MOTIFE

Krakow IT Market Report

2025

ASPIRE
ACT LOCAL · WIN GLOBAL

Kraków

MAIN PARTNER

ASPIRE
ACT LOCAL · WIN GLOBAL

REGIONAL PARTNERS

Kraków

MAŁOPOLSKA

COMMUNITY PARTNERS

OMGKRK

KRAKOWSKI PARK TECHNOLOGICZNY

SoDA

ABSL

COMMERCIAL REAL ESTATE PARTNER

CBRE

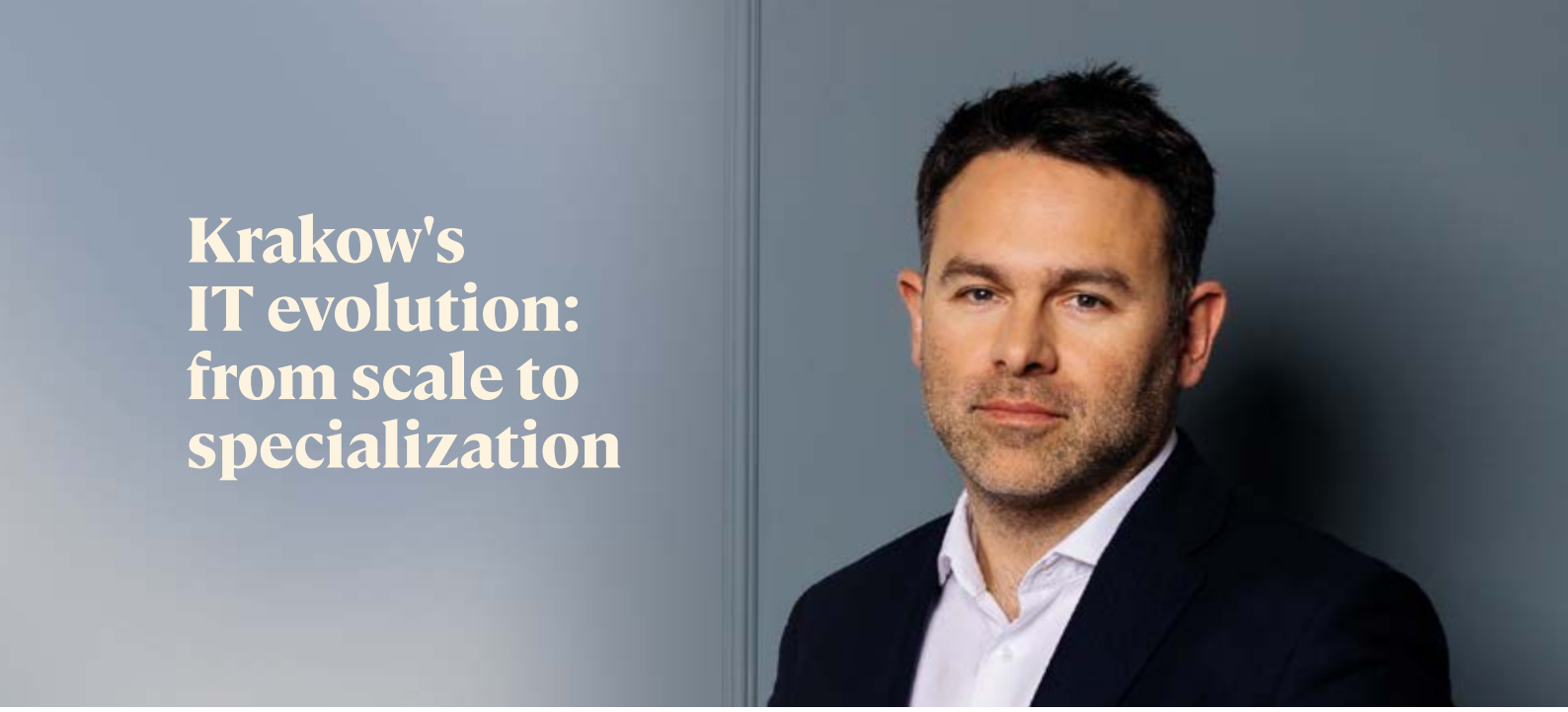
MEDIA PARTNER

LOVE KRAKÓW.pl

Content

Intro

Krakow's IT evolution: from scale to specialization



Michał Piątkowski

CEO at MOTIFE

MOTIFE

Krakow's ascent to a major technology hub is marked by impressive metrics: a talent pool exceeding 60 000 IT specialists, the presence of over 200 international tech companies like Google and IBM, and an annual influx of nearly 3 000 computer science graduates. This powerful ecosystem signals a story of remarkable growth and success.

Simultaneously, Krakow is experiencing an evolution that mirrors a fundamental, global shift in the technology industry. Across the sector, the traditional model of valuing high volumes of code is being replaced by a focus on deep specialization and innovation. Central to this change is the rise of AI, which is not just offering new tools but redefining the very process of software creation. As a consequence, economic value is migrating from the act of coding to the expertise needed to guide AI in developing new software solutions more rapidly.

A parallel strategic trend is the push for European technological sufficiency, which creates fertile ground for homegrown innovation as reliance on non-European, mostly US-based, technology is re-evaluated. Separately, as geopolitical dynamics shift, there is a growing focus on developing dual-use technologies, from cybersecurity to autonomous systems. With its rich talent pool, Krakow is uniquely positioned to contribute to both a more resilient European tech ecosystem and this critical, emerging sector.

The challenge now is to embrace this new reality. Success is no longer measured by the number of developers, but by the depth of their specialized knowledge, requiring education to be adapted for a market that demands niche expertise from day one. Krakow's future will be defined by its ability to foster this specialization and support innovation, transitioning the city from a hub of execution to a center of innovation and a leading force in Europe's technological future.

I am incredibly grateful to all the experts, companies, and partners who contributed their valuable insights to this report. And most of all, a huge thanks to the entire MOTIFE team for their dedication and hard work in putting this report together.

Aleksander Miszalski

Mayor of Krakow

Kraków

Krakow is a smart blend of historical heritage and modernity. As an innovative metropolis, it is home to numerous start-ups, yet also proudly features a UNESCO-listed Old Town. Here, the past and future continuously interact, enriching one another.

One of the city's strategic priorities—developing a knowledge-based economy—is closely tied to fostering innovation. This is made possible by the strength of the local business community, the potential of its academic institutions, and a well-developed research infrastructure.

The city acts as a facilitator, supporting the development of an ecosystem rooted in collaboration with universities and businesses implemented on a tripartite platform for dialogue and knowledge exchange. At the same time, Krakow actively promotes itself as an attractive destination for investment, professional growth, and scientific development.

Innovation drives job creation, particularly in sectors such as IT, BPO, and biotechnology. It also attracts foreign investment and expertise, while contributing to the modernisation of urban infrastructure. Krakow boasts several advanced technological solutions, including intelligent traffic management systems and upgraded water and sewage networks. We are also piloting hydrogen-powered buses for public transport and integrating renewable energy in district heating. Our pioneering initiatives to combat smog and the launch of a state-of-the-art waste-to-energy plant have proven effective and serve as an inspiration for other cities. Simultaneously, we are digitizing public services and expanding open data initiatives. For active and enterprising residents, the Socio-Economic Innovation Cluster Zabłocie 20.22 offers a range of opportunities.

Krakow's innovative spirit and robust local economy contribute to a high quality of life for its residents. At the same time, businesses benefit from a deep pool of skilled professionals, making Krakow a city where people choose to live, work, and thrive.

About Krakow

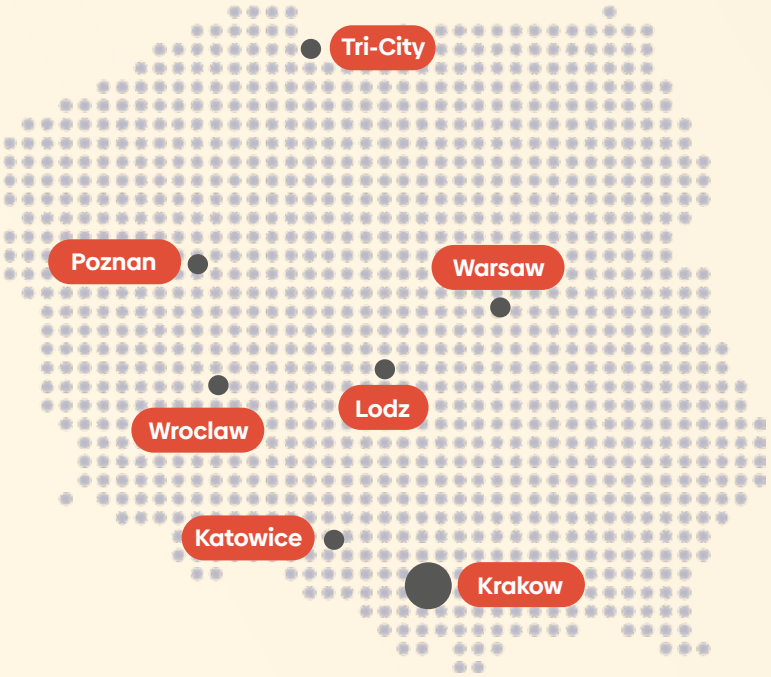
Krakow, the former royal capital of Poland, is now the country's second-largest city and a major economic and academic center. With over one million people who live, study, or work here, Krakow plays a central role in Poland's development and its growing international presence.

Located in the southern part of the country, Krakow is strategically positioned in Central Europe, well connected to key cities across the continent. The city's international airport is Poland's second-busiest and offers direct flights to over 100 destinations, including major European business hubs. This makes Krakow easily accessible from most parts of Europe and beyond.

Over the past two decades, Krakow has evolved into a mature urban economy with strong links to global businesses. Its appeal is reinforced by a stable economic environment, access to talent, and a high quality of life. The city attracts not only university students but also experienced professionals from across Poland and abroad, steadily expanding its skilled workforce.

The key component of Krakow's economy are the shared service centres and centres of excellence of international corporations established in Krakow in the last 25 years. In total, they employ over 100 000 professionals and significantly contribute to Krakow's GDP. Approximately 40 000 of professionals employed in this sector work in the IT function.

Krakow is widely recognized as one of Poland's leading academic cities. With 19 universities and higher education institutions, it hosts more than 120 000 students each year across various disciplines. This strong academic infrastructure helps sustain a deep talent pool and contributes to Krakow's reputation as a knowledge-driven city.



1.5M

Population of Krakow metropolitan area

2nd

Largest city in Poland

Sources: krakow.stat.gov.pl, krakow.pl, 2025

Expert view

Przemysław Roth

Chairman at ASPIRE

ASPIRE
ACT LOCAL · WIN GLOBAL

Over the past two decades, Krakow has earned its place as a European leader in global business and technology services. Its success has been built on a strong talent base, academic excellence, and a culture of collaboration. Today, the city is entering a new phase, moving beyond cost competitiveness to becoming a strategic innovation partner.

Despite a volatile global economy and rising operational costs, Krakow continues to attract foreign direct investment. What draws companies now is not low cost, but high value: skilled talent, domain expertise, and a mature business ecosystem. Investors are seeking more than delivery, they are looking for co-creation, and Krakow is ready to meet that need.

What sets Krakow apart is not just the number of engineers, but the relevance of their skills. The focus is shifting from purely technical capabilities to cross-functional, industry-aware talent. Increasingly, businesses need tech professionals who understand their sector, be it finance, automotive, retail, or aviation. Krakow's industry clusters foster exactly that: tech talent with deep domain knowledge that helps solve real business problems. This layer of contextual expertise continues to attract new international players.

Such development would not be possible without collaboration. Cross-sector cooperation between academia, industry, and government has always been one of Krakow's defining strengths. From shaping academic programmes to supporting upskilling and R&D, the local ecosystem aligns around shared goals. As we enter the age of AI and advanced technologies, this collaboration will be even more critical. ASPIRE remains committed to enabling dialogue, shared learning, and joint action.

Krakow is no longer just a centre for service delivery. It is a place where strategic competence grows, where innovation is grounded in understanding, not just technology. The talent is here, the ecosystem is ready, and the ambition is strong. The next chapter is not about doing more of the same, it's about building what's next, together.

ASPIRE – Association of IT and Business Services Companies

ASPIRE is the representative body of the IT and Business Services sector in Krakow and widely acknowledged a key driver in Krakow's rise to prominence as Europe's top-ranked location for global services. Established in 2008, ASPIRE brings together under one umbrella more than 150 global companies and local suppliers for the purposes of networking, information-sharing and working towards a common strategy.

aspire.org.pl

Focus
Economic update

Consistent growth and convergence

Over the past 15 years, Poland has cemented its reputation as one of Europe's most dynamic economies. Joining the EU in 2004 catalyzed a period of strong convergence, marked by robust GDP growth significantly outpacing the EU average, substantial inflows of foreign direct investment (FDI), integration into European value chains, and a remarkable rise in living standards, with GDP per capita roughly doubling since the mid-2000s.

The current economic picture (2024-early 2025) reflects both a recovery from this slowdown and the lingering effects of recent shocks, alongside emerging structural shifts.

Growth rebounded strongly in 2024 to around 2.9%. The outlook for 2025 remains positive, with growth projected to accelerate further (forecasts generally range from 3.2% to 3.7%), supported by an expected pick-up in investment stimulated by large inflows of EU funds (Next Generation EU and Cohesion Policy).

116%

Compound GDP growth 2004 to 2024

Stability and resilience

Poland's economy has demonstrated notable resilience, uniquely avoiding recession in the 2008 global financial crisis and navigating the COVID-19 pandemic's initial shocks. This success is underpinned by its diversified structure, flexible exchange rate, and prudent macroeconomic management, leading to consistently low unemployment compared to much of Europe.

The economy has effectively integrated a large number of Ukrainian migrants, benefiting from an expanded workforce and positive fiscal contributions. Furthermore, Poland has adapted swiftly to significant economic shifts following the war in Ukraine, addressing challenges in energy sourcing and the collapse of Polish-Russian trade.

The Polish Złoty has shown stability against the Euro and US Dollar, with variability not exceeding 10% over the last 5 years.

Quality of life

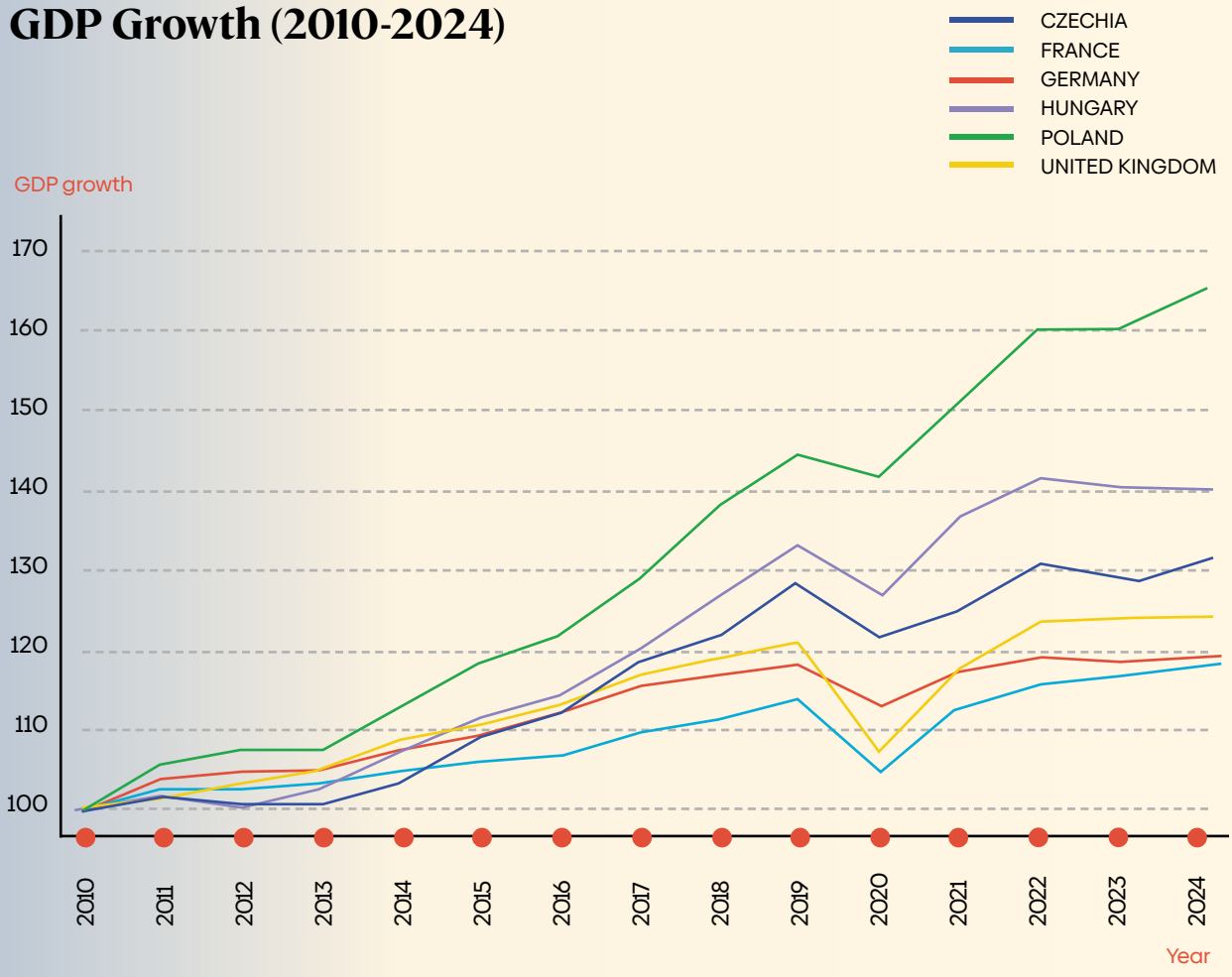
The economic changes had significant influence on society. Poles have experienced a notable improvement in the quality of life over the past decades. This progress is reflected not only in the rising GDP per capita, but also in significant investments in infrastructure, education, and public services. Poles generally report higher levels of life satisfaction, particularly among younger generations.

12 of 37

Rank of Poland in Europe by life satisfaction index

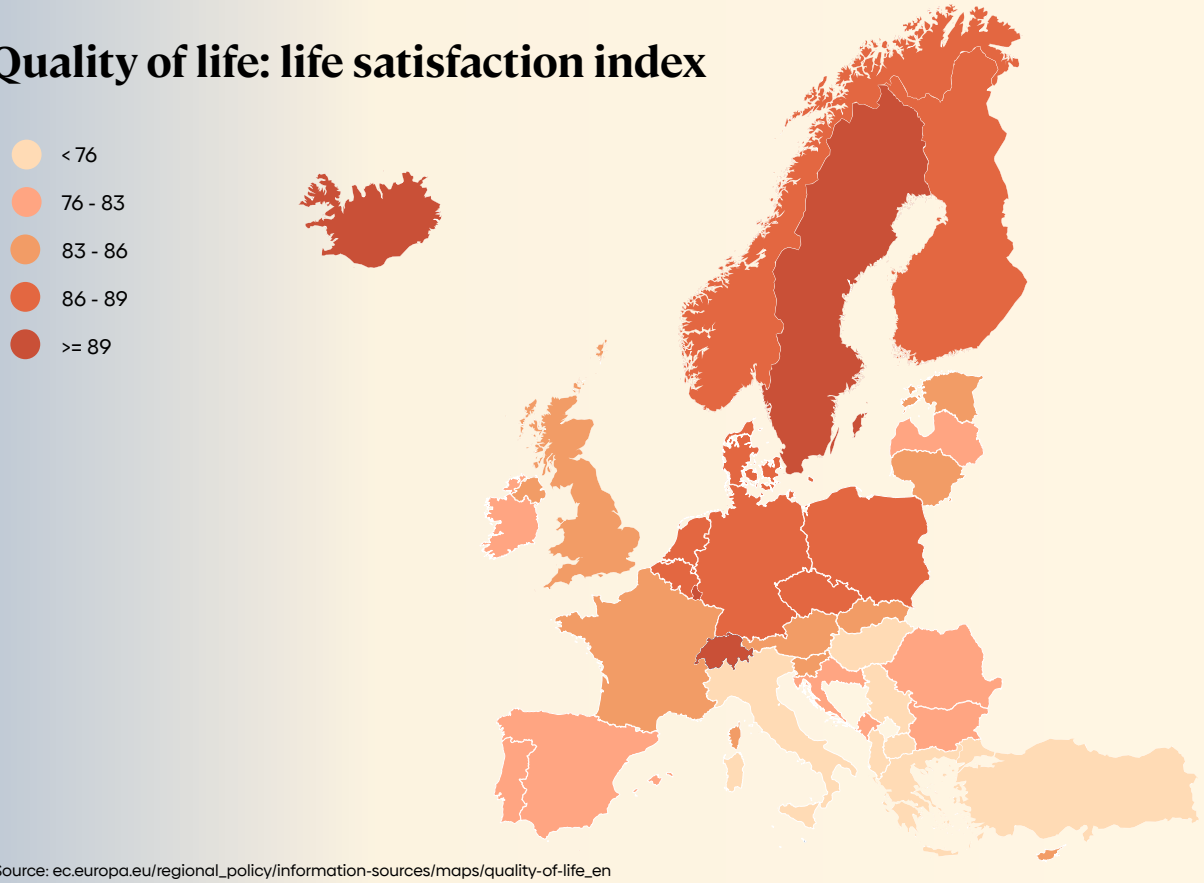
Source: ec.europa.eu, stat.gov.pl

GDP Growth (2010-2024)



Source: data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG

Quality of life: life satisfaction index



Source: ec.europa.eu/regional_policy/information-sources/maps/quality-of-life_en

Key findings

Growth of the talent pool

62K in Krakow
410K in Poland

Krakow's IT talent pool has grown to around 62 000 specialists, while the total number of IT professionals across Poland now reaches approximately 410 000. This steady upward trend is driven by both the expansion of established companies and the arrival of new market entrants.

Comarch

Largest IT employer in Krakow

Krakow's own Comarch ranks as the largest single IT employer in Krakow, hiring 2 250 IT specialists among the total headcount of 3 000 people.

200+ international companies

Hiring IT specialists in Krakow

International IT companies play a major role in Krakow's tech scene, employing 84% of the city's talent. American firms continue to lead the market, accounting for 40% of the talent pool. European companies also maintain a strong presence, representing 33% of the total IT specialists.

Largest IT employers in Krakow

1. Comarch
2. Cisco
3. Aptiv
4. Motorola Solutions
5. Epam Systems

The top 5 largest employers together hire over 10 000 IT specialists, 16% of the Krakow IT talent pool.

15 new IT players

In the last 12 months in Krakow

Krakow keeps attracting international companies to settle their IT hubs here. The influx of new companies has stabilized at the level of around 15 - 20 companies a year in the past 2 years.

Salaries and demand

Stabilization trend continues

The salary expectations have stabilized with a slight drop in the past 2 years. The median salary to hire a mid-level software engineer with 3 to 5 years' experience (gross, monthly, nationwide) is 17K PLN (~4K EUR). Reflected in the salary trends is the growing demand for specialized roles and skills such as data science or cloud.

6% voluntary attrition

In Krakow IT companies in 2024

Krakow IT sector saw a decrease in voluntary attrition, dropping from 8% in 2023 to 6% in 2024. In 2024, almost half of the companies maintained attrition below 6%.

From GBS to IT Hub

Companies build specialized centers

The trend of adding the IT function to the GBS centers that originally have built other functions in Krakow such as finance, HR, procurement continues.

Krakow as an AI hub

Talent, innovation, infrastructure

Krakow is becoming an AI hub, with large companies developing advanced AI products and solutions, but also building a local talent pool in the process. Start-ups are driving innovation, and universities are expanding their curricula with AI-focused courses to support the city's growing ecosystem. The city actively supports this initiative.

Chapter 1

Krakow IT Market Snapshot

This chapter explores Krakow as a dynamic and growing tech hub, highlighting its skilled IT talent pool, established companies, emerging players, and expanding startup scene. It also offers insights into the city's academic institutions, active tech communities, and events landscape, as well as the evolving office market that supports business growth.

Why Krakow?

Krakow has become a top destination for international companies looking to grow their IT teams by establishing their own sites. Today, Krakow hosts over 200 international IT hubs, with more than 60 new international tech players having entered the market in the last five years. The following section outlines the reasons, for Krakow to be a compelling location.

Proven business location

Established tech & business ecosystem

Krakow hosts hundreds of software employers, including large international organizations such as Google, IBM and ABB as well as medium-size and smaller organizations across different industries, originating from over 30 countries. New IT players continue to open their hubs every year.

Cost-effectiveness

Krakow offers a favorable cost-to-quality ratio for building IT hubs. Engineers in Poland earn, on average, 2.5 times less than their US counterparts. Salaries in Western European markets such as Germany and the UK also remain higher than in Poland. Beyond salaries, Krakow provides cost advantages in other key areas, including office space, utilities, and general business overheads.

Supportive business environment

Krakow offers a business-friendly environment, supported by public institutions that promote investment and innovation, offering aid for companies entering the local market. Poland provides incentives encouraging foreign investment. R&D centers can benefit from the R&D tax relief, and businesses setting up operations in designated areas, such as the Special Economic Zones, may qualify for income tax exemptions under the Polish Investment Zone program.

Strategic location and connectivity

Situated in the heart of Central Europe, Krakow offers convenient access to major European cities through a well-connected airport and modern transport infrastructure. The city's location and time zone makes it suitable for collaboration with teams in Europe and North America.

Exceptional IT talent pool

Scalability

The IT talent pool in Krakow grows each year. This growth is driven by recent graduates, international professionals, and people relocating from other parts of the country and from abroad.

Maturity

More than 80% of IT professionals have over five years of experience. Most have worked with several international companies of different sizes and cultures.

Sophistication

Poland is a go-to location for hiring experts in niche tech roles, from software and DevOps engineers to data engineers, scrum masters, product owners, and UI/UX designers.

Quality

Each year, around 2 800 students graduate with ICT degrees. Combined with a strong STEM education system and the consistently high rankings of Polish engineers, Poland offers the quality of talent that is often unaffordable to companies in their home countries.

Cultural proximity

Polish professionals share a similar work culture with their Western European and North American counterparts, which makes international collaboration smoother. Shared values around communication, work ethics, and business practices help teams integrate quickly and work effectively across borders.

Krakow's IT talent pool

Key figures

62K

Estimated number of IT specialists working in Krakow region

2.8K

Computer Science students graduating annually in Krakow

37%

Share of the IT talent pool employed by large, 1000+, IT hubs

84%

Share of Krakow IT specialists working in foreign companies

4K EUR

Median salary of a mid-level software engineer with 3 to 5 years experience (gross, monthly, nationwide)

10

Companies each employing 1 000+ IT specialists

Source: stat.gov.pl, MOTIFE Insights 2025

Krakow as an AI hub

This section provides an overview of Krakow's evolving artificial intelligence ecosystem, covering local AI startups as well as international R&D teams developing advanced systems. It also highlights the city's active AI communities, and a significant recent initiative, the AI factory, which aims to strengthen Krakow's position as a key European center for AI development.

Krakow grew to become one of the most important IT hubs in Europe, and now aims to achieve the same in the AI space. The city has all the components – large companies that develop AI products here, AI-based start-ups, top rated universities, local technology infrastructure for models training and young talent.

The city's officials actively work on supporting the initiative in order to provide infrastructure and support for Krakow's AI ventures treating it as a foundation for the future economy of the city.

Already today, Krakow is one of the leading centers for artificial intelligence development in Central and Eastern Europe. Major global companies, including IBM, ABB, Ericsson, Google, Motorola Solutions, and GE HealthCare, operate R&D centers in the city, focusing on enterprise AI, robotics, telecommunications, cloud infrastructure, and medical diagnostics. These organizations contribute to local AI capabilities while developing solutions for global markets and actively building skills within the local talent pool.

Poland accounts for 23% of all AI startups in the CEE region, with Krakow as a key hub. Of approximately 250 startups in the city, over 50 focus on AI. In 2024 alone, two Krakow-based AI startups, Synerise and Digital First AI, raised 12.5 EUR million in funding, reflecting strong investors' interest.

The local ecosystem is supported by AI-focused communities and events, such as Krakow AI Meetup, GenAI Krakow, and conferences like AI for Science Krakow and AGH AI Days, which foster collaboration across academia and industry.

Krakow's AI infrastructure is centered around the Cyfronet Academic Computing Centre at AGH University of Science and Technology. In 2025, it will launch Poland's second AI Factory, a high-performance computing facility. The facility will support AI model development and serve both public institutions and startups, helping early-stage ventures access advanced computing resources.

36+ PFLOPS

Computing power of the Helios supercomputer at AGH Cyfronet

50+

Start-ups developing AI solutions in Krakow

Source: Krakow Startup Report 2024, The state of AI in CEE 2024

Krakow as a leading center for AI in CEE

Dominika Walec, PhD

Plenipotentiary of the Mayor of Krakow
for Business Cooperation at Krakow Municipality

Kraków

Krakow is rapidly establishing itself as a leading center for artificial intelligence in Central Europe, driven by a unique combination of world-class infrastructure, a vibrant technology community, and academic excellence.

At the heart of this transformation is the Academic Computer Centre Cyfronet at AGH University, home to Poland's most advanced and energy-efficient supercomputing infrastructure. Cyfronet's computational power, combined with its ambitions to further develop AI-focused services and support for SMEs, positions Krakow as a key node in the European AI ecosystem and enables groundbreaking research and applications across sectors such as medicine, cybersecurity, smart city solutions, and more.

Krakow's AI community is also thriving, with active meetups and events focused on generative AI and machine learning, fostering collaboration and knowledge exchange. The city's startup environment is particularly strong in AI, with 44% of local startups operating in this area (OMGKRK, Krakow Startup Report 2024). Notable examples include Synerise, AILIS Care (AI-powered breast cancer diagnostics), and Mentalio, which are already delivering impactful solutions and attracting international attention.

Global technology leaders such as IBM (AI development center), Google, and Comarch-a Krakow-based IT leader with a growing AI portfolio-have established significant operations in the city, further strengthening Krakow's position as an AI powerhouse. The academic landscape is equally impressive: AGH University, Jagiellonian University, and Cracow University of Technology are consistently ranked among the best in Poland for AI research and education, producing a steady stream of highly skilled graduates in mathematics, computer science, and related fields.

To fully realize Krakow's AI potential, greater integration and collaboration across academia, startups, and global enterprises is essential. Inspired by leading international AI hubs, we are taking the first steps towards creating the AI House - a dedicated space in the revitalized Wesoła district. This hub will serve as a focal point for the AI community, offering co-working, event, and lab spaces, as well as programs to support collaboration, knowledge sharing, and joint projects between researchers, entrepreneurs, and industry leaders. The AI House will accelerate the development of Krakow's AI cluster, foster international partnerships, and ensure the city's continued leadership in artificial intelligence.

Focus: AI factory in Krakow

AI Factory to strengthen Krakow's role in the European AI ecosystem

Krakow is set to become one of the key hubs for artificial intelligence development in Poland and across Europe with the establishment of the country's second AI Factory. The project, backed by nearly PLN 70 million (EUR 16 million) in public funding and co-financed by the European Commission, will be implemented at the Cyfronet Academic Computer Center at AGH University of Science and Technology. Completion is scheduled for 2025.

The AI Factory will serve as a research and development center focused on AI-based innovation. Unlike conventional production facilities, it will function as a high-performance computing platform, offering the infrastructure necessary to train and deploy advanced AI systems. The initiative includes expanding Cyfronet's computing capabilities—particularly its Helios supercomputer, one of the fastest and most energy-efficient in the world.

The facility will support Polish and European researchers in developing, testing, and scaling AI technologies. It will also contribute to the integration of AI into public administration. As part of the project, Cyfronet will collaborate with the Ministry of Digital Affairs, the Centre for Information Technology (COI - Centralny Ośrodek Informatyki), and the Polish Language Model Consortium (PLLuM) to apply language models in public services. These efforts aim to improve communication between citizens and the government by enabling more intuitive and accessible digital interactions in Polish.

The AI Factory is also expected to enhance Poland's participation in pan-European technology initiatives. It will foster collaboration between academic, governmental, and commercial stakeholders, building synergies and reinforcing Krakow's position as a strategic location for digital innovation. The project exemplifies how public investment in technological infrastructure can drive long-term scientific and economic progress.

Source: cyfronet.pl, MOTIFE Insights 2025

Building AI models with Krakow's supercomputers

Marek Magryś

Acting Director at Cyfronet

Krakow is emerging as a premier destination for AI innovation in Central Europe, offering a unique convergence of academic excellence, advanced computing infrastructure, and a vibrant tech ecosystem.

At the centre of this transformation is Academic Computer Center Cyfronet AGH, one of Poland's most advanced high-performance computing centres, which is pivotal in enabling large-scale AI research and data-intensive applications.

Cyfronet, established in 1973, is the oldest Polish computing centre, with decades of experience in providing high-end services for the needs of scientists and researchers and is a part of AGH University.

With two data centres located in Krakow, close to 200 staff and several supercomputers, it is the vibrant heart of Krakow's IT infrastructure. Cyfronet hosts three production supercomputers, Ares, Athena, and Helios, which are paired with cloud computing services, over 100 petabytes of disk storage, and more than 100 petabytes of tape archive capacity for long-term data preservation. Cyfronet was selected as one of the locations for EuroHPC mid-range supercomputers and will become a European AI Factory shortly.

Helios is the fastest supercomputer in Poland and has over 36 petaflops of performance, the equivalent of thousands of workstations. Helios is ranked among the 100 fastest supercomputers in the world. After its launch, it was ranked as the third most energy-efficient supercomputer in the world according to the Green500 list. With over 80 000 CPU cores and over 450 latest GPUs, it creates an excellent base for AI model training and research. Two leading Polish Large Language Models, Bielik and PLLuM, were made using Helios and Athena supercomputers.

Selected large companies developing AI products in Krakow

Company	Country of origin	AI focus areas	AI products/services summary
IBM	USA	Enterprise solutions	IBM's Poland Software Lab in Krakow is the company's first and largest innovation hub in Central and Eastern Europe, focusing on developing AI solutions for enterprise applications.
ABB	Switzerland	Robotics and automation	ABB's Corporate Research Center in Krakow specializes in industrial robotics and automation, advancing AI-enabled robots and machine learning for autonomous navigation.
Ericsson	Sweden	Telecommunications	Ericsson operates one of its largest R&D centers in Krakow, employing over 500 engineers to develop AI-driven solutions for 5G and telecommunications networks.
Capgemini	France	Digital transformation	Capgemini's Krakow office focuses on AI-driven digital transformation projects, offering services in cloud computing, AI, and cybersecurity.
Google	USA	Cloud AI, infrastructure	Google's Krakow engineering team contributes to the development of AI-enabled cloud computing products and tools.
Motorola Solutions	USA	Public safety	Motorola Solutions' Krakow R&D center develops mission-critical communication and security technologies, including AI-driven video security and data analytics solutions.
InPost	Poland	Logistics	InPost uses AI for real-time logistics optimization, customer service, and document digitization, prioritizing practical, efficient solutions over complexity.
Comarch	Poland	Enterprise software	Comarch applies AI in ERP, healthcare, finance, and telecom, with Krakow R&D teams developing tools for automation, data insights, and customer personalization.
GE HealthCare	USA	MedTech	GE HealthCare's Krakow center focuses on developing AI applications for medical imaging and diagnostics to enhance patient care.
HERE Technologies	Netherlands	Location services	HERE Technologies leverages AI to improve mapping and location-based services, with R&D operations in Krakow contributing to these advancements.

Source: MOTIFE Insights 2025

Krakow at the core of IBM's AI strategy

Sławomir Kumka

Director, IBM Software Lab Poland & IBM FinTech Software Development

IBM

IBM's Krakow Software Lab is one of the IBM Software strategic centers within the company's Data and AI division, alongside San Jose, Dublin, and India.

As part of IBM Software, the Krakow lab plays a central role not only in AI research and development, but also in the certification and validation of large language models (LLMs) intended for enterprise use via the Watsonx platform. Every model, whether developed in-house or sourced from external providers like Hugging Face - undergoes a rigorous, multi-stage certification process that examines its functionality, bias, and security.

This process is essential to ensure that only models meeting IBM's enterprise-grade standards are deployed to clients. In addition to validation efforts, the Krakow team contributes to the development of IBM's proprietary LLM, Granite, which is tailored for specific enterprise scenarios and includes unique features adapted to complex business needs. The lab's work ensures both the safety and applicability of AI in mission-critical environments across industries.

Krakow's strategic value lies in its high-quality engineering talent and academic partnerships. IBM works closely with local universities, offering lectures, workshops, and long-term internships that often lead to employment. This helps attract and develop young engineers who bring foundational AI knowledge and the curiosity to grow their skills on the job.

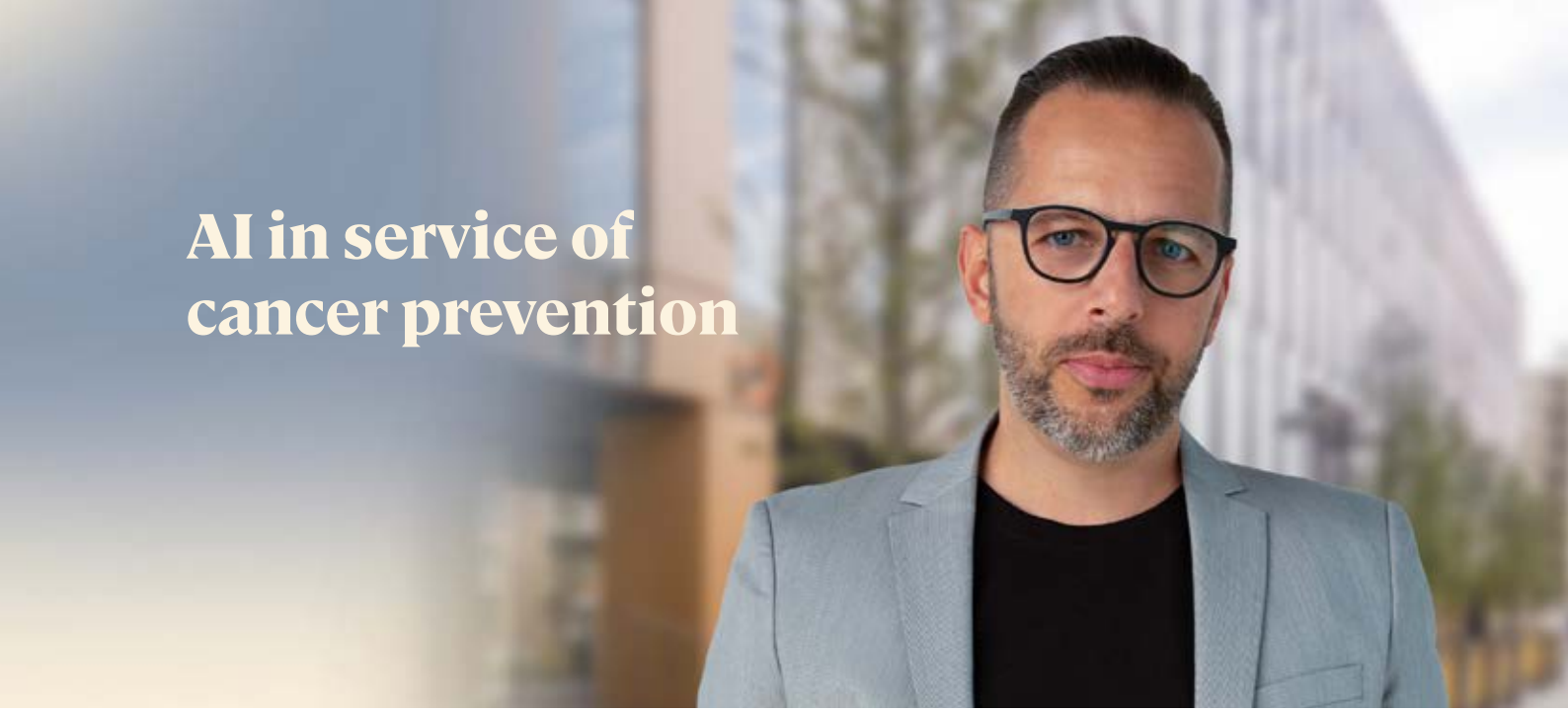
While IBM is still associated by many with hardware, its operations have focused almost entirely on software and AI for several years. The Krakow lab reflects this shift and continues to expand its software and AI capabilities. Recruitment prioritizes soft skills, cognitive abilities, and a basic understanding of AI concepts like prompt engineering and machine learning fundamentals. Personal AI projects are considered a valuable bonus.

