



WORKING WITH UNIVERSITIES & SCHOOLS

Dr Philippe de Brouwer

Analysis by Dr Hesam Khaksar, Dr Róża Róžańska

GBS and BPO are an important employer in the region, and their needs evolve

The BPO sector

- ▶ 120,000+ employees
- ▶ Growth slows
- ▶ Re-location
- ▶ Cost competition



The Opportunity

- ▶ Higher ranking roles are competitive
- ▶ Higher ranking roles are relatively more in demand



Needs

- ▶ Research and Development
- ▶ Higher skilled labour force
- ▶ Change the reputation of Krakow

To reach the level of near-shoring GBS needs to climb the ladder – each step is more difficult

Job Fairs & Student Hiring	100 %	Transactional
Internships (Paid 67 %)	83 %	Experiential
Post-grad Support	75 %	Developmental
Workshops / Guest Classes	58 %	Transform teaching
R&D / Strategic Projects	< 25 %	Transform organisation

76,5%
wants to
do more

The strategic opportunity for the region to become an innovation and leadership hub requires a coordinated and focused effort



For Universities

- ▶ Provide the higher skilled labour
- ▶ Liaison structures, co-create curricula, host innovation labs.



For BPO / GBS

- ▶ Attract the higher ranking roles
- ▶ Promote Krakow as a university city, invest in deeper cooperation and visibility, attract R&D.



For the City

- ▶ Promote the city as a place for knowledge work, R&D and innovative transformation
- ▶ Facilitate a *Business–University Forum* (100 % support in survey)