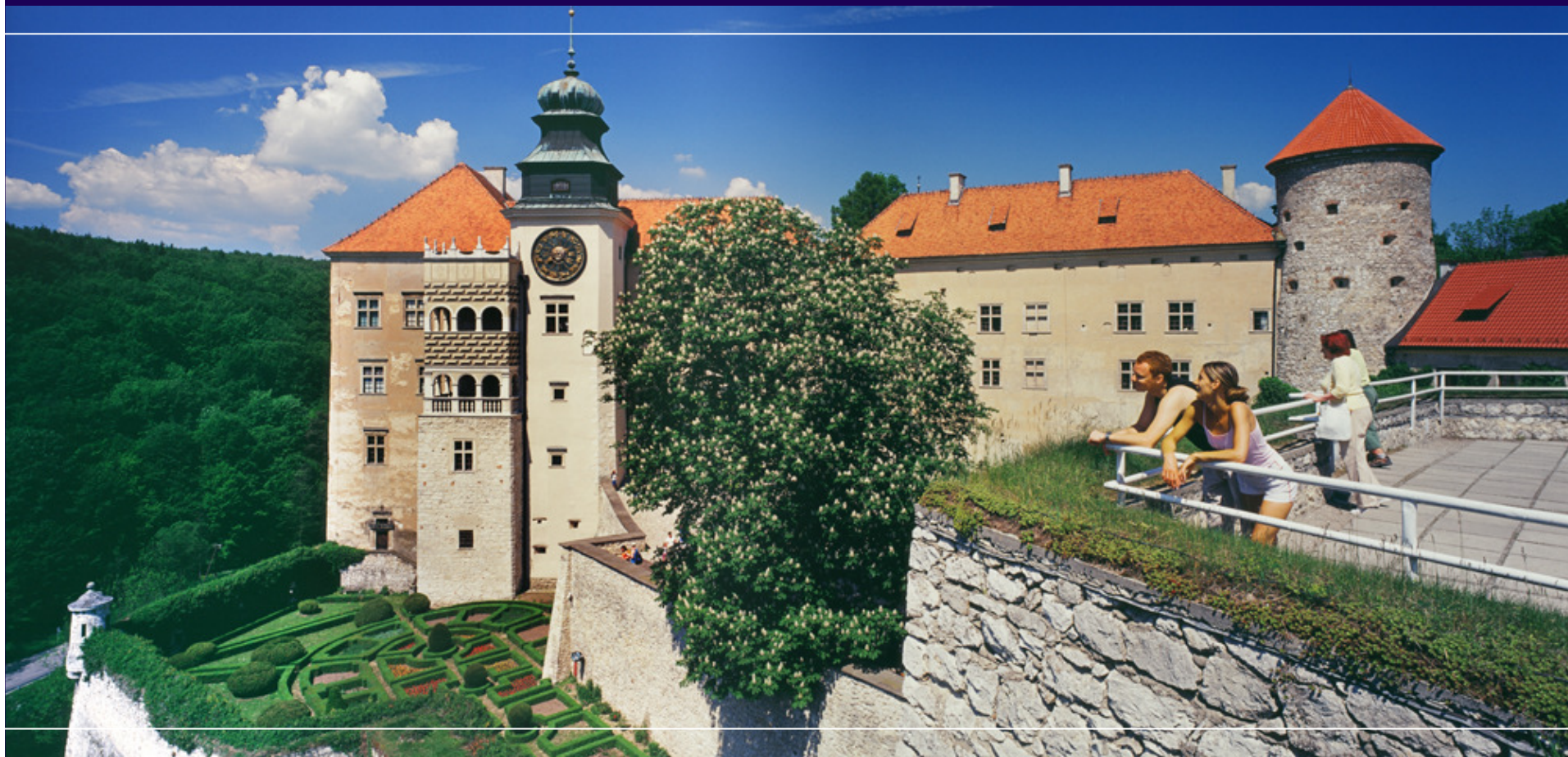


# *Malopolska: Region of Knowledge and Innovation*



Marek Sowa

Member of the Malopolska Region Board

# ***WHERE IS IT?***

***BALTIC REGION***

***CENTRAL EUROPE***

***SOUTH OF POLAND***

***London 2h30min***