Looking to the future, IBM sees a transformation in the skillset of tech professionals. As AI handles more routine coding tasks, human strengths like communication and problem-solving will be increasingly vital. Deep technical expertise will remain essential, but the ability to use AI effectively will define tomorrow's top talent. AI won't take your job but someone who knows how to work with AI might.

Selected Krakow start ups developing AI solutions

Company	AI focus areas	AI products/service summary
AILIS	Medtech	Developer of a non-invasive breast health monitoring system. This system uses Dynamic Parametric Imaging (DPI) and AI algorithms to detect changes in breast tissue.
Brainly	Edutech	Global peer-to-peer learning platform for students, now integrating AI as a personalized "AI learning companion" for homework help.
Synerise	Marketing automation	AI-driven customer data platform for large enterprises – collects and analyzes behavioral data to automate personalized marketing, loyalty, and pricing in real time.
Stonly	Customer service	An interactive guidance platform that helps businesses create in-app product tutorials and customer support flows to improve user onboarding and reduce customer service loads.
edrone	E-commerce	AI-powered e-commerce CRM and marketing automation suite – personalizes customer communication and automates email, SMS, and voice commerce for online stores.
Digital First AI	Marketing	AI platform that automates creation of marketing strategies and ad content – analyzes company data and trends to generate campaign plans and copy, saving marketers time.
Elmodis	Machine monitoring	Integrated hardware–software solution that uses AI to monitor industrial machinery performance and predict failures, improving operational efficiency.
Cardiomatics	Medtech	Cloud AI platform that automates ECG interpretation – detects ~20 heart abnormalities and generates diagnostic reports in minutes.
MedApp	Medtech	Developer of CarnaLife platform – FDA-approved software using mixed reality 3D holograms for medical imaging and AI analytics, plus a telemedicine system for remote patient monitoring.
Mentalio	Medtech	Mentalio uses AI to support the early diagnosis of mental health disorders in children and adolescents, empowering kids, parents, and specialists to take control of emotional well-being through innovative technology.
Vivis Mind	Medtech	Developer of a smartphone-based platform using voice analysis algorithms to detect and monitor cognitive disorders like dementia. Delivers results in under 5 minutes and integrates easily into existing medical workflows.

Source: MOTIFE Insights 2025



AI in service of cancer prevention

Michał Matuszewski

Founder/CEO at AILIS

AILIS

AILIS is an innovative medical technology developed in Krakow, designed to revolutionize breast cancer prevention. With the support of advanced artificial intelligence algorithms, AILIS can detect the risk of cancerous changes at a very early stage - often before they are visible in traditional imaging tests such as ultrasound or mammography.

Instead of searching for the tumor itself, the system identifies early biological signals of its formation - such as angiogenesis (the creation of new blood vessels) and elevated nitric oxide levels. These are essential processes for tumor growth, and AILIS algorithms can detect them by analyzing over 21 000 physiological parameters during a single scan.

At the core of the system are four proprietary neural networks that process data in real time - filtering noise, identifying anomalies, and generating a precise oncological risk assessment. In this context, AI acts as a digital assistant - objective, fast, and immune to human error - supporting medical professionals, but above all, empowering women with clear, reliable information.

The test itself takes only a few minutes. It is completely non-invasive, contact-free, painless, and does not involve any radiation. During the examination, the patient assumes a “zero gravity” position - inspired by physiotherapy and aerospace medicine - which promotes full muscle relaxation. This experience is enhanced with aurora-inspired lighting and soothing low-frequency music synchronized with the natural rhythm of breathing, allowing the patient to enter a calm, stress-free state.

Behind AILIS stands a team of over 100 specialists - doctors, engineers, scientists, medical system designers, and AI developers - united by a single goal: to create a breakthrough solution that enables precise, accessible, and modern breast cancer prevention. AILIS is a response to the global challenges facing healthcare and a testament to how AI can not only transform diagnostics but also bring hope and security to women around the world.

Chips for AI inference orchestration

Jakub Walkowicz

Site Leader at NeuReality

NEUREALITY

Founded in 2019, NeuReality is an AI pioneer creating the first AI inference computing and networking infrastructure powered by the NR1® Chip – the first true AI-CPU purpose-built for inference orchestration.

Based on an open, standards-based approach, the AI-CPU is fully compatible with any GPU or AI accelerator. NeuReality's mission is to make AI accessible and ubiquitous to all organizations of all sizes by lowering barriers associated with cost, power consumption, and complexity, and scale AI inference adoption through its disruptive technology. It employs 80 people across facilities in Israel, Poland and the U.S.

Recognizing the need for a robust talent pool and innovate workplace environment to attract the best minds in AI software development and machine learning, NeuReality established a significant presence in Krakow in 2024. NeuReality's collaboration with Polish suppliers, software partners and business professionals underscore its commitment to local expertise to drive AI silicon-to-software advancements around the world.

Krakow has proven to be a strategic and successful choice for NeuReality's software hub. The city's established tech ecosystem - home to numerous global tech companies - has made it possible to attract not only talented graduates but also experienced engineers with a proven track record in complex software development. This access to seasoned professionals played a key role in our ability to rapidly build a high-performing team.

From the start, we have been able to hire high-quality, committed engineers who have quickly integrated into our global operations and became essential to NeuReality's success. Their strong technical expertise, dedication, and collaborative mindset have made a direct impact on our ability to deliver cutting-edge AI solutions. The local team has demonstrated exceptional ownership and adaptability, becoming a core part of our success.

Krakow continues to offer a deep talent pool, strengthened by leading technical universities and a culture of innovation shaped by years of global industry presence. For NeuReality, it's not just a development center - it's a strategic hub where engineering excellence meets long-term vision.

Selected AI communities and events in Krakow

Name	Category	Short description
Krakow AI Meetup	Community	A Krakow-based meetup group exploring generative AI and ML, launched in late 2024. Has held two events to date, attracting tech professionals and enthusiasts. www.meetup.com/krakow-technology-society-meetup-group/
Cracow Robotics & AI Club	Community	A community focused on robotics, AI, and IoT. Active since 2022 with regular meetups for tech practitioners, hobbyists, and academics. www.meetup.com/cracow-robotics-ai-club/
AI Safety Polska – Kraków Local Group	Community	A local community exploring AI safety and long-term risks. Hosts regular discussions for engineers, students, and researchers. www.meetup.com/ai-safety-polska-krakow-local-group/
GenAI Krakow	Community	A Krakow-based meetup group focused on generative AI. Launched in late 2024, and has held multiple events for professionals and enthusiasts. www.linkedin.com/company/genai-cracow/
AI for Science Krakow	Event	A major conference held on March 21, 2025, focused on AI in scientific research. Organized by the Polish Ministry of Science and AGH Cyfronet. www.kpk.gov.pl/wydarzenia/konferencja-ai-for-science-krakow
CyberSecurity AI Days	Event	A one-day event at AGH in January on the intersection of AI and cybersecurity. Included talks by IBM and AWS, as well as academic presentations. www.agh.edu.pl/wydarzenia/detail/s/cybersecurity-ai-days
AGH AI Days	Event	The third edition of AGH AI conference, scheduled for May. Features workshops and lectures led by students, academics, and industry experts. www.agh.edu.pl/studenci/wydarzenia/detail/s/agh-ai-days-1
FedCSIS 2025 (20th Conference on Computer Science and Intelligence Systems)	Event	An international conference on computer science and AI systems, taking place in Krakow in September 2025. 2025.fedcsis.org

Source: MOTIFE Insights 2025

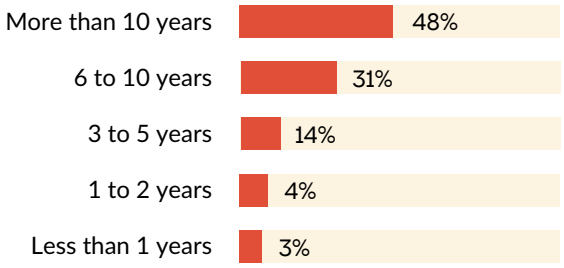
Krakow's IT talent pool

Demographics and skills

Seniority

Krakow's developer community is marked by a high level of seniority, with almost a half bringing over 10 years of professional experience. This suggests a mature talent pool capable of handling complex projects and contributing at a strategic level. At the same time, thanks to the steady influx of young STEM graduates, a significant portion of the talent pool are young professionals with less than 10 years of experience.

Estimated distribution of developers in Krakow by years of experience



Education

Polish IT professionals tend to be well-educated, with a strong foundation in technical disciplines. In Krakow, 75% of IT specialists hold degrees in computer science or related fields. This reflects the strength of Poland's educational system, particularly in STEM (Science, Technology, Engineering, Mathematics) areas, where universities are known for consistently producing skilled and well-prepared graduates for the tech industry.

Gender

As in many parts of the world, the IT sector in Krakow and across Poland has been male-dominated, with roughly 82.5% of professionals male and 17.5% female. However, the gender balance is gradually shifting. A positive sign of this change is the growing participation of women in ICT education, reaching up to 45% in disciplines such as Data Engineering and Analysis, indicating a more inclusive future for the industry.

English proficiency

English proficiency among IT professionals in Krakow is notably strong. English is widely taught in schools. This foundation is reflected in Poland's performance in the 2024 EF English Proficiency Index, where the country ranked 15th globally with a "High" proficiency rating. Notably, Krakow achieved the highest score among all regions in Poland, another year in a row.

#15/116

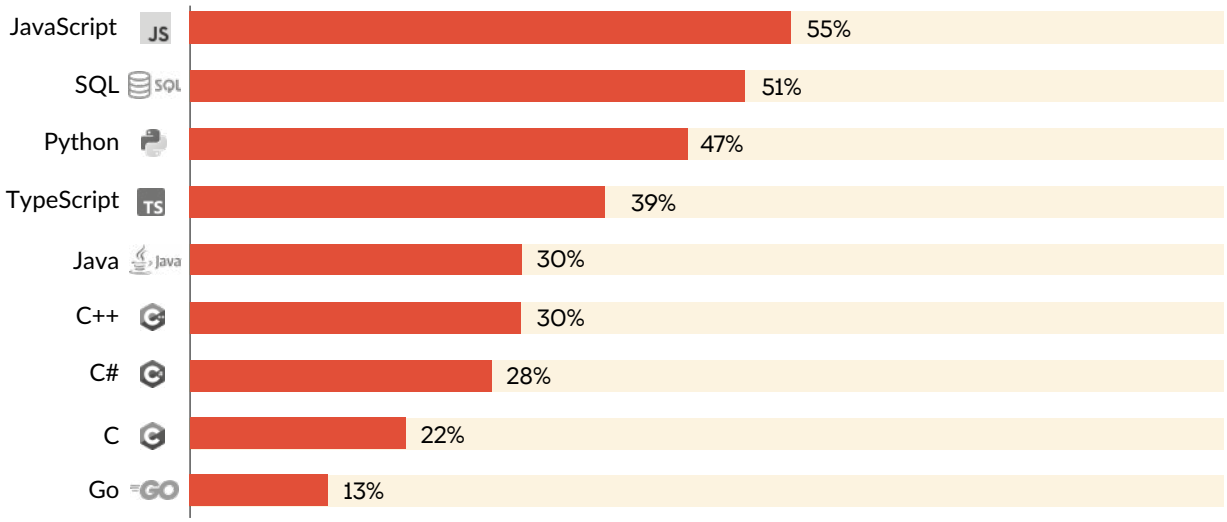
Rank of Poland in 2024 EF English Proficiency Index, out of 116 countries

Sources: MOTIFE Insights 2025, LinkedIn, Eurostat, EF Education First.

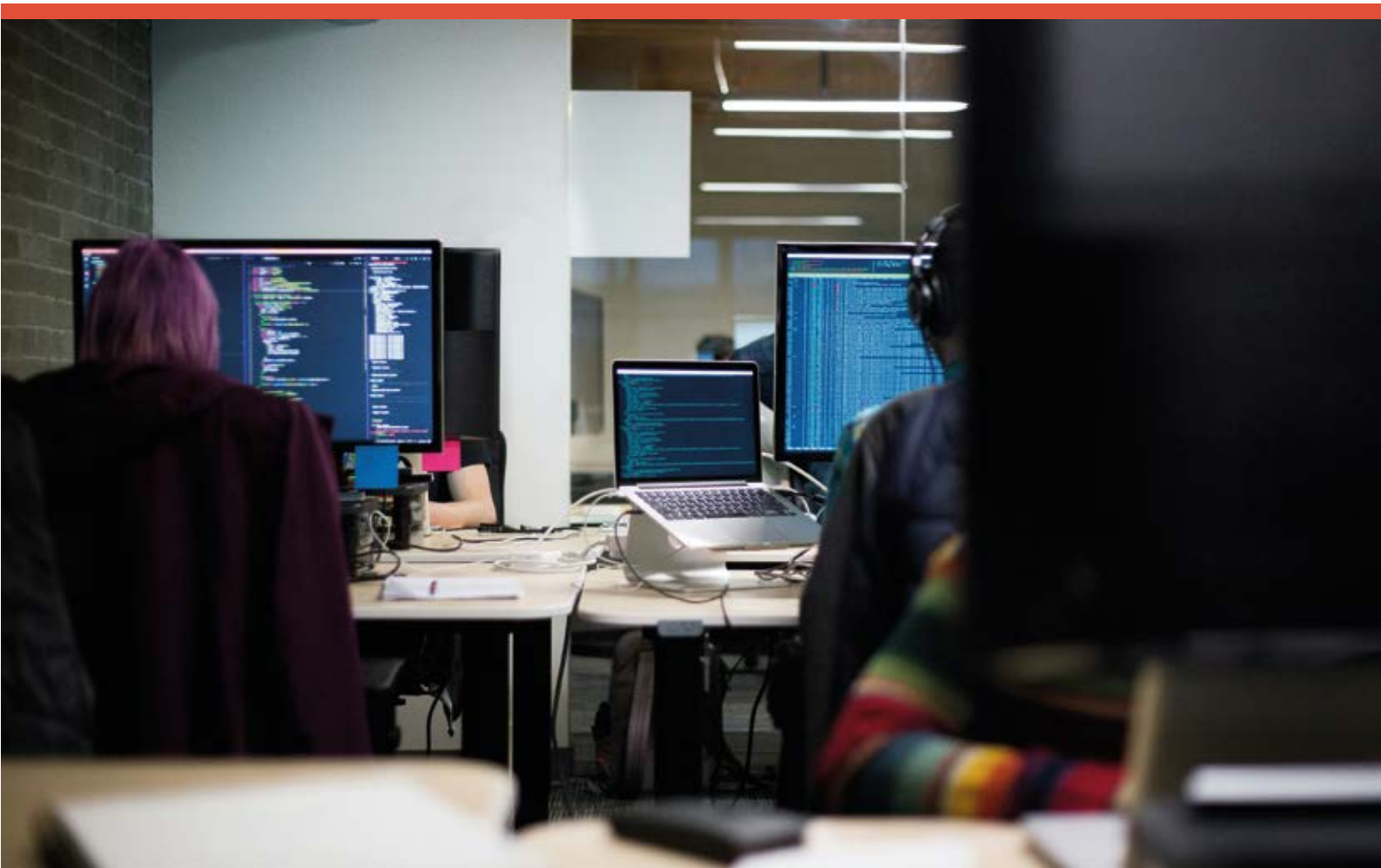
Tech skills

The most common programming language skills among Polish professional developers are JavaScript, Python, and SQL. The chart below presents self-reported professional experience with leading technologies, based on data from the 2024 Stack Overflow survey.

Share of developers in Krakow having experience with a specific programming language



Sources: Stack Overflow's 2024 Developer Survey of 1 894 Polish professional developers.



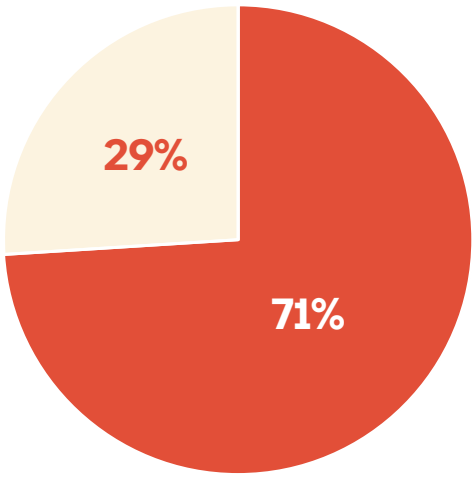
IT talent by IT hub size

There are over 500 companies employing a total of 62 000 IT specialists in Krakow. The IT landscape is dominated by small and mid-sized companies, with 77% of firms employing up to 100 people. Large enterprises with over 1 000 employees make up just 3% of companies but account for 37% of the IT talent. Mid-sized firms with 101–500 employees employ 31% of IT specialists.

Overview of companies employing IT specialists in Krakow, by IT hub size

Company size (IT FTE)	% of total companies	Share of IT talent pool
1-10	21%	1%
11-100	56%	18%
101-500	17%	31%
501-999	2%	13%
1000+	3%	37%

Share of the Krakow IT talent pool employed by IT companies and non-IT companies



Almost one-third of the Krakow talent pool works for technology companies. 29% of the IT specialists in Krakow work for non-technology companies, most often banks and Fintech companies.

For the purpose of this analysis, we define an IT company as an organization whose IT function constitutes over 50% of its headcount in Krakow.

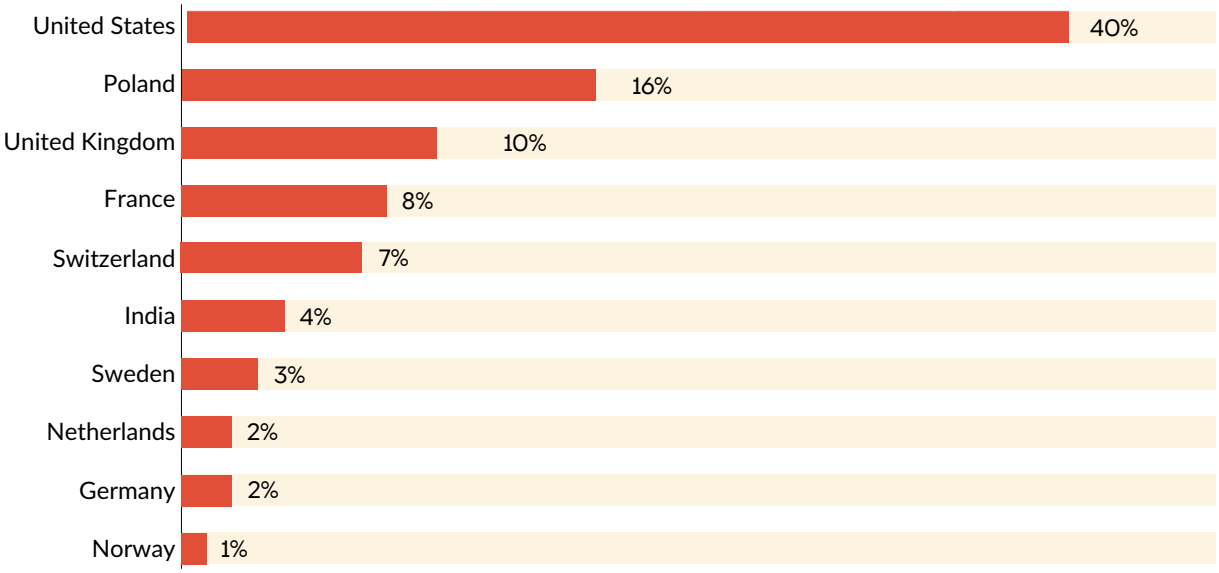
IT companies

Non-IT companies

Source: Dataset by MOTIFE Insights 2025, December 2024, N = 335

IT talent by companies' origin

American companies employ the largest portion of Krakow's IT workforce, accounting for 40% of total employment. Western European firms also make up a substantial share, with the United Kingdom contributing 10%, Switzerland 7%, France 8%, and Germany 2%. Meanwhile, Polish companies represent 16% of the workforce, highlighting the dominant role of international hubs in the local IT market.



Source: Dataset by MOTIFE Insights 2025, December 2024, N = 335

Focus
Voluntary attrition

Krakow's IT sector experienced a decline in voluntary attrition, with the average rate falling from 8% in 2023 to 6% in 2024. Nearly half of the companies surveyed reported attrition rates below 6%, a notable improvement compared to 40% the previous year. While reduced attrition is often viewed as a positive indicator of employee satisfaction and stability, extremely low turnover can also warrant closer examination. It may suggest a workforce that is overly risk-averse or disengaged from innovation, or it could reflect concerns about job security in a changing economic environment.

8%

Voluntary attrition in Krakow companies in 2023

6%

Voluntary attrition in Krakow companies in 2024

Source: MOTIFE Insights 2025

Focus
Women in IT in Krakow

Despite the evolving landscape of the IT job market, it remains a male-dominated industry. However, there is a growing recognition of the need for gender diversity.

An important perspective is that diversity is not only about the share of women. It is also about understanding the value that female team members bring into the IT teams. It is also about noticing that a key metric is also a share of women in the leadership roles in the IT companies.

Community initiatives and campaigns are increasingly spotlighting the role of women in IT, encouraging more inclusive practices. Large organizations are particularly visible in these efforts, often showcasing their female IT leaders to promote gender diversity within leadership roles. While such promotional efforts are important for raising awareness, they may not fully represent the actual gender diversity within the industry. Ultimately, the true measure of gender diversity in IT is reflected in the hard data—the share of women in the IT headcount.

Survey on women in IT

The analysis, based on data from 77 Krakow-based IT companies, reveals several notable trends in gender representation. There is significant variation among companies, with those at the top end employing women in IT roles at a rate nearly three times higher than those at the bottom. Company size appears to be a contributing factor, as larger organizations (those with over 100 IT specialists) tend to report a higher share of women in technical roles. Additionally, the average female representation among the surveyed companies stands at approximately 28%, which is notably above the Polish national average of around 17.5%. This suggests that the sample may slightly over-represent more gender-diverse organizations.

17.5%

Share of women in IT countrywide

14-42%

Range of women's share in IT at Krakow-based companies that responded to our survey

Source: MOTIFE Insights 2025, December 2024, N = 77, Ministry of Digital Affairs, 2024

Expert view

Marta Kępa

Vice President at SoDA

SoDA

The share of women in IT in Krakow significantly exceeds the national average, which, according to data from the Ministry of Digital Affairs, may be as low as 17.5%.

This makes Krakow's performance particularly encouraging, although it is likely linked to the nature and size of the companies surveyed. The larger the organization, the more likely it is to hire women, including in technical roles.

However, reaching the U.S. benchmark of 35% still requires substantial progress—especially in foundational education. Employers cannot prioritize candidates based on gender, as this contradicts the principle of equal opportunity. Therefore, the solution lies deeper—in the educational pipeline, beginning from primary and secondary education through to higher education.

The limited growth in the percentage of women in the IT workforce mirrors the slow increase in the number of female students at technical universities. According to the Girls at Technical Universities 2025 report, the number of women in new technology-related fields grew by 15% between 2020 and 2024, while the number of women in IT-specific programs rose by 35%. However, since the number of male students is increasing at a similar pace, the percentage share of women rose only slightly—by 0.8 percentage points in new tech disciplines and by 1.7 points in IT. As of now, women account for just 17% of students in IT-related studies.

This makes it challenging to expand the pool of women qualified to enter the tech industry. Still, change is possible. Every initiative—whether led by government institutions, universities, NGOs, or businesses—that showcases the diversity of roles within IT can help shift perceptions. After all, IT is not just about programming. It also includes UX design, data analysis, project management, cybersecurity, and artificial intelligence—areas where women continue to excel.

Largest employers of women in IT in Krakow

#	Company	Industry	Share of women among IT employees	Total number of women
1	Cisco	Telecommunications, Networking	39%	826
2	EPAM Systems Poland	IT Consulting, IT Services	30%	511
3	ABB Business Services	Engineering, Manufacturing	42%	273
4	Sii	IT Consulting, IT Services	29%	238
5	IBM	Software	19%	162
6	Akamai	IT Consulting, IT Services	25%	138
7	StoneX Financial Poland Branch	Finance	28%	115
8	Pegasystems Software	Software	25%	100
9	Philip Morris International SCE Krakow	Retail	32%	96
10	Zendesk	Software	35%	84
11	GPC Global Technology Center	Automotive	25%	73
12	GE HealthCare	Health, Medical	35%	69
13	Grand Parade	IT Consulting, IT Services	17%	65
14	SoftServe Poland	IT Consulting, IT Services	29%	63
15	Lufthansa Group Business Services	Transport, Logistics, Aviation	50%	60

Source: Dataset by MOTIFE Insights, December 2024, N = 77

Large companies

The largest IT employers in Krakow

Industries and countries of origins

Among Krakow's 30 largest IT employers, the top industries by IT headcount are IT consulting and services, Telecommunications and networking, and Finance. IT services firms, EPAM Systems, HCL Technologies, Capgemini, and Sii, employ over 6 000 IT specialists. The telecom cluster, led by Cisco, Motorola Solutions, Ericsson, and Nokia, accounts for more than 5 300 IT roles. Finance hubs such as HSBC, UBS, State Street, and StoneX employ about 3 800 in IT.

By origin, the U.S.-headquartered companies dominate, making up over one-third of the list. European firms also have a strong presence, along with a few Polish companies, including Comarch and Inpost. This distribution reflects Krakow's role as a delivery and R&D center for global enterprises with strengths in enterprise software, banking tech, embedded systems, and telecom infrastructure.

The role of large IT hubs in shaping Krakow's tech talent ecosystem

Global tech hubs in Krakow play a formative role in developing future startups founders. To name a few examples: the co-founder of Airly applied expertise gained at Ericsson to build a scalable environmental IoT platform. At Zowie, the co-founder drew on experience from Sabre and these cases show how large companies not only anchor operations in Krakow but also seed the next generation of product-driven innovation.

Comarch

Largest IT employer in Krakow hiring 2550 IT specialists

10

Companies with IT headcount over 1000 people

16k

IT specialists employed by the top 10 largest IT employers

Sources: Krakow IT Market Map Q1 2025, Dataset by MOTIFE Insights, December 2024, N = 335, ASPIRE, 2024

Map of Krakow's 30 largest IT employers

Source: MOTIFE Insights 2025

Krakow's strategic value and future outlook

Marilin Perez-Mazan

Country Manager, R&D Senior Director at Motorola

MOTOROLA SOLUTIONS

Innovating for Global Safety: The Role of Motorola Solutions' Krakow Research and Development Hub

Motorola Solutions' "Solving for Safer" mission drives continuous innovation. As a global leader in safety and security technology, it develops solutions for clear communication, video intelligence, and critical event management—protecting people, property, and places. The company supports over 100 000 public safety and enterprise customers across 100+ countries, with a workforce of more than 21 000 employees.

The Krakow Center in Poland plays a significant role in this global mission. As a major international location and a strategic site with over 25 years of local operation, it currently hosts 2 800 employees, including 1 600 engineers dedicated to advancing safety-focused technologies.

Motorola Solutions' Krakow site develops and enhances products across all major business lines, from critical communications to advanced software for command centers and video analytics. The R&D center specializes in AI-powered video analytics, cloud-based safety platforms, integrated communication systems, advanced radio technology, and cybersecurity. With engineers holding more than 165 patents, the Krakow team significantly drives technological innovation.

Krakow is a Motorola Solutions location, serving as a dynamic hub for critical global operations. In addition to R&D, the site hosts vital global support functions, including IT, Finance, and Supply Chain, strengthening operational resilience and efficiency. Ongoing investments and a highly skilled talent pool further reinforce Krakow's role in shaping Motorola Solutions' technological future and competitive position.

List of the largest IT employers in Krakow (1000+ engineers/IT professionals)

Company	Number of engineers/IT professionals in Krakow	Number of employees in Krakow	Country	Krakow office setup year	Key competencies
Comarch	2550	3020	Poland	1993	Java, .NET, Angular, JavaScript, AI
Aptiv	2100	3650	United States	2012	System Engineers, C, C++
Cisco	2100	2910	United States	2000	Cloud, Data integration, DevOps, Embedded, Java
Motorola Solutions	1750*	2550*	United States	1998	Java, Python, .NET/C#, C++, C, TypeScript
Epam Systems	1700	1950	United States	2011	.NET/C#, Cloud, DevOps, Java, Python
HCL	1450	1750	India	2007	System Engineers
Capgemini	1250*	4800*	France	2003	System Engineers
HSBC	1250	2801	United Kingdom	2010	Java, Python, Data engineering
Sabre	1050	1200	United States	2000	C++, Java, DevOps, Cloud, System Engineers
UBS	1000*	5100*	Switzerland	2008	Java, Python, Data engineering

Sources: based on data provided by companies mentioned.
* Estimation based on online sources.

List of the largest IT employers in Krakow (from 500 to 1000 engineers/IT professionals)

Company	Number of engineers/IT professionals in Krakow	Number of employees in Krakow	Country	Krakow office setup year	Key competencies
Ericsson	850*	1100*	Sweden	2003	Java, C++
IBM	850	900	United States	2005	.NET/C#, AI, BigData, C++, Cloud, Data engineering, DevOps
Luxoft	800	1050	Switzerland	2011	Cloud, DevOps, Embedded, Java, QA
Sii	800	860	France	2010	Cloud, DevOps, Embedded, Java, QA
Heineken	650	2100	Netherlands	2017	.NET/C#, AI, Cloud, Cybersecurity, Data engineering, DevOps
ABB	650	2000	Switzerland	2012	.NET/C#, AI, BigData, C++, Cloud, Data engineering
Nokia Networks	650	850	Finland	2010	C, Networking
Akamai	550	1023	United States	2017	C++, Cloud, Cybersecurity, Data engineering, DevOps, Python
Alior	500	1750	Poland	2012	Java, Python, TypeScript
Accenture	500	1300	Ireland	2010	SAP, Python, Java

Sources: based on data provided by companies mentioned.
* Estimation based on online sources.

List of the largest IT employers in Krakow (from 300 to 500 engineers/IT professionals)

Company	Number of engineers/IT professionals in Krakow	Number of employees in Krakow	Country	Krakow office setup year	Key competencies
Hitachi Energy	490	1450	United States	2019	Python, Embedded, C, C++
State Street	450*	6450*	United States	2007	Data engineering
Ocado	420	500	United Kingdom	2010	Java, Linux, Networking
StoneX	410	500	United States	2018	.NET/C#, BigData, C++, Data engineering
Shell	400	5000	United Kingdom	2005	SAP, Data engineering
Pega	400	460	United States	2005	Cloud, DevOps, Java, Kotlin, Mobile, Python
InPost	380	700	Poland	2011	Java, Python
IG	380	650	United Kingdom	2015	Java, C++, Python
Grand Parade	380	400	United Kingdom	2006	Cloud, Cybersecurity, Data engineering
Brown Brothers Harriman	370	1650	United States	2012	Java, C++

Sources: based on data provided by companies mentioned.
* Estimation based on online sources.

This section highlights the largest domestic IT employers in the city, offers expert perspectives from leaders at top Polish firms, and provides an overview of Krakow-based software houses.

Polish companies

Overview of the landscape

Polish IT employers employ about 16% of Krakow's IT talent pool, totaling around 10 000 specialists, making them the second-largest group after American companies.

Large Polish companies such as Alior (banking), Allegro (e-commerce), and InPost (logistics) have significant operations in Krakow.

About half of IT talent pool employed by Polish companies works for companies in IT Consulting and IT Services sector. With that, the important role in the landscape play the software houses such as Software Mind, j-labs, Avenga, and VirtusLab, which offer domain expertise across various industries.

Most successful Krakow IT companies

Some of the most successful companies that employ IT specialists in Krakow are Comarch and InPost.

Comarch, founded in Krakow in 1993, is one of Poland's largest software vendors and the city's biggest local tech employer. The company develops enterprise software for sectors including finance, telecom, and public services, with over 2 500 IT employees based locally. Although Comarch has expanded globally, core product development continues to be centered in Krakow.

InPost also started in Krakow and has grown into a major European logistics technology company. Best known for its Paczkomaty® network, InPost is continuing to expand across European markets. Its Krakow-based engineering and IT teams are crucial in supporting platform development and operations.

44%

Share of Polish IT companies operating in the IT Consulting, IT Services industry in Krakow

16%

Share of IT talent pool that works in Polish companies

Source: MOTIFE Insights 2025

Expert view

Jakub Kaczmarski

Group Chief Technology Officer, InPost

InPost, founded by Rafał Brzoska in 1996 in Krakow, is a leader in logistics solutions for the e-commerce industry in Europe.

Thanks to the introduction of the innovative form of delivery by APM (Paczkomat®), the parcel market in Poland was revolutionised, and the devices very quickly became an indispensable element of online shopping and a guarantee of speed and convenience.

The InPost Group had more than 83 000 out-of-home points at the end of Q1 2025, including 50 000 Parcel Lockers and more than 33 000 PUDO points in 9 countries (UK, France, Poland, Italy, Spain, Portugal, Belgium, Luxembourg, the Netherlands). In 2024 alone, the company handled more than one billion parcels.

In today's fast-changing world, technology is the key to success. At InPost, through the latest technology and R&D, we are creating new trends in the e-commerce industry. Our solutions are based on automation and artificial intelligence, which enable efficient parcel management. Process automation is one of our priorities. Thanks to our state-of-the-art sorting facilities, we are able to increase the speed and efficiency of deliveries. Our network of Parcel Lockers has become a symbol of innovation in logistics. They use advanced technology, so customers can receive their parcels conveniently and quickly. Artificial intelligence (AI) plays a key role in optimising our delivery routes. In addition, algorithms analyse parcel volumes at a given location to help select the need for a new APM. Thanks to AI, we track data in real time, allowing us to adjust courier routes dynamically.

Krakow is an excellent place to locate an R&D centre due to its strong academic background and access to highly qualified personnel - the Jagiellonian University or the AGH University of Science and Technology educate many outstanding specialists in technological fields. In addition, Krakow is characterised by a dynamically developing start-up ecosystem and a favourable investment climate, which fosters innovation and cooperation between different sectors.

At InPost, we believe that future technologies are the foundation of our development. We continuously invest in research and development to provide innovative solutions that meet the market's needs.

Expert view

Michał Mędrala

Vice-President, Director of Services Division at Comarch

COMARCH

Comarch is a leading global IT company founded in 1993 in Krakow, Poland. We specialize in innovative software and services for industries such as telecommunications, finance, loyalty, healthcare, and retail. With a strong focus on research and development, we deliver advanced solutions that help businesses around the world improve their operations, enhance customer experience, and drive digital transformation.

One of the most significant ways we influence Krakow's IT growth is through job creation and talent development. Employing thousands of specialists, engineers, programmers, and consultants, we provide stable and attractive career opportunities across a wide range of technologies. Moreover, we invest heavily in young talent, partnering closely with major universities such as the AGH University of Science and Technology and Cracow University of Economics. Through internships and cooperation on academic projects, we help students transition into the workforce, ensuring a steady supply of qualified professionals ready to meet the challenges of the global digital economy. Beyond employment, we continuously invest in infrastructure, directly contributing to the city's technological advancement. We have established modern office complexes, data centers, and specialized research and development facilities in Krakow. These investments provide a strong foundation for innovation, enabling us to deliver world-class solutions while creating an environment that attracts new businesses, startups, and investors to the region.

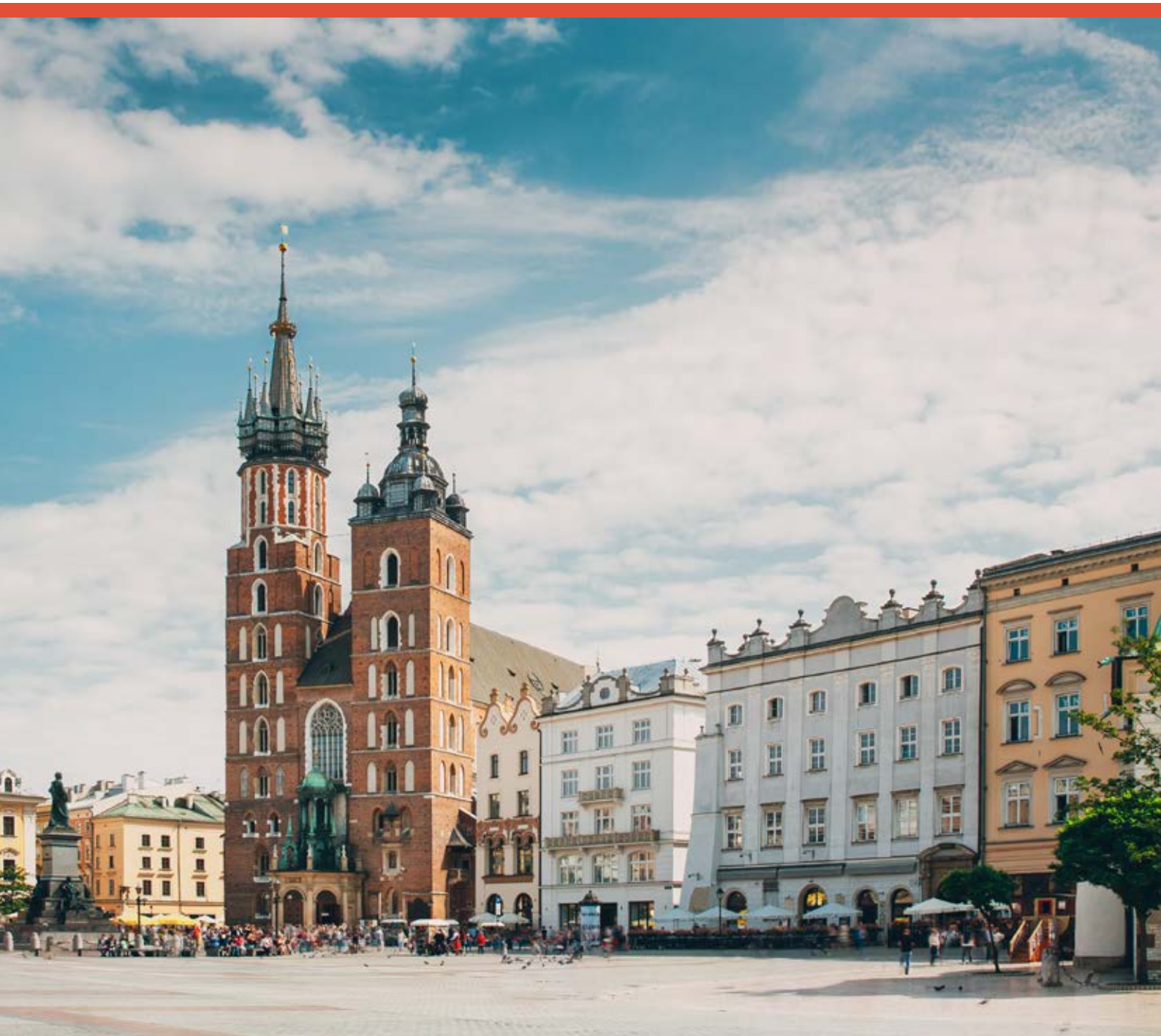
Our strong focus on research and development further stimulates Krakow's IT ecosystem. With significant financial resources dedicated to R&D activities, we drive innovation in critical sectors such as cloud computing, cybersecurity, artificial intelligence, and e-health technologies.

