



ASPIRE
Made in
KRAKÓW

WORKING WITH **UNIVERSITIES** **& SCHOOLS**

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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



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**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)