***Dublin 3hrs***

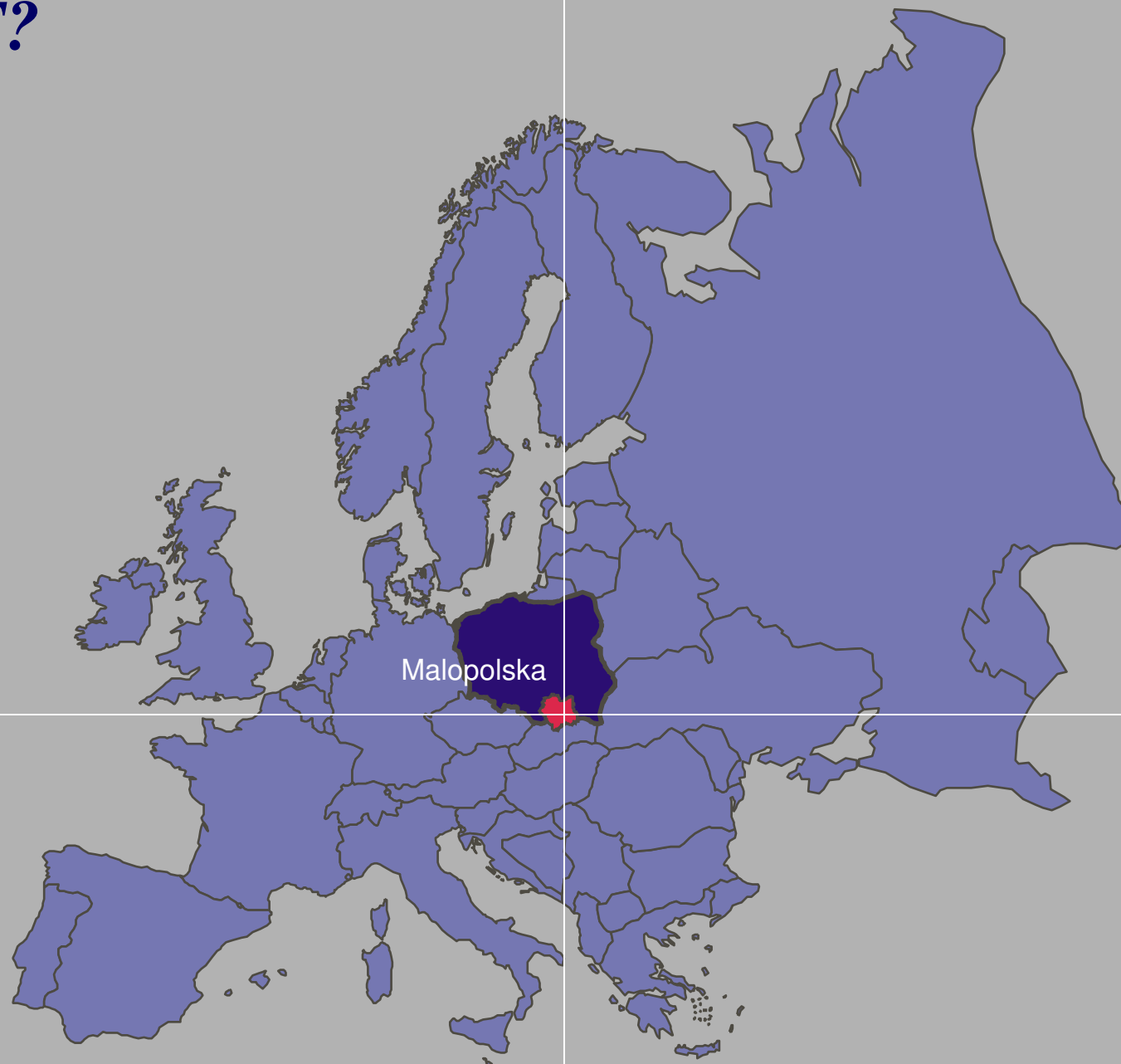
***Paris 2h15min***

***Berlin 1h10min***

***Rome 2h05min***

***Brussels 2h10min***

***Helsinki 2 hrs***



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# THE REGION

**15 190 SQ KM**

**3.2 MILLION PEOPLE**

*(Ireland –3.9 million)*

**OVER 8 000  
HISTORICAL  
MONUMENTS**

**HALF OF THE POLISH  
SITES ON THE UNESCO  
LIST OF WORLD  
CULTURE HERITAGE**

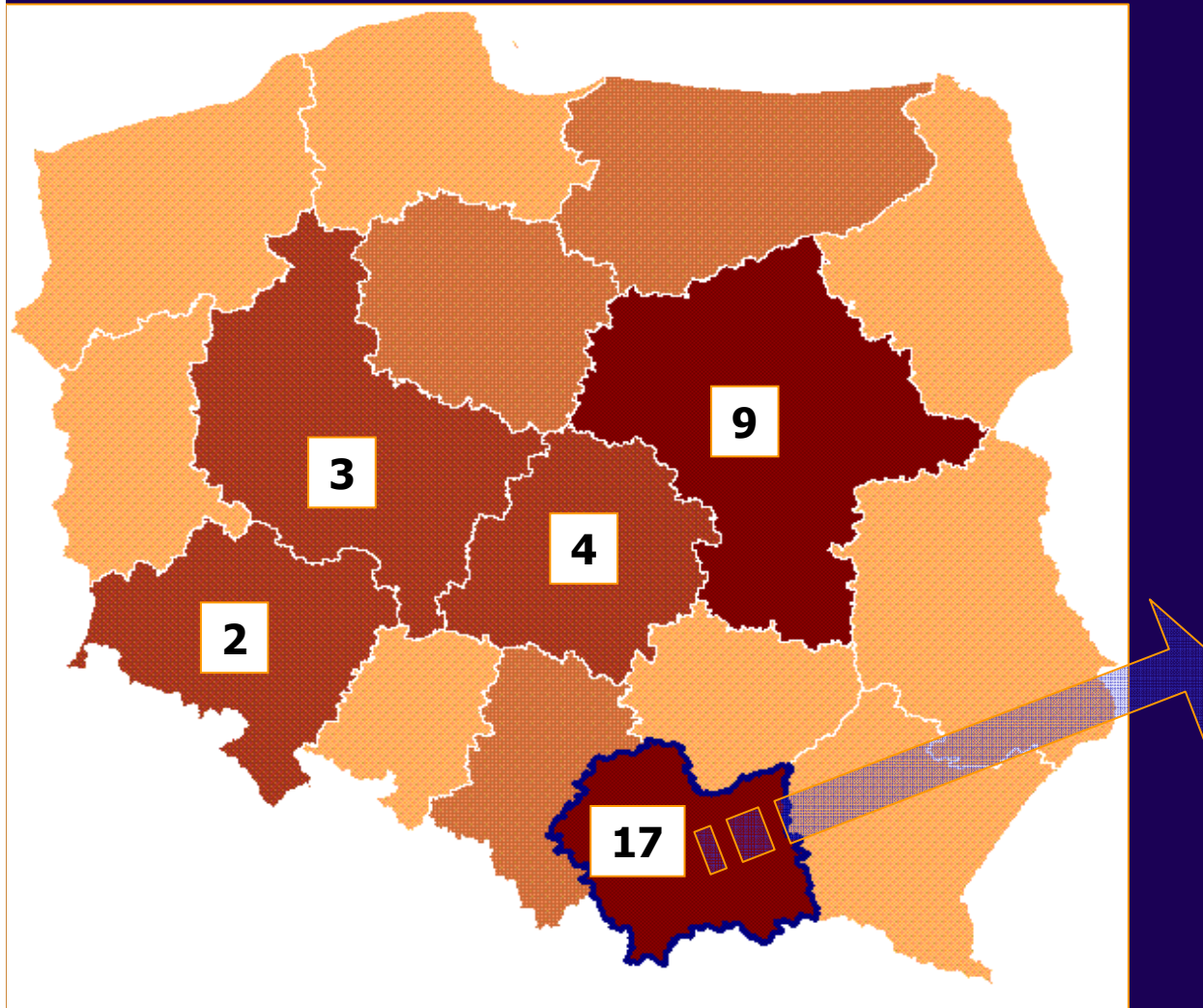


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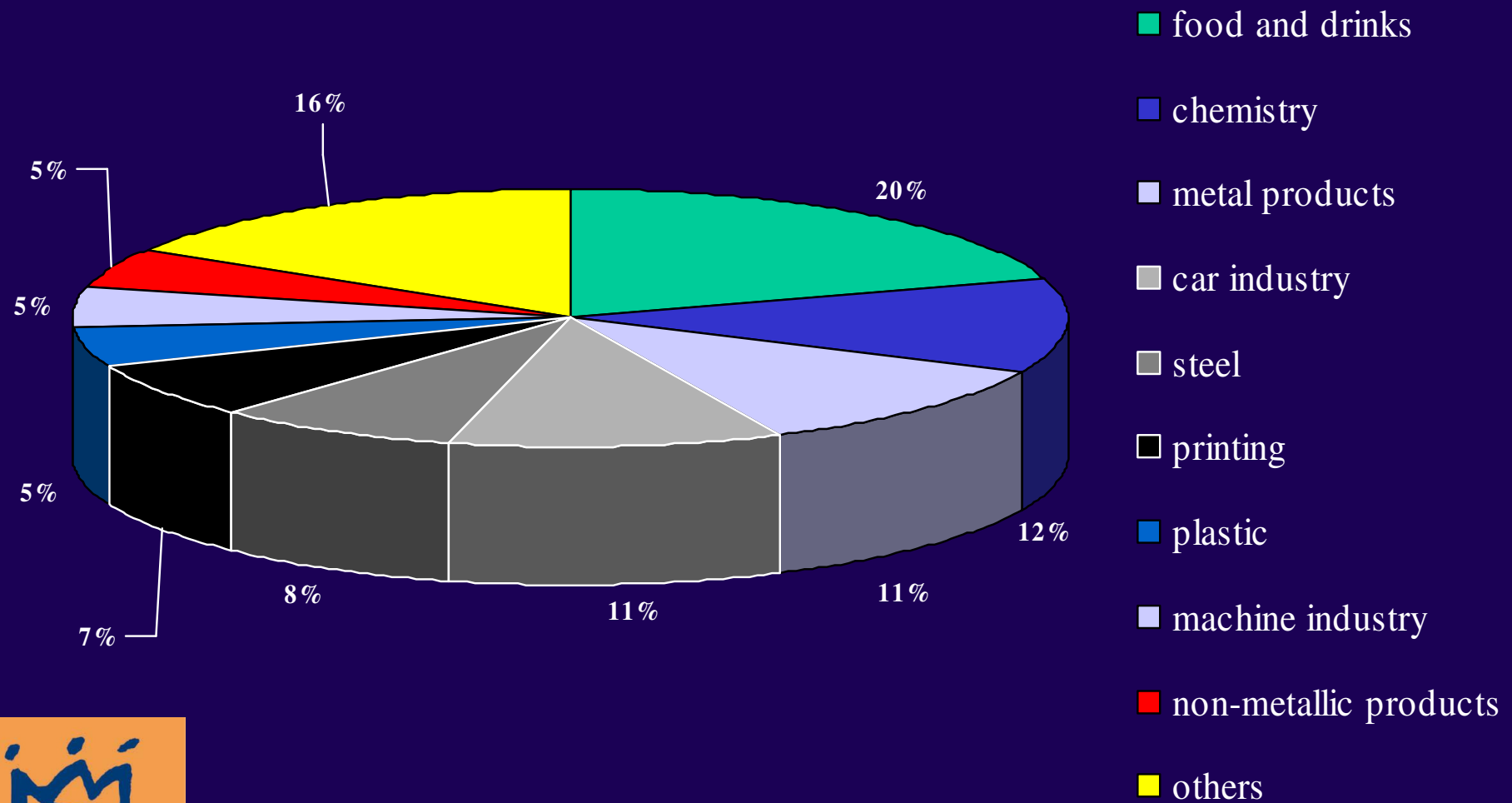


# *POLAND'S TOP LOCATION FOR BPO CENTRES*



*Bayer*  
*Capgemini*  
*Ernst & Young*  
*Communication*  
*Factory*  
*Electrolux*  
*Exult*  
*IBM*  
*Indesit*  
*KPMG*  
*Lufthansa*  
*Philip Morris*

# BALANCED ECONOMY

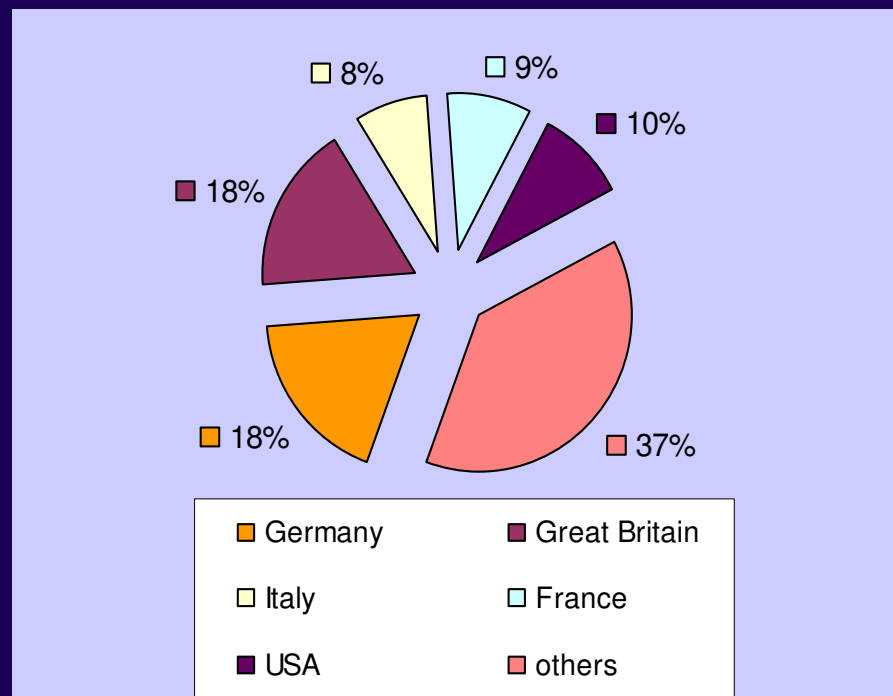


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# TOURISTS & VISITORS



*12.5 milionów turystów w Małopolsce w 2007*

*2.7 miliona turystów zagranicznych w 2007*

# *The role of the Region and the economy of 21st century*

„The region, which cannot use its own resources, is underdeveloped”.

/Oskar Lange

In 21st century, knowledge is the most valuable resource which determines the development of the economy



# *Factors of the economic development*

## **Factors of the economic development:**

- Human capital
- Earth and natural resources –
  - renewable and non-renewable
- Technological progress
- Investments



## **Benefits occurring due to the economic development:**

- Life standard increase
- Increase of production
- Better social situation
- Public safety on higher level

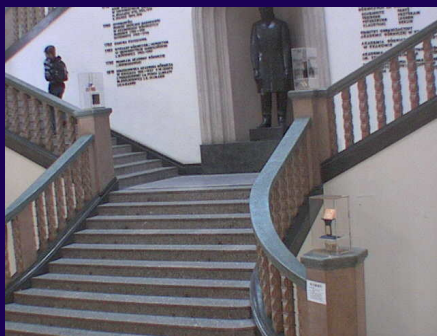


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# *Scientific and exploratory potential in the Malopolska Region*

- 7,6 % of all universities in Poland
- 10,7% of students in Poland – 2nd place of the Region in Poland (207 062 students) – in 2007
- 11,2% of those employed in the research and development domain in Poland (12 200 of academic teachers) – in 2007
- Numerous research and development units and business institutions (102 jednostki - 9% of ..... in Poland)
- High scientific and exploratory potential in such domains as: biotechnology, computer science, products quality and competitiveness, shaping and protecting the environment in the context of balanced development, nanotechnology, new technologies in medicine, renewable energy sources.



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# *R&D spending in the Malopolska Region*

**The Malopolska Region is on the 2nd place in Poland**, following the Mazowieckie Region, in respect of the R&D spending.

R&D spending shows the upward tendency:

in 2004 – 645 millions (PLN)

in 2006 – 727 millions (PLN)

in 2007 – **800 millions (PLN)**

- 74% - nakłady bieżące
- 26% - nakłady inwestycyjne

According to the European Commission report, the Malopolska Region is on 114 place among the 268 EU regions in respect of the public sector expenses on research and development.



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# Industry

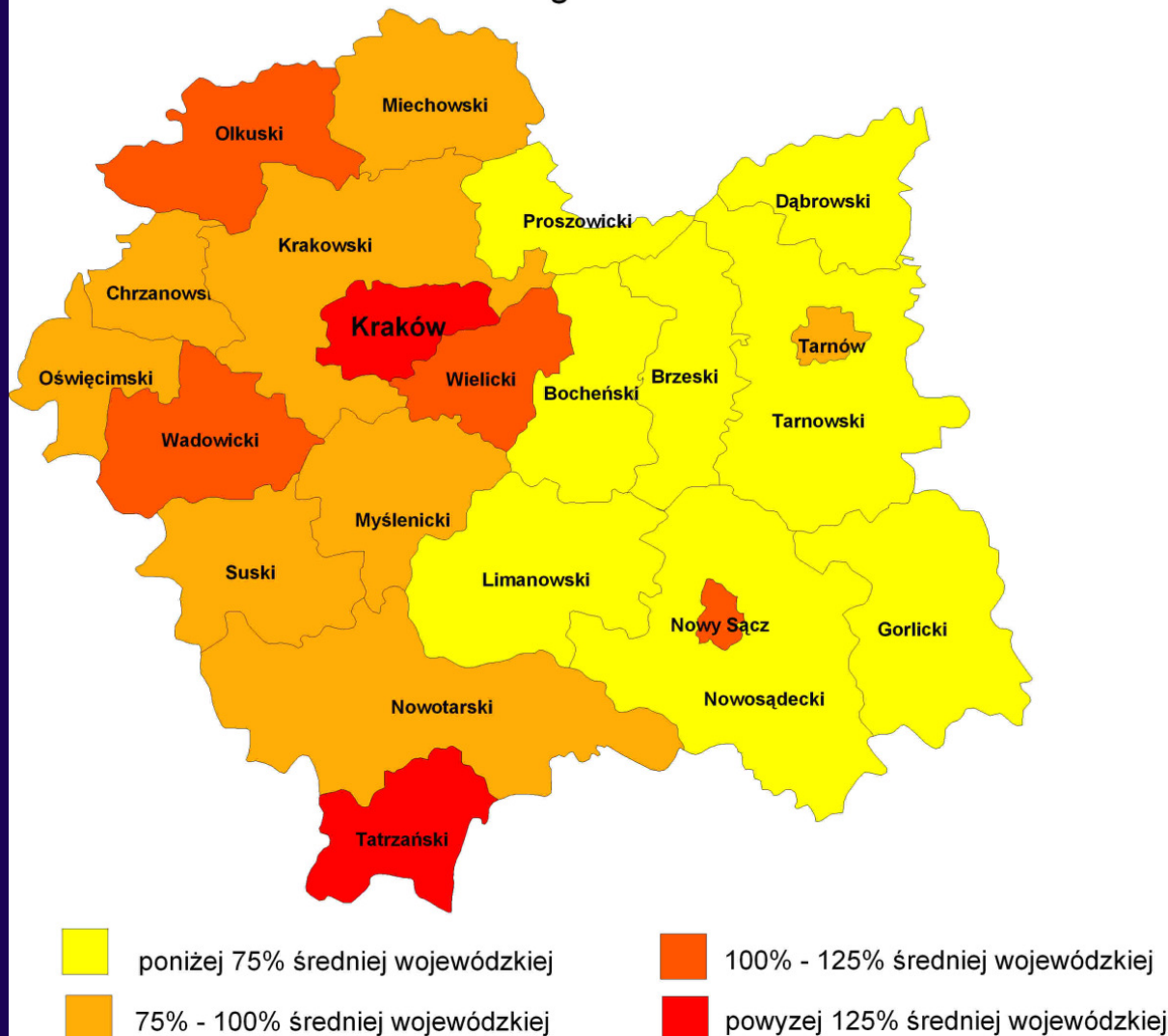
- Priority sectors of economy:
  - industry (domains: chemical, automotive, construction, material, metallurgical),
  - power industry (pure energy),
  - biotechnology,
  - information and communication technologies (ICT),
  - services - centers BPO (outsourcing of business processes, outsourcing IT,
  - tourism (leisure industry)



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# *Entrepreneurship rate in the Malopolska Region*

Wskaźnik przedsiębiorczości w województwie małopolskim  
- stan na 31. grudnia 2007r.



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# *Economic Infrastructure for development of innovation*

- **Kraków Special Economic Zone with investment area of 417 hectares and 3 subzones of:**
  - Euro Park Mielec Special Economic Zone in Gorlice
  - Tarnobrzeg Special Economic Zone in Wojnicz
  - Katowice Special Economic Zone in Myślenice
- **Zones of Economic Activity**
- **Technology and Industrial Parks**
- **Technology Transfer Centers**
- **Technology Incubators and Academic Incubators of Entrepreneurship**



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# *Zones of Economic Activity:*

**In the Małopolska Region there are 10 Economic Activity Zones:**

- Bochnia Economic Activity Zone
- Urban Economic Activity Zone in Chełmek
- “Nove Dwory” Urban Economic Activity Zone in Oświęcim
- Chrzanów-Trzebinia Industrial Park
- Myślenice Economic Activity Zone
- “Green Dobczyce” Industrial Zone
- Limanowa Economic Activity Zone
- Niepołomice Investment Zone
- “Kryształowy” Green Industrial Park in Tarnów
- Wojnicz Green Industrial Park



# *Location of the Economic Activity Zones:*



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# *Technological and Industrial Parks*

- Kraków Technology Park
- Tarnów Science & Technology Park
- Chrzanów-Trzebinia Industrial Park
- „Kryształowy” Green Industrial Park in Tarnów
- Wojnicz Green Industrial Park



**Kraków Technology Park**



**Wojnicz Green Industrial Park**



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# *Cooperation of the economic and scientific environments – companies of type spin-off*

**Spin-off** – an enterprise established by university workers or research and development units, which use the intellectual and material resources of a mother organization to run a business; capitally or operationally related to the mother organization.

Examples of spin-off companies in the Małopolska Region:

- **BioCentrum** – a biotechnological company established at the Jagiellonian University; BioCentrum became a member of the capital group Selvita after several years
- **Biospekt. Badania i Edukacje** – a company established by young researchers of the Institute of Environmental Sciences of the Jagiellonian University, specializes in such domains as: environmental analytics, education and research and scientific consulting



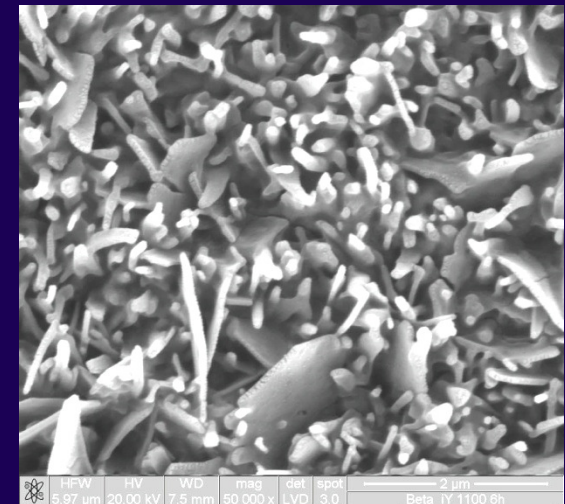
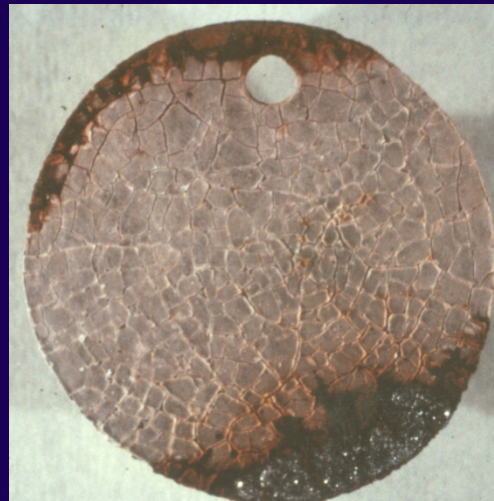
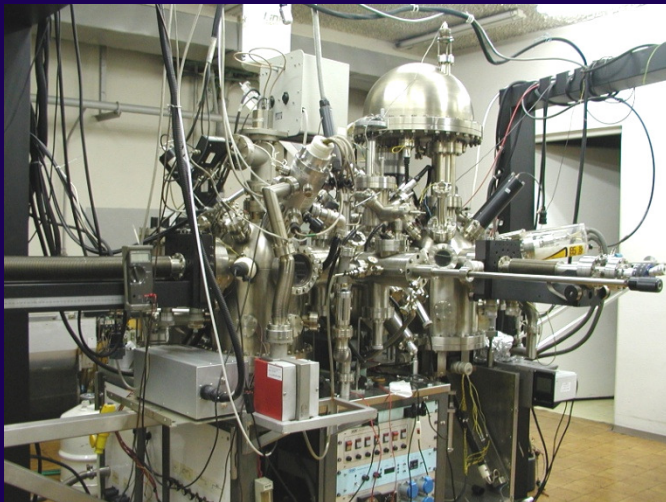
- **Katalizator** – an innovative company implementing research results of the Institute of Catalysis and Surface Chemistry of Polish Academy of Sciences in Krakow; it produces catalysts licensed by the Institute



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# *Special Initiatives*

- ❑ Life Science Centre:  
Jagellonian University + Business Sector
- ❑ Centre of New Materials and Nanotechnology (CenMiN)  
joint approach of universities, research centres and business
- ❑ European Games Center
- ❑ Hadron Therapy Centre:  
led by Institute of Nuclear Physics, Polish Academy of Sciences, Kraków



# *Voivodeship's policy in innovation supporting area*



## **Development Strategy of the Małopolska Region for 2007-2013**

- improving the quality and standard of education of the inhabitants,
- development of innovation and new technologies,
- reinforcement European position of the Cracow Metropolitan Area and development metropolitan functions.

## **The Regional Innovation Strategy of the Małopolska Region for 2008-2013 (RSI)**

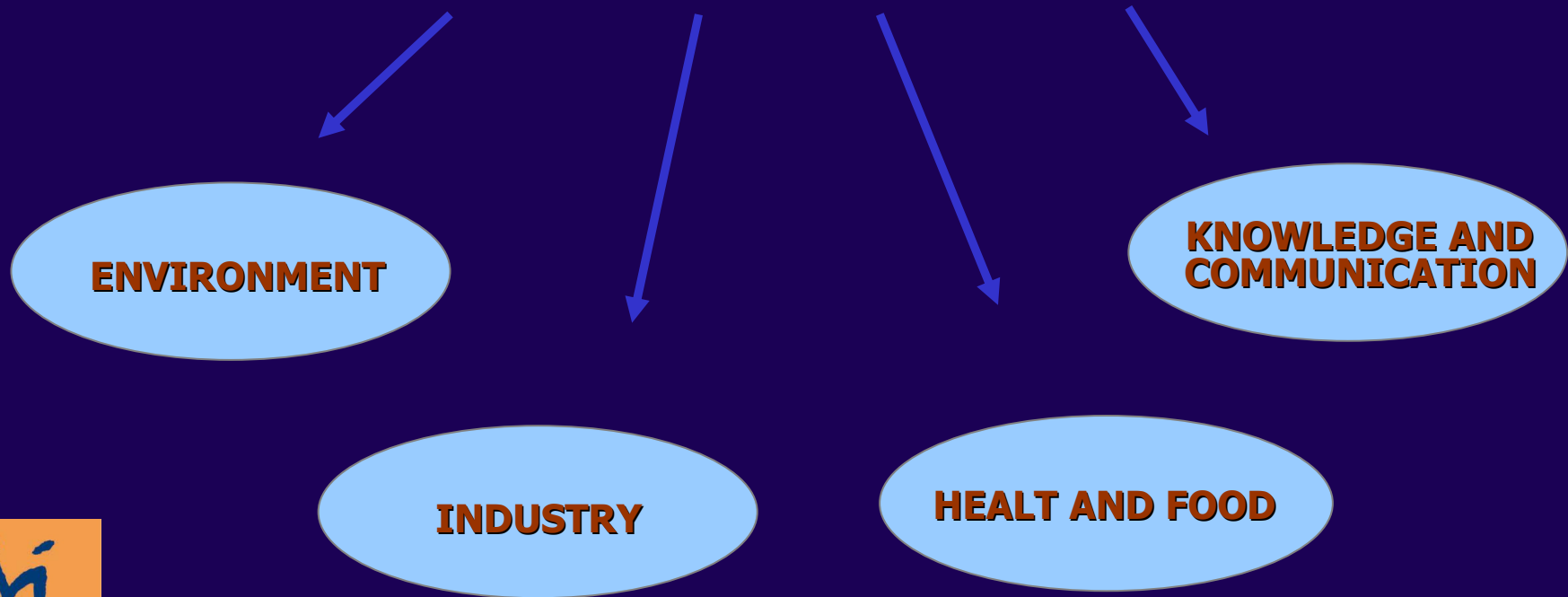
*The vision: „The Małopolska Region – a region of advanced technologies and competitive companies which grow and develop thanks to the effectively operating Regional Innovation System”*



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# *The Regional Innovation Strategy of the Malopolska Region for 2008-2013 (RSI)*

## **STRATEGIC DEVELOPMENT AREAS IN VIEW OF THE REGIONAL INNOVATION STRATEGY**



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**Thank you !**

**[www.malopolskie.pl](http://www.malopolskie.pl)**

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**Marshal Office of the Malopolska Region**