While we have expanded our operations internationally, with offices in more than 30 countries, the decision to maintain our global headquarters in Krakow speaks volumes about our commitment to the city's development. This presence on the international stage draws attention to Krakow as a competitive, attractive location for global tech operations, inspiring other companies to invest in the region. Our global projects also create opportunities for local specialists to work on international assignments without having to leave their home city, fostering a truly cosmopolitan IT community.

Another vital aspect of our influence is our active role in building the broader innovation and business ecosystem. We engage with industry organizations, sharing expertise and creating synergies that help smaller entities grow. Our participation in conferences, hackathons and technology fairs boosts Krakow's visibility in the international IT scene and fosters collaboration between academia, business and the public sector.

In addition to our direct economic impact, we contribute to the social and educational development of Krakow. Through various sponsorships and local engagement projects, we help create a vibrant, inclusive, and sustainable community, making Kraków not just a place to work, but a city in which to thrive.

In summary, our influence on the growth of the IT sector in Krakow is multidimensional. By investing in people, infrastructure, innovation, and community, we not only support our own success but also actively shape Krakow's future as a major European technology center. Thanks to our efforts, Krakow continues to attract talent, investment, and international recognition, securing its place on the global digital map.



Polish software houses

Polish software houses are a cornerstone of Krakow's IT ecosystem, employing thousands of professionals and showcasing the country's technical capabilities on the international stage. Renowned for delivering high-quality engineering services, these firms support clients across sectors such as fintech, healthcare, retail, and media.

Krakow-based software houses frequently partner with foreign start-ups, providing complete development teams or staff augmentation services. This approach enables clients to scale efficiently and accelerate product delivery without compromising on quality.

While traditionally focused on general software development, many of these companies have, in recent years, expanded into specialized domains. Notably, they have developed strong competencies in fintech, cybersecurity, data analytics, and cloud solutions, responding to shifting global needs and the increasing complexity of digital products.

These evolving specializations, combined with flexibility and engineering depth, position Krakow software houses as valuable long-term partners for both start-ups and large enterprises.

2K+

IT specialists working in Polish software houses in Krakow

Polish software houses with the largest teams in Krakow

Company	Year founded	Team size in Krakow	Technologies / Domains
J-labs software Specialists	2010	350	Java, Python, JavaScript, Node, AWS, C++ for custom software development projects
Ailleron	2011	330	Java, JavaScript, C#, ML, AI, Mobile, Digital process automation for Fintech industry
Software Mind	1999	320	Java, Python, JavaScript, Node, AWS, C++ for custom software development projects
Avenga	2019	300	Java, Scala, Python, React, Embedded, Android, DevOps, Azure for digital transformation projects
Software Mansion	2012	300	JavaScript, Java and Agile Methodologies for Pharma, Insurance, Finance and banking, Automotive industries
VirtusLab	2010	170	Java, JavaScript, C++, C#, Python, Scala, Google Cloud, and Data for custom software development
Miquido	2011	160	JavaScript, Java, React.js, Android, iOS, AI for Entertainment, Fintech, eCommerce and other industries
Codibly	2011	100	Java, JavaScript, Spring, Hibernate, PHP, and Docker for eMobility, Renewable energy, Environment Sustainability industries
Grape Up	2006	90	Java, Python, AWS, JavaScript, Spring, C++, React for Automotive, Insurance, and Finance industries

Source: MOTIFE Insights, companies career sites, LinkedIn data.

Expert view

Przemek Mikus

President of SoDA, Software Development Association Poland

SoDA

Over the past year, Poland's software house sector has demonstrated notable adaptability amid global economic uncertainty and shifting demand. Based on SoDA's barometers and ongoing member consultations, we see a sector transitioning from reactive cost-optimization to proactive specialization and productization.

Krakow remains a key hub, yet regional dispersion is growing – with companies expanding operations beyond major cities to tap into untapped talent pools.

Many Polish software houses pivoted from generalist outsourcing toward offering high-value services: cloud transformation, cybersecurity, and GenAI applications. AI adoption is no longer experimental – software houses are embedding AI capabilities into client solutions and internal workflows, driving productivity and differentiation.

What stands out is resilience. Despite layoffs in global tech, Polish software houses sustained employment levels by diversifying client geographies and industries. Demand from DACH, Nordics, and North America remains strong, especially for nearshoring partners with proven delivery models and EU-compliant data practices.

We expect to see further consolidation, tighter integration with vertical domains like healthcare or energy, and greater investments in proprietary tools. With Krakow's deep talent pool, cross-cultural fluency, and engineering maturity, Polish software houses are well-positioned to lead in this new era of specialized digital partnerships.

European companies

European companies employ 33% of Krakow's IT professionals. Of this group, 15% works for EU-based companies, while 18% are employed by non-EU European companies. Leading countries investing in Krakow's tech talent include the United Kingdom, Switzerland, and France.

The significant presence of European companies among Krakow's top IT employers, with 12 out of the 30 largest being European firms such as Capgemini, HSBC, UBS, Ericsson, and Sii, and European companies constituting 7 out of 15 new IT players in Krakow over the past year, highlights Krakow's emergence as a strategic hub for European IT operations, extending far beyond simple cost reduction.

Krakow's appeal extends beyond established corporations seeking to expand their operations. The city has cemented its reputation as an innovation hub, notably demonstrated by being home to R&D centers for European startups that have achieved Unicorn status.

33%

Share of the Krakow's talent pool employed by European companies excluding Poland

12 of 30

Largest IT employers in Krakow are European companies

Source: MOTIFE Insights 2025

Why Krakow is a strategic choice for European IT and R&D hubs

Krakow offers a business environment shaped by the benefits of EU membership, combining regulatory consistency with practical advantages for international companies.

Harmonized regulations and standards. As an EU member, Poland operates within a legal and regulatory framework consistent with other member states. This alignment simplifies compliance and reduces administrative complexity. Shared EU directives ensure uniform treatment of key areas such as intellectual property and data protection (e.g., GDPR), while the common legal heritage supports consistency in corporate and employment law across jurisdictions.

Simplified financial operations. Companies can apply the VAT reverse charge mechanism in their home country, easing cash flow management. Additionally, the stable exchange rate between the Polish złoty (PLN) and the euro (EUR) minimizes currency risk.

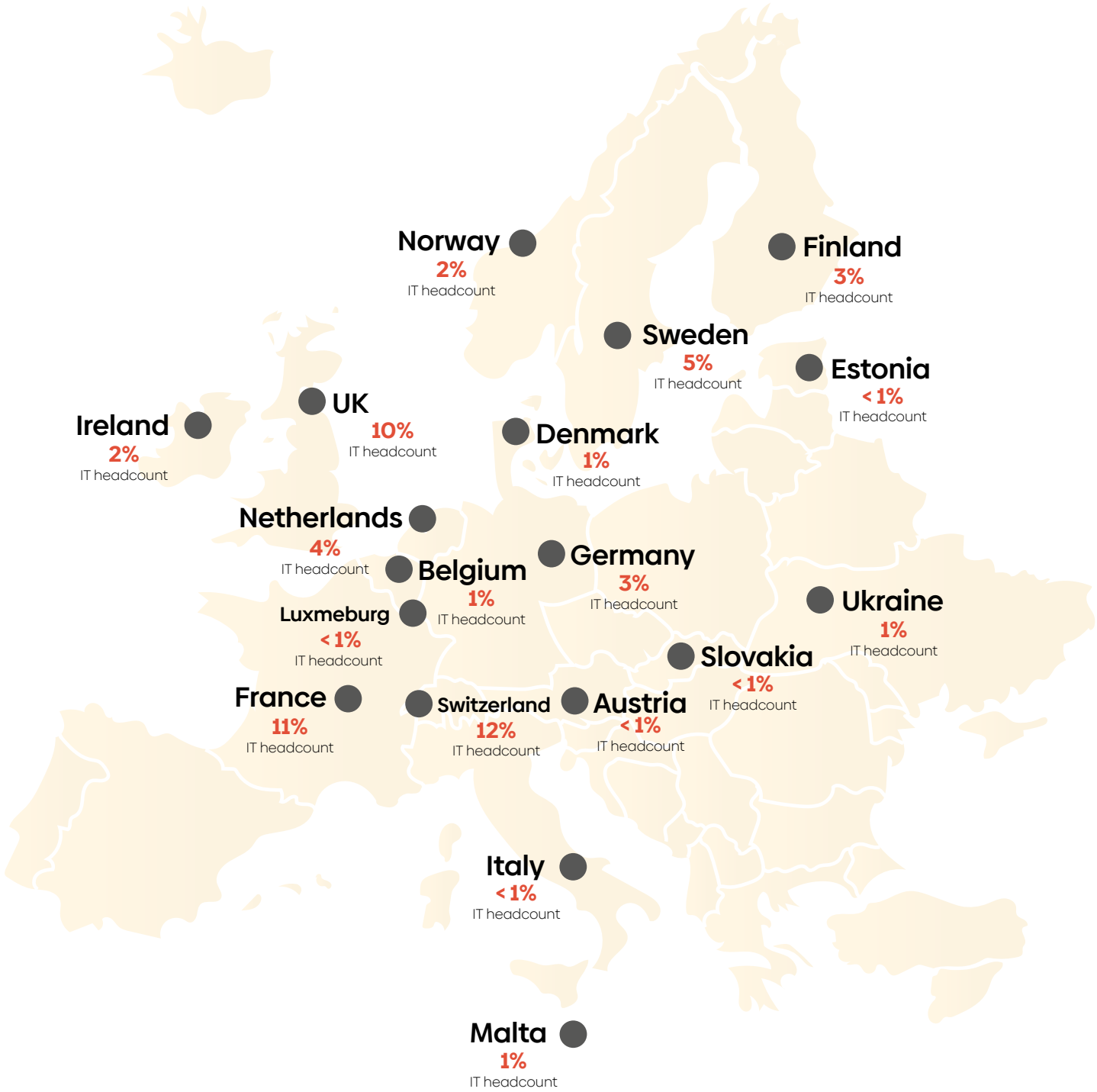
Efficient travel connections. Krakow is easily accessible, with direct flights to over 120 European airports. Most destinations are within a 1–4 hour flight, facilitating frequent and convenient travel.

Robust talent pool. Unlike many smaller European markets with limited local IT talent, Krakow offers access to a broad and skilled workforce, making it a strong alternative for sourcing technology professionals.

Intra-EU mobility. EU freedom of movement enables seamless employee relocation across borders, supporting flexible staffing and expansion across European locations. Krakow benefits from this mobility, making it a practical hub for international operations.

Multilingual talent. Krakow's workforce includes a significant number of multilingual professionals, with fluency in all major European languages. This is further strengthened by an active expat community, offering native-level language skills combined with technical expertise.

Share of Krakow IT talent pool by the country of origin of employer, European employers only



Source: Database by MOTIFE Insights, December 2024, N = 335

Expert view

Piotr Wasil

Director Data Engineering, HERE Technologies

HERE has been a pioneer in mapping and location technology for 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe.

From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy.

HERE is the global leader in enterprise-grade maps powering navigation, ADAS, EV, and automated driving across 200 countries and territories. Our HD Live Map enables SAE Level 3 automation for brands like BMW and Mercedes-Benz. Over 70 brands from 30+ automakers choose HERE Intelligent Speed Assistance Map, establishing it as the market leader. Today, 54 million vehicles rely on HERE for advanced driving assistance, while our data and software serve more than 222 million vehicles worldwide.

HERE's AI-powered unified mapping architecture leverages advanced AI/ML for unmatched precision and innovation. Industry analysts consistently rank HERE as the top location data platform, due to our commitment to precision, high map quality, and rich content. We enhance map quality through AI-driven automation for speed limits, hazards, traffic, and advanced driving content. Our platform handles over 170 billion API requests monthly, placing HERE at the core of the automotive industry's evolving SDV landscape.

HERE is building a safer, smarter, and more sustainable world by reimagining how people, goods, and services move. Location is more than coordinates — it's context, awareness, and potential. When used effectively, it enables smarter cities, safer roads, and more efficient systems.

What do you do in Krakow?

HERE Technologies has been in Kraków for 20 years, starting as a small local office with 12 specialists supporting map-making. In 2020, the company chose Kraków as a new R&D hub for EMEA after analyzing potential locations. Key advantages included a strong IT talent pool, academic resources, business stability in Poland, a convenient time zone, cost efficiency, and an existing office to build upon.

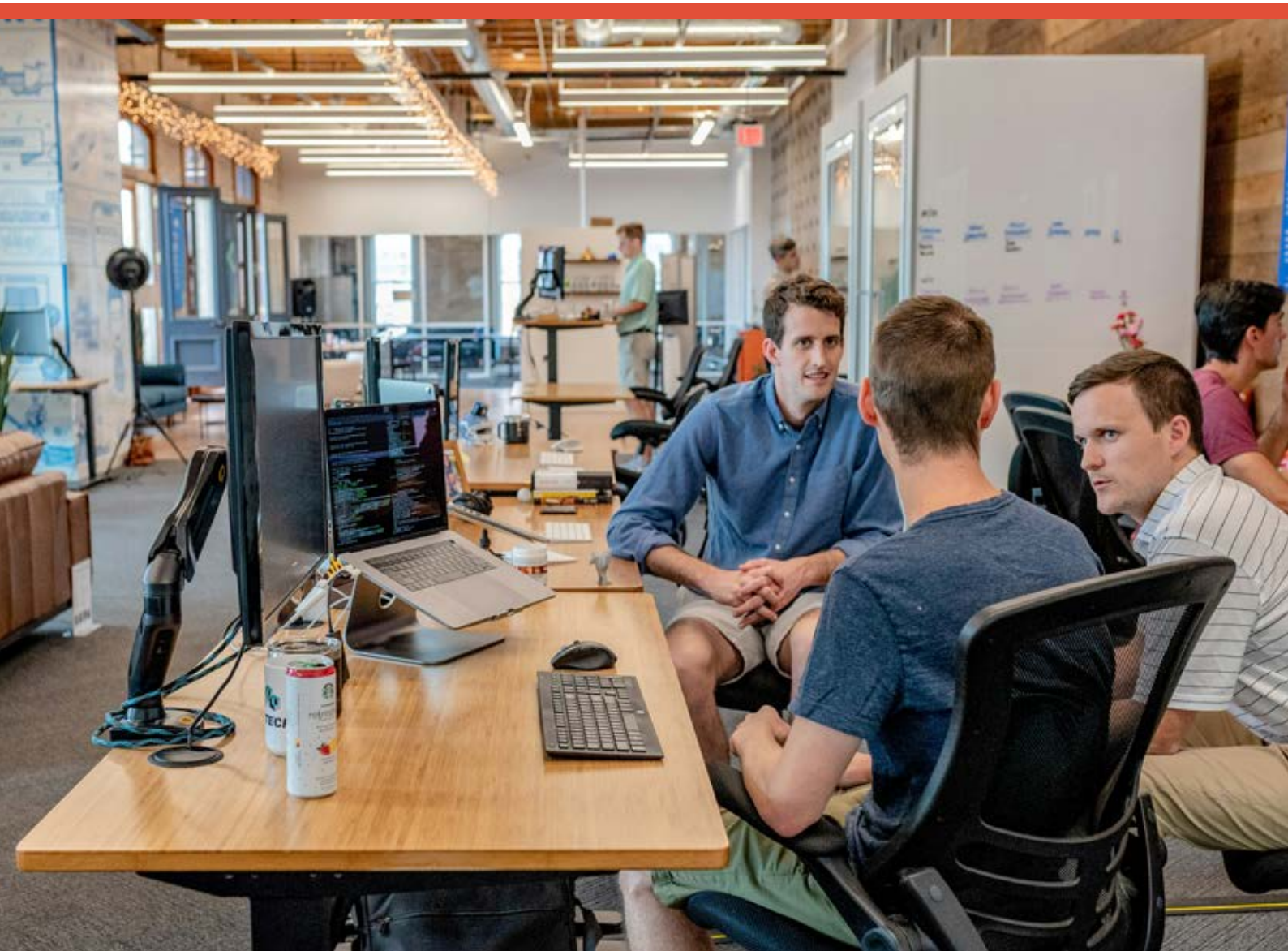
How can you describe the growth in Krakow?

The beginning was challenging due to COVID-19 and low brand recognition in the local market. Competing with established companies in Kraków wasn't easy, but we increased our presence through job fairs, conferences, and internships. Today, we have about 200 employees in Kraków, 150 in R&D, and plan to continue hiring this year.

What are your plans for Krakow?

We plan to continue growing as a key tech hub for the EMEA region. While engineering is our focus, we will also be hiring other roles to continue building on top of the great talent we have here.

For software engineers, we look for skills around Java, Scala and C++, hiring at all levels of experience, including management. HERE offers the chance to work on complex problems in map making, processing billions of data points worldwide to deliver the best mapping experience for our automotive and non-automotive customers. Our goal is to make a unified live map designed for every moving vehicle.



Expert view

Jacek Janiszewski

Director, Head of Technology & Architecture at ASSA ABLOY

ASSA ABLOY's presence in Krakow is connected with the Krakow Innovation Center, a hub of technological advancement and innovation, established in 2012.

ASSA ABLOY being a global leader in access control solutions owns operations in over 70 countries with several innovation hubs where develops advanced technology in areas of digital locks & readers, automated entrances, mobile security and trusted identities.

Krakow hub is home to most of groups' divisions, including the HID, Technology Solutions Americas, Digital Access Solutions EMEIA and Global Solutions, playing a crucial role in developing and supporting ASSA ABLOY's global digital initiatives
.
Krakow Innovation Center is one of biggest engineering hub responsible for developing brand new technologies in areas of secure communication, IoT protocols, identification management, product cybersecurity, digital keys, locks and readers. It is pure R&D with over 90% employed working on firmware, software, mobile, cloud solutions and IT.

How would you describe the growth of the Krakow hub?

The growth of the Krakow hub has been patient and steady. Starting with a small team in 2012, the Kraków Innovation Center has expanded over last decade to house of over 500 employees, primarily in engineering roles.

Our goal from beginning was to focus on highly advanced technology and create an R&D center with mission to keep ASSA ABLOY products constantly on the edge of innovative solutions and provide highest level of security.

The Krakow Innovation Center has become a key player in ASSA ABLOY's global strategy, contributing to the development of world-renowned products and solutions.

What are your plans for the Krakow hub?

Looking ahead, ASSA ABLOY has still ambitious plans for the Krakow hub.
We are responsible for many of the group's key technologies, products and solutions which requires continuous improvement on one hand

side and designing completely new solutions on the other hand to meet latest safety & security demands in more and more digitalized world.

The company aims to continue its growth trajectory by fostering collaboration and sharing resources across its various divisions.

One of the key goals is to enhance the hub's role in global initiatives and further expand its capabilities in areas such as hardware, firmware, software, security, cloud, DevOps, program management, IT, product support, and HR.

The hub will also focus on strengthening its collaboration with local universities and participating in industry events to attract new talent. We continuously run our internship programs inviting students to work on current projects and initiatives directly as members of our product teams.

Krakow Hub, due to perfect location and size became also important spot for number of ASSA ABLOY events, meetings and trainings.

Overall, the future of the Krakow Innovation Center looks promising, with a strong focus on innovation, collaboration, and growth. By leveraging its existing strengths and exploring new opportunities, ASSA ABLOY is well-positioned to continue its success in Krakow and beyond.

American companies

As of 2021, American companies invested $26 billion and their assets are estimated at nearly $59 billion, making them the second-largest foreign investors in Poland, behind Germany and ahead of France. In Krakow, U.S. companies significantly shape the IT sector, employing 40% of IT specialists and representing 12 of the top 30 IT employers, highlighting the strategic importance of American investments in Poland's tech industry

40%

Of the IT talent pool works in US companies

1998

The first US company, Motorola, opens an IT hub in Krakow

10 largest American IT hubs in Krakow

Company	IT headcount in Krakow	Industry
Aptiv	2100	Engineering, Manufacturing
Cisco	2100	Telecommunications
Motorola Solutions	1750	Telecommunications
EPAM Systems	1700	IT Consulting, IT Services
Sabre Polska	1050	Travel
IBM	850	Software
Akamai	550	Telecommunications and networking
State Street	450	Finance
StoneX Poland	410	Finance
Pegasystems Software	400	Software

Source: MOTIFE Insights, companies career sites, LinkedIn data.

Expert view

Mateusz Jurczyk

Branch Director Krakow & Katowice, Amcham

Krakow is Tech. Krakow is IT. Krakow is R&D. Krakow is Talent.

Krakow has long been a hub for American companies, the second-largest group of foreign investors in Poland, who have created over 330 000 jobs across the country. Impressively, more than 10% of these jobs are located in Krakow and the Malopolska region. While that places Krakow just behind Warsaw in terms of sheer volume, it's not the quantity, but the quality of these jobs that truly stands out.

To me, the most compelling measure of Krakow's appeal is found in conversations with investors, many of whom choose Krakow as their first location in Poland, and often even in Europe. Regardless of industry or business size, they come looking for highly skilled, well-educated, and open-minded talent. And they find exactly that here!

Over the years, I've witnessed a steady influx of such companies. I've watched them grow roots, gain momentum, and rise to become some of Krakow's top employers.

Is there a limit to this growth? Has Krakow reached a saturation point? Many ask these questions—and the answer, in my view, is 'NO'.

Perhaps it's the city's universities and technical schools, constantly evolving their programs to meet market needs. Maybe it's the proactive support from local government, NGOs, and business networks that continually bridge global capital and know-how with local expertise. Or maybe Krakow has simply built a complete, fully functional ecosystem - one that accelerates innovation and fuels sustainable growth.

If this truly is Krakow's moment, then it's also the time to consider how we preserve this momentum and ensure future success. That means defining a clear investment strategy - one grounded in values that attract investors who not only benefit from being here but are also committed to building a thriving, inclusive Krakow for both international and local businesses.

New foreign IT players

Evolution over time

The timeline of international IT hubs established in Krakow highlights the city's evolution into a strategic location for global tech operations. The last five years alone saw the arrival of 60 new IT companies, with 2021 and 2022 standing out as record years, with both years seeing over 15 new entrants each.

60+

60+ new IT players in the last 5 years

Timeline of new foreign IT hubs in Krakow with over 10 IT FTE (2010-2024).

2010
- HSBC
- Inetum Polska
- Jacobs Solutions
- Luxoft Holding Inc
- Nokia
- Ocado Group
- SmartRecruiters

2011
- Akamai Technologies
- Amer Sports
- Aptiv
- Capita plc
- EPAM Systems Inc
- Equativ
- Grand Parade
- Kongsberg
- SALESmanago
- Sii
- Teva Pharmaceutical Industries
- Zooplus

2012
- Brown Brothers Harriman & Co
- Cisco Systems Poland
- ClearCourse
- Genpact
- Heineken
- Herbalife
- Open GI
- Oracle
- PerkinElmer
- Sappi
- Schibsted Tech

2013
- Accenture
- Amartus
- ASSA ABLOY
- GE Healthcare Nordic
- Semiconductor

2014
- ALK
- Getinge
- Grid Dynamics
- Lundbeck
- Pontoon
- Relativity
- SolarWinds

2015
- Architech Poland
- Cardiomatics
- GlobalLogic
- Guidewire
- IAG
- IG
- Peak11
- Sperasoft Inc
- Tagvenue

2016
- Airhelp
- Arrow Electronics, Inc.
- Collabera Digital
- N-iX
- OpenX Technologies
- parasoft.com
- Qurate Retail Group
- Uber
- Zurich Insurance Group

Source: MOTIFE Insights 2025

2017

- Forte Digital
- INEXTO
- Kingfisher Playbook Engineering
- Qualtrics
- Talixo
- VRP Consulting

2018

- AML RightSource
- Branchspace
- Equiniti
- Esatto Poland
- FLYR Labs
- IMI Hydronic Engineering
- Kimberly-Clark
- Revolut
- SoftServe
- Splunk
- StoneX
- TE Connectivity
- Tesco
- Zendesk

2019

- Arbisoft GmbH
- Beekeeper Poland
- Gravity 9
- HAVI
- Hitachi Energy
- Infogain Technologies
- Intellias Poland
- Kitopi
- MindMics Polska
- PepsiCo
- Telenor Linx Polska
- Universal Investment

2020

- AbbVie
- Alfa Laval
- Backbase Poland
- Cytiva
- KION Group
- LTIMindTree
- OANDA
- Stonly
- TTEC Holdings Inc
- Unit8

2021

- ALDI Tech
- Apptio (IBM Company)
- Aras
- BYSTRONIC
- DataArt
- Dyson
- ELEKS
- FDM Group
- Kaseya Limited
- mpeople
- project44
- Sylvamo
- Trade Ledger Pty Ltd
- Westinghouse Electric
- Wix.com
- Zilch

2022

- Basler
- BorgWarner Inc.
- CAE
- Cloudinary
- First Advantage Poland
- Genuine Parts Company
- GFT
- Here Technologies
- Keepit
- L&T Technology Services
- LegalZoom
- LoopMe
- Papaya Global
- Sense Street
- Shares
- Tealium

2023

- Concentrix Corporation
- EUROCLEAR
- FedEx
- Forte Group
- Moatable
- Persistent Systems
- Stellantis
- Tanium Inc
- Volvo Tech Hub
- Zilch Poland

2024

- ActiveCampaign
- Avature Limited
- BVI Medical
- Genetec
- Honeywell
- Metso
- Sysco Corporation
- Viator

Expert view

Paweł Macuda

Site Director at Metso

Metso

Metso, a global frontrunner in sustainable technologies for the aggregates, minerals processing, and metals refining industries, has recently joined Krakow's dynamic technology landscape. The company marked its arrival by launching a state-of-the-art Digital Design and Development Studio in the city.

The choice of Krakow was not random, but a strategic decision. Metso was drawn by the city's impressive and growing pool of highly skilled IT professionals and its strong network of technical universities fostering innovation. Furthermore, Krakow offers competitive operational costs and reliable and robust infrastructure.

Its strategic spot in Central Europe, coupled with an advantageous time zone, allows for easier collaboration across Metso's global operations, making it an ideal hub within the vibrant local technology ecosystem.

Metso has ambitious plans for its Krakow studio. It is set to become a key global hub driving the company's digital transformation. The primary focus is on developing cutting-edge digital solutions, including software development and advanced UX/UI design. Importantly, the studio will build strong competencies in forward-looking areas such as cybersecurity, data science, and AI.

These digital advancements are aimed at enhancing customer success, operational efficiency, and sustainability worldwide. Metso plans significant growth for this strategic center, positioning it at the forefront of the company's digital innovation efforts.

List of new international IT players

Arteris
Manufacturing / USA
arteris.com

Arteris provides NoC IP and SoC integration software for semiconductor design, serving automotive, AI, and electronics industries.

BVI Medical
Manufacturing / USA
bvimedical.com

BVI Medical specializes in ophthalmic surgical devices, including intraocular lenses, single-use instruments, and surgical equipment for cataract, glaucoma, and retinal procedures.

Genetec
Software / Canada
genetec.com

Genetec specializes in unified physical security solutions, integrating video surveillance, access control, and analytics into one platform.

Honeywell
Manufacturing / USA
honeywell.com

Honeywell specializes in aerospace, building technologies, and industrial automation. It develops software and hardware solutions to improve efficiency and sustainability across industries.

InfoObjects
IT services, IT consulting / USA
infoobjects.com

InfoObjects specializes in Generative AI, data engineering, and cloud solutions. They help businesses improve efficiency and innovate through digital transformation.

Keewe
Financial services / France
keewe.eu

Keewe is a fintech company offering international payments and multi-currency accounts with tools to track and reduce carbon footprint.

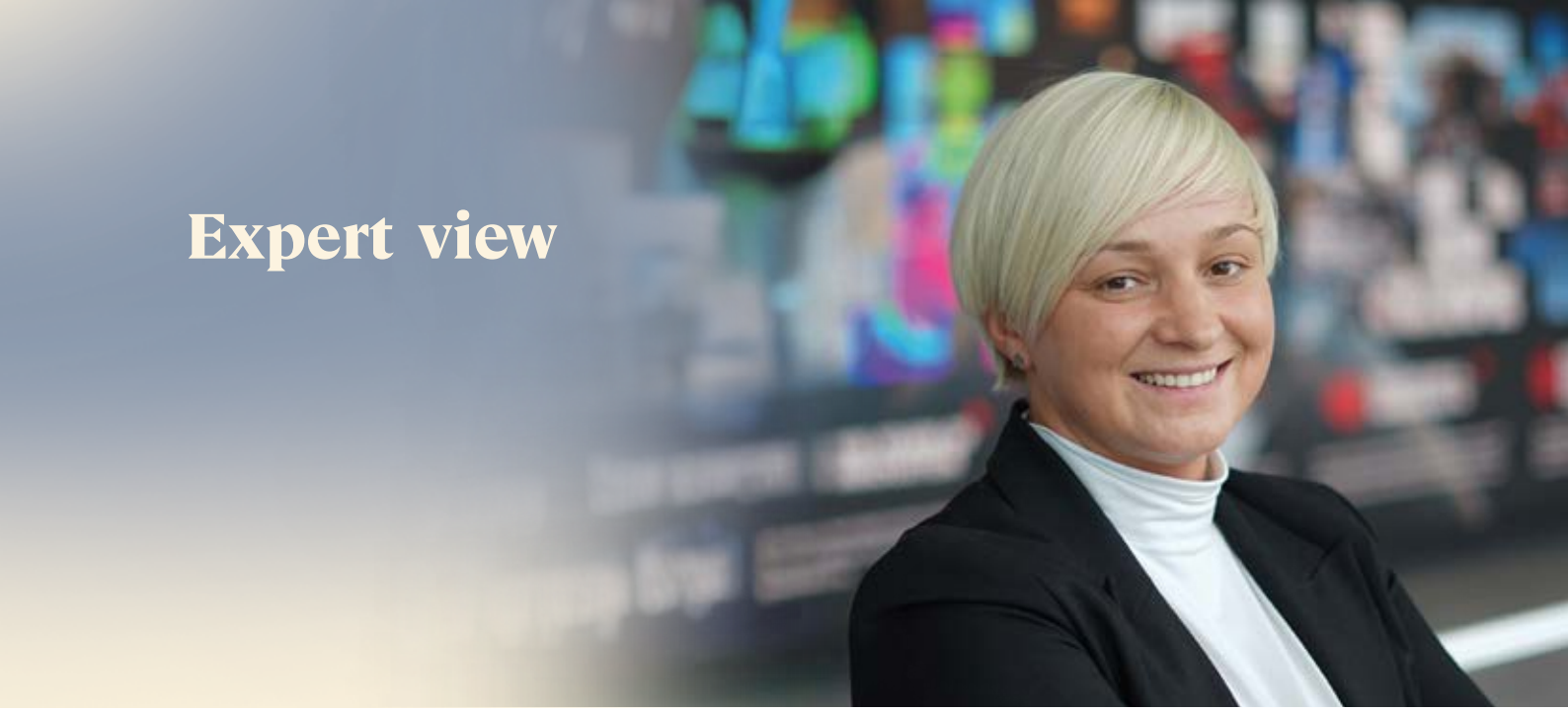
Lemberg Solutions
Information consulting, IT services / Ukraine
lembergsolutions.com

Lemberg Solutions specializes in IoT products, digital experiences, and AI solutions. They offer end-to-end development services for healthcare, automotive, and energy.

Move Republic
Software / Germany
moverepublic.com

Move Republic offers a digital platform that encourages employees to engage in physical activity through gamified challenges and rewards.

Expert view



Anna Szewczyk

Engineering Director and Site Leader at Honeywell's R&D Centre in Krakow, Vice President of the Management Board

Honeywell

Honeywell is an integrated Fortune 500 company serving a broad range of industries and geographies worldwide, with a business aligned to three megatrends - future of aviation, automation, and energy transition - through innovative solutions that make the world smarter, safer, and more sustainable.

Krakow was chosen for Honeywell's R&D hub due to its outstanding engineering and IT talent pool, supported by top technical universities, and a vibrant technology ecosystem uniting industry, startups, and academia. This environment fosters partnerships, knowledge sharing, and access to new ideas, which are essential components of successful R&D efforts. Krakow's strategic Central European location, with close links to our Brno engineering site, ensures seamless connectivity across Europe and access to emerging markets. Moreover, regional and EU funding opportunities empower its long-term innovation strategies.

The Krakow's R&D center currently employs over 50 experts in software, systems engineering, and cybersecurity roles focused on aviation innovations. We plan to expand our team to several hundred specialists in the coming years. We are especially focused on supporting regional business growth through energy transition solutions, including hydrogen-powered aircraft, fuel cells, and advanced cooling cycles. We are committed to developing Euro-indigenous content for defense and space technologies and advancing autonomous flight control systems. We also partner with AGH on hydrogen aircraft solutions.

Looking beyond 2025, Honeywell aims to establish Krakow as a center of excellence in aviation safety and efficiency. Our long-term ambition is to shape a sustainable, safe, and efficient future for aviation, positioning Krakow as another key innovation hub in Central Europe.

List of new international IT players

OrbitalBet
Software / UK
orbital.bet

OrbitalBet provides customizable sportsbook software. The company supports operators with complete platforms or modular solutions for sports betting systems.

Sombra
IT services, IT consulting / Ukraine
sombrainc.com

Sombra specializes in custom solutions across industries like finance, healthcare, and e-commerce to help businesses improve efficiency and innovate.

Stellar Blu Solutions
Travel / USA
stellar-blu.com

Stellar Blu Solutions develops advanced satellite communication antennas for aviation and mobility platforms. Their products support multi-orbit connectivity and serve commercial, government, and maritime sectors.

Sysco Corporation
Other / USA
sysco.com

Sysco is a global foodservice distributor supplying restaurants, healthcare, and hospitality industries. They offer a wide range of food and kitchen products through an extensive logistics network.

Viator
Travel / USA
viator.com

Viator is an online platform offering tours and activities worldwide. It provides flexible booking and customer support as part of Tripadvisor.

IT services, IT consulting / France
visiativ.com

Visiativ provides digital solutions to support the transformation of businesses. They offer services in areas such as product lifecycle management, innovation, and digitalization.

XTM International
Software / UK
xtm.cloud

XTM International specializes in AI-powered translation management software. Their platform, XTM Cloud, streamlines localization processes for enterprises, integrating with various content management and machine translation systems.

Expert view

Piotr Uryga

CTO, TripAdvisor

Tripadvisor

The travel experiences market is booming as more people seek meaningful adventures, and at Viator, we're rapidly expanding to meet this global demand, connecting travellers with nearly 400 000 experiences.

Our choice to significantly invest in and grow our Krakow presence is a deliberate strategy, perfectly aligned with this growth and our R&D model.

So, why Krakow? Firstly, we champion a truly European-centered R&D approach. Unlike many U.S. companies where European offices act as extensions, Viator's R&D is fundamentally rooted in Europe, without a single dominant location. This fosters a level playing field; whether you're in Oxford or Krakow, the experience is equally integrated. Our teams across Poland, the UK, and Portugal already collaborate seamlessly on core product areas like search and ranking algorithms. Krakow is inherently part of this core. Secondly, Krakow provides access to commercially savvy tech talent. While many European cities boast skilled engineers, Krakow now has a critical mass of software engineers with proven experience in delivering outstanding products. This requires a distinct mindset and skillset compared to traditional outsourcing roles, and we need to be where we can tap into this unique talent.

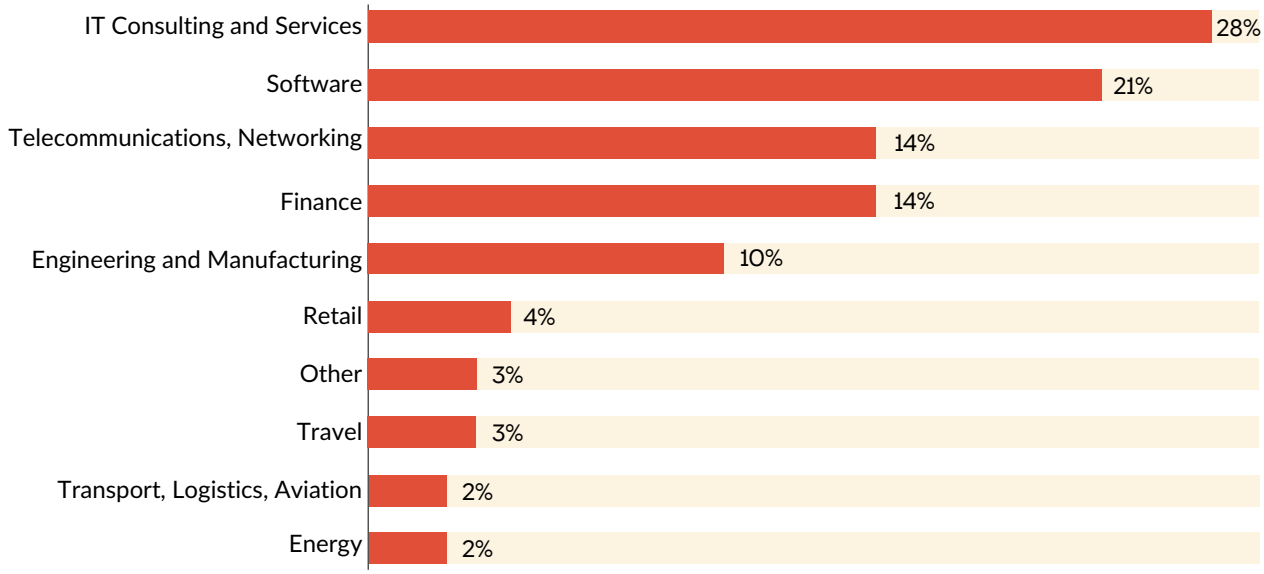
Thirdly, we intimately know this market. Our VP of Product, VP of Engineering, and several key engineering leaders are based in Krakow, possessing decades of experience here. Expanding our footprint around this existing leadership was a natural step. While others are now recognizing Krakow's potential, we are one of the first of our size to have R&D led from here.

Our plans for Krakow are ambitious and reflect its importance. We already have a strong team of 30 professionals here, and we intend to at least double that number by the end of this year. Krakow is set to become one of our three main R&D hubs globally. Viator is resolutely focused on developing Krakow into a key engineering and technology center. We are actively hiring engineers and technical professionals who will be instrumental in driving product innovation and platform development. The Krakow office is already a critical part of our operations, and our goal is for this team to take ownership of major components of the Viator platform. Given the highly favorable environment for tech growth in the region, we are committed to further expanding our presence, aiming to hire several dozen specialists this year alone.

Industries

IT talent by industry

Our analysis highlights eight core industries employing IT specialists in Krakow, with the top three alone accounting for 63% of the talent pool. Two of these, IT Consulting & Services and Software, are directly tied to the tech sector. The third, Finance, reflects the sector's ongoing commitment to digital transformation.



Krakow's IT talent is concentrated in a handful of core industries, but behind the numbers lies a deeper story of long-term specialization and strategic clustering. According to our analysis, three sectors - IT Consulting & Services (28%), Software (21%), and Finance (14%) collectively account for two-thirds of Krakow's IT workforce. These aren't just broad verticals; their ecosystems shaped over two decades of sustained investment, knowledge building, and talent development.

What's emerged is a form of spontaneous industry clustering, where domain-specific know-how, not just technical skills, has become the defining asset. In finance, for example, companies like UBS, HSBC, and State Street have cultivated deep expertise in payments, compliance, and capital markets, turning Krakow into a global competence hub. In telecommunications and networking (15%), leaders like Akamai and Cisco are pushing the boundaries of connectivity and digital infrastructure.

Other industries - Engineering and Manufacturing (10%), Retail (4%), Travel (3%), and Energy (2%) may have smaller shares of IT employment, but they represent highly specialized domains with real impact. The automotive sector is a prime example, anchored by firms like APTIV, Volvo Cars, Stellantis, and HERE Technologies. These companies are not only building embedded systems and vehicle platforms in Krakow, they're investing in long-term R&D and creating high-value engineering roles. Similarly, retail giants like Ocado and Tesco are leveraging Krakow's tech base to drive automation, e-commerce, and logistics optimization.

In the following pages we are looking deeper into selected industries: Telecommunications, Travel and Aviation and Software.

Source: Dataset by MOTIFE Insights, December 2024


static boolean canRedeem(String current, String goal,
ArrayList<Airline> network){
if(current.equals(goal)){
//base case 1, I have found a path!
pathForMiles.add(current);
return true;
}
else if(airlinesVisited.contains(current))
// base case 2, I have already been here
// don't go into a cycle
return false;
else{
// I have not bee

Focus
Telecommunications and Networking

Krakow hosts major R&D and engineering operations for global leaders in telecommunications, cybersecurity, and enterprise infrastructure.

Mobile network
Ericsson and Nokia run large-scale R&D centers in Krakow focused on mobile network technology. Their teams develop software and systems for 5G networks, including radio access networks (RAN), core network components, and network automation tools. Both companies are also involved in early-stage development of 6G standards and architecture.

Cybersecurity
Cisco, Akamai, and Motorola Solutions operate cybersecurity teams in Krakow responsible for building and maintaining global security products. These include intrusion detection systems, secure access solutions, threat intelligence platforms, and cloud-based security services.

Cloud and edge infrastructure
Engineering teams at Akamai, Cisco, and Motorola Solutions are developing cloud-native services and edge computing infrastructure. Their work includes building content delivery networks (CDNs), distributed data processing platforms, and scalable, low-latency systems used in enterprise and public sector applications.

Public safety
Motorola Solutions' Krakow office is a key site for its public safety software development. Teams focus on integrated command center platforms, emergency response software, video surveillance and analytics, and interoperable communication systems for first responders.

Enterprise networking
Cisco and Akamai operate engineering teams in Krakow focused on enterprise networking technologies. Cisco develops software-defined networking (SDN) solutions, network monitoring and management tools, and components of the Webex collaboration platform. Akamai builds secure networking infrastructure and traffic routing systems used in enterprise environments, including solutions for edge networking, application acceleration, and zero-trust access.

14%

Share of IT talent working in Telecommunication and Networking companies in Krakow

9K

The estimated number of IT specialists working in Telecommunications and Networking companies in Krakow

The largest IT employers in Krakow – the Telecommunications and Networking industry

Company	Country of origin	IT headcount
Cisco	United States	2100
Motorola Solutions	United States	1750
Ericsson	Sweden	850
Nokia Networks	Finland	650
Akamai	United States	550

Source: MOTIFE Insights 2025


mphony

Focus
Travel and Aviation

Krakow has become a significant hub for travel technology. From booking engines and airline operations platforms to loyalty programs and AI-driven analytics, local teams support a wide range of travel tech functions.

Reservation and distribution
Sabre develops booking engines, pricing systems, inventory management tools, and agency distribution platforms in Krakow. Local teams also contribute to the SabreMosaic offer-order retailing system. Etraveli Group builds flight search, pricing, and ticketing systems in Krakow for OTAs, supporting brands such as Mytrip, Gotogate, and Booking.com Flights.

Airline operations and planning
Lufthansa Systems Poland develops software for network planning, crew scheduling, airport slot management, and day-of-operations control. Krakow teams work on AI-supported tools including NetLine/Ops ++. Comarch develops aviation IT systems for airlines and airports, including airport services software and operational integrations with loyalty and passenger systems.

Claims processing
AirHelp develops flight compensation automation software in Krakow. The platform includes flight data parsing, eligibility checks, workflow management, and payment processing.

Online travel systems
Etraveli Group maintains backend systems in Krakow for flight aggregation, ticketing, fraud prevention, and customer service. Sabre develops and supports GDS-based distribution tools for travel agencies.

Loyalty management
Comarch develops and hosts the Comarch Loyalty Management system in Krakow. The platform includes modules for points tracking, program rules, segmentation, and rewards. They also integrate AI into loyalty systems for customer behavior analysis and offer targeting.

AI and travel data
Sabre and Lufthansa Systems build AI and data products in Krakow for fare pricing, ancillary revenue, disruption prediction, and automation. AirHelp uses AI for claim eligibility checks and document classification.

3%

Share of IT talent working in Travel and Aviation in Krakow

1.8K

The estimated number of IT specialists working in Travel and Aviation companies in Krakow

The largest IT employers in Krakow – Travel and Aviation industry

Company	Country of origin	IT headcount
Sabre Polska	United States	1050
CAE	Canada	380
Lufthansa Group Business Services	Germany	120
FLYR	United States	60
Smart4Aviation	Netherlands	41

Source: MOTIFE Insights 2025

Expert view

Michał Winkler

Vice President of Software Engineering at Sabre

Travel is a critical part of the modern world. For decades, the industry has faced intense competition to develop technologies that address growing demand, evolving customer needs, and the need for cost efficiency. Air travel - the backbone of modern tourism - stands at the center of this transformation.

Airlines, airports, booking platforms, hotels, and other players are under increasing pressure to modernize, streamline operations, and meet the expectations of a digital-first customer journey - one that relies heavily on IT solutions. This is precisely where Kraków plays a growing strategic role.

As one of Central Europe's leading tech hubs, Kraków hosts major travel tech companies such as Sabre, which recently marked 25 years in the city and operates its largest Global Capability Centre outside the U.S. Other key players include Lufthansa Systems, Comarch, and CAE, to name a few. At the same time, Kraków is nurturing a new generation of innovators. Startups like FLYer and TripStack are delivering fresh perspectives, further proving that the city's ecosystem supports sustained leadership in the sector.

Kraków is regularly recognized in international reports as one of the top startup ecosystems in Central and Eastern Europe. According to the CEE Startup Ecosystem Report for Startups, the city ranks highly in access to tech talent, volume of VC funding, and the number of high-growth companies. Its strong academic base and international work environment further enhance its innovation potential.

What further strengthens Kraków's position is its growing role in AI-powered travel solutions - ranging from intelligent pricing and real-time analytics to hyper-personalized experiences, travel security, passenger platforms, and global-scale backend systems.

In recent years, cooperation among technology leaders has deepened, accelerating the adoption of new technologies and fostering stronger synergies. Notable partnerships include Sabre and Google, and most recently, Coforge, which is in the process of opening its office in Kraków.

Focus
Software

Krakow has become one of Central and Eastern Europe's most dynamic software development hubs, attracting both global tech giants and high-performing product companies.

Enterprise software
Companies such as Comarch develops ERP software, billing systems, customer loyalty platforms, and healthcare IT used by enterprises in Europe, Asia, and the Americas. These platforms often include modules for analytics, asset management, and supply chain logistics.

Marketing automation
Companies such as Zendesk, SALESmanago, Pegasystems Software or Active Campaign create their AI-powered automation platforms focusing on customer relationship management (CRM), sales automation, and customer support software.

Cloud computing and infrastructure
Among others, IBM develops infrastructure and cloud software in Krakow. IBM works on hybrid cloud management tools, container services, and observability platforms.

Data analysis, analytics and AI/ML
IBM's Software Lab creates enterprise AI, machine learning, and big data solutions. Qualtrics engineers its platform to analyze customer and employee experience data, while Relativity develops its e-discovery product, using analytics and AI to process vast datasets for legal and compliance matters.

21%

Share of IT talent working in Software companies in Krakow

13K

The estimated number of IT specialists working in Software companies in Krakow

The largest IT employers in Krakow - Software industry

Company	Country of origin	IT headcount
Comarch	Poland	2550
IBM	United States	850
Pegasystems Software	United States	400
Qualtrics	United States	270
Zendesk	United States	240

Source: MOTIFE Insights 2025

Expert view

Jan Małolepszy

Vice President, Site Managing Director at Pegasystems Poland

PEGA

For over 40 years, workflow automation and enterprise AI decisioning have been at the core of what we do at Pega. We are a global software company, headquartered in the US, and we are proud to work with many of the world's most influential businesses on their digital transformation.

Our clients are primarily large enterprises in industries such as banking, insurance, healthcare, government, and telecommunications. They rely on our platform to solve their most pressing challenges, from personalizing customer engagement, to automating service, to streamlining operations.

In Pega Poland, our team of nearly 500 skilled engineers helps develop Cloud AI and works on ground-breaking AI projects such as Pega Blueprint™ – a tool that generates the whole application for you.

So how do we go about adding AI into our more traditional software?

It's a three-pronged approach:
First, AI enhances decision-making by analyzing patterns in customer interactions and operational data, enabling systems to make intelligent recommendations in real time. This analytical intelligence continuously learns from outcomes, becoming more accurate with each interaction.

Second, AI boosts productivity by automating routine tasks that once required human attention. From interpreting customer messages to extracting insights from conversations, these capabilities free up valuable time for more complex work.

Finally, AI transforms development itself. The creative potential of generative AI accelerates application building while analytical AI optimizes existing processes. Together, they create a foundation for autonomous operations where systems can adapt to changing conditions without constant human intervention.

The result? Software that doesn't just execute commands but anticipates needs, learns from experiences, and evolves alongside the business – while remaining familiar to the people who use it every day.

International unicorns in Krakow

Krakow has established itself as a key location for international unicorns expanding their R&D operations. Over 20 such companies have chosen the city as a base for their engineering teams, tapping into the deep pool of local IT expertise. These include high-growth firms from industries such as AI, fintech, e-commerce, and enterprise software, with headquarters ranging from Silicon Valley and New York to Amsterdam and Tel Aviv.

The presence of unicorns like Grammarly, Revolut, Papaya Global, project44, and SpotOn strengthens Krakow's position as a global tech destination. For local professionals, working within these organizations offers invaluable hands-on experience with fast-growing international ventures. This knowledge transfer not only enriches the talent ecosystem but also inspires future founders and contributes to the city's entrepreneurial dynamism.

On a global scale, the number of private companies valued at $1 billion or more has exceeded 1,200 according to CB Insights. While Krakow has not yet seen a startup from its own backyard reach unicorn status, several local players such as Brainly or Synerise are seen as strong candidates in the coming years. Krakow's growing role as a strategic location for international unicorns highlights its increasing relevance on the global innovation map and adds a layer of depth to the region's start-up and business services ecosystem.

22

International unicorns with R&D centers in Krakow

International unicorns in Krakow

H2O.ai
Artificial intelligence
Mountain View, United States

whatnot
E-commerce
Marina del Rey, United States

cart.com
E-commerce
Austin, United States

Backbase
Fintech
Amsterdam, Netherlands

Lukka
Fintech
New York, United States

SpotOn
Fintech
San Francisco, United States

papaya global
Fintech
New York, United States

Revolut
Fintech
London, United Kingdom

ZEPZ
Fintech
London, United Kingdom

zilch
Fintech
London, United Kingdom

KITOPI
Foodtech
Dubai, United Arab Emirates

TANIUM
IT services and consulting
Kirkland, United States

ActiveCampaign
Software
Chicago, United States

branch
Software
Redwood City, United States

Clari
Software
Sunnyvale, United States

Cloudinary
Software
Santa Clara, United States

grammarly
Software
San Francisco, United States

Kaseya
Software
Miami, United States

Relativity
Software
Chicago, United States

SmartRecruiters
Software
San Francisco, United States

TEALIUM
Software
San Diego, United States

project44
Supply chain
Chicago, United States

Source: cbinsights.com, The Complete List Of Unicorn Companies, February 2024.

Start-ups

In collaboration with OMGKRK Foundation, omgkrk.com

Krakow's start-up ecosystem continues to evolve, driven by innovation across tech domains and industries. From AI and MedTech to cleantech and enterprise software, local ventures are responding to global challenges with advanced digital solutions. This chapter explores the key technology specializations, industry focus areas, and founding trends among Krakow-based start-ups—offering a snapshot of the city's dynamic entrepreneurial landscape in 2025.

Krakow startups landscape

Krakow is home to over 250 start-ups, led by ambitious entrepreneurs with an international outlook. These ventures operate across a range of industries, reinforcing the city's growing reputation as a hub for innovation in Central and Eastern Europe. Backed by a strong talent pool, academic excellence, and a supportive ecosystem, Krakow continues to attract interest from investors, accelerators, and global partners.

The region's commitment to innovation is further underscored by Małopolska's designation as a European Entrepreneurial Region 2024, reflecting ongoing efforts to strengthen entrepreneurship and support start-up growth across the region.

Specializations of Krakow start-ups

Krakow's start-up scene showcases a diverse range of domains, with a growing focus on advanced digital solutions across industries. AI remains the leading specialization among Krakow-based start-ups, followed by business automation, enterprise software, and MedTech.

In 2024, 54 start-ups reported AI as their core technology focus—up from 37 the previous year. This rise underlines the growing confidence in AI-driven innovation and its potential to drive transformation across sectors such as finance, healthcare, and manufacturing.

There is also a visible uptick in interest in sustainability and cleantech, with 17 start-ups focusing on green solutions, as environmental impact becomes a more prominent factor in product development and investment decisions.

250+

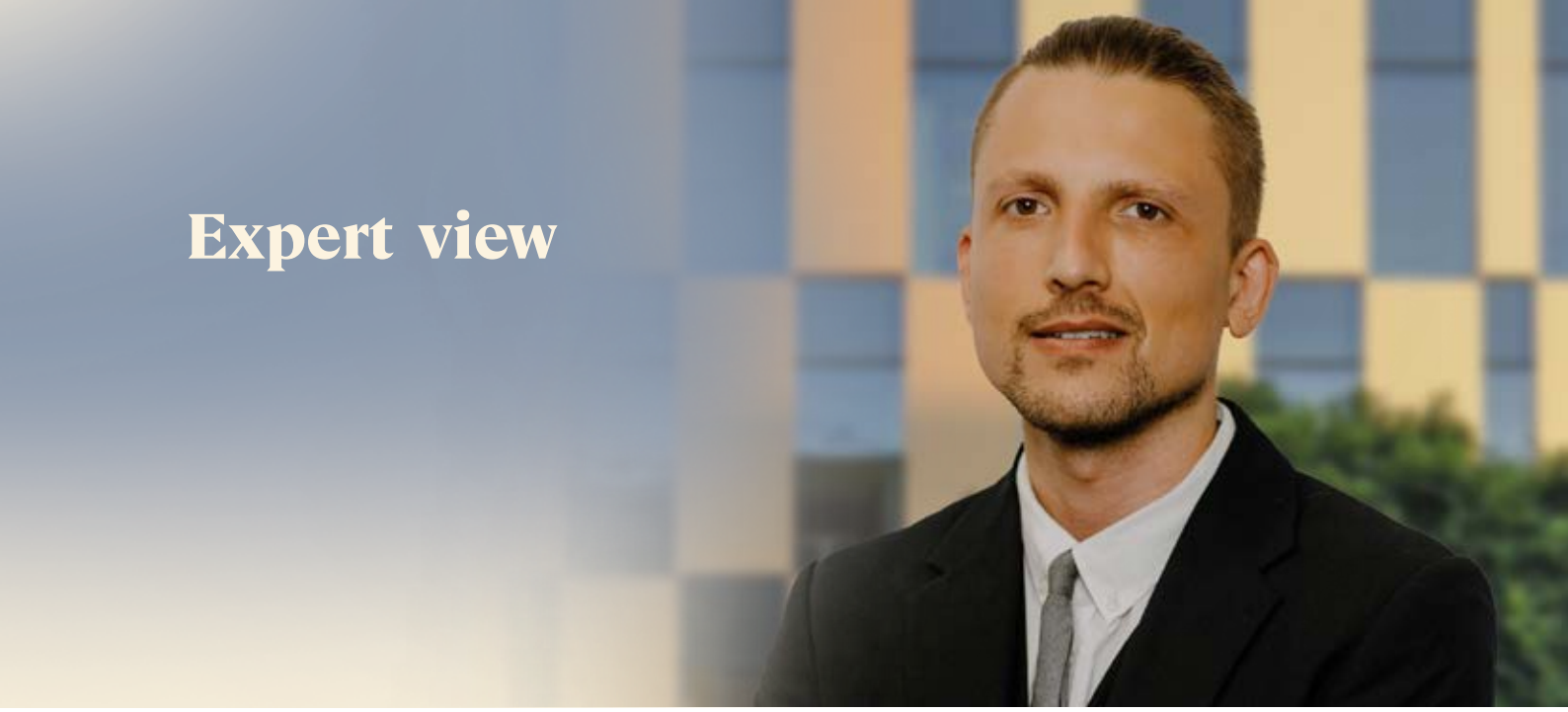
Estimated number of start-ups in Krakow

59%

Of Krakow startups were established in the last 5 years

Source: Krakow Startup Report 2024, OMGKRK

Expert view



Paul Kulon

CEO at OMGKRK, Foundation supporting Krakow's Start-ups

Over the last ten years, Krakow's startup community has moved from informal meetups to a connected, professional ecosystem. The Foundation Supporting #OMGKRK has been a consistent driver of this evolution—supporting founders, uniting stakeholders, and building a culture of innovation.

We lead key initiatives like Summer Jam, the city's main ecosystem event, and the Krakow Startup Report, a benchmark publication for understanding local trends. Each year, the Foundation produces over 10 events, attracting 1,000+ attendees, and bringing together founders, investors, and ecosystem partners.

We help startups by boosting visibility and facilitating connections that drive acceleration and growth. Our work extends beyond Krakow—supporting international collaboration, soft-landing opportunities, and connecting local founders with global networks. For new ventures looking at Krakow, OMGKRK serves as a trusted local partner.

Krakow's first wave of startups, including Brainly and Estimote, laid the groundwork. Today, firms like edrone and Reality Games reflect the next generation's maturity and ambition.

The Foundation operates with the full backing of the Małopolska regional government, supporting strategic goals tied to innovation, entrepreneurship, and economic development. Our focus is now on strengthening public-private cooperation, boosting international visibility, and ensuring Krakow's startup ecosystem continues to grow—and connect—with the world.

Industries in which Krakow startups operate

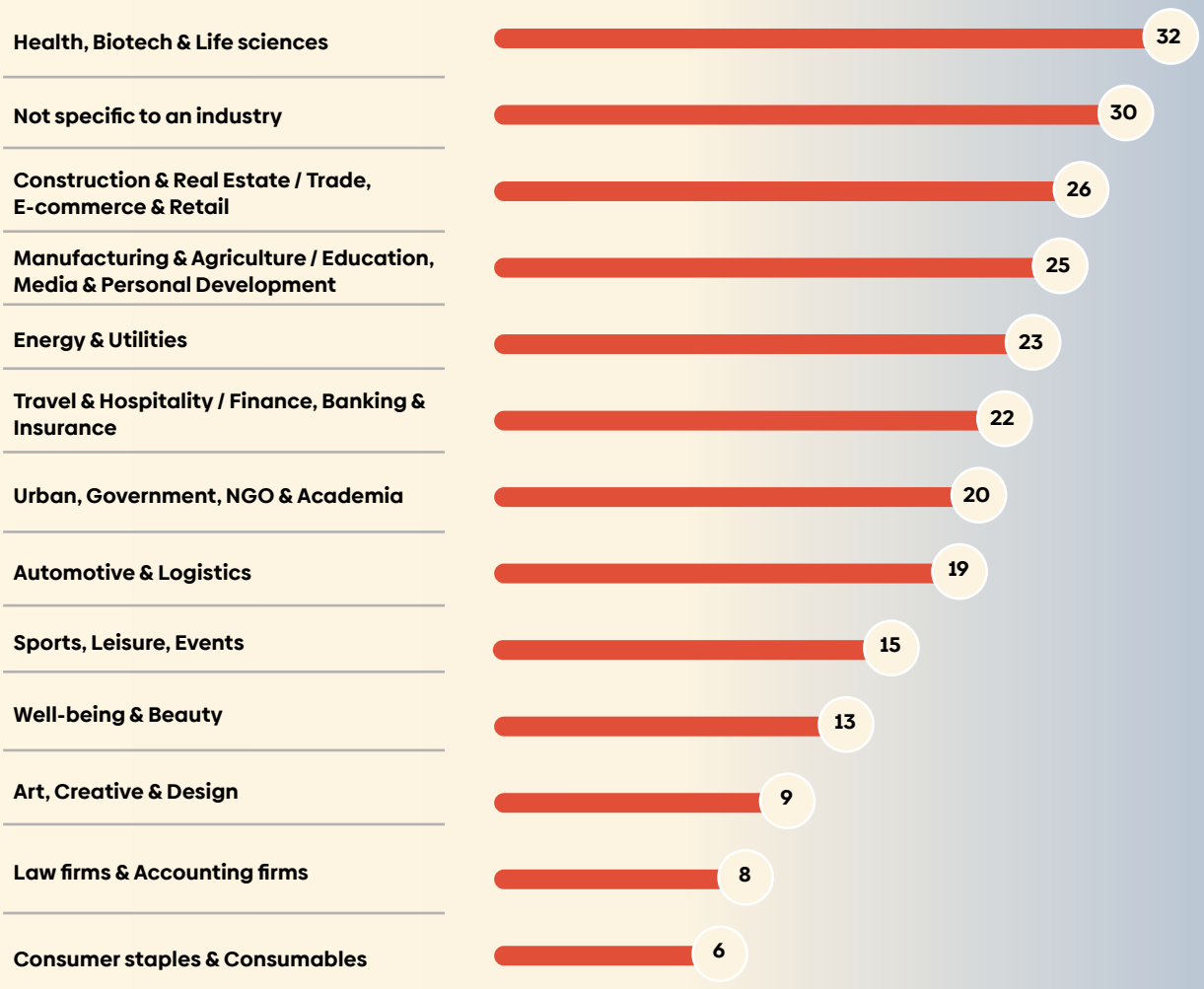
Krakow's start-up ecosystem spans a broad range of industries, reflecting its versatility and depth. Among 123 surveyed start-ups, the most common focus is Health, Biotech & Life Sciences, with 32 companies (26%), underscoring continued interest in digital health and biotech innovation.

Construction & Real Estate and Trade, E-commerce & Retail follow with 26 start-ups each (21%), driven by demand for infrastructure and online commerce solutions.

Education, Media & Personal Development and Manufacturing & Agriculture also rank high, with 25 companies each, signaling activity in digital learning, personal development, and modern production tech.

Notably, 30 start-ups reported no specific industry, suggesting multi-sector models or cross-industry product focus.

Number of startups operating in particular industries*



Source: Krakow Startup Report 2024, OMGKRK , *based on a survey of 123 Krakow startups

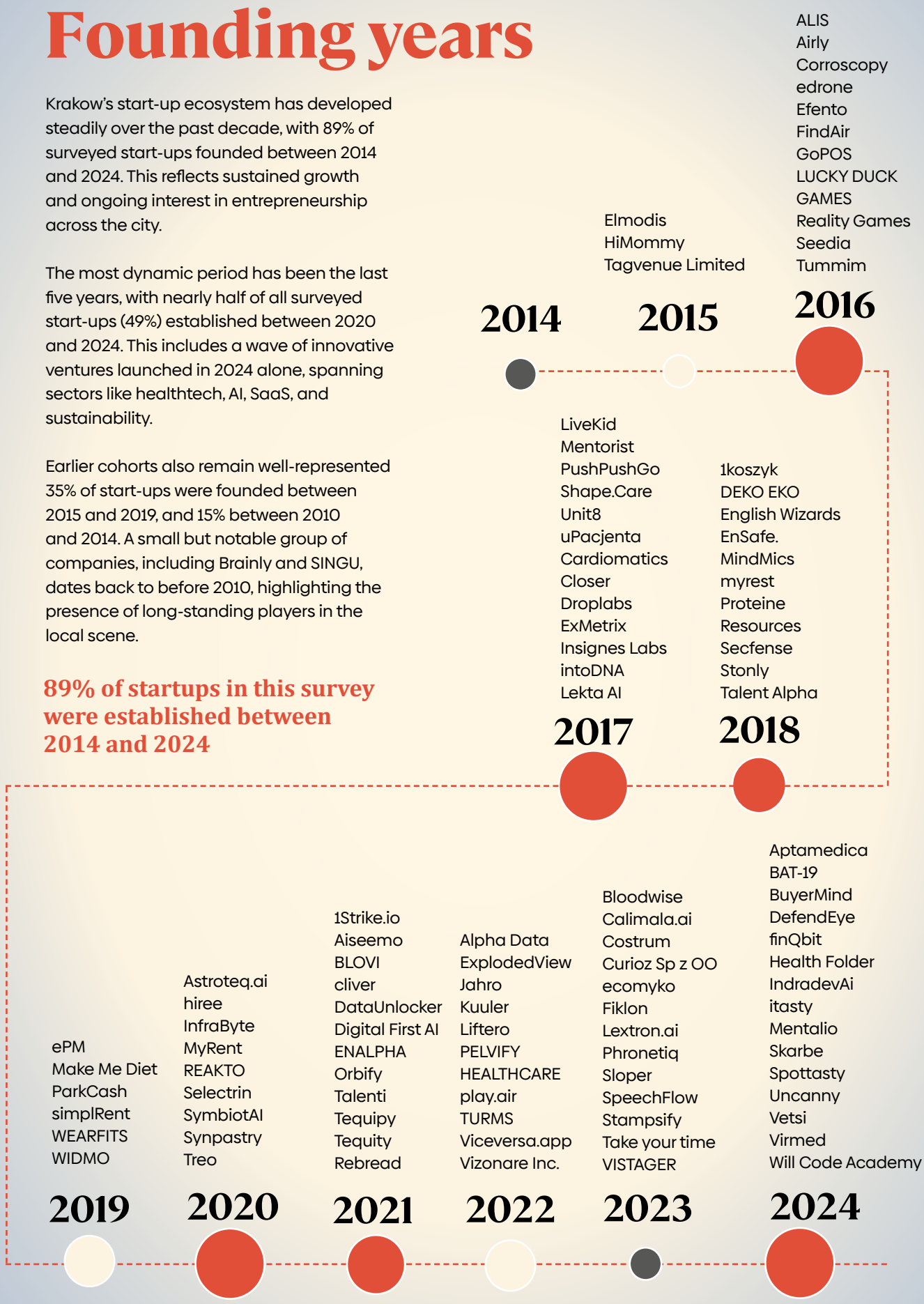
Founding years

Krakow's start-up ecosystem has developed steadily over the past decade, with 89% of surveyed start-ups founded between 2014 and 2024. This reflects sustained growth and ongoing interest in entrepreneurship across the city.

The most dynamic period has been the last five years, with nearly half of all surveyed start-ups (49%) established between 2020 and 2024. This includes a wave of innovative ventures launched in 2024 alone, spanning sectors like healthtech, AI, SaaS, and sustainability.

Earlier cohorts also remain well-represented 35% of start-ups were founded between 2015 and 2019, and 15% between 2010 and 2014. A small but notable group of companies, including Brainly and SINGU, dates back to before 2010, highlighting the presence of long-standing players in the local scene.

89% of startups in this survey were established between 2014 and 2024



Source: Krakow Startup Report 2024, OMGKRK

Most successful Krakow startups

Krakow is home to a number of high-performing start-ups that have scaled their operations, attracted international investors, and achieved global success. These success stories illustrate the strength of the local ecosystem and serve as inspiration for the next generation of founders.

Client	Notable Success Stories
SINGU	Founded in 2009 and acquired in 2023, SINGU offers facility and asset management software for commercial real estate. With over 100 000 users across 30 countries, the platform is trusted by 500+ corporate clients, including major brands like Logicor and CBRE.
intoDNA	A biotechnology company founded in 2017, intoDNA developed STRIDE™, a groundbreaking tool for detecting DNA damage. The company collaborates with top global pharma firms and has completed over 80 research projects in oncology diagnostics.
SALESmanago	Established in 2012, this mar tech platform empowers eCommerce marketing teams with AI-based automation tools. Acquired in 2021 by Perwyn and SilverTree Equity, SALESmanago serves over 2 000 clients globally and employs 250+ professionals.
Reality Games	Founded in 2016, Reality Games blends mobile gaming with real-world data to create immersive experiences. Operating from Krakow's iconic railway station building, the company emphasizes real-world engagement over artificial content.
WIDMO Spectral Technologies	A deep-tech company founded in 2019, WIDMO developed Spectral Ground-Penetrating Radar (SGPR) technology. The firm supports major infrastructure and mining projects and recently secured €5.5M from the EU EIC Accelerator.
inFakt	Founded in 2008 and acquired by Visma in 2020, inFakt offers cloud-based accounting solutions for SMEs. The company has grown from a simple invoicing tool into a comprehensive financial platform used across Poland.

Source: Krakow Startup Report 2024, OMGKRK

Expert view

Piotr Widacki

Partner at Digital Ocean Ventures Starter

digital ocean ventures starter

The past two years have been a period of market adjustment in the Polish start-up ecosystem driven largely by a significant decline in available capital.

With limited access to funding, some ventures were unable to raise new rounds and had to wind down. Others adapted by focusing on operational efficiency, profitability, and lean growth strategies. As a result, many teams emerged stronger and more resilient and are now attractive investment targets.

Today, the market is entering a new phase of growth. In 2025, a long-awaited wave of capital is reaching founders, primarily through programs operated by PFR Ventures and financed under FENG (European Funds for the Modern Economy) – a national initiative supporting innovation and entrepreneurship with EU backing. Over PLN 2 billion in public and private capital is being deployed through around 40 VC funds, several of which are already active and investing. In total, these funds are expected to finance several hundred early- and growth-stage start-ups over the next few years.

One of them is our own Digital Ocean Ventures Starter, where we invest at the pre-seed and seed stage. Our mission is to back founders with global ambitions who are building international-first products from day one, supported by strong technology and execution.

Key trends driving the current wave of innovation include the growth of HealthTech and the rise of dual-use technologies, including cybersecurity, autonomous systems, AI-powered surveillance, energy resilience solutions, and biotech with crisis response applications. Another defining trend is the widespread adoption of AI, now a foundational layer of competitiveness across nearly every sector.

We're not just witnessing a new opening, we're entering a smarter cycle, shaped by capital discipline and global vision rather than hype and buzz.

Education

Walking through Krakow, it's easy to notice the city's youthful and dynamic vibe. With one in ten inhabitants in Krakow being a student, the universities and campuses significantly contribute to the city's lively atmosphere. This large student presence influences Krakow's character, ensuring a continuous supply of fresh graduates who find employment in the many local and international companies based there.

There is a wide selection of computer science programs offered by Krakow's higher education institutions. These programs collectively produce close to 2 800 graduates annually. Remarkably, a significant portion of computer science students typically begin working in their respective fields during their studies, thereby acquiring professional experience prior to graduation.

19

Higher education schools in Krakow

9

Higher education schools with IT courses

132K

Students in Krakow

2.8K

Computer science students graduate yearly

Free

Higher education in Poland

13K

Computer science students in Krakow

Source: stat.gov.pl, agh.edu.pl

Expert view

Jacek Drabik

Director of Education Department at Krakow Municipality

Kraków

The world is changing at a pace humanity has never experienced before. The digital revolution, the rise of artificial intelligence, automation, and robotics are transforming economies, labor markets, and our way of life.

In the coming decade, technologies such as AI, biotechnology, quantum computing, and green energy will be the foundation of innovation. Like other European cities, Krakow is facing demographic challenges. The race for tech talent will be fierce, as will the competition between cities for the growth of existing companies and the attraction of new global and local investments. The winning cities will be those that deliver the highest added value and return on investment.

That is why there is nothing more important than investing in the EDUCATION of young people learning in our schools and studying at universities. They will create new business models, technological solutions, and innovations. The future depends on our ability to educate technologically competent specialists, as every industry will become a tech industry.

Krakow recognizes this opportunity and is already answering the question: “what defines the tech talent of the future?” This is someone who can learn independently, continuously update knowledge, and adapt to changes. Thinks critically and creatively, leveraging technological and digital proficiency (AI, IoT, Cybersecurity, AR/VR). Can analyze data, draw conclusions, and make decisions. Is characterized by mental resilience, knows how to manage stress, emotions, and motivation. Has leadership skills and can work in diverse teams. Demonstrates empathy and emotional intelligence, and communication is one of their strengths. Complemented by ecological and social awareness. This is the profile of a person who thrives in a complex, ever-changing environment, who wakes up every day with a vision to invent something new. Education is everything!

Main universities

AGH University of Science and Technology

Krakow's AGH University of Science and Technology stands as a premier institution for forging highly skilled Information and Communication Technology (ICT) professionals. Its robust curriculum in computer science and related fields equips students with a deep understanding of programming, algorithms, artificial intelligence, and cybersecurity. The university emphasizes a practical approach, ensuring graduates are well-versed in current industry technologies and methodologies. Strong partnerships with tech giants and a dedicated Cybersecurity Centre provide students with real-world experience and networking opportunities. Consequently, AGH alumni are highly sought after in the global job market for their advanced technical expertise and problem-solving abilities.

At a glance

Founded in **1913**

18 500 students

5 500 ICT students

1 300 ICT graduates yearly

10 ICT courses offered

agh.edu.pl

Computer science courses offered at diverse faculties

- Electronics and Telecommunications
- Software development methods
- Data Science
- Modern Technologies in Forensics
- IT technologies and business processes
- ERP systems using SAP ERP as an example
- Database systems
- Cybersecurity in practice
- IT - design, programming and operation of systems
- Automatics and Robotics

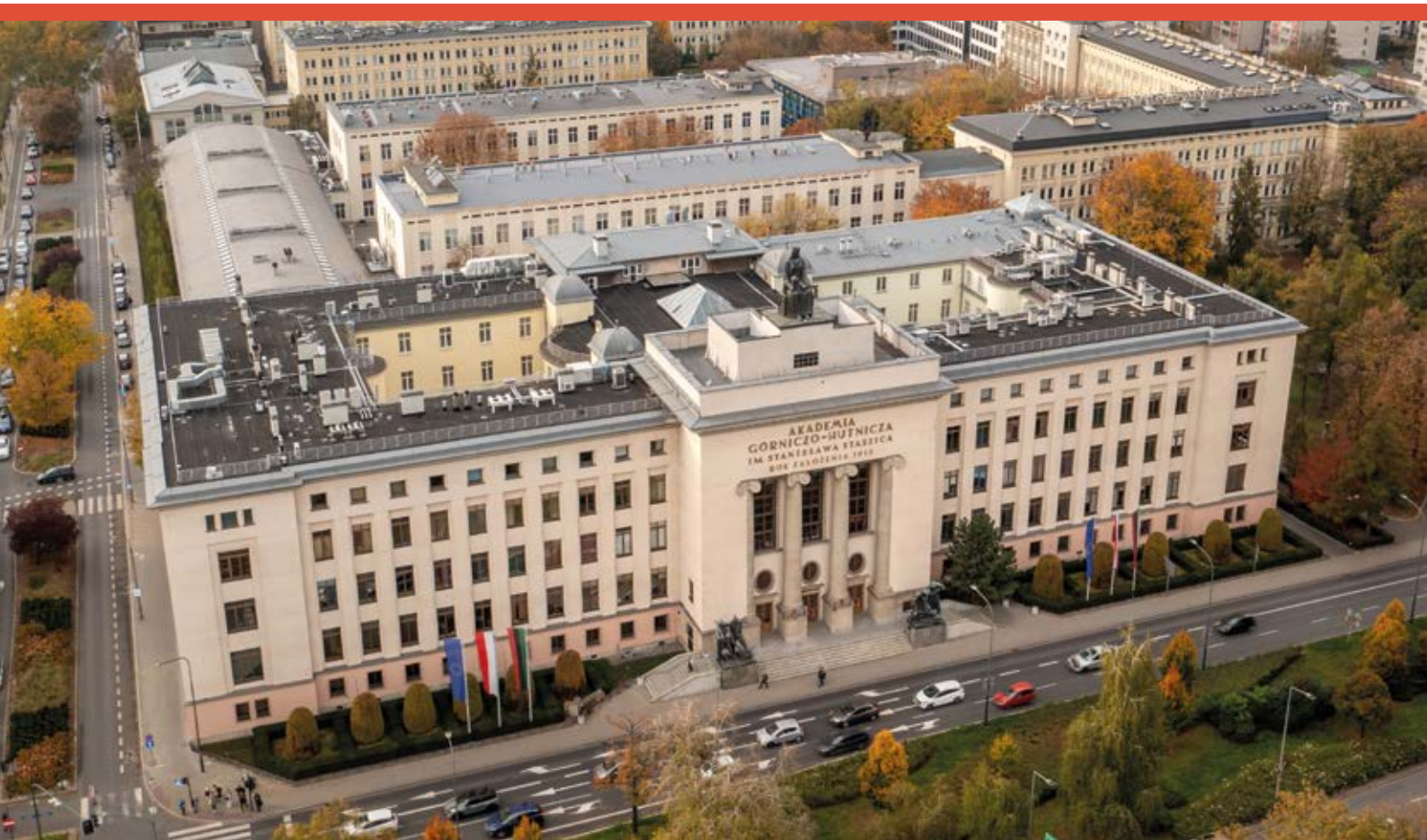



ABB
ibis
HOTEL
RP614
Bilety · Tickets

Jagiellonian University

Jagiellonian University (UJ), Poland's oldest higher education institution, is a distinguished source of information and communication technology (ICT) expertise, renowned for its deeply theoretical and research-oriented approach. The Faculty of Mathematics and Computer Science provides a robust curriculum with a particular emphasis on algorithms, theoretical computer science, and artificial intelligence. While rooted in strong academic principles, the university fosters innovation and technology transfer through entities like the Jagiellonian Center for Innovation. This environment cultivates graduates with profound problem-solving abilities, making them highly attractive to major global tech companies. As a result, UJ is recognized for producing top-tier ICT professionals equipped with a formidable analytical and theoretical foundation.

UNIWERSYTET JAGIELLOŃSKI W KRAKOWIE

At a glance

Founded in **1364**

34 000 students

1 500 ICT students

320 ICT graduates yearly

3 ICT courses offered

uj.edu.pl

Courses offered

- Computer Science, including software engineering, modeling, artificial intelligence, and machine learning
- Analytical Computer Science, including algorithms, software engineering, programming, operating systems, and web
- Computer Mathematics, including mathematical analysis, combinatorics and probability theory, programming languages, algorithms, and software engineering

Krakow University of Technology (Politechnika Krakowska)

The Cracow University of excels in producing industry-ready ICT specialists through a curriculum grounded in practical application and engineering principles. Its Faculty of Computer Science and Telecommunications offers specialized programs that directly address market demands, including data science, cybersecurity, and intelligent systems. Strong collaborations with technology firms provide invaluable, real-world project experience and direct insight into the industry.

Politechnika Krakowska
im. Tadeusza Kościuszki

At a glance

Founded in **1945**

12 000 students

3 000 ICT students

400 ICT graduates yearly

3 ICT courses offered

pk.edu.pl

Courses offered

- Computer Science, including Python and Java programming, operating systems, data analysis, and Artificial Intelligence
- Data Science, including data analysis, statistics, machine learning, and symbolic programming languages like R, Python, and more
- Cybersecurity, including databases, AI in cybersecurity, and blockchain technology

Public institutions

Krakow's success as a thriving tech and business hub is built on more than talent and innovation, it is also the result of close cooperation between public institutions and the private sector. In this chapter, we spotlight the key regional actors - Krakow Municipality, the Małopolska Region, and the Krakow Technology Park who play a vital role in fostering a pro-business environment, supporting investment, and enabling innovation.

Krakow and the Małopolska region have built a strong ecosystem supporting business growth and investment. The City of Krakow promotes innovation and entrepreneurship through collaboration between government, business, academia, and the community, offering targeted support for new and expanding companies.

Małopolska focuses on creating a favorable business climate through strategic partnerships, infrastructure development, and funding for innovation and enterprise. It works closely with the business community to shape its economic direction.

Krakow Technology Park plays a key role in supporting companies at all stages, driving investment, digital transformation, and innovation through strong ties with industry and academia.

Together, these institutions form the foundation of a thriving, future-oriented economy. Their specific contributions are explored in the sections that follow.

Krakow Municipality

Katarzyna Wysocka

Director of Department for Entrepreneurship
& Innovation in Public Administration at Krakow Municipality

Kraków

The City of Krakow is focused on building a friendly, open, and safe environment where business can grow freely and where services, products, and technologies benefit everyone. At the core of this mission is collaboration, bringing together partners from business, science, local government, and the community.

This vision comes to life through the Social and Economic Innovation Cluster Zabłocie 20.22 - a project that combines knowledge, technology, entrepreneurship, and social engagement.

Operating within the cluster, the Investor and Innovation Economy Support Center offers comprehensive assistance to investors at every stage of the investment process. Its services are available to anyone interested in growing a business in Krakow from small development projects to the establishment of modern business service centers, R&D hubs, laboratories, and companies in advanced industries.

Launched in mid-2024, the cluster's Entrepreneurship Incubator is a new initiative aimed at individuals planning to start their own business or launching an early-stage startup. Its goal is to support Krakow residents at the beginning of their entrepreneurial journey, encouraging innovation and collaboration in a community-focused environment. The natural exchange of knowledge, experience, and skills within the cluster creates a space that motivates people to take action.

The cluster also provides extensive support for entrepreneurs through the Entrepreneur Service Point - the first place in Poland to offer such a wide, no-cost service package. It supports individuals in starting a business in Krakow and offers expert advice on legal and tax matters, social security obligations, and available financial support for launching a company. POP features dedicated consultation stations with a tax advisor, patent attorney, attorney-at-law, and representatives from the ZUS and the Central Statistical Office. Since 2022, POP has also operated a special advisory desk for foreigners, where consultants provide support in Polish, English, and Ukrainian.

The cluster is a key driver of Krakow's development. Through its wide-ranging support for businesses, the city continues to grow its potential - promoting entrepreneurship rooted in the creativity and talents of its people, while also attracting external companies and investors to become part of Krakow's dynamic innovation ecosystem.

Krakow's new investment narrative: agile, proactive, and built on true partnership

Interview with Sławomir Czuż

Advisor to the City of Krakow

Kraków

Krakow has a strong global reputation. Why change the approach now?

Krakow's position is strong—but the market around us is changing. Investor needs are more complex, competition between cities is more intense, and simply being a great location is no longer enough.

What we're doing is evolving our model to meet expectations. That means building a deeper, more agile partnership between the city and the business ecosystem. We're introducing structured mechanisms for collaboration, governance, and investor support that market requires these days. Our goal is clear: to offer not only a strong value proposition, but a seamless experience.

What are the key elements of this new strategy?

One major change is our move from a reactive to a proactive investor approach. Historically, Krakow responded to interest—we welcomed companies, helped with initial steps, and celebrated their success. But going forward, we are actively seeking out investors who align with Krakow's growth priorities: tech-driven, high-value, responsible employers.

That shift is being operationalized through several strategic initiatives:

- Creation of an Investor PMO (Project Management Office): This will serve as a central, professional team responsible for coordinating all investment-related activities. Every investor will be assigned a dedicated project manager who takes full ownership of the relationship—from early engagement through launch and scaling. That person becomes the investor's guide, facilitator, and advocate inside the city system.
- Governance model and advisory board: We're launching a formal governance framework that brings together public and private sector stakeholders—business leaders, NGOs, academia, legal and consulting partners, real estate experts,

and others. This board will serve as both a sounding board and an action group to co-create Krakow's strategic direction for the sector.

- Investor acquisition strategy: We're designing a systematic approach to investor attraction, based on market research, segmentation, and targeted outreach. It's no longer about waiting for interest—it's about identifying the right companies, engaging them early, and offering tailored value.

That sounds like a major cultural shift within the city administration. How are you making that happen?

It's a big shift, yes—and one that we're embracing deliberately. We are embedding a new mindset among public officers and city representatives: one that's based on ownership, accountability, and service. When an investor interacts with Krakow, we want them to eexperience more like a business partner than an official constrained by bureaucracy.

That's why we're emphasizing responsiveness, clarity of communication, and outcome-focused support. We're also streamlining internal processes to ensure we can deliver on our promises in real time. In many ways, this is about building trust—showing that the city is not just friendly to business, but operationally ready to support it at every stage.

What role does collaboration with external partners play in this vision?

A huge role. The strength of Krakow's ecosystem lies in its depth: universities, business associations, NGOs, private partners in recruitment, consulting, real estate, and law. To be effective, we need all of these groups aligned and working together. Dialogue is key.

We're setting up structured cooperation models—not just informal connections—with clear goals, shared agendas, and measurable impact. The city can't do this alone, nor should it. It is a broader ecosystem.

Are you drawing on examples from other cities?

Yes, benchmarking is integral to our process. We're analyzing how other Polish and European cities support investors—looking at their structures, incentives, and engagement strategies. What works in Poznan, Wroclaw, or Tallinn? How does Vilnius support scale-ups? What kind of investor onboarding processes does Warsaw use?
We're learning and adapting best practices in ways that fit Krakow's identity and strengths. The ultimate goal is to create a support environment that is not only competitive, but clearly differentiated.

What should potential investors take away from this new direction?

That Krakow is serious about being a long-term, strategic partner for growth. We're evolving from a "great location" to a "mature, strategic, long-term partnership." The city is investing in its processes, people, and partnerships to ensure that companies coming here don't just find talent and infrastructure—but also support, clarity, and genuine collaboration. Krakow is a place to be.

Slawomir Czuz is also a Career coach and mantor at careercoaching.pl

Malopolska Region

Rafał Kosowski

Director of Corporate Governance and Economy
Department Marshal Office of the Małopolska Region

MAŁOPOLSKA

Małopolska is a strong economic center and an excellent place for business development. We create a favorable climate for companies to operate and invest here, as well make sure that entrepreneurs find a friendly space in Małopolska, which offers wide development opportunities and support at many stages of activity.

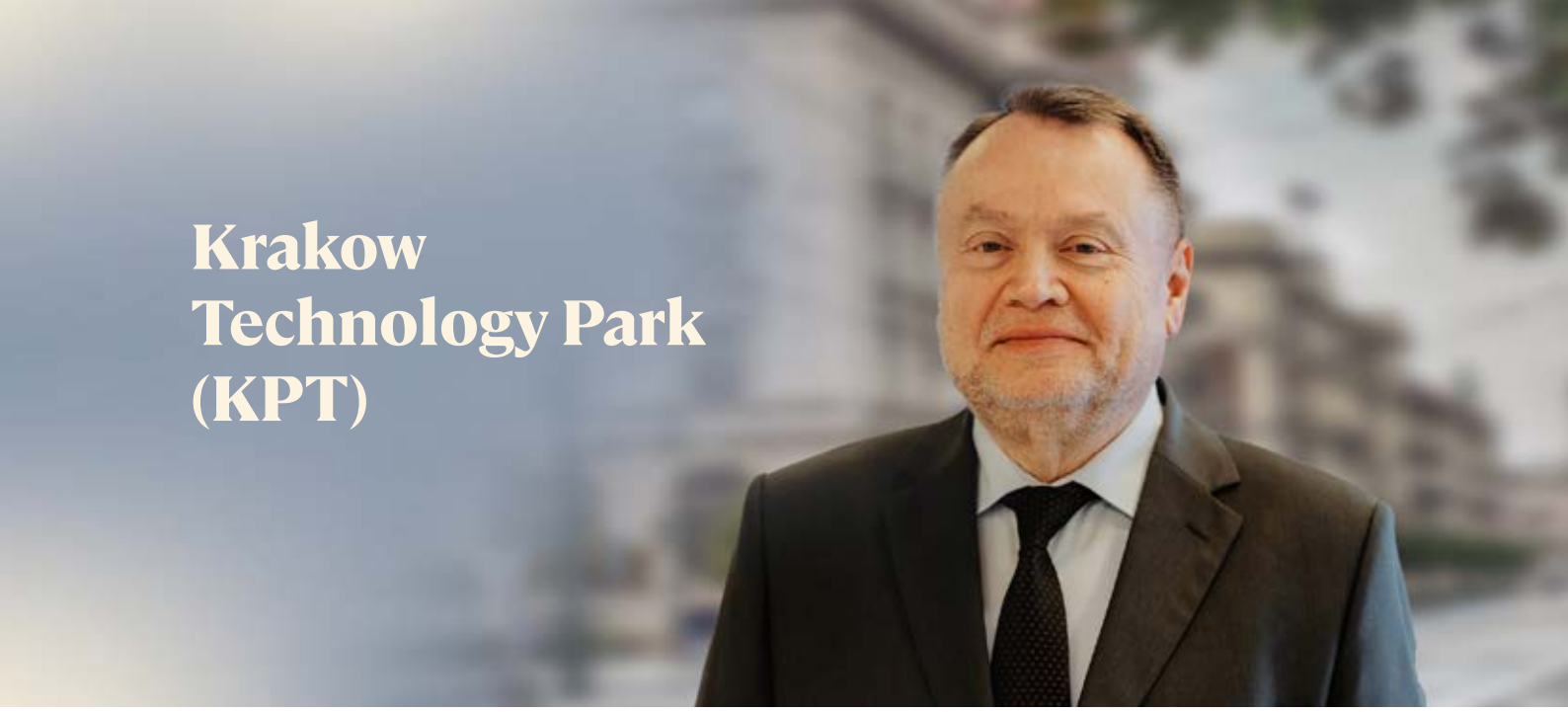
Malopolska Region helkps investors and companeis by creating a favorable investment climate. We co-create conditions conducive to economic development through spatial planning, development of transport, research, digital and technical infrastructure. We support the creation and development of special economic zones, technology parks and clusters.

We cooperate with business environment institutions, local and economic self-governments, scientific institutions and foreign partners (e.g. the Vanguard Initiative, the NEREUS Association). We listen to companies, their needs, and together we determine the directions in which we are heading.

This is facilitated by advisory bodies such as: the Małopolska Business Council or the Małopolska Innovation Council.

We provide financial and advisory support. As part of the European Funds for Małopolska for 2021-2027, we have allocated over EUR 300 million in support for research, development and entrepreneurship. We have 45 innovation and entrepreneurship support centers. Our Business in Małopolska Center provides comprehensive services to investors and exporters in the region.

We carry out economic promotion of Małopolska aimed at attracting investors and supporting companies already operating in the region, among others, through: trade fairs and economic missions, organizing industry events, presenting the Małopolska technical thought. We pass on the spirit of entrepreneurship and innovation through initiatives and programs such as: the #StartUP Małopolska, the "Małopolska - here technology becomes business", the Global Entrepreneurship Week in Małopolska, the "Małopolska SPIN Knowledge Transfer Centers".



Krakow Technology Park (KPT)

Andrzej Kulig

President of the board Krakow Technology Park

KRAKOWSKI PARK TECHNOLOGICZNY

For over a quarter of a century, the Krakow Technology Park has been effectively supporting the preparation and implementation of investments and innovations in the region, in cooperation with local and national authorities. Our mission is to create an environment that enables entrepreneurs to focus on what truly matters: developing technologies, scaling their businesses, and building real value for the economy.

We support investors at every stage of growth – from startups to global leaders. As part of the Polish Investment Zone, we offer tax relief, assistance in obtaining support decisions, and comprehensive investor care – from choosing a location to post-investment support. In 2024 alone, we were involved in over 70 investment projects, many of them in business services, IT, and advanced manufacturing.

Today, however, support means much more than infrastructure and incentives. In a knowledge-driven economy, we develop proprietary acceleration programs (e.g., KPT ScaleUp), drive digital transformation in industry (Digital Innovation Hub), and promote sustainability. These initiatives not only boost the competitiveness of individual companies but also strengthen the entire innovation ecosystem in the Małopolska region.

From an expert's perspective, long-term thinking is essential. KTP does not merely respond to market needs – we anticipate them. We co-create the regional innovation strategy, collaborate with universities and local governments, and foster cluster development and industry partnerships. We believe that only through cooperation can we build a strong, resilient, and forward-looking economy.

Communities

Navigating the Krakow IT network

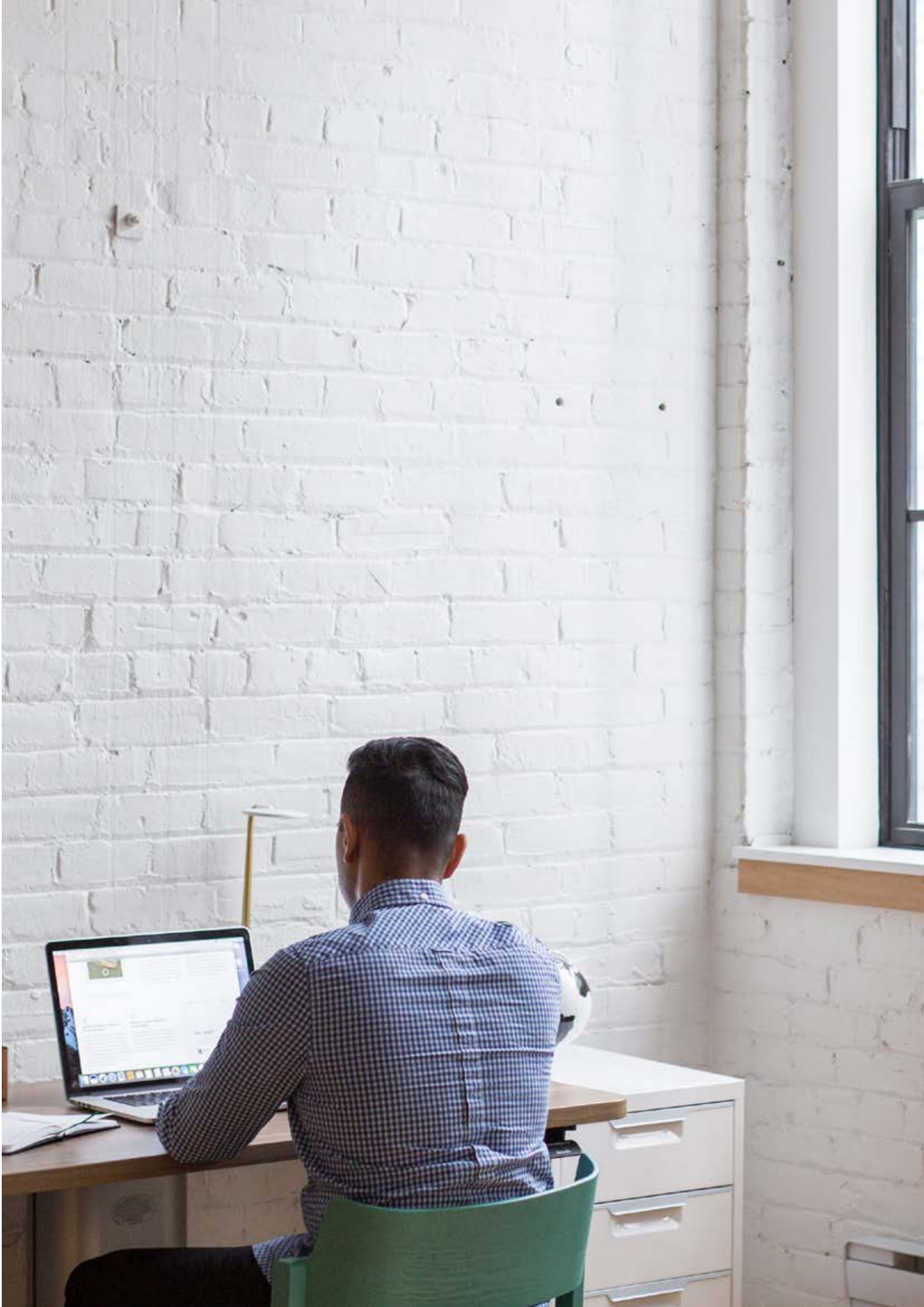
Krakow's reputation as a leading academic hub continues to attract a dynamic population of young people passionate about technology. This group includes students, recent graduates, and aspiring professionals who are actively exploring and developing their interests in various tech domains.

In recent years, many of these individuals have organized themselves into focused community groups centered around specific technologies and disciplines. These communities bring together tech enthusiasts, developers, and professionals for regular meetups that foster knowledge sharing and peer learning.

Beyond creating space for connection and collaboration, these communities also offer opportunities for companies to engage with local talent - whether through sponsorship, partnerships, or guest speaking at events - strengthening their presence within the tech ecosystem.

The following section highlights a selection of Krakow's IT communities, grouped by theme: Start-ups, Technology & Programming Languages, Software Development, Women in Tech, and QA & Technical Communication. Each listing includes key information about the community's focus and activity.

Start-ups	
#OMGKRK	The leading startups and innovation foundation in Krakow. OMGKRK aims to create an innovation environment in Krakow by helping to build a community, promote the ecosystem, and educate tech professionals and entrepreneurs. **omgkrk.com**
Kraków Miastem Startupów	The purpose of the Foundation's activity is to support start-ups by building relationships between them and businesses, government administration, and higher education institutions. **kms.org.pl**
Krakow Technology Park	A community committed to enhancing Małopolska's economy and innovation. Offers support across all technology sectors, with a focus on Industry 4.0 and gaming. **kpt.krakow.pl**
OpenCoffeeKRK	The community organizes meetings for start-up representatives, offering a platform for discussion and knowledge sharing in the industry. **meetup.com/pl-PL/opencoffekrakow/**
La French Tech Krakow	A dynamic community connecting the French and Polish technology ecosystems, dedicated to fostering partnerships and cultivating success stories across borders. **krakow.lafrenchtech.community**
hub:raum	Deutsche Telekom's tech incubator, bridges early-stage start-ups with leading European telecom companies, facilitating innovation transfer and creating business opportunities. **hubraum.com/initiatives/prototyping-campus/campus-krakow**



Technologies & Programming languages

Krakow JS	The community organizes regular meetups aimed at bringing together JavaScript professionals for learning and networking, fostering a vibrant environment for enthusiasts in the city. **meetup.com/pl-PL/krakowjs/**
Polish Java Users Group	A community of people who enjoy programming on the Java Virtual Machine (JVM). They host frequent gatherings to share tips, learn, and meet fellow users of Java. **meetup.com/pl-PL/polish-java-user-group/**
Pykonik	The community serves as the meeting point for Krakow's Python community, focusing on face-to-face exchanges of experiences and channeling their interest in this programming language into actions. **pykonik.org**
AWS User Group	A community for developers and enthusiasts passionate about the potential of cloud technology. The group offers a platform for enhancing AWS knowledge and networking. **meetup.com/pl-PL/aws-user-group-krakow/**
KGD .NET	A community that brings together .NET technology enthusiasts, welcoming both experienced professionals and beginners. They offer a platform for talks and meetups. **meetup.com/pl-PL/kgd-net/**
Krakow Scala User Group	The group connects enthusiasts of the Scala programming language and its related technologies through regular meetups, offering a community of learning and exchange. **meetup.com/pl-PL/krakow-scala-user-group/**
Krakow Ruby User Group	A community of Ruby developers and enthusiasts gathering in Krakow for meetups. Open for those interested in speaking or assisting with event organization. **krug.org.pl**
Angular Krakow	A community for Angular enthusiasts, hosting regular meetups in and around Krakow to unite web developers in sharing knowledge, trends, and best practices in Angular development. **facebook.com/AngularKrakow**
Erlang & Elixir Group Krakow	The group unites enthusiasts eager to explore Erlang and Elixir languages through knowledge sharing and networking. They welcome everyone from architects to newbies in an inclusive environment. **meetup.com/pl-PL/elixir-krakow/**
React Native Community Krakow	The community invites mobile app developers and offers a platform for networking, sharing ideas, and tackling diverse challenges in an open-source environment. **meetup.com/pl-PL/react-native-community-krakow-rnck/**
Flutter Krakow	An open community welcoming individuals eager to explore Flutter technology. Their events offer a platform for learning, sharing experiences, and connecting with fellow Flutter enthusiasts. **meetup.com/pl-PL/flutter-cracow/**

Software Development & Data

GDG Krakow	A community for users and developers of Google technologies, sharing their knowledge. The group is independent of the company Google. **gdg.community.dev/gdg-krakow/**
OWASP Poland	A non-profit dedicated to enhancing software security through visibility, enabling informed decisions about software risks globally. Open to all interested in software security. **meetup.com/pl-PL/owasp-poland/**
Data KRK	The group promotes Data Science, focusing on Big Data, NoSQL, and Machine Learning. They organize regular meetups for data enthusiasts and professionals seeking to explore and share innovative ideas. **meetup.com/pl-PL/datakrk/**
DDD-KRK	The community focuses on the learning and adoption of Domain-Driven Design, aiming to share knowledge, ideas, and experiences while promoting DDD in Krakow. **meetup.com/pl-PL/ddd-krk/**
PyData	The Krakow group is a part of the global PyData.org network. A community dedicated to Data and Machine Learning enthusiasts, fostering a space for sharing knowledge and innovations. **pydatakrk.pl**
CocoaHeads Krakow	The Krakow Mac and iOS specialists community inspires innovation and collaboration among Apple technology enthusiasts. They provide a hub for exchanging the latest trends exchange and networking. **meetup.com/pl-PL/cocoaheads-krakow/**
Data Community Krakow	The Krakow branch of the Data Community brings together professionals focused on Microsoft's data platform, fostering a network for sharing expertise and innovations in the field. **datacommunity.pl/tag/krakow/**
Hackerspace	A creative playground and meeting hub for IT enthusiasts, offering a space where great ideas meet the tools and community needed to bring them to life. **hackerspace-krk.pl/**
Krakow Cloud Native Group	The community, focused on modern cloud tooling and building cloud-native applications, that organizes regular meetups for enthusiasts to share and explore the latest in cloud technologies. **meetup.com/pl-PL/krakow-cloud-native/**

Women in tech

Women in Technology	A community of women united by a passion for IT and new technologies, for both experts and those looking to develop their skills, creating a supportive space that encourages knowledge exchange and growth. **womenintechnology.pl**
Women Techstyle Krakow	The community connects IT professionals with leading global tech voices and innovative companies. They organize the Women TechStyle Summit, one of Poland's largest IT conferences for women. **womentechstyle.pl**
Try IT	The foundation aims to empower women to enter the IT industry and encourage them to pursue education in the field. It builds a community supporting women in starting their education and professional careers. **linkedin.com/company/fundacja-try-it/**
Girls Go IT	A community built around a free course by AGH University of Science and Technology and Try IT Foundation aims to equip women with tools and skills for a career in technology, promoting their rise as valued experts in the tech sector. **szkolenia.informatyka.agh.edu.pl/oferta/girlsgoit/**
Mamo Pracuj w IT	This community dispels myths that IT is not for women, offering guidance on entering the industry, finding jobs, and showcasing IT as an inclusive, rewarding field for women, especially moms after a maternity break. . **mamopracuj.pl/mamo-pracuj-w-it/**

Quality Assurance & Technical Communication

KRAQA	Connects Krakow software quality enthusiasts, from testers to QA professionals, offering a platform for learning, networking, and creativity through regular educational and social events. **kraqa.pl**
TechWriter.pl	The community is a group of professionals passionate about creating, distributing, and managing technical documentation. Members range from humanities to engineering graduates. **techwriter.pl**

Tech events

Krakow's well-established tech ecosystem is supported by a vibrant calendar of events that includes conferences, job fairs, and community meetups. These gatherings provide space for knowledge exchange, professional development, and brand visibility, bringing together talent, companies, and innovators from across the region.

A key location for IT industry events

As one of Poland's leading tech hubs, Krakow regularly hosts major industry events. Each year, the city welcomes 10+ large-scale tech conferences, drawing a combined audience of approximately 10 000 participants. Alongside these, hundreds of smaller events - from specialized meetups to expert tech talks - take place throughout the year, offering frequent opportunities to connect and share insights.

Krakow's strength as an event host lies in the combination of a mature IT environment and a wide range of event infrastructure. This makes the city a natural destination for industry professionals looking to engage with the tech community.

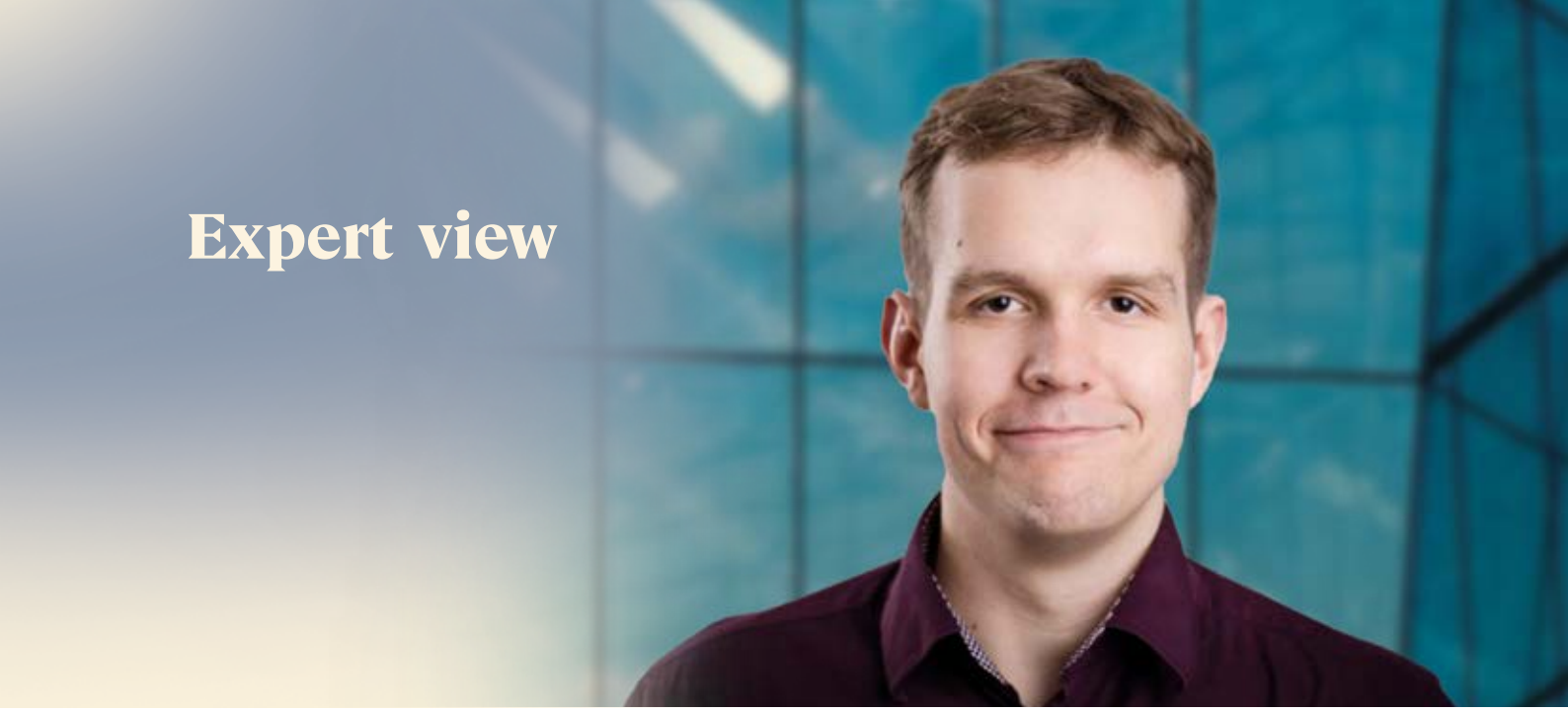
Venues for conferences and job fairs

The city offers a broad selection of venues that support events of varying scale and format. These include large, modern facilities such as Tauron Arena Krakow, Expo Krakow, and the ICE Krakow Congress Centre, as well as versatile locations like the Manggha Museum and CKF_13 Centrum Konferencyjne Fabryczna.

Name & Occurrence	Description
Mobile Trends Conference Paid entry Once a year in March	The event connects experts and enthusiasts of mobile technology, offering knowledge about creating and implementing apps. It is for both beginners and pioneers, promoting collaboration and knowledge sharing. It presents case studies, trends, and tips from market leaders. **mobiletrends.pl**
SFI Academic IT Festival Free entry Once a year in April	An annual international conference organized by students, welcoming IT enthusiasts from all professions. Attendees have the opportunity to listen to speakers, participate in practical workshops, and expand their skills in a diverse range of IT topics. **sfi.pl**
Hacknarök Free entry Once a year in April	An original hackathon event where participants embark on a 24-hour journey through the worlds of Norse mythology, where battles are fought with code lines written by participating teams. **hacknarok.eestec.pl**
Lambda Days Paid entry Once a year in May	A conference on functional programming, covering Scala, Erlang, Haskell, F#, and Elixir languages. It is suited for IT professionals, software developers, ICT students, and functional programming enthusiasts. The two-day event features around 40 experts across six tracks. **lambdadays.org**

Confidence Paid entry Once a year in May	One of the leading European IT security conferences. IT professionals, security experts, and developers can anticipate in-depth discussions and learning opportunities about the latest trends in cybersecurity technologies. **confidence-conference.org**
Code Europe Paid entry Once a year in June	One of the largest coding conferences in Poland for software developers, architects, DevOps Engineers, Security Experts, Product Owners, and more. It offers an array of workshops, lectures, and presentations on the up-to-date trends in coding and software development. **codeeurope.pl**
ACE Paid entry Once a year in June	The largest IT and Agile community regional conference, highlighting lean thinking, Agile methodologies, and management innovations. Attendees engage with international experts in interactive sessions across process and product paths. **aceconf.com/home**
Devoxx Poland Paid entry Once a year in June	This conference for developers and IT professionals hosts international speakers and covers the latest technologies and methodologies in software development in Java, Android, cloud, Big Data, artificial intelligence, robotics, programming languages, and more. **devoxx.pl**
HackYeah Paid entry Once a year in September	The largest stationary hackathon in Europe. During the event participants come together to tackle tasks from the event's partners and work on open challenges in the field of cybersecurity and others. **hackyeah.pl**
Test Dive Paid entry Once a year in October	A highly regarded event where Testing industry specialists gather to learn, network, and stay up-to-date with the latest trends. The conference features a diverse range of talks delivered by leading experts in the field of IT testing. **testdive.pl**

Expert view



Maciej Ryś

Lecturer at University of Information Technology and Management in Rzeszow

Hackathon Sins: The Good, the Bad, and the Unforgivable

Hackathons have emerged as catalysts for innovation, driving creative problem-solving and community-building across various industries. As highlighted in my book, "Sparks for Innovation: Why Hackathons Work and How to Organize One", their influence extends from sparking the creation of technologies like Zapier and Twitter to solving complex technological challenges and advancing healthcare and environmental solutions. Yet, beneath the enthusiasm and energy, hackathons also carry pitfalls—what might be called their "sins."

The Purpose: What Are Hackathons Really For?

At their core, hackathons are more than just coding marathons or competitions. They serve as dynamic innovation ecosystems where creativity, experimentation, and collaboration converge. Hackathons offer a unique mechanism to accelerate ideation and problem-solving under time pressure, breaking through conventional barriers and unlocking previously unknown possibilities. Participants—whether students, professionals, or entrepreneurs—and various organizations, use hackathons to explore ideas, test prototypes, build networks, and even kick-start new ventures. While most outcomes are prototypes or minimum viable products rather than market-ready innovations (although there are notable exceptions!), the real value lies in the process: learning, networking, challenging oneself, collaborating, and generating novel solutions to complex challenges. This blend of creativity, atmosphere, interdisciplinary collaboration, and structured chaos explains why hackathons continue to be a favoured tool across industries to inspire talent, foster skills, and drive innovation.

The Good: Necessary Imperfections and Controversial Features

Not all "sins" of hackathons are necessarily harmful (though they certainly can be!). Some quirks contribute to the dynamic, fast-paced atmosphere that defines these events. The creation of projects and innovations—often incomplete or barely functional—is widely accepted as part of the process. These prototypes embody the principle of failing fast to succeed and implement later. Hackathons embrace a level of chaos that mirrors real-world unpredictability, sparking improvisation and creativity. This whirlwind of emotions and possibilities often leads to the birth of ideas that would not have emerged under more structured conditions.

The Bad: Avoidable Flaws

However, many hackathon shortcomings stem from poor planning or execution. Events often lack clear goals or expectations, leading to frustration and disillusionment among both organizers and participants. Unbalanced team formation—where participants with critical skills cluster in a single team while others struggle—is a frequent misstep. Additionally, “mentor overload” or, conversely, “mentor desertion” can severely disrupt workflow and morale. Poorly timed schedules, an overemphasis on competition at the expense of collaboration, and a lack of post-hackathon support for promising projects frequently doom excellent ideas to obscurity. These bad sins are largely preventable through thoughtful preparation and participant-centred design.

The Unforgivable: Serious Ethical Violations

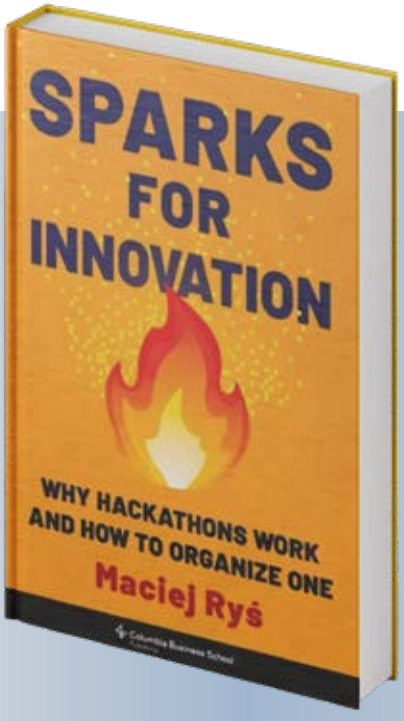
Some hackathon sins cross the line into the truly unforgivable. Exploitative labour practices—such as using hackathons as a form of free labour to prototype products for commercial gain without fairly compensating participants—undermine the spirit of collaboration and trust. Intellectual property conflicts arise when organizers or sponsors attempt to claim rights to participants’ ideas without prior agreement, breaching both ethical standards and legal norms. Another grave sin is the lack of inclusivity and diversity. Hackathons that fail to create safe, accessible, and welcoming environments perpetuate systemic exclusion and marginalize underrepresented groups. Such practices betray the very ethos of hackathons as democratic, empowering spaces for innovation.

Double-edgedhh sword at your service

Hackathons are complex ecosystems where great potential coexists with significant pitfalls. The good sins reflect the messy, human nature of rapid innovation; the bad sins warn of neglect and mismanagement; and the unforgivable sins demand immediate action and accountability. Hackathons are a double-edged sword—capable of delivering tremendous value in the hands of a skilled facilitator, yet potentially disastrous when poorly executed. The future of hackathons depends on organizers and participants working together to foster ethical, inclusive, and impactful experiences. Only then can hackathons continue to serve as genuine engines of creativity and social progress. Are they difficult to manage? Absolutely. Are they worth the effort? Without a doubt.

Maciej Ryś is the author of "Sparks for Innovation: Why Hackatons Work and How to Organize One".

The book explores the mechanics behind successful hackathons and offers guidance on how to run them effectively.



Job fairs in Krakow

A list of the most significant job fairs and career days organized in Krakow throughout the year. These events are opportunities for businesses to showcase their brand, and meet potential candidates face-to-face.

Name & Occurrence	Description
AGH Career Days Free entry Once a year in March	An annual job fair organized by the leading technology university in Krakow, aimed at connecting students and graduates with IT companies. Emphasizes the fields of science and technology with a focus on innovation and start-ups, gathering around 100 companies each year. **targi.agh.edu.pl**
Jobicon Free entry Once a year in March	A job fair organized by Pracuj Group that gathers companies from various sectors, including IT. The event is joined by almost 100 exhibitors. During the event, participants can attend various lectures and workshops. **jobicon.pracuj.pl/krakow**
Jagiellonian University Job Fair Free entry Twice a year in April and October	This event is a 3-day job fair providing the space for students and graduates of the university to interact with potential employers across various industries. The fair also includes seminars and workshops. **targipracy.uj.edu.pl**
The Cracow University of Economics Job Fair Free entry Twice a year in March and October	A job fair focused on business and economics sectors with many of the top-tier companies in the finance, business, and economics sectors offering seminars and workshops on skills needed in the modern economy, and networking opportunities. **kariery.uek.krakow.pl**
Engineering Job Fair Politechnika Krakowska Free entry Once a year in October	A job fair targeting engineering students and graduates from the Kraków University of Technology, presenting opportunities in related fields. With a strong focus on engineering and technology companies, the event gathers over 30 companies each year. **targi.pk.edu.pl**
Talent Days Free entry Twice a year in May and October	One of the largest career fairs in Poland. It serves as a meeting point for companies, startups, and young professionals. This job fair hosts hundreds of companies from all sectors and offers free career counseling, workshops, and CV consultations. **talentdays.pl/fairs/krakow**

Office space in Krakow

In collaboration with CBRE

Office market

Krakow presents a dynamic array of office space options tailored to meet the needs of businesses of all sizes. Whether you're seeking corporate environments that can house large teams or more intimate settings that foster creativity and collaboration, the city offers it all. In this section, we dive into the local office market, showcasing various leasing opportunities and associated costs.

While the current landscape is evolving, Kraków remains a desirable location for businesses, offering a blend of modern A-class office environments and unique spaces set in historic, repurposed industrial buildings, ensuring that it continues to attract diverse tenants seeking both functionality and character.

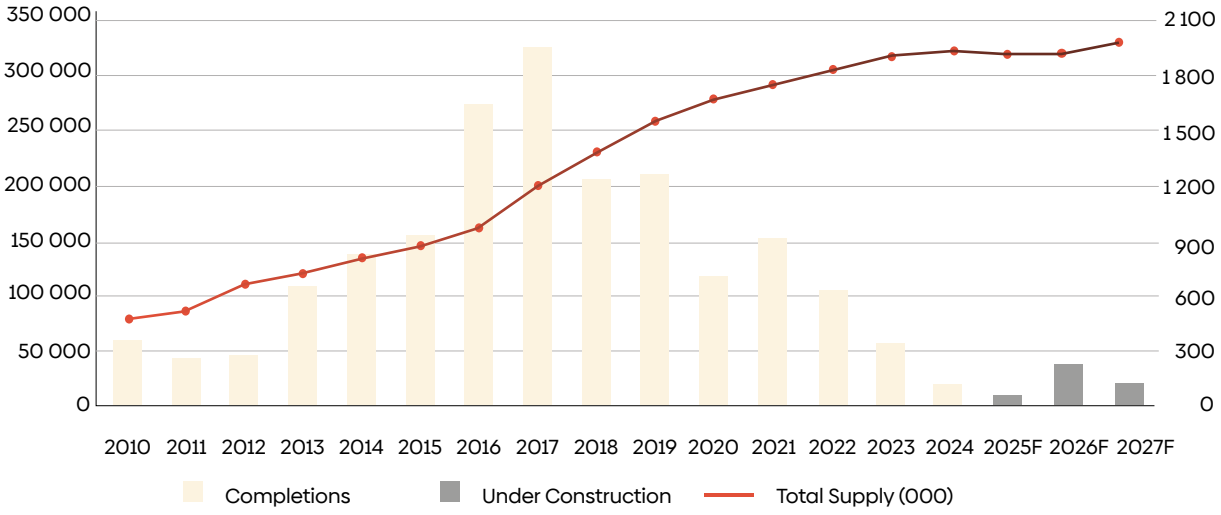
1.8 MLN m²

Office space surface in Krakow

24 k m²

Office space completed in 2024 & Q1 2025

Office stock evolution in Krakow (in m²)



Source: CBRE, 2025

Office locations

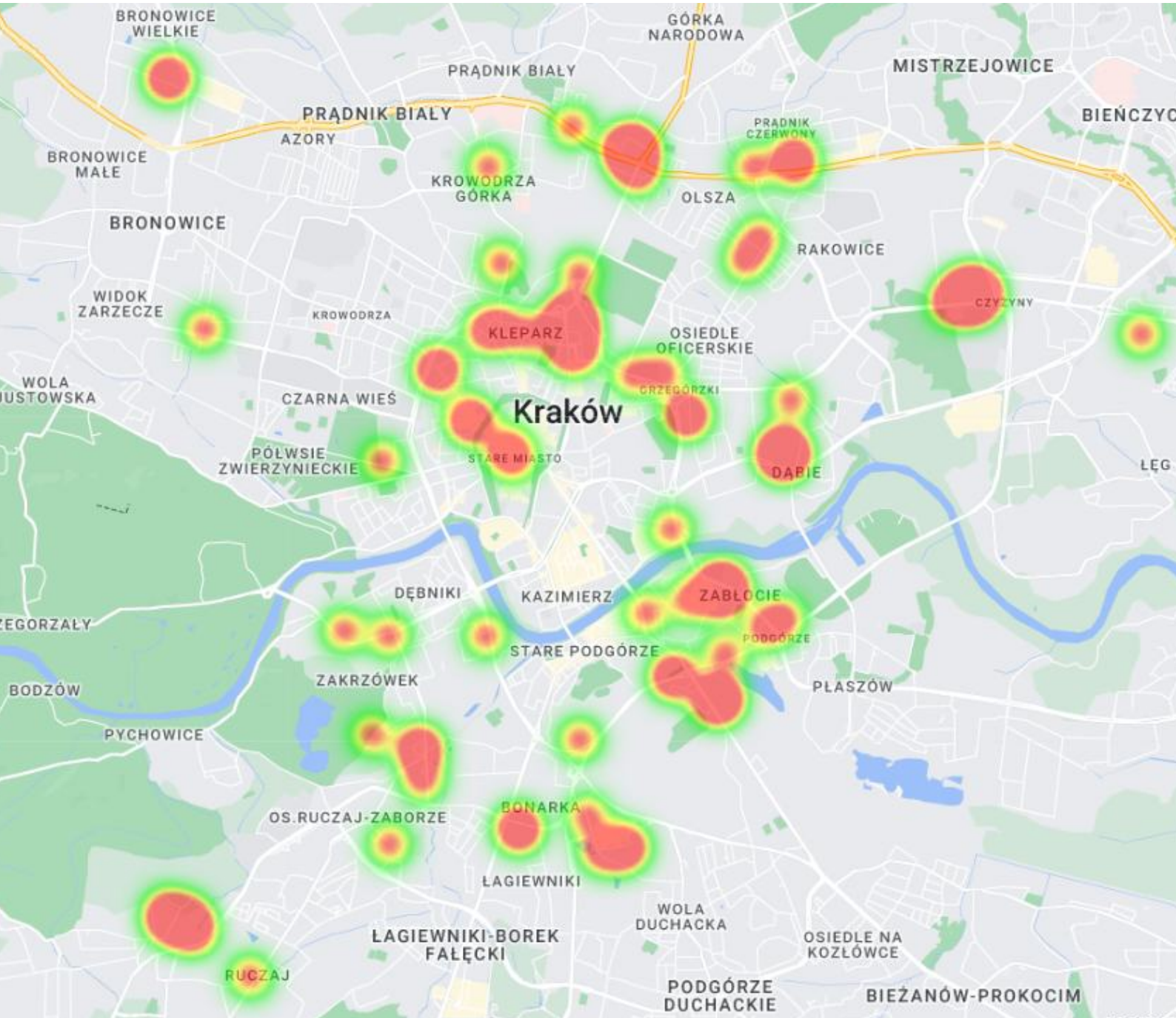
The Krakow IT Market Map highlights the office locations of the top 100 largest companies hiring IT specialists in the city, with IT headcounts ranging from 60 to 2 500 employees. A clear trend emerges tech companies in Krakow tend to establish their offices in vinicity of the city center, where modern business infrastructure is most concentrated.

The largest office complexes in the densest areas include Fabryczna Office Park (85 000 m2), Bonarka for Business (75 000 m2), High 5ive (71 000 m2), Quattro Business Park (64 000 m2), DOT Office (62 000 m2), Equal Business Park (61 000 m2), Enterprise Park (61 000 m2).

While Krakow doesn't have a single tech district akin to London's Silicon Roundabout or Berlin's Mediaspree, it has organically developed multiple thriving IT clusters.

Source: Dataset by MOTIFE Insights, CBRE 2025

Heatmap of Krakow's 100 largest IT employers offices



Long-term lease

We have been observing a two-speed market specifically when concerning rental and vacancy rates. We are also facing historically low development activity, central locations offer limited availability and at the same time are the most willingly chosen by tenants. The most successful locations, despite higher rents have the lowest vacancy rates, while less attractive districts are forced to compete aggressively for tenants.

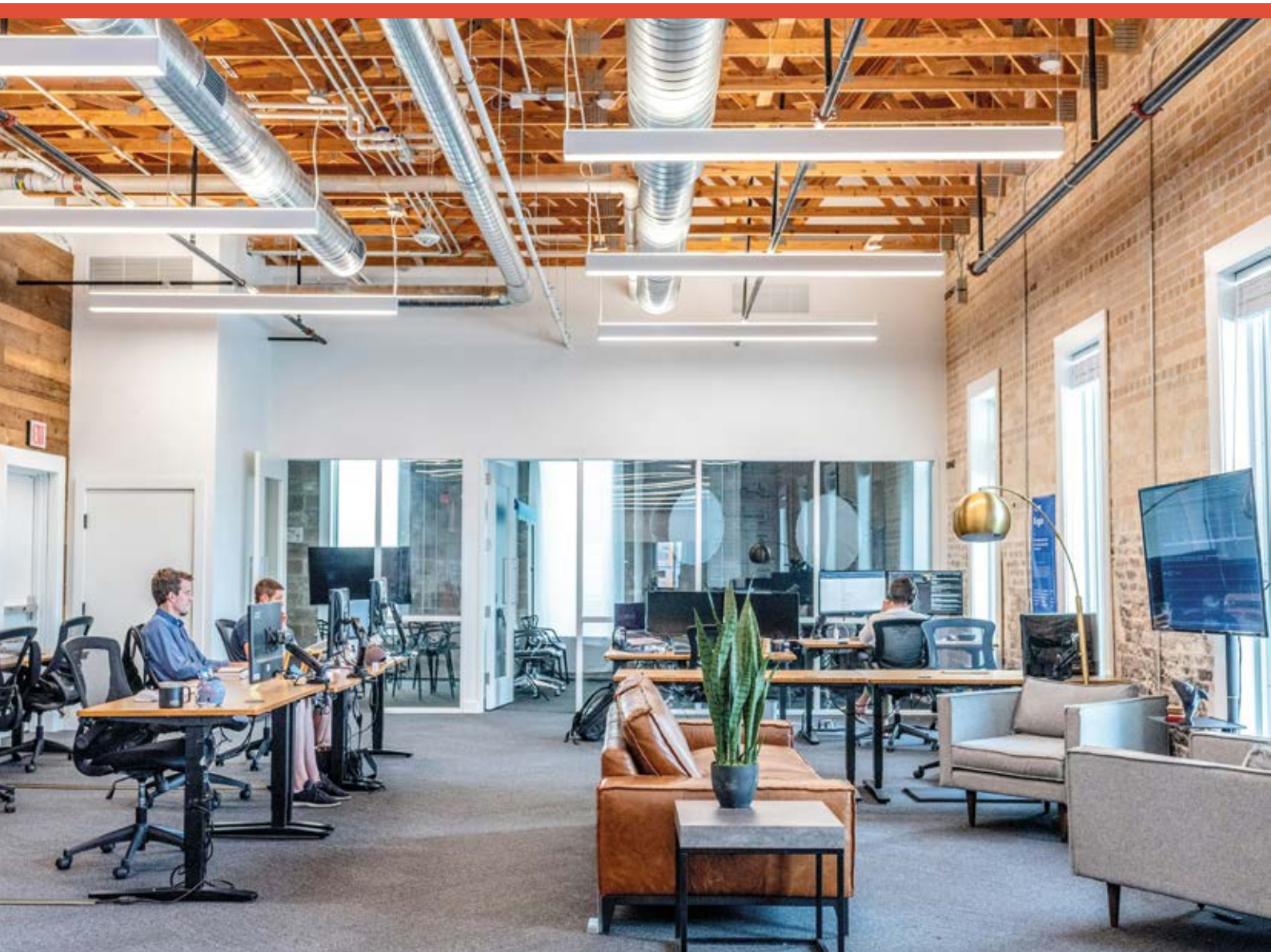
15.5-19.5
EUR

Average lease rent per 1 m² of office space/month in prime locations

13.5-16
EUR

Average lease rent per 1 m² of office space/month in secondary locations

Source: CBRE, 2025



Expert view

Rafał Oprocha

Director, Head of Krakow Office

CBRE

The Krakow office market has reached a state of stabilization, with a vacancy rate of 18% as of Q1 2025.

While this decline is gradual, the impressive absorption rate of over 265 000 sqm in 2024 indicates that available office space is expected to decrease significantly by the end of 2025. For companies in the IT and R&D sectors, the work environment and office acquisition strategies are paramount. The increasing agility of office solutions not only enhances lessees' productivity but also facilitates the exchange of innovative ideas.

Organizations are prioritizing access to advanced technological infrastructure, high-speed internet, and collaborative meeting areas. Many IT and tech firms, particularly those focused on profitability, are actively seeking office environments that cater to their operational requirements while ensuring privacy and security.

We are also observing a notable rise in rental rates, especially for Class A buildings in prime locations, where prices are nearing €20/sqm. Although rental rates for less prominent buildings and secondary locations remain lower, the swift absorption of space suggests potential increases in these areas as well.

Additionally, the growing emphasis on environmental responsibility is driving businesses to seek office properties that resonate with their corporate values and support their sustainability objectives. While cost-effectiveness remains a key consideration, properties in strategically located areas continue to attract high demand.

The focus on employee well-being and technological integration is expected to shape the future of the office market, with services designed to enhance employee satisfaction and align with ESG principles becoming increasingly important.

Flexible office space

The continued shift toward hybrid work models and rising economic volatility have further transformed Krakow's office market over the past year. These dynamics continue to push both startups and corporates to prioritize agility and cost control—factors that reinforce the relevance and demand for flexible workspace solutions.

Since 2024, the flexible office segment in Krakow has seen notable developments. A new player, Ace Of Space, supported by leading real estate fund Globalworth, entered the market with its first location and has already announced two additional openings. Another operator, The Shire is preparing to launch in the coming months, contributing to a more competitive and diverse offering—particularly in central locations.

For tenants, the upside is greater choice, especially in prime city center addresses. However, these convenience comes at a price: monthly rates for dedicated desks in central locations now frequently exceed EUR 470 per workstation. In contrast, non-central districts still offer more affordable options, with prices averaging around EUR 280.

Despite rising costs in the core areas, demand remains strong, especially from companies seeking plug-and-play environments that allow for immediate move-in and easy upsizing or downsizing. Krakow's flexible workspace providers continue to adapt, offering increasingly specialized services, from boutique coworking studios to large-scale managed office floors.

These trends signal a maturing flexible office market, where quality, service range, and location are becoming critical differentiators. As more institutional players enter the market and tenants grow more sophisticated in their expectations, the Krakow flex space segment is poised for further growth and professionalization in 2025.

~7.6K

Workstations in Krakow flex office space, 8% growth within last 12 months

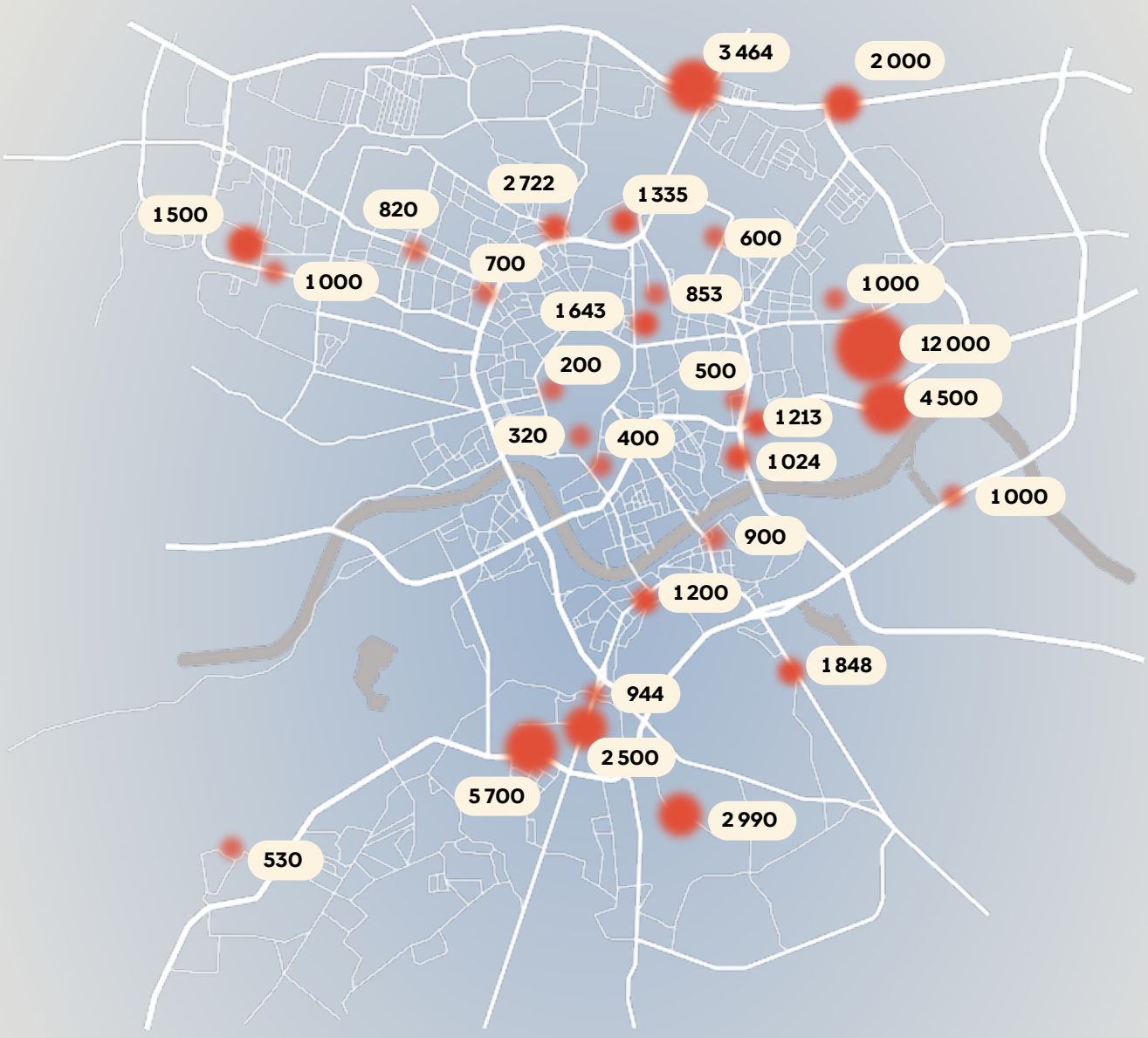
300-500EUR

The price range for a desk in a serviced office in Krakow (workstation per month)

Source: CBRE, 2025

Selected coworking and serviced offices operators in Krakow

Capacity [sqm GLA]



Source: CBRE, 2025

Focus
Trends in the Krakow office market

Krakow continues to be recognized as Poland's leading and most developed regional office market, providing a wide range of leasing options that meet specific location, workplace, and space preferences. The city serves businesses of various sizes and sectors, reinforcing its position as a key center for commerce

Office space stock

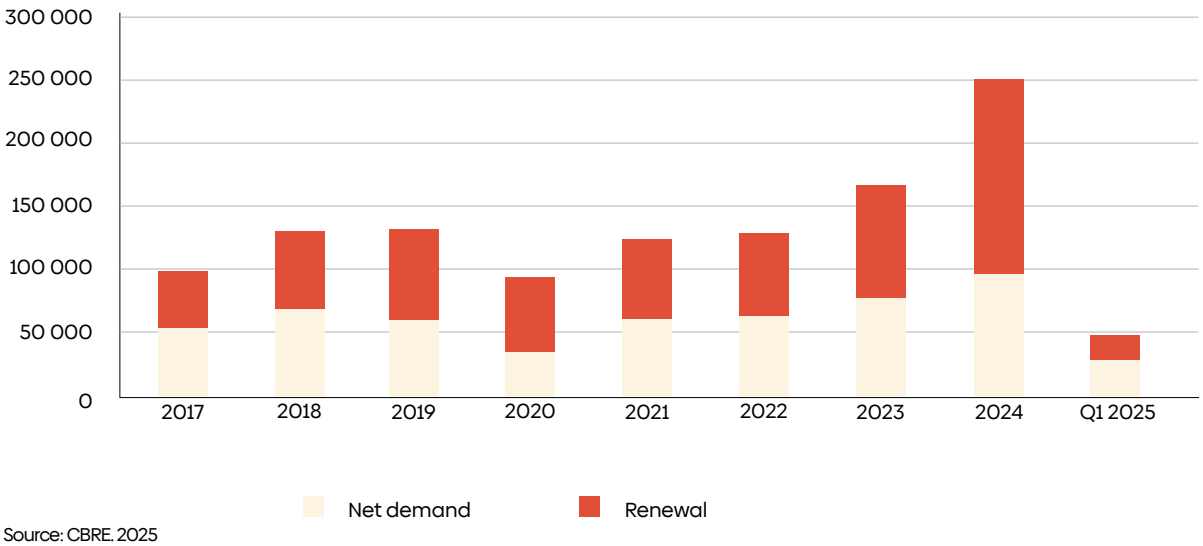
As of 2025, the real estate market in Krakow faces new challenges, particularly in the aftermath of the pandemic. In 2024 and year-to-date 2025, only 24 100 sqm of office space was delivered to the market, which represents one-fifth of all new completions in regional markets for 2024. The rise of hybrid work has led to higher vacancy rates and decreased developer activity, resulting in a slowdown in the development of current stock. Despite these challenges, the slower pace of new supply may facilitate the smoother absorption of existing office spaces.

Demand for office space

Despite the complexities introduced by hybrid work models and ongoing reductions in office space, the demand for office accommodations in Krakow has shown resilience and exhibited an upward trend following the onset of the pandemic. In 2024, total tenant activity reached a historic high, exceeding 266 000 sqm. Notably, new lease agreements accounted for a substantial 47% of the overall leasing activity for the year, indicating willingness to change location.

While various companies are downsizing their office size, this trend is often driven by a pursuit of quality and innovative workplace design, priorities shared by many international corporations. The IT sector has emerged as the primary contributor to Krakow's leasing activity over the past decade, accounting for 31% of the average annual leasing volume in the last three years. Although recent years have witnessed a noticeable shift toward business and financial services, the IT industry remains the most active sector in the local office market.

Demand for office space by transaction type (in m^2) in Krakow office market

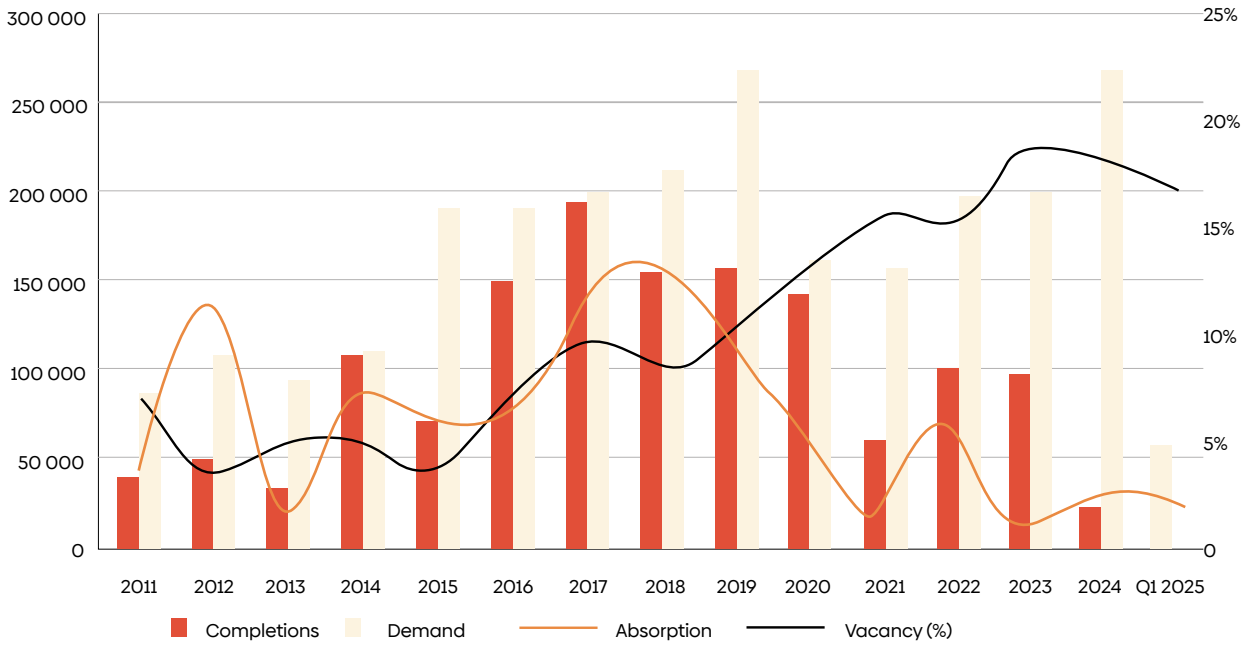


Source: CBRE. 2025

Availability of office space

We are beginning to observe a slight decline in the vacancy rate in Krakow, signaling a potential uptick in absorption levels. Despite ongoing limitations in developer activity in the central area of the city, which are expected to result in limited availability of office space over the next one to two years, we anticipate that this trend will lead to progressively higher absorption rates. Currently, the overall vacancy rate stands below 18% across the city, with significant disparities between central and non-central locations. While central areas continue to exhibit a very low vacancy rate, the non-central regions have experienced a relatively high rate.

Main market indicators in Krakow: Vacancy rate (in %), absorption, and annual supply (in m^2) in Krakow office market



Source: CBRE, 2025

Lease costs

Krakow's two-tier market dynamic is further exemplified by the differing lease costs between central and non-central areas. Prime central locations command premium rental rates exceeding €17 per sqm in existing buildings. Conversely, less desirable areas with higher vacancy rates provide tenants with greater negotiating leverage and more competitive lease terms.

Flexible office space

With companies focusing on reducing costs and increasing workplace flexibility, the demand for flexible office solutions keeps rising in Krakow's active business environment. Providers of these flexible spaces are well-suited to accommodate the changing needs of tenants.

Chapter 2

Hiring in Poland

This chapter is specifically targeted to HR teams and HR Executives. Topics covered include: talent pool, salaries, labor law, local customs, and latest trends.

IT talent pool in Poland

410K

Engineers and IT professionals in Poland

19K

Computer Science students graduating yearly in Poland

Young, well-educated, fluent in English, and experienced in international work environments, Poland's IT talent pool, now counting around 410 000 engineers and IT professionals, continues to attract global companies looking to scale their tech operations.

The three largest cities by IT talent concentration remain Krakow, Warsaw, and Wroclaw, each offering distinct advantages. Warsaw is a top choice for companies setting up headquarters to sell to the Polish market. Krakow is known for its strength in IT delivery centers and software engineering, while Wroclaw is particularly attractive for firms from the DACH region.

Poland's IT workforce has quadrupled over the last 15 years and continues to grow, fueled by a strong academic base. Each year, approximately 19 000 computer science graduates enter the market, reinforcing the country's reputation as a source of skilled digital professionals.

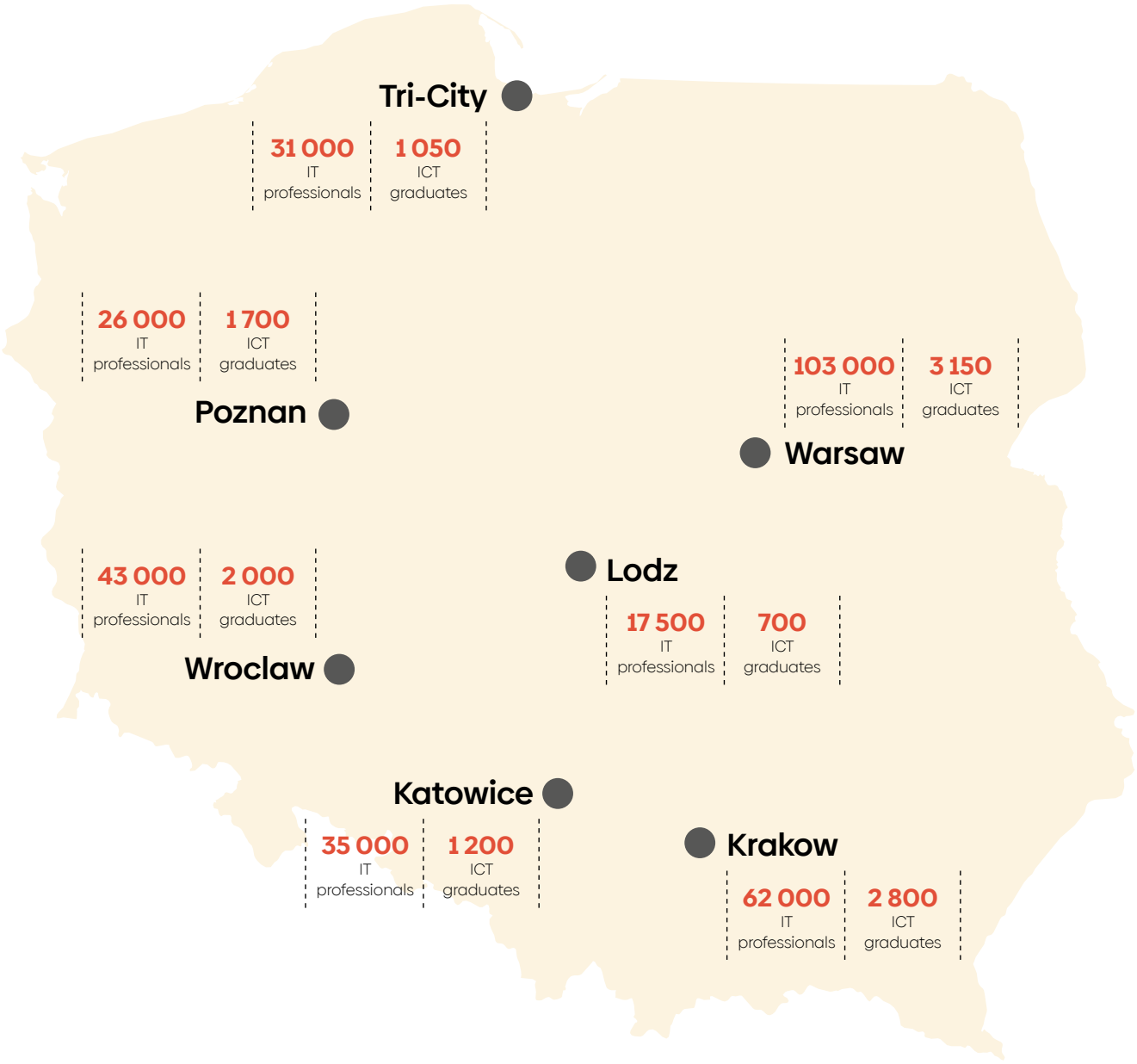
In addition, immigration from Ukraine and other countries has helped expand the talent pool further. Many foreign professionals are drawn to Poland by the high quality of life, strong job market, and opportunities to work with international companies.

Source: MOTIFE Insights 2025, stats.gov.pl 2025

IT talent pool key figures

Poland's IT talent is centered in 7 major cities where over 70% of country's IT professionals work. Each city has a unique vibe, its advantages, and a value proposition for investors. There are also some contenders that aspire to the 1st league such as Rzeszow, Lublin, Szczecin and Bydgoszcz.

Estimated IT talent pool and annual ICT graduates per main city in Poland



Source: stat.gov.pl, MOTIFE Insights 2025

Expert view

Danielle Gengler

Director, Strategic People Programs & Operations at ActiveCampaign

ActiveCampaign >

ActiveCampaign is an autonomous marketing platform designed to put people at the center of their marketing through AI agents that imagine, activate, and validate campaigns seamlessly. In 2024, we chose Krakow to set up our key European technology and operations hub. We hired our first employees in Krakow in May 2024 and will cross the threshold of 50 employees across engineering and product roles early summer 2025!

Poland is an attractive hub location for a variety of reasons. Most notably, the engineering talent in Poland is world class and growing.

The Poland hub is in close proximity to ActiveCampaign's EU data center and expanding our regional and time zone coverage empowers us to address the needs of our European customers faster.

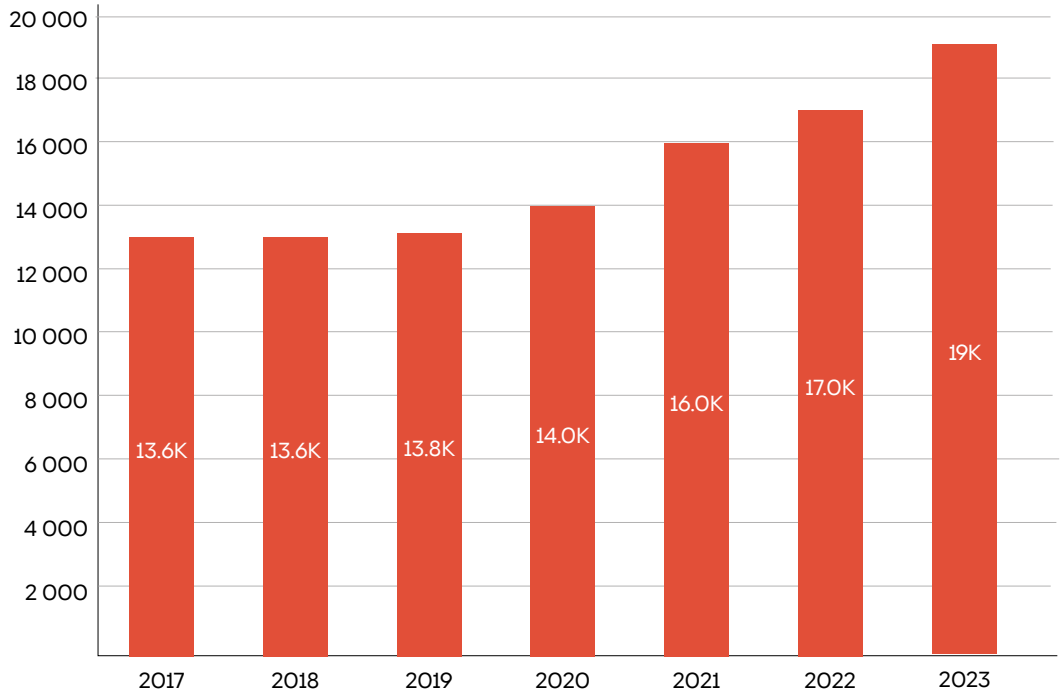
When we set our sights on expanding ActiveCampaign, Poland stood out as the perfect choice. The incredible talent here is fueling the growth of our Tech and Product teams, helping us scale at the pace our business demands.

Our Poland recruitment strategy combines ActiveCampaign's internal capabilities with strategic partnerships to build our presence in Krakow's competitive tech market. Our TA Partners and Sourcers focus on identifying top-tier talent through employee referrals, popular local job boards, and targeted outreach. For specialized or hard-to-fill positions, we partner with MOTIFE as our agency to extend our reach and expertise. We maintain market competitiveness through close collaboration between our HR, compensation, and leadership teams, ensuring our hiring strategies and offering reflect local market dynamics.

Poland represents a key pillar of our Tech & Product expansion strategy. We're actively scaling our engineering and product teams, with our more recent additions including Product Managers, Product Designers, and Mobile Developers. This month, we're welcoming Directors of Engineering and Product Management who will drive local team development and strategic AC initiatives. Our upcoming software engineering summer internship program demonstrates our long-term commitment to Poland's tech ecosystem. We're not just hiring experienced talent—we're investing in developing the next generation of ActiveCampaign engineers, creating a sustainable talent pipeline that supports our continued growth in this critical market.

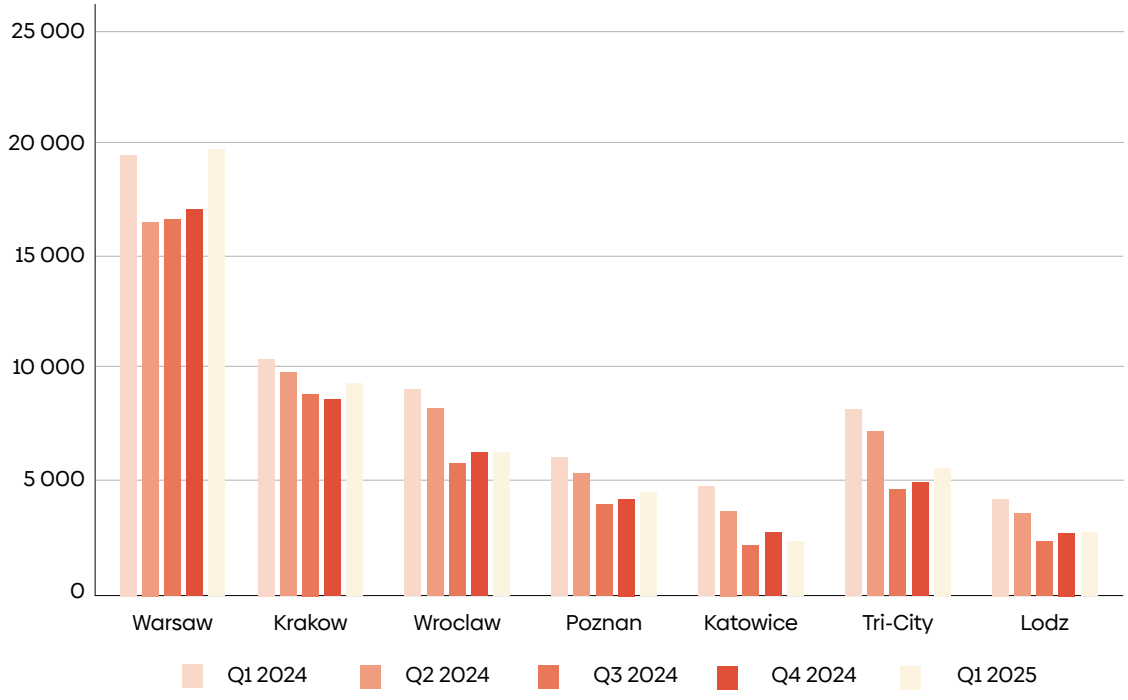
During the academic year 2022-2023, over 19 000 Information and Communication Technologies (ICT) students earned their degrees from Polish universities. A significant portion of these graduates are expected to secure employment in major cities like Warsaw, Krakow, or Wroclaw, thereby bolstering the local talent pool. Additionally, these cities continue to draw computer science graduates from other parts of Poland as well as from international locations, further strengthening the region's tech industry.

Number of ICT graduates in Polish universities, 2017-2023



Source: stats.gov.pl

Number of IT job ads per main city in Poland, Q1 2024-Q1 2025



Source: inhire.io, MOTIFE Insights 2025

Expert view

Kamil Stanuch

Business Angel at Sterling Angels

Junior devs won't extinct thanks to Jevons paradox (again).

Everyone's freaking out that AI is coming for junior dev jobs. "Claude codes better than new grads." "Why hire juniors when Copilot/Cursor exists?" "Entry-level roles are dead." I get the panic - we're seeing a massive jump in what AI can do, and it's shaking up the job market.

But here's the thing: junior devs aren't going extinct. They're evolving, just like they always have. The bar is rising. What juniors can build today would've been mid-level work 15 years ago. This pattern isn't new - it's just accelerating, like it always has.

So I have two main points about why the "AI kills junior jobs" story is wrong:

First, we're about to see Jevons Paradox hit software development hard. When Jevons noticed in the 1800s that better steam engines led to more fuel use, not less, he spotted exactly what's happening with coding AI. Tools like Cursor or Loveable, Bolt. New won't shrink the dev market - they'll blow it up.

Think of them as the Shopify of coding: they make building software easier, which creates waaaay more demand.

Look at the numbers: When people see how easy it is to generate a website now, about 10% will try it themselves, 40% will hire someone (expecting it to be cheaper), and another 50% will start thinking "maybe we should have a website" when they wouldn't have bothered before.

End result? More work, not less.

Second, AI shifts value from coding to figuring out what to code. AI is great at building solutions when the problem is clear. It sucks at discovering hidden problems worth solving.

Example: AI can build you a perfect e-commerce checkout flow, but it can't tell you that what your customers really want is a subscription option with flexible delivery dates. Those insights come from humans talking to humans.

And here's a surprising twist: working with AI requires management skills.

Getting good results from AI tools is basically Management 101: clear goals, specific instructions, defined success metrics. A junior who can write "Take this shopping cart and add a wishlist feature that syncs across devices" will outperform someone just hoping the AI reads their mind.
So, forget the replacement narrative. The real future is simple: devs who master AI will replace devs who don't. And there's plenty of room for ambitious juniors in that world. The game isn't ending - the rules are just changing. Again.

Salaries

New hires' salaries

This section outlines the gross monthly salary ranges for software developers, IT specialists, and selected non-technical roles in Poland, based on employment contracts. The data reflects current market trends across various seniority levels and includes the most in-demand programming languages and job profiles.

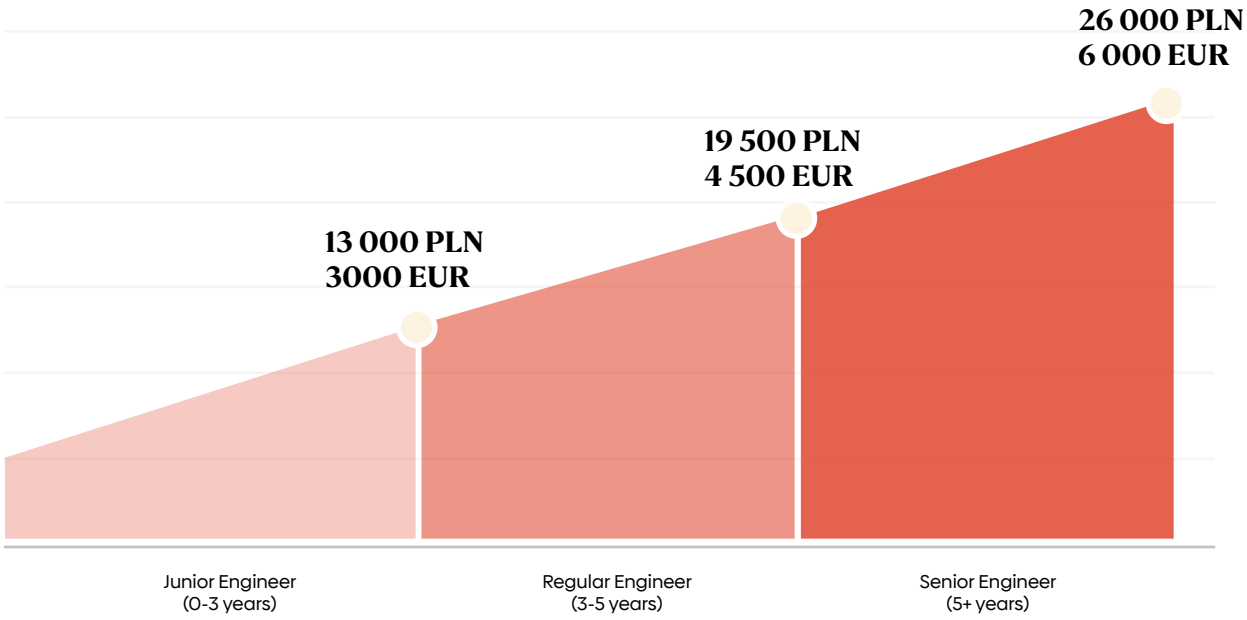
This is how much a new hire will expect to be paid on a permanent employment contract.

17 000 PLN

~4 000 EUR

Median salary of a mid-level software engineer with 3 to 5 years experience (gross, monthly, nationwide)

Gross salary ranges for hiring a software engineer in Poland (monthly, in PLN and EUR)



Sources: MOTIFE Insights 2025, inhire.io, nofluffjobs. com, justjoin.it. 1 EUR = 4.3 PLN

MOTIFE

Find ideal candidates with us.

A one-stop shop for
building IT Hubs
in Poland

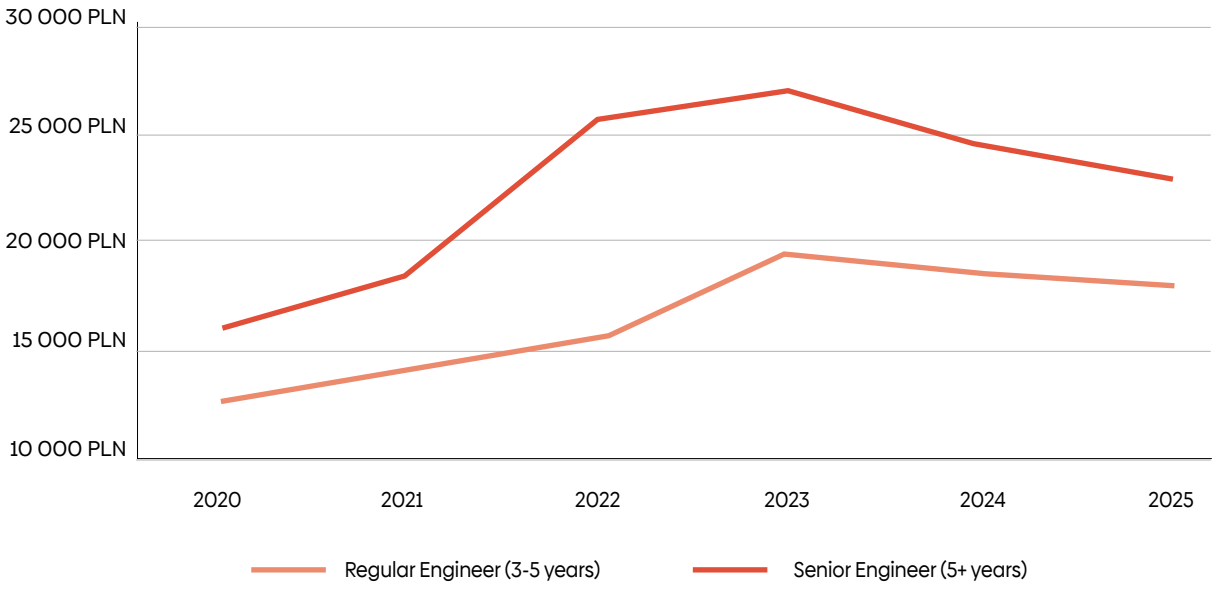
motife.com

New hires salaries over time

After several years of steady growth, 2025 marks the second consecutive year of decline in median salaries for software engineers in Poland. The ongoing correction reflects broader market uncertainty, influenced by persistent geopolitical tensions and macroeconomic pressures.

That said, the pace of decline has slowed: compared to the previous year, median salaries dropped by 5% for regular engineers and 6% for seniors, suggesting the market may be entering a more stable phase.

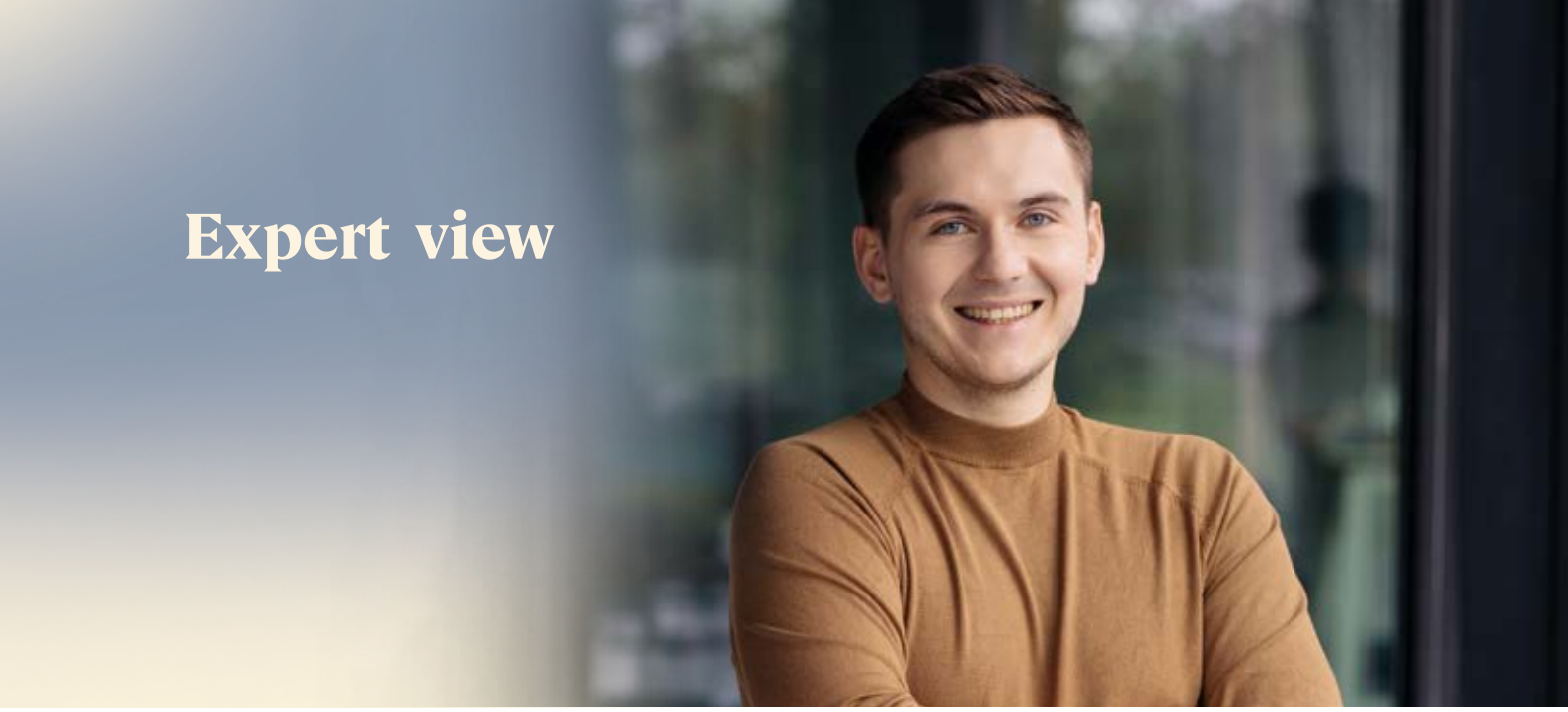
Evolution of median salaries for newly hired regular and senior engineers in Poland, 2020-2025 (monthly, in PLN)



These figures suggest that Poland's tech labor market is gradually stabilizing after a period of overheated growth. While companies remain cautious, particularly in response to inflation, global conflicts, and rising operational costs, the fundamentals of the market are still strong. Demand is shifting toward experienced specialists in AI, cybersecurity, and cloud infrastructure areas less vulnerable to short-term budget cuts.

Employers continue to value Poland's skilled workforce and cost-efficiency, which helps keep the market resilient despite temporary corrections. In Krakow, companies are prioritizing quality over scale, focusing on building, high-performing teams.

Source: MOTIFE Insights, wynagrodzenia.pl, stats.gov.pl, US Bureau of Labor Statistics



Expert view

Dominik Biga

Lead Recruiter at MOTIFE

MOTIFE

The IT job market in 2025 reveals new salary patterns when compared with 2024. Mid-level roles in front-end frameworks and QA took the sharpest hit: pay for JavaScript and test automation engineers fell by roughly 15%, reflecting tighter project budgets and a surplus of talent in these areas.

Meanwhile, positions that blend technology with business value moved in the opposite direction. Project and product managers, as well as Salesforce specialists, secured single- to low-double-digit gains. Early-career machine-learning engineers also inched up, setting a fresh benchmark near 17 000 PLN. Data engineers kept their crown in absolute numbers, holding steady at about 22 000 PLN mid-career and up to 29 000 PLN for senior staff.

Salary movement differs by career stage. Professionals with five to six years of experience faced the widest swings, from clear drops to noticeable raises, showing how sensitive this band is to market shifts. For experts with seven or more years, changes were mostly limited to small adjustments, as companies prefer trimming bonuses before touching base pay for proven talent.

These changes underline how quickly the value of a skill can rise or fall. New technology waves, shifting budgets, and growing or shrinking talent pools all play a part. To stay competitive, IT professionals should deepen their knowledge of data, cloud, and product-oriented work, while strengthening communication and ownership skills. Employers, on the other hand, can use 2025 to hire core engineering talent at a modest discount but should be ready to compete fiercely for data-centric and hybrid tech-business profiles.

Focus
Salary reports and candidates' expectations

There are numerous compensation reports available that present salaries in the IT sector in Poland. Also, websites like Glassdoor and Payscale provide insights into typical pay across the country. The majority of IT job ads include salary brackets, offering relatively transparent access to compensation data.

The information found in these sources can be misleading, as it primarily represents current average salaries of employees or median salaries advertised on job portals. These figures may not accurately reflect the expectations of potential new hires, nor the salaries ultimately agreed upon in employment or B2B contracts. Consequently, there can be substantial discrepancies between the reports and the actual candidates' expectations.

In this report we present salaries offered to candidates when they receive and accept a job offer.

Also, there are companies that offer above-market salaries when hiring new employees, typically for one or more of the following reasons:

- Attracting senior engineers
- Facilitating the rapid hiring of engineers by foreign companies entering the market
- Providing higher salaries in start-ups to offset the „risk-factor" associated with joining a potentially less stable organization
- Navigating the challenges of hiring in Q4, which may influence salary levels; candidates are less likely to change jobs before year-end, partly due to anticipated bonus payouts

Methodology

The research was conducted by the MOTIFE Insights team between February 2025 and May 2025. Our aim was to produce a set of salary range data that would be representative of new hires' current salary expectations in Poland (vs. salaries earned in previous position or salaries advertised in job offers).

We chose a methodological approach that combined quantitative and qualitative methods. The quantitative research involved a meta analysis of industry reports and portals (qualified sources: inhire.io, nofluffjobs.com, justjoin.it), salary brackets of jobs advertised on motife.com, salaries offered to candidates by IT companies via MOTIFE, and acceptance rates for those offers.

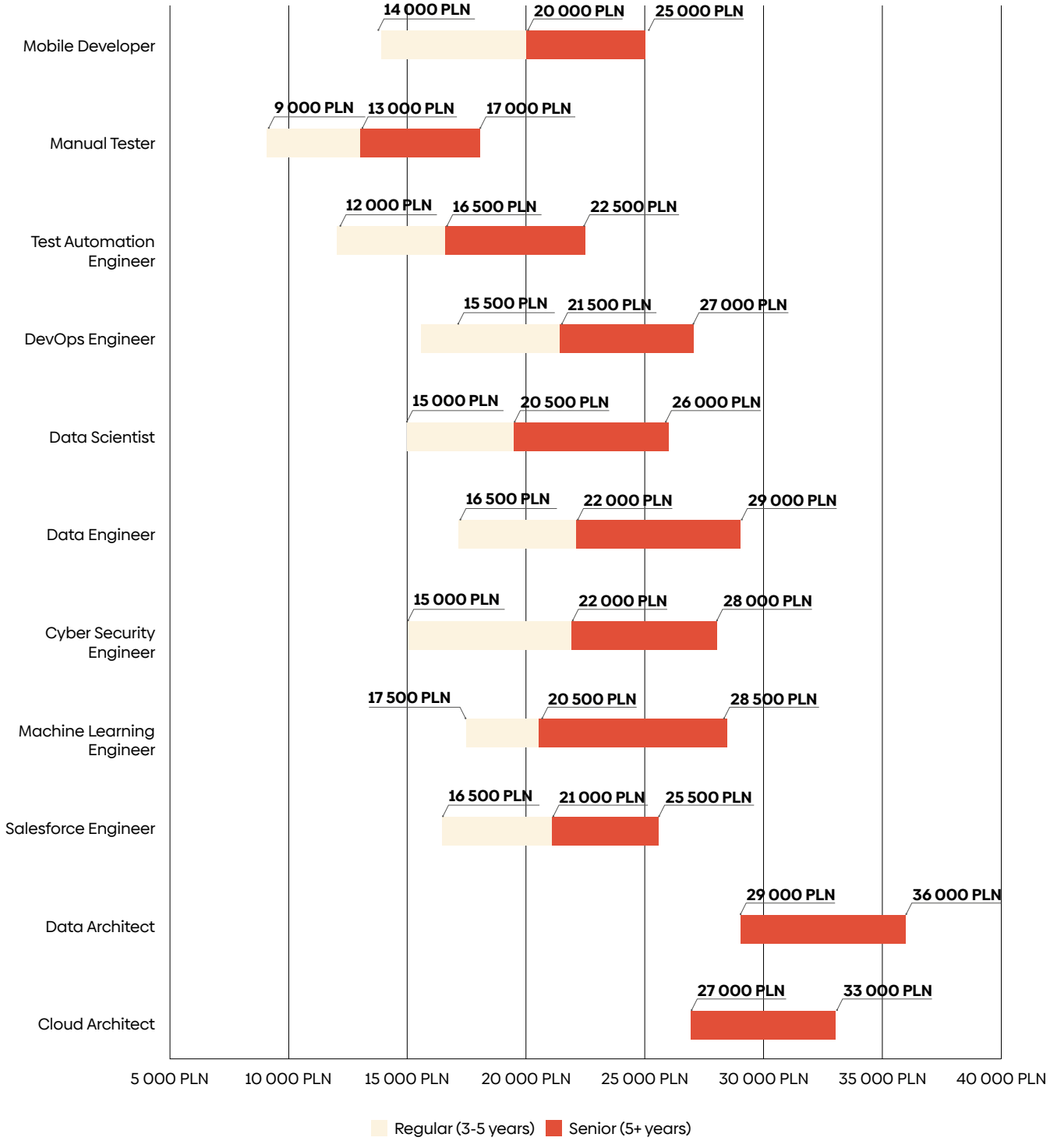
The quantitative analysis included checking the datasets for outliers, normalizing the values (gross, monthly salary on employment contract; definition of regular and senior profiles; definition of popular technologies, popular programming and non-programming roles), and then merging data from the different sources with their respective weights.

The result was a calibrated salary range for each selected technology or roles, consisting of three salary data points (minimum regular, maximum regular/minimum senior, maximum senior). Qualitative analysis included a series of interviews and dataset reviews with IT recruiters and hiring managers, in order to correct the values by up to 10% if required.

Assumption: 1 EUR = 4.3 PLN. Values in EUR are rounded.

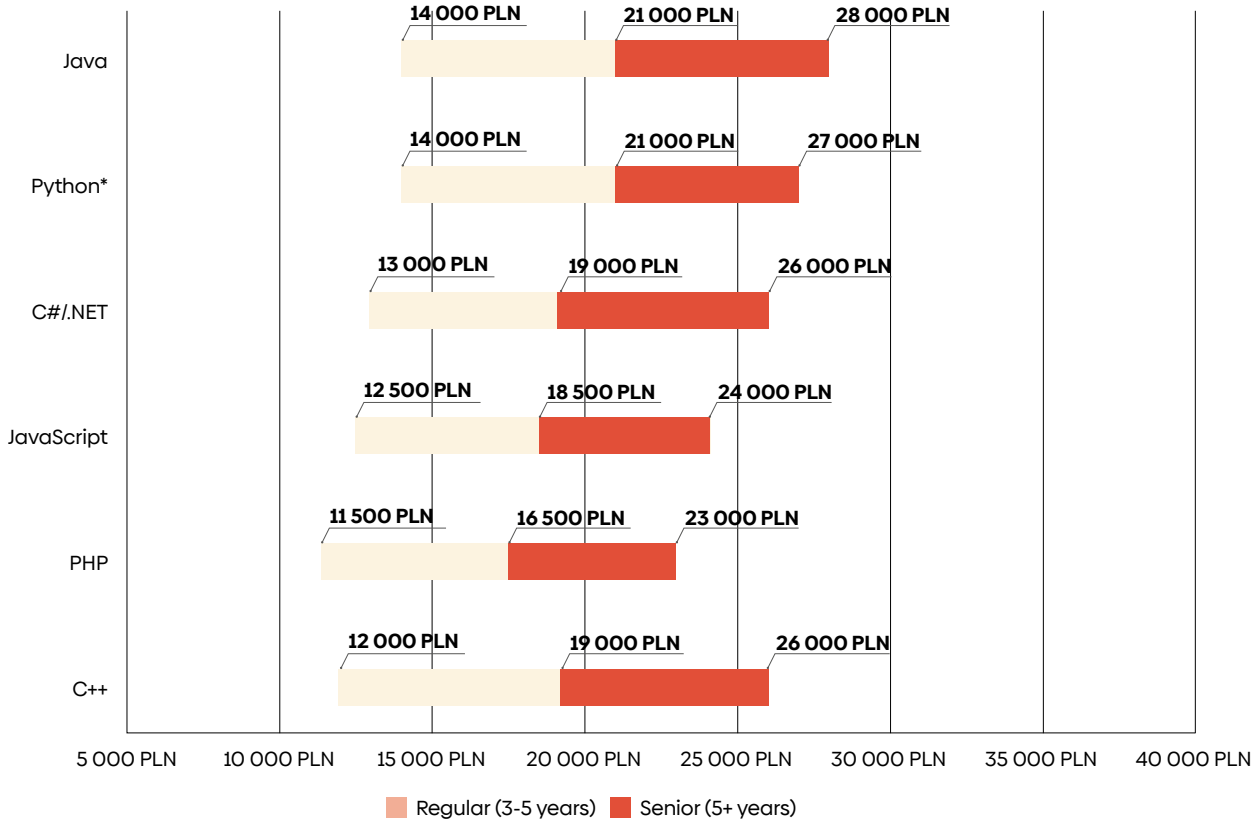
New hires salary expectations in Poland in PLN

Per most popular technical roles (monthly, gross in PLN)



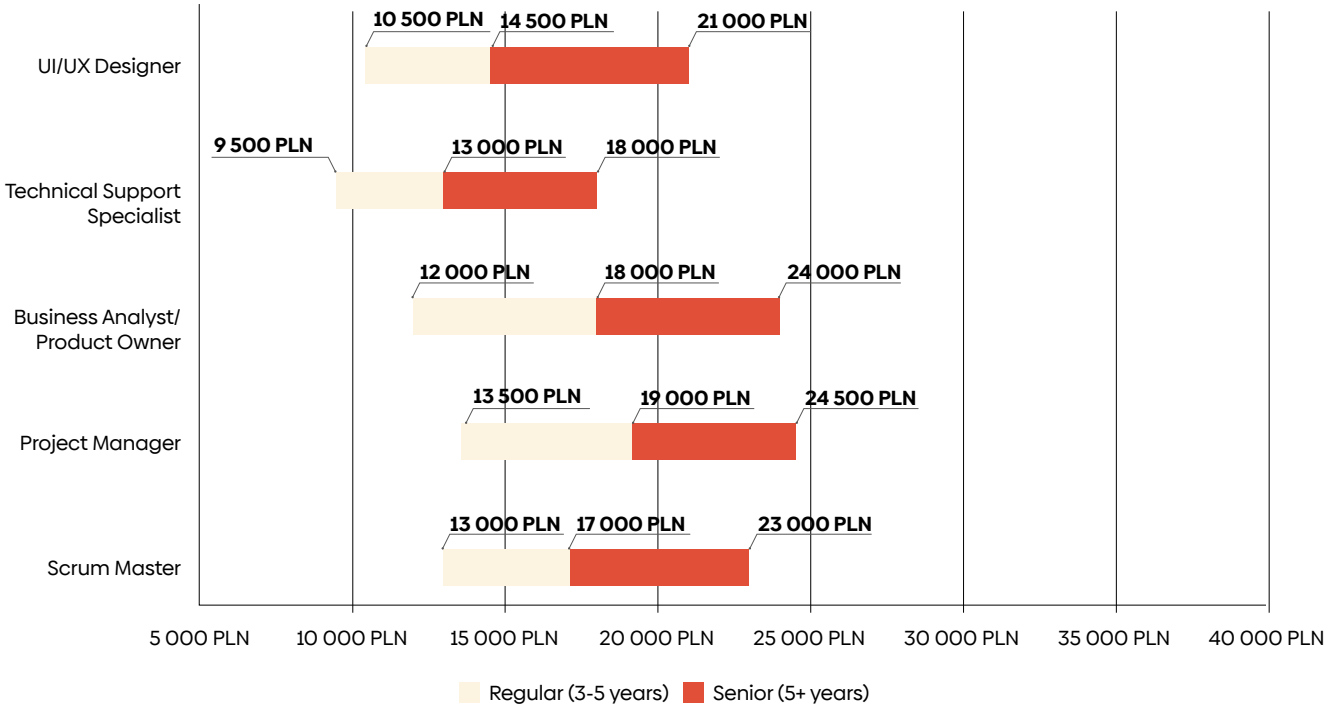
Sources: MOTIFE Insights, inhire.io IT Market Snapshot 2024, nofluffjobs.com, justjoin.it.

Per most popular languages (monthly, gross in PLN)



*For regular Python development, not Data Science

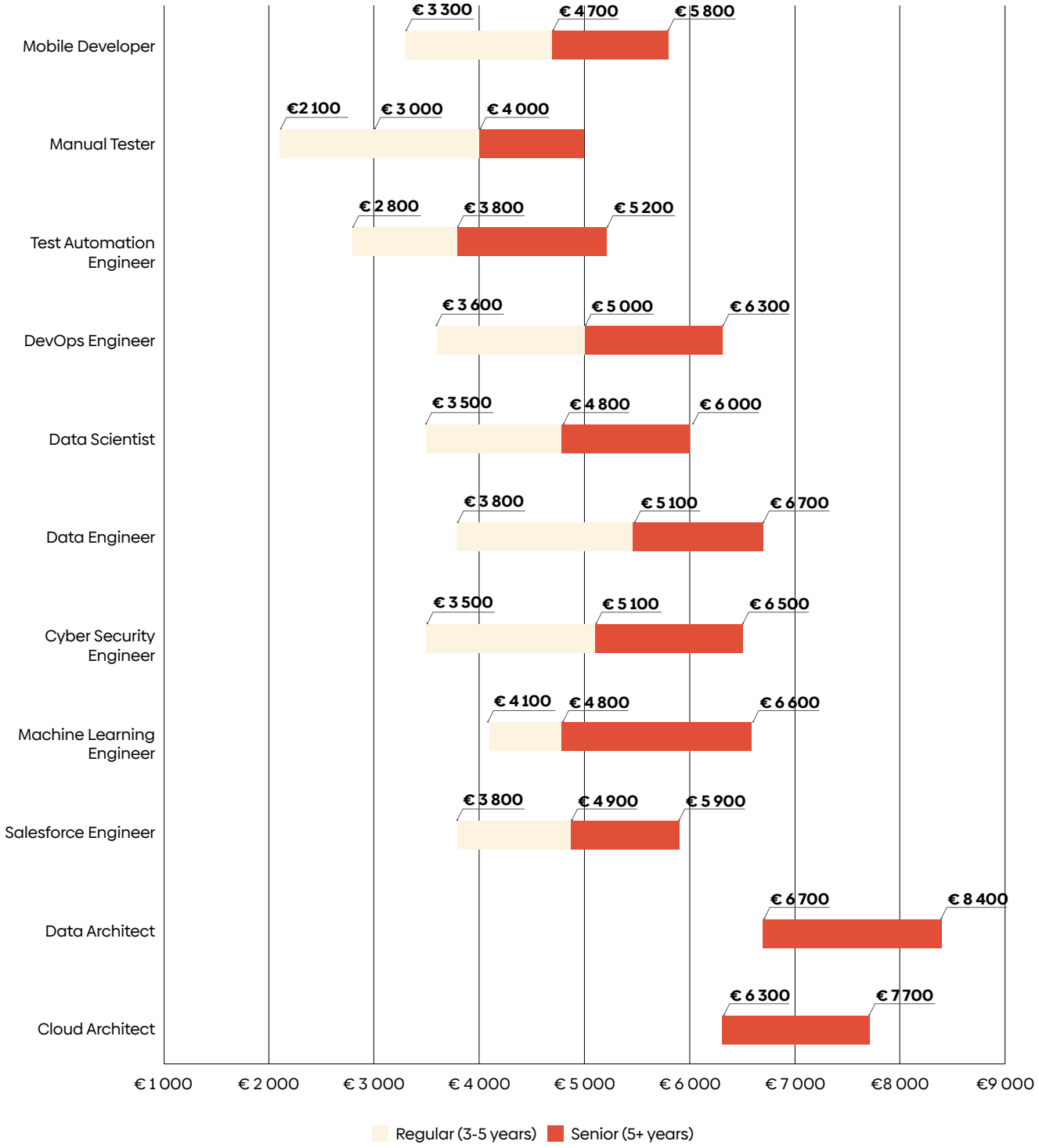
Per most popular non-technical roles (monthly, gross in PLN)



Sources: MOTIFE Insights, inhire.io IT Market Snapshot 2023, nofluffjobs.com, justjoin.it.

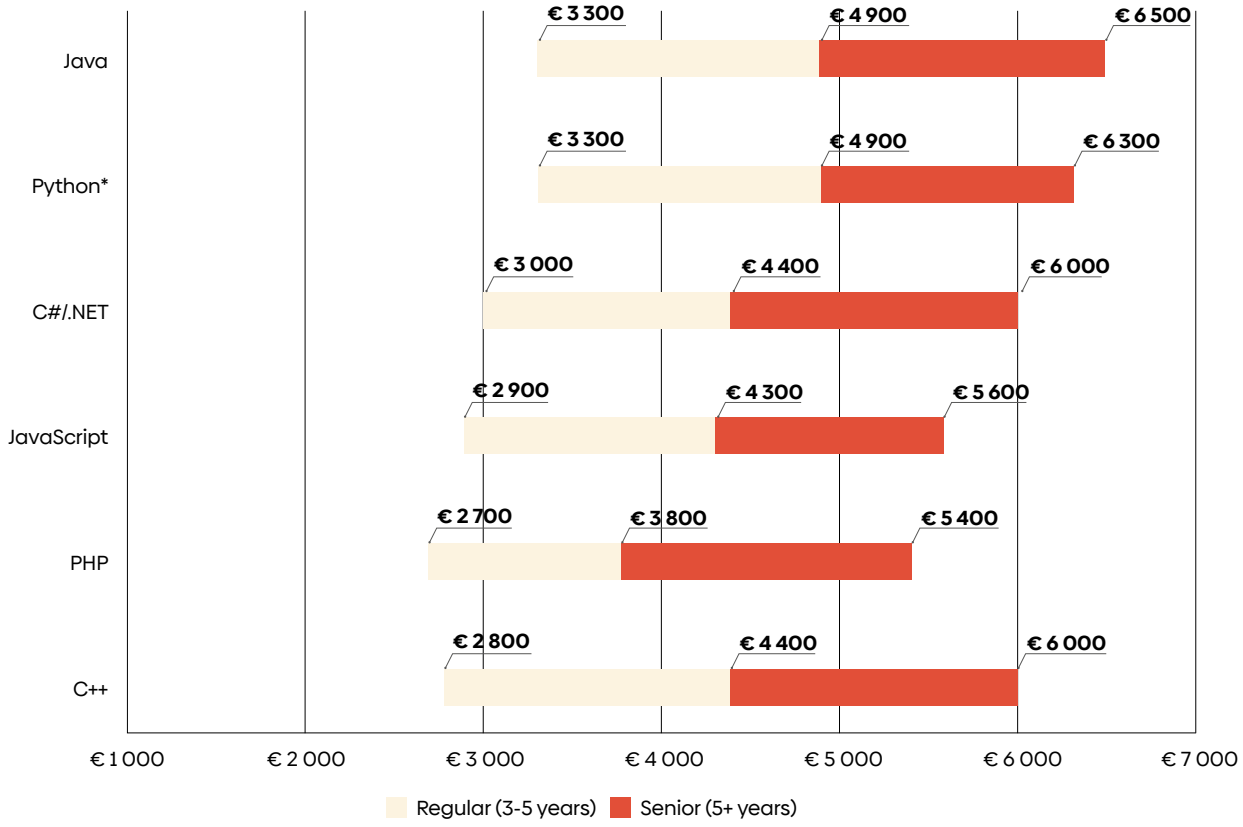
New hires salary expectations in Poland in EUR

Per most popular technical roles (monthly, gross in EUR)



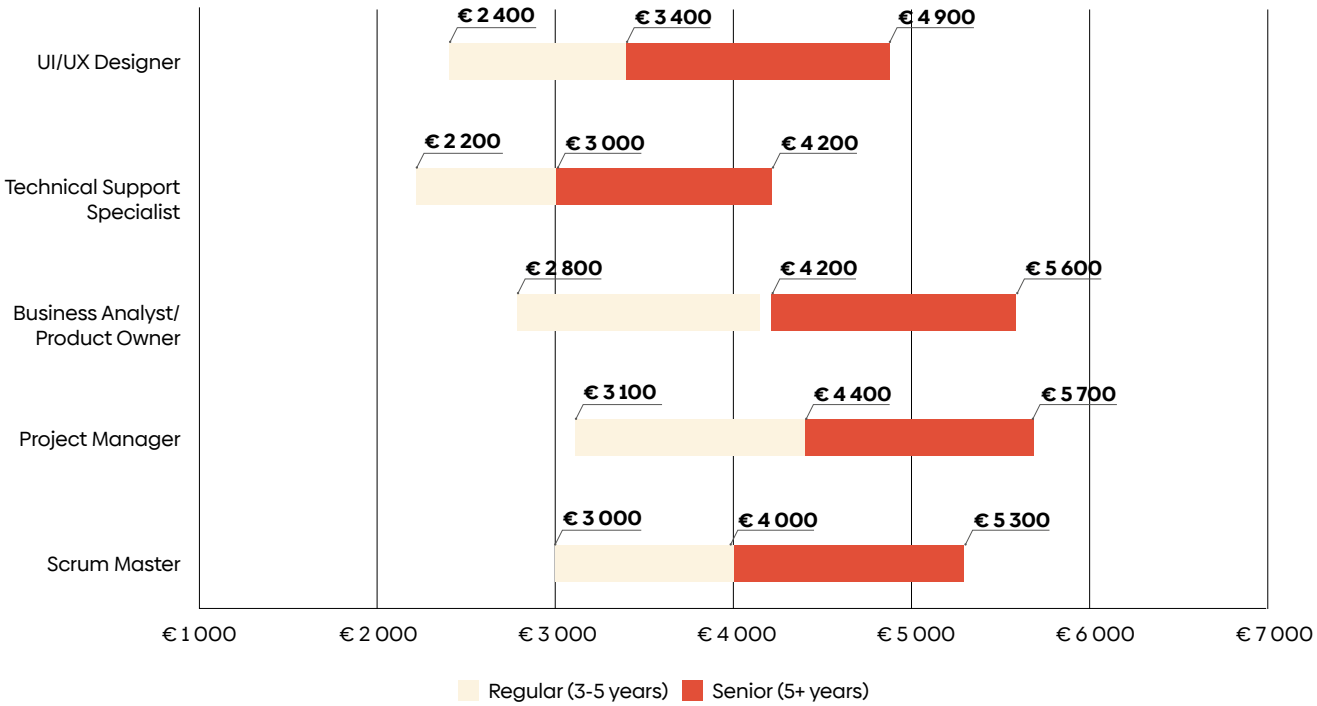
Sources: MOTIFE Insights, inhire.io IT Market Snapshot 2023, nofluffjobs.com, justjoin.it. 1 EUR = 4.3 PLN

Per most popular languages (monthly, gross in EUR)



*For regular Python development, not Data Science

Per most popular non-technical roles (monthly, gross in EUR)



Sources: MOTIFE Insights, inhire.io IT Market Snapshot 2023, nofluffjobs.com, justjoin.it. 1 EUR = 4.3 PLN

Expert view

Piotr Sedlak, Ph.D.

Project Manager / Managing Partner

Sedlak & Sedlak

Winter is coming? Well, not really — at least not for everyone. It's simply gotten colder. The situation on the IT market in Poland

The IT industry in Poland has long been a privileged sector compared to other parts of the economy. High demand for specialists and global competition for remote talent helped create a kind of bubble.

While the situation has shifted, IT still remains the highest-paying industry in Poland, according to the Sedlak & Sedlak Summer 2025 Salary Survey. Salaries in the sector are 34% higher than the average in other industries. But it's not just about the money. For example, programmers also enjoy top-tier benefits: 97% have access to additional medical care, 90% receive sports and recreation cards or vouchers, and nearly 100% benefit from flexible working hours and remote work.

Data from Grant Thornton on job postings in Poland suggest that 2025 is moderately better than 2024 but still behind years like 2022 and 2023. In IT, year-on-year figures show a 4% decrease in programming job offers and 18% drop in IT administrator roles. On the flip side, demand for cybersecurity specialists continues to rise.

Salaries remain high, but changes in compensation policy are becoming evident — particularly when it comes to raises. Over the past 12 months, salary increases for specialists across the Polish market averaged around 6%. In IT, the figure was slightly lower at 4.6%. Sedlak & Sedlak also surveyed over 1,100 companies about their salary plans for 2025: the general expectation is for a 5% increase, while the IT sector anticipates only a 3.5% rise.

There's currently too much volatility — too many variables — to make reliable predictions. From a global standpoint, nearly every organization that can is investing in AI, which means people with expertise in this field have little to fear. One major uncertainty lies in the policy changes unfolding in the U.S. since the start of 2025. These may push Europe toward developing more domestic IT solutions.

In times when predictions are risky, one truth remains: the more a candidate/employee knows, and the more engaged they are, the better their chances in the job market. So, let's stay calm, let's keep learning and help each other grow — always.

It’s not about salary alone

There are companies offering top-range salaries, while others focus on creating a comprehensive Employee Value Proposition (EVP). Companies seeking to enhance their attractiveness should consider the following levers:

Brand

Well-established companies can expect to pay the lower end of the salary range, while new or less visible brands may need to pay the higher end.

Benefits

Offering a comprehensive benefits package can make an offer more attractive during recruitment. Consider providing stock options/ESOPs, paid holidays, paid sick leave for B2B contractors, and trips abroad to the headquarters.

Work model flexibility

Catering to various work preferences, such as fully remote, occasional hybrid, work-from-anywhere, and fully flexible schedules, can increase appeal to candidates.

Contracts flexibility

Offering choices between permanent and B2B contracts, as well as options for preferred payment currency, can make a difference.

Technology

Embracing cutting-edge technology and ensuring its proper use are crucial. This includes maintaining a tidy codebase, avoiding technical debt, and implementing effective quality assurance practices.

Culture

Fostering an organizational culture that promotes and encourages positive behaviors is vital. Consider aspects such as equal treatment, hierarchy levels, decision-making autonomy for team members, and practicing genuine transparency.

Employment and benefits

Labor law cheat sheet

Polish labor code is very detailed and outlines precisely the rules of employee - employer relation. In addition, there are number of practices and customs that are not implied by law, but became a norm and need to be observed.

In many aspects the Polish Labor law is aligned to the other European countries' Labor regulations with comparable working time, paid holidays allocations and contractual principles. Polish regulations are considered as business-friendly, while caring for employee status and ensuring a family-friendly environment boasting one of the most generous maternity leave schemes in Europe.

40
Hours per week

8 hours per day, 40 hours per week working time

50-100%
Overtime pay

50% regular overtime pay, 100% overtime pay for working nights, Sundays and public holidays

251
Working days on average

13 days of public holidays annually

80%
Paid sick leave

From first day of sick leave with medical certificate

20 or 26
Days of vacation

Vacation entitlement depending on experience

55-65 PLN
Remote work subsidy monthly

Amount of subsidy an employee working in remote or hybrid setup will receive monthly from employer to cover the costs of home office

1 or 3
Months' notice

The termination period depends on the length of employment with a given employer:

- 2 weeks' notice for < 6 months
- 1 month notice for > 6 months
- 3 months' notice for > 3 years

100%
Paid maternity leave (up to 20 weeks)

That can be extended by a 41-week parental leave (70% paid). Paternity leave lasts 2 weeks (100% paid). Maternity and parental leave can be split between mother and father

Forms of employment

Contract for an indefinite period of time

The most popular form of employment in Poland is the permanent contract, referred to officially as contract for an indefinite period of time (in Polish *umowa o pracę na czas nieokreślony*). Hiring on a permanent employment basis usually starts with a 3-month probation period, followed by a contract for an indefinite period of time. For most employees, this type of contract is synonymous of stability and job security.

Fixed-term employment contract

The Polish Labor Law also offers employment contracts to respond to shorter or unique needs to hire. First of all, the fixed-term employment contract (*umowa o pracę na czas określony*) for a maximum period of 33 months and maximum 3 consecutive fixed-term contracts. This contract is common for temporary replacements such as maternity/parental leaves.

Contract of mandate and employment contract for specific task

There is also the contract of mandate (*umowa zlecenie*) for performance of a specified activity on a given period (for example SEO analyst support for a 3-month campaign), and employment contract for specific task (*umowa o dzieło*) for the achievement of a specific result (for example, a freelance graphic designer creating a set of web banners).

B2B contract

In addition to the regular employment contracts, the so called B2B contracts have become prevalent in the market. Rather than an employment contract between an employer and an employee, the B2B contract is a service agreement between a company and an individual for specific services. Typically, an individual is acting as a sole entrepreneur. This type of engagement is attractive particularly for more experienced engineers for its financial benefits and self-entrepreneurial freedom.

Focus

B2B contracts perception in Poland and the United States

It's important to note that in Poland's IT industry, B2B contracts and self-employment are not viewed as freelance or entrepreneurial arrangements, as they often are in the United States. Instead, contractors typically work exclusively with one client in a long-term relationship. Engagements usually last for a year and are renewed annually, though some are open-ended. Contractors are paid a daily rate that is generally comparable to the compensation of salaried employees. These contracts often include strict non-compete clauses, limiting contractors from taking on other work without prior approval.

B2B contracts

30-40%

Estimated share of B2B contracts vs. permanent contracts for new hires in the Polish IT market

20%

Extra income an employee can get after taxes on B2B contract compared to permanent contract

The popularity of B2B contracts in the IT industry can be attributed to two primary factors. Firstly, these contracts may give contractors the freedom and independence to provide services to multiple companies, unless explicitly restricted by contractual agreements. This flexibility enables them to diversify their client base and expand their professional opportunities.

Secondly, B2B contracts offer contractors the opportunity to increase their net income without imposing additional costs on the employer. This is achieved through advantageous taxation and social insurance regulations. By operating under a B2B contract, an employee can take home up to 20% higher income compared to traditional employment arrangements. Moreover, during the initial two years of self-employment, B2B contractors benefit from a preferred social insurance rate, further enhancing their financial gains.

When considering the hiring process, it is essential to understand the key distinctions between employing an individual on a permanent contract and engaging the services of a B2B contractor. The table on following page outlines the primary differences from the perspective of the hiring company.

Focus

How to calculate a B2B contract compensation

It is common for B2B contract rates to be up to 15% higher than the gross salaries offered to permanent employees, depending on the specific terms of the B2B agreement. Since contractors typically don't receive paid vacation, their total annual compensation can be even greater due to more billable working days. Additionally, compensation may vary depending on whether the company hires B2B contractors directly from abroad or through its Polish entity.

Primary differences between permanent employment and B2B contracts

		Permanent	B2B (Contracting)
TAX	Personal Income Tax	1 model – Progressive tax: 12% income tax rate under 120K PLN annually, and 32% income tax rate over that threshold	3 models – Flat tax: 19% flat rate, Progressive tax: 12%-32%, Lump Sum tax: 8.5% or 12% for IT, and up to 17% for other roles
	Social Security	Approx. 23% of gross salary at the charge of the employee and similarly approx. 19% to 23% at the charge of the employer, capped at approx. 234K PLN of annual income	Entirely at the charge of the contractor. Total monthly cost is a mix of flat and variable contributions: flat from 403 PLN or 1 600 PLN depending on duration of self-employment + variable 4.9% to 9% of income depending on personal income tax model
	Cost Deduction	It is possible for the employer to implement a tax-deductible costs scheme for creative work	Flat tax/Progressive tax: The contractor can deduct costs incurred by the one-person company (hardware, leasing etc.) Lump-sum tax: No cost deduction allowed
CONTRACT	Rate	Monthly	Typically daily or hourly
	Duration	Usually starts with 3-month probation period, followed by indefinite contract	Typically indefinite or 1 year
	Notice	Depending on employment length, notice period can either be 2 weeks, 1 month or 3 months, or custom by mutual agreement	Typically 1 month
BENEFITS	Annual leave	20 or 26 days / year	None or custom
	Sick leave	Unlimited	None or custom
	Maternity/ paternity leave	Yes	None
	Benefits package	Yes	None or custom

Market customs around B2B contracts

B2B contracts leave a level of flexibility in terms of contractual details and benefits. These are the trends observed for custom agreements in the Polish IT market.

Probation period
None. The first month is usually regarded as a trial period, but can be ended at any time as per notice period.

Notice period
1 month, however, this can be 2 or 3 months for key individuals in senior positions.

Holidays
There are no paid annual leave and public holidays on B2B status. It is up to the contractor to take unpaid days off, in agreement with the company hiring his services. Companies can ask a B2B contractor to align his number of days off with the permanent employees' limit, i.e. 26 days of annual leave.

Sick leave
There is no paid sick leave on B2B status. The contractor needs to take unpaid absence if he is unable to perform his work duties. We observed that some companies allow flexibility in the form of remote and flexible work, or sickness days off fully or partially paid.

Non-exclusivity
Contractors are allowed to offer services to other companies unless this would violate competitive clauses of their contracts.

Benefits package
B2B contractors are not guaranteed to receive the same benefits package offered to regular employees such as medical coverage, a gym pass or life insurance. In order to keep attracting talent, we observed that some companies would offer access to these benefits packages to B2B contractors with costs recharged to contractor.

Office perks and team building events
In terms of company and team integration, we observe that most companies do not create significant differences between regular employees and contractors. For instance, contractors are invited to company events, and benefit from office perks.

Opting for a B2B contract can be beneficial for both the employer and contractor. However, this requires legal advice and must be done with greatest care to comply with Polish law. Improperly written B2B contracts can be questioned and considered to be employment contracts.

Non-statutory benefits

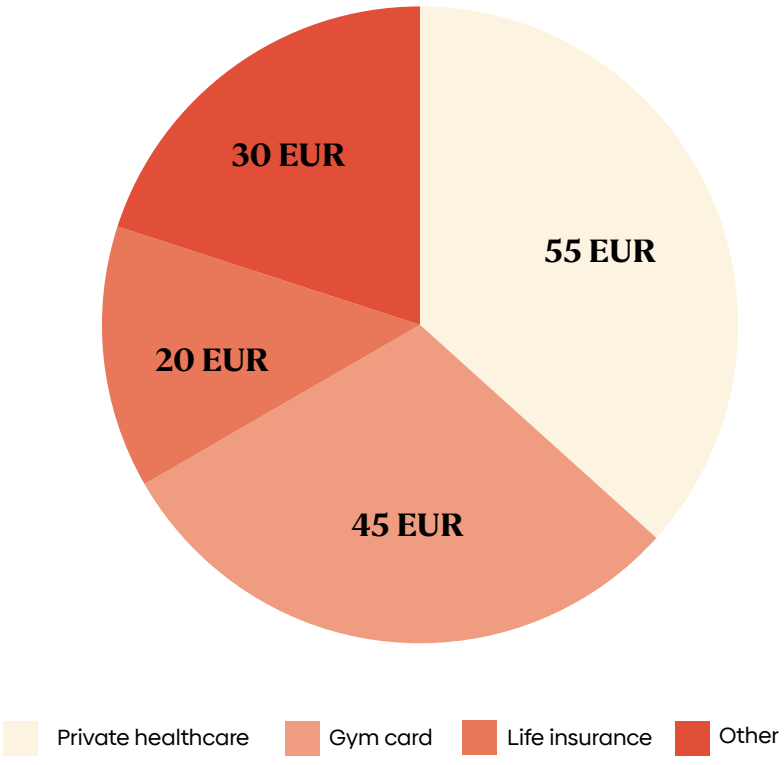
Commonly referred to as „benefits", non-statutory benefits include all perks offered by employers to attract and retain employees. These perks are distinct from statutory benefits like paid holidays, sick leave, and parental leave, which are mandated by labor law. It is important to note that statutory benefits do not apply to B2B contractors, but companies often extend similar benefits to them.

Popular non-statutory benefits within the IT sector include gym/fitness cards, professional training, and private healthcare. These offerings are often considered the baseline components of an attractive benefits package.

150 EUR

Estimated monthly cost of basic benefits package per employee

Estimated share of particular benefits in the total monthly cost of benefits.



Source: MOTIFE Insights 2025

How to recruit IT talent in Poland?

4-8 weeks

Time to recruit an experienced IT specialist

Recruitment projects for IT specialists in Poland usually take between 4 and 8 weeks. After accepting an offer, candidates have a 1-month, or in some cases 3-month, notice period.

Companies adopt four main approaches to sourcing talent in Poland: utilizing in-house recruitment function, hiring external recruitment services, RPO or staff augmentation services.

In-house recruitment function

When entering a new market, an obvious choice for many companies is to hire candidates using their own recruitment team. To be successful with this option, a company needs to build a recruitment function in the chosen location, as hiring with a remote recruitment team comes with challenges.

Building one's own team, however, is an investment which requires time and can slow down initial growth. Recruiting for senior IT roles can be particularly difficult with only an internal team due to a limited database, relations with candidates, and a need for in-depth knowledge of the market.

An in-house recruitment scenario is often chosen when the demand for recruitment is high in the longer perspective, but a slow start is acceptable and when there is no budget for external recruitment agency fees.

To decrease the hiring cost, but to keep a fast pace, companies often choose a hybrid mode when they start with an agency and then continue with a mix of internal, agency and potentially RPO consultants.

External recruitment services

There are numerous local and global IT recruitment agencies operating in Poland. The scope of involvement of the agencies differs from one to another, but usually consists of advertising the roles and actively attracting candidates, screening interviews, coordination of the process with hiring managers and other interviewers, and finally issuing an offer.

With experienced technical recruiters, agencies use their in-depth knowledge of the local IT job market and professional recruiting tools to accelerate the hiring process.

Some companies offer a success-fee based model, whereas some other agencies offer additional variants such as retained search.

The agency fee is anywhere between 15% and 20% of the new hire's yearly gross salary. The value can be different for the most senior roles.

MOTIFE

Recruit in Poland with us.

A one-stop shop for
building IT Hubs
in Poland

motife.com

Recruitment Process Outsourcing (RPO)

In addition to traditional external recruitment services, some agencies propose Recruitment Process Outsourcing (RPO). In RPO a team of recruitment professionals is plugged-in into the in-house function of the hiring company and often uses the company's branding for a seamless experience for the candidate.

RPO is increasingly popular among companies that have substantial hiring plans, but don't have know-how, or need to staff a large wave of hiring, which might be followed by a period of smaller demand.

The typical fee structure for RPO consists of several components including monthly cost and a reduced placement fee. The monthly cost may cover various additional scope elements such as recruitment administration or recruitment management.

RPO can take many shapes and does not only apply to candidates' acquisition roles such as sourcers or recruiters. An entire array of recruitment roles can be subject to the RPO model, including Recruitment Lead or Talent Acquisition Business Partner.

Staff augmentation services

Staff augmentation, also known as team augmentation, is a solution when an outsourcing partner provides engineers who are plugged into existing teams.

This option is different from a managed service practice where a whole project is outsourced to a third-party provider. With staff augmentation, the candidates are onboarded as members of the company's team and the project ownership remains in-house.

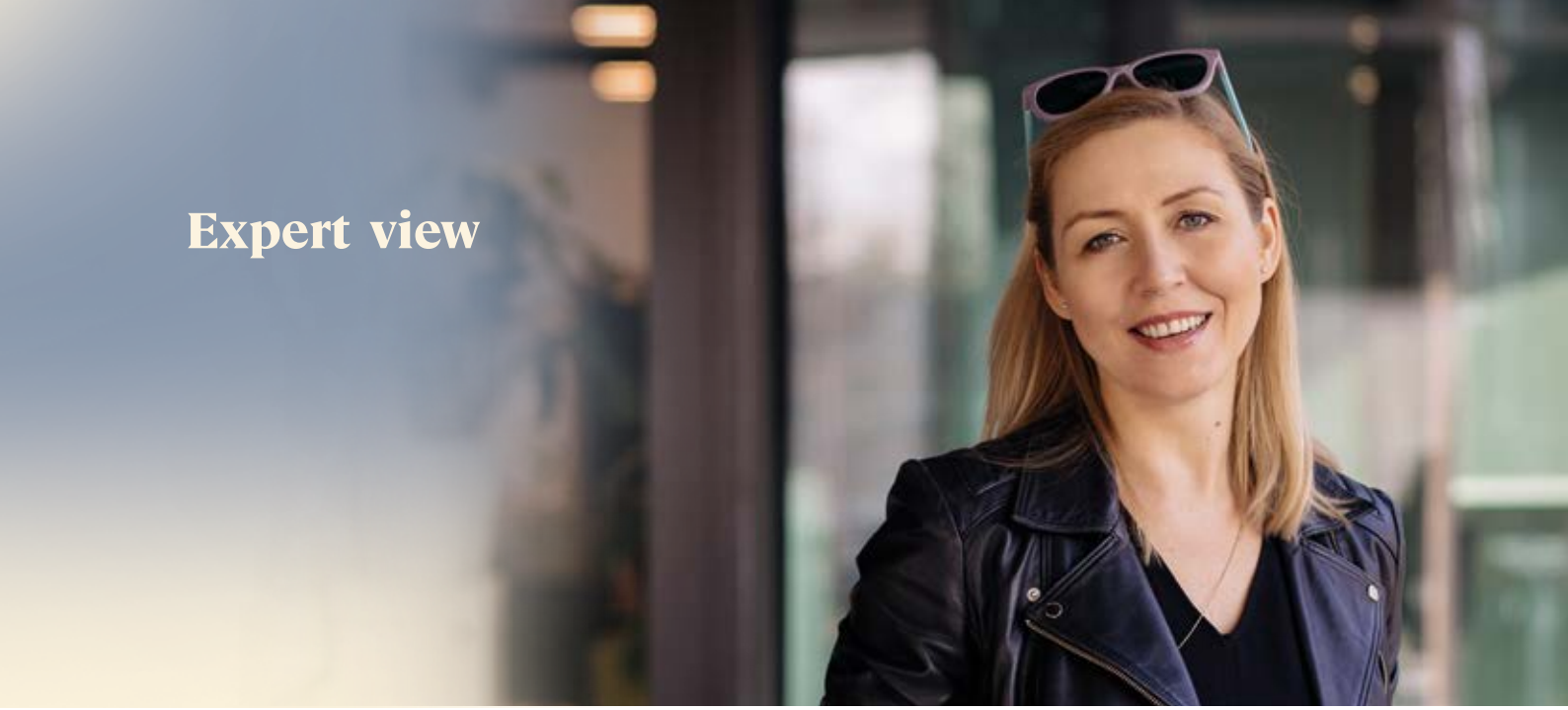
Staff augmentation is used when a company cannot or does not want to hire engineers on a traditional employment contract. Typical scenarios are:

- company is unable to hire sufficient number of people in a short period of time
- a project has a budget for limited time
- company doesn't accept B2B agreements with candidates
- company doesn't have a legal entity in Poland to hire permanent employees
- company has a limit on the headcount

There are several models of staff augmentation: a rapid staff augmentation which involves the outsourcing of engineers already on the outsourcing partner's payroll or dedicated staff augmentation when candidates are hired from the market to match a precise set of skills.

The costs structure of staff augmentation can vary from one outsourcing partner to another.

Most common models include hourly and daily rate, or a mark-up on monthly gross salary, and is inclusive of social security, benefits, payroll and HR support.



Expert view

Agnieszka Widacka

Head of IT Recruitment at MOTIFE

MOTIFE

While there is much talk about a slowdown in the Polish IT job market, the reality is more nuanced and depends heavily on the technology stack, experience level, and specialization. In backend roles—especially those involving Java—candidates continue to receive frequent outreach from recruiters.

Although the number of job offers has declined compared to previous years, demand remains steady, and salary levels have not dropped significantly. Top-tier specialists can still expect very attractive compensation.

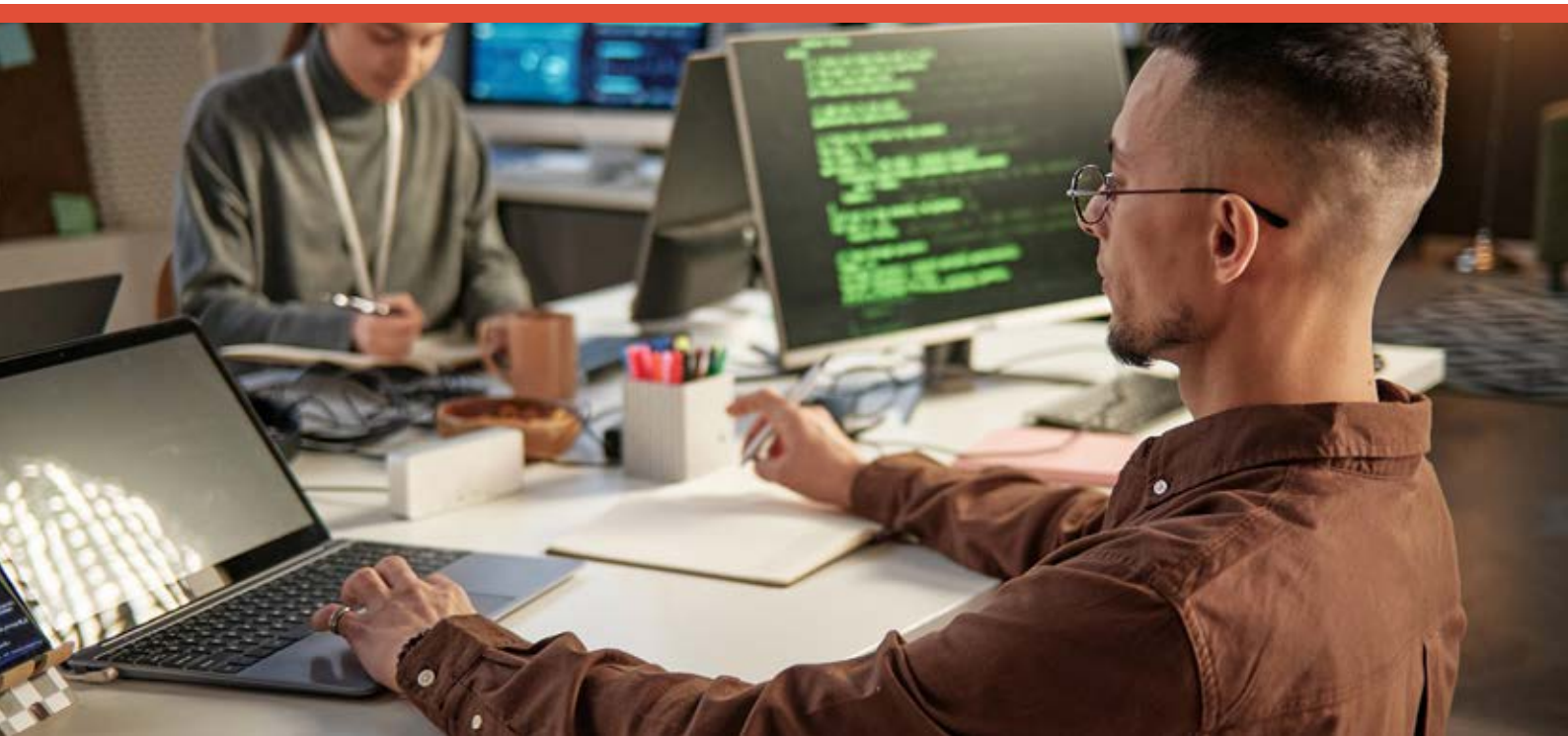
The situation looks different for the frontend and QA roles. The volume of offers in these areas has decreased considerably, prompting many candidates to lower their salary expectations. Rates in this segment have visibly declined, both in job ads and final offers.

On the other hand, the rapid development of AI and data-related technologies has driven increased demand for specialists with experience in Python, data engineering, and data science. These roles are gaining momentum, and we see more and more candidates proactively investing in upskilling in these areas.

One of the most significant challenges in the past year has been the extended duration of recruitment processes. Hiring decisions are taking longer, often stretching over several weeks, which makes it difficult to keep candidates engaged. At this stage, recruitment firms play a critical role, acting as trusted partners for both candidates and clients. Maintaining regular communication and supporting candidates throughout the process is often key to a successful hire.

Comparison of talent acquisition models

Talent acquisition model	When recommended?	What to be careful about?
In-house recruitment	• You expect constant staffing needs over time • You are able to accept a slow start • Your budget is tight	• Everything will depend on the team you build • In-house hiring is a long-term commitment • Performance management is more difficult
Agency offering success-fee / contingency recruitment	• Your recruitment needs fluctuate over time • The roles are difficult and niche • You are ready to pay premium for premium service	• Pick a local agency/company that has recognizable brand and knows your industry • Bigger agency/company can perform not as good as the smaller ones • Pick a provider that will care about your culture
RPO (Recruitment Process Outsourcing)	• You are planning a significant wave of recruitment • You may need to scale it down after a certain period • The price point for success-fee recruitment is too steep	• Make sure the KPI/SLAs are clear • Make sure the fees are competitive for large volumes • Pick a provider that will care about your culture
Staff augmentation / Contract / Outsourcing	• You need staff quickly • You want to test the idea of offshoring • You are not certain about the length of the need	• You will want to have an influence over the staff selection • You will want to make the team feel as part of organization • The investment you make in the training of staff might be lost



How to employ IT talent in Poland?

Before finding the right talent, it is crucial to answer a fundamental question: how will we engage the people? Answering is not always simple, and often depends on the specificity of the company and the needs.

Hire through own entity

For companies with long term strategy for Poland, the most viable option is to set up your own entity. This entity then employs the Polish team.

Setting up and running a subsidiary with an in-house team

In this scenario the company establishes a separate legal entity in the foreign country. This option gives full control over the process and then operations, and prepares for a potential significant growth. In the same time, setting up and running a subsidiary in a new country relying mostly on own team can be expensive and time-consuming, requires understanding of local laws and regulations and may require significant ongoing management. This would be advised to companies that have internal teams with know-how and capacity to do it.

Softlanding: setting up and running a subsidiary with a partner

In the softlanding model, a local partner provides an end-to-end support in establishing and running a legal entity in Poland. Local partner will provide staff e.g. HR, Finance, Legal and processes e.g. finance, HR, templates, tools, recommendations related to vendors, best practices, etc. The staff engagement will scale depending on the needs of the organization. This allows to significantly reduce overhead with setting up own subsidiary, particularly associated with learning, handling remotely supporting functions in a new market, and employing full-time supporting functions in Poland. There is still an overhead associated with global supporting functions involvement in the process. In this model, a company has full control over their operations in Poland.

15

New IT players in Krakow in the last 12 months

20

Team size in Poland when setting own entity can be recommended over using EOR

Expert view

Magdalena Fortuna - Sanocka

Head of HR at MOTIFE

MOTIFE

In recent years, I've worked closely with a number of international companies establishing their presence in Krakow. Whether it's a fast-growing scale-up or a large enterprise, most face similar questions early on: Where do we start? What's required? And how do we avoid getting stuck in local processes we don't fully understand yet?

The good news is that Poland is a welcoming and business-friendly market. But like any country, it has its own way of doing things—and that's where a local partner can make all the difference.

Take legal entity registration, for example. The process is clearly defined, but it involves details that may be unfamiliar, like preparing company documents in Polish or working with a local notary. We've supported companies that were well-prepared from a global perspective, but still found value in having someone on the ground who could explain the practical steps and coordinate each stage smoothly.

HR and employment are other areas where local insight helps. From drafting contracts to understanding how benefits and working time regulations apply in Poland, it's often the small differences that matter most.

Even something as tangible as office space can benefit from local support. Some clients arrive with very specific expectations, like immediate access to plug-and-play office solutions or coworking space flexibility. We help match those expectations to what's available in the local market, guide lease negotiations, and make sure timelines align with hiring plans.

The goal of our Softlanding support is to reduce uncertainty and keep momentum going during those first critical months. Instead of spending time figuring out what forms to file or which processes to prioritize, companies can focus on their product, their people, and their long-term growth plans.

I believe that such support is especially valuable for tech companies who want to focus on building the team in Poland and don't have the capacity to handle complex administrative procedures. Companies that want to have things done right first time and according to the local customs and best practices, far beyond just complying with legal regulations.

I am proud that with every project we execute, we become a trusted local partner that drives the process, takes ownership, supports all functional workstreams and educates and provides advice at all stages of the process.

MOTIFE

Setup your entity with us.

A one-stop shop for
building IT Hubs
in Poland

motife.com

Hiring model	When recommended?	What to be careful about?
Setting up and running a subsidiary with in-house team	• You have a capacity and know-how in the organization to manage, coordinate, execute the process yourself • You have substantial hiring plans of at least 30 to 50 people • You have in-house experience doing this, preferably in Poland	• It is always significantly more difficult and more complex compared to what it may seem at first glance • The most time consuming are non-value added elements • You don't know what you don't know • Significant learning curve
Softlanding - Setting up and running a subsidiary with a partner	• You want to have your own entity, but you don't have a sufficient know-how and capacity in the organization • You don't want invest in the supporting functions on the ground upfront • You want the entity up and running quickly	• Your global supporting functions will need to be involved • The more you trust your local partner, the easier and faster the process will be • Don't go this direction if you are uncertain about your plans for Poland or if you are not planning to have more than 10 people in the next 24 months

Hire without own entity in Poland

If setting up own entity is not possible when building a team in Poland, there are several alternative options available that provide similar benefits without the overhead of running a subsidiary.

Umbrella Company, EOR, PEO

Using a local partner who acts as an umbrella company, Employer of Record (EOR) or Professional Employer Organization (PEO) allows hiring without establishing an entity. In this scenario an external organization employs staff on behalf of the company, but it also provides additional services like benefits administration and HR. No local subsidiary is established to avoid overhead. This approach helps reduce administrative burden, assures tax and payroll and compliance with local laws are handled, and is most of all quicker, easier and cheaper to set up than any other option. Local partners can also help understand local practices and regulations. Some of them can also offer additional benefits' packages to the team members.

Using an umbrella company can be also useful when a company has a subsidiary in Poland but would like to offset the risk of engaging individuals on B2B contracts.

Hiring independent contractors directly

As an alternative do-it-yourself option, companies can choose to hire Polish contractors directly. In this case a service contract is signed directly between a contractor and a foreign company. This is a very good option when a company is looking to hire only a handful of specialists and is able to coordinate the HR and payment process. In addition, this approach requires the contractors to be comfortable with such setup. It also usually excludes employment on employment contract and allows for B2B contractors only. Potential risks include limited control and compliance. This approach allows eliminating the cost of a local provider handling of HR and payments, but also typically won't allow for any local benefits like private health care or life insurance.

In this option, companies can also use one of the global payroll providers to facilitate the process although it does come with an additional cost.

Focus
Employer of Record

Employer of Record (EOR) is a service model that enables companies to legally hire employees in Poland without establishing an entity. It is especially useful for organizations looking to enter the market quickly, test a new location, or onboard talent before deciding on long-term investment.

EOR is commonly used in situations where speed and flexibility matter most: launching a pilot team, securing a specialist ahead of market entry, or bridging the time until a local subsidiary is fully operational. It's also a useful model for companies that want to limit legal and administrative overhead or are not yet ready to commit to a permanent presence in Poland.

Under an EOR model, a local provider becomes the legal employer of the individual on behalf of the client company. The EOR partner handles employment contracts, payroll, taxes, benefits, and compliance, while the client company retains full control over the employee's daily work and performance.

When EOR is worth consideringh

No legal entity. You need to hire quickly but haven't set up a Polish company yet.

Limited internal capacity. our HR/legal teams can't easily handle local compliance and admin.

Bridge solution. You plan to establish a legal presence but want to start onboarding now.

Hiring flexibility. You're hiring individual contributors or small teams, without needing an office.

Compliance risks. You've considered freelance/contractor options but want to avoid misclassification or long-term risk.

What to look for in an EOR partner

Local expertise. The EOR provider should understand Polish labor law, HR practices, and compliance requirements.

Clear process. Ensure the provider has a transparent onboarding process and can offer guidance at every stage.

Support beyond contracts. Look for partners who also support employee experience, not just administrative tasks.

Responsiveness and flexibility. Choose a provider who can adjust to your timelines and growth plans.

Expert view

Marta Kania

Head of Outsourcing Operations at MOTIFE

MOTIFE

At MOTIFE, I oversee our Employer of Record service, a solution designed for international companies that want to establish or expand tech teams in Poland without setting up a local legal entity.

One of the most common challenges they face is balancing the need to move fast with the requirement to stay compliant in a new and often unfamiliar legal environment. That's exactly where our EOR service comes in.

It's particularly valuable when a business is entering the market for the first time, piloting a small team, or still waiting for its Polish entity to be registered. In those cases, we become the legal employer, allowing our clients to onboard and manage their teams locally, while we take care of the legal and administrative responsibilities.

In practice, that means we handle everything from compliant employment contracts and payroll processing to tax filings, social security contributions, and offboarding. We ensure that every step is fully aligned with Polish labor law, and we take on the legal risk that comes with employing staff. Our clients, meanwhile, retain full control over the day-to-day work and team performance.

What sets this service apart is not just speed or compliance, it's peace of mind. Having worked in Polish HR and labor compliance for years, I know how nuanced the local regulations can be. Even

Build, Operate, Transfer (BOT): Setting up and running a subsidiary by a partner

Build, Operate, Transfer is a model in which a team and an organization are incubated outside the company's organization and later transferred to the company. This option is an enhancement to the softlanding practice, which typically a substantial involvement from the global supporting functions will be needed. In the Build, Operate, Transfer model, the engagement of the in-house staff can be reduced even more.

Staff augmentation / Contract / Outsourcing

In this approach independent contractors provided by a partner are used. They are either recruited from the market or already available in the partner's team. They are usually fully dedicated to a client and can eventually be hired by a client. This approach provides greater flexibility, scalability and offsets all risks to a partner. It also may allow for a faster start. The downsides include the fact that the team doesn't have a sense of belonging to the client's organization and the setup may implicate compliance risks, or continuity and knowledge retention issues.

Hiring model	When recommended?	What to be careful about?
Umbrella Company / EOR (Employer of Record) / PEO (Professional Employer Organization)	• You are not yet sure about building a full team in Poland and want to test the approach • When you don't have an internal capacity to handle any complex setup and want to have the ease of outsourcing, but benefits of own, dedicated team	• Make sure you clarify who owns what part between the partner and your own HR team • Do treat every person as a member of your team • You will need to learn bits and pieces of Polish labor code or market practices
Hiring independent contractors directly	• When you are hiring a small number of team members in Poland • When you are hiring in multiple locations in parallel • When you already have contractors in other locations	• Effectively, you will not be building a team in Poland, it will be a group of contractors • Loyalty and sense of belonging to an organization are more difficult to achieve • This solution won't scale
Build, Operate, Transfer: Setting up and running a subsidiary by a partner	• You need to have a team inside your organization and not through another organization • You have no ability to handle the process of set up and running, even with support of a partner	• You need to fully trust your partner to use this option • Consider how to build your culture in the team outside your organization • Consider the cost of transfer
Staff augmentation / Contract / Outsourcing	• You want to have a team as quickly as possible • You are not certain if you will be able to sustain the team beyond certain period of time	• Make sure you have control over who is assigned to you, ideally do participate in the recruitment process • Make sure you try as much as possible to treat the contractors as members of your team

MOTIFE

Confused by 3-letter acronyms?

Do EOR or BOT with us.

A one-stop shop for
building IT Hubs
in Poland

motife.com

BOT

Build-Operate-Transfer (BOT) is a strategic model used by companies to establish and scale software development operations in new locations with reduced risk and faster time to market. In this model, a local partner, often a software house, sets up and runs the development team on behalf of the client. Once the operation is mature and stable, ownership is transferred to the client, who takes over the team and infrastructure as their own local entity.

Below is a summary of the key advantages and challenges of using software houses for the BOT model:

Pros	Cons
Faster setup: Leverage existing infrastructure, talent, and processes to launch quickly.	**Limited control initially:** In the early stages, operations are led by the software house, not the client.
Access to skilled talent: Immediate access to experienced engineers and tech specialists.	**Knowledge transfer risk:** Requires careful planning to ensure know-how is effectively transferred at the "transfer" stage.
Operational efficiency: Software houses are experienced in running development operations smoothly.	**Cultural integration challenges:** Differences in company culture and practices may emerge during the transition.
Lower initial risk: Reduces the financial and operational risk compared to setting up a local entity from day one.	**Dependency on vendor:** Reliance on the vendor's structure and systems during the build and operate phases.
Scalability: Ability to quickly scale the team and operations before transferring ownership.	**Exit planning required:** BOT requires a clear and well-managed exit/transfer plan, which can be complex.
Local market insight: Software houses offer insights into local hiring, legal, and operational norms.	**Cost over time:** While efficient at the start, long-term cost may be higher if the transfer is delayed or complex.

Chapter 3

Cost of doing business in Poland

This chapter is designed for CFOs and other decision-makers responsible for evaluating costs and formulating a business case for site setup in Poland. Within the following pages, you will gain essential information about cost of running a center in Poland, such as office space, professional services, taxation, and notably, the cost of employment.

Key figures

25K EUR

Average gross annual salary in the business sector in Poland

28.8K EUR

Average gross annual salary in the business sector in Krakow

PLN

Polish Zloty is the currency of Poland

3.4%

GDP growth forecast for 2025. EU countries average: 1.1%. Eurostat

5%

Unemployment rate in Poland in May 2025 (Krakow: 2.2%, Warsaw: 1.4%)

4%

Annual Inflation rate in Poland in May 2025. EU countries average: 2.3%. Eurostat

NATO

Member since 1999

EU

Member since 2004 and Schengen Area member since 2007

Source: stats.gov.pl, krakow.stats.gov.pl, Eurostat

Employment cost

When setting up a tech hub in Poland, the salaries of the team members hired will represent the major part of the budget. Understanding the salaries component is a key to build the right business case for "Poland project".

Total employment cost in Poland

To assess the total annual employment cost in Poland we are using as a reference a median monthly salary of a regular engineer on an employment contract, 17 000 PLN or 4 000 EUR gross, and top it with additional employer cost, the social security contribution, to obtain the total amount.

Since apart from regular employment contracts, approximately 30%-40% of engineers choose B2B contracts, we include also the expected cost for these types of agreements.

Permanent employment contract

58K EUR

Annual total cost of employment on permanent employment contract for a regular engineer in Poland, inclusive of social security

The total employment cost will consist of the annual gross salary, topped with the social security contribution paid by the employer (on average 20%).

B2B contract

50-58K EUR

Annual total cost of employment on B2B contract for a regular engineer in Poland

The total cost of employment on B2B doesn't include the social security contribution for B2B contractors as it is entirely at the charge of the contractor.

Beyond employment cost

The part of the budget beyond employment costs differs depending if you have your own subsidiary or employing through an umbrella company or Employer of Record (EOR).

The umbrella company model simplifies the setup. The primary expenses include the cost of employment, the provider's mark-up, and recruitment cost. There might be additional expenditures if you opt for benefits, office space, or equipment.

Setting up your own subsidiary offers more control but also involves a broader range of costs. These include the cost of employment, benefits, supporting functions, recruitment, and equipment. Depending on your needs, you may also need to factor in office costs.

When operating your own entity, it's also essential to factor in the obligations associated with transfer pricing. Most companies use a cost-plus model to comply with tax regulations in Poland. This means that a minimal profit, referred to as a mark-up, is generated in the country. This overhead can be recovered in the form of dividends from your Polish entity.

70%

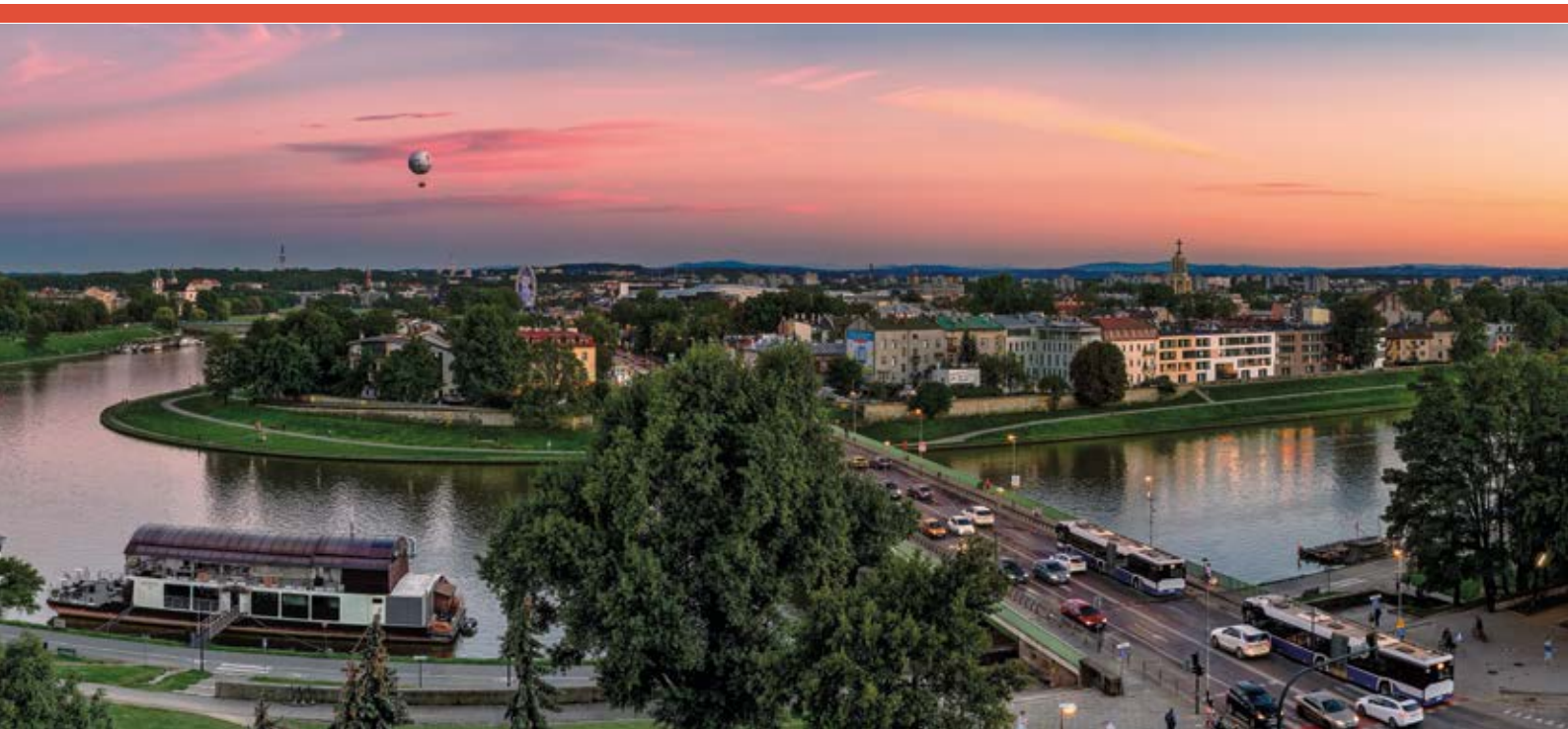
Approximate average portion of the cost of running an IT Hub Poland that goes to the employment cost and benefits

30%

This is an approximate average amount that goes to cover supporting functions cost, recruitment, office, equipment

7%

A typical mark-up used in the cost-plus model added to the total cost of IT Hub Poland cost in order to conform with transfer pricing obligations



Expert view

Aneta Kolankowska

CIO for B-INFINIT by BNP Paribas CIB in Poland

BNP PARIBAS

The global IT scene is moving toward more specialized hubs that go beyond the usual Global Business Services (GBS). These hubs are a crucial part of Centers of Expertise, driving innovation and progress in different tech fields.

A great example of this is the B-INFINIT IT Hub by BNP Paribas Corporate & Institutional Banking (BNPP CIB). Driven by innovation and defined by quality, our hub combines fresh ideas, bold growth plans, and highly skilled IT experts. B-INFINIT stands for BNP Paribas, International, Financial IT, reflecting our big-picture vision.

Located in Warsaw and Krakow, we plan to grow our team to about 400 people by end of 2025. This growth is driven by Poland's skilled workforce, its strategic location, and strong backing from BNP Paribas CIB. And we're not stopping there—we aim to keep expanding and making an impact on the global IT world.

From the beginning, our hub was an ambitious project built on determination. In just under three years, we have grown into a lively hub of innovation, far exceeding expectations in terms of size and quality of Poland talent pool.
So, what's behind this success? It's the trust and support from stakeholders, clients, and partners. This trust has led to more responsibilities and investments, allowing us to scale up quickly while staying efficient.

We are powered by a diverse team of full-time employees and contractors, bringing a wide mix of skills like application development, business analysis, infrastructure management, cybersecurity, and project management. We are proud to have mastered over 80 different skills and technologies to tackle tough projects and deliver great results.

Our approach to hiring is equally effective. We attract top talents and help them grow by offering exciting projects, continuous upskilling and clear career paths.

Partnerships with universities, programs like the Tech Graduate Program, and collaborations with industry leaders boost our visibility and connections in the IT world. Plus, joining events like Warsaw IT Days and the Women in Tech Summit

shows our commitment to IT upskilling, inclusivity and networking.

The B-INFINIT IT Hub by BNP Paribas CIB is a great example of how IT hubs can make a real difference. By going beyond the traditional GBS model and focusing on expertise, innovation, talent, and cost efficiency, we set a new standard. With our forward-thinking mindset, I believe we are paving the way for IT hubs to make a real and lasting difference in the industry.

Focus
From GBS centers to IT function expansion

Over the past decade, Krakow has become a key European location for establishing GBS sites. Companies such as Euroclear, Herbalife, Heineken, and BNP Paribas initially set up operations focused on finance, customer service, compliance, and procurement. As these centers scaled to hundreds of employees, many began expanding into IT. Euroclear, which established its Krakow center in 2012 focused on finance operations, added IT function in 2023, growing its local tech headcount to over 140 IT specialists by 2025.

This shift is driven by efficiency and practicality. Adding IT functions in Krakow is faster and more cost-effective than opening a new site elsewhere. These companies already benefit from established operations, recognized employer brands, experienced leadership, and a strong understanding of the local market.

This trend also reinforces Krakow's evolution—from a support-service destination into a multidimensional tech and innovation hub. As corporations who run GBS sites in the city follow this trajectory, the lines between business operations and IT continue to blur, creating hybrid centers that reflect the future of global service delivery.

Selected companies that expanded from GBS to IT hub in Krakow

Company	IT headcount in Krakow	Total headcount in Krakow
Heineken	650	2100
Jacobs	180	1600
Euroclear	150	950
Lufthansa	120	1200
BNP Paribas CIB	100	200
TechnipFMC	70	500
IAG GBS	40	625

Source: MOTIFE Insights 2025

Professional services

1.5K EUR

Monthly cost of accounting services and payroll for a small limited liability company

500 EUR

Yearly cost of insurance (hardware, liability) for a small limited liability company

70-100 EUR

Hourly fee for legal services

When operating in Poland, companies need to comply with local regulations. Most of foreign firms choose to outsource most of the work associated with bookkeeping, payroll or legal. Poland offers competitive pricing for these types of services, which minimizes the overhead costs of running a business here. Business services providers are often familiar with elements of foreign legal and tax laws as well.

When selecting an accounