISTS, PRACTITIONERS AND DECISION-MAKERS, POLITICIANS AND EXPERTS**

Source: polskieradio.pl



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CITY OF GREAT EVENTS – ABSL



ABS L

7TH ANNUAL ABSL CONFERENCE

**"Transforming Ourselves.
Changing the World"**

28-29 June 2016, Poland

StartUpChallenge.pl



ABS L
Start-Up Challenge

7th Annual ABSL Conference

- **7TH EDITION, 28-29 JUNE 2016**
- **SPEECHES AND PANEL DISCUSSIONS**
- **NETWORKING PLATFORM**
- **REPRESENTATIVES: BUSINESS, SCIENCE, POLITICS AND ECONOMY**

Source: ABSL.pl



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CITY OF GREAT EVENTS – Intel Extreme Masters



- **5TH EDITION, MARCH 2017**
- **SPODEK**
- **BEST GAMING ACTION: GLOBAL OFFENSIVE, STARCRAFT II: LEGACY OF THE VOID AND LEAGUE OF LEGENDS**
- **173,000 FANS VISITED THE EVENT**
- **46 MLN VIEWERS WATCHED THE GAMES**
- **55 MLN FANS WATCHED THE LIVEBROADCASTS AND VIDEOS ON FACEBOOK AND TWITTER**



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KATOWICE
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FUN & ENTERTAINMENT

SPORT

ART

MUSIC

HISTORY

CULTURE



KATOWICE
for a change

FUN & ENTERTAINMENT – Art

BWA

**STREET
ART
FESTIVAL**

**SILESIA
THEATRE**

**SILESIA
MUSEUM**

**ARS
CAMERALIS**

**ARS
INDEPENDENT**

**ART NAIF
FESTIVAL**

NOSPR



KATOWICE
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FUN & ENTERTAINMENT – NOSPR



- **3 SEPARATED, YET INTERDEPENDANT ZONES**
- **MORE THAN 400 ROOMS**
- **GREAT CONDUCTORS**
- **STUNNING ORCHESTRA LINE-UP**
- **EXCEPTIONAL EXPERIENCE**



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FUN & ENTERTAINMENT – Silesian Museum



- **ARCHEOLOGY**
- **ETHNOGRAPHY**
- **PHOTOGRAPHY**
- **HISTORY**
- **ART**
- **NON-PROFESSIONAL ART**



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AWARDS & RECOGNITIONS



Creative City (UNESCO, 2015)

Contest winner „Best changes in the public space” (TUP, 2015)

Best cultural achievement for NOSPR (Ministry of Culture, 2015)

Ranked 2nd place among Polish cities in the execution category „Strategy for attracting foreign direct investment” (fDi Magazine, 2017)

Ranked 5th among large cities for best fDi strategy (fDi Magazine, 2016)

City Excellence Award (ABSL, 2014)

Grand Prix & Meeting Planner Power Award for The International Conference Centre (2015, 2016)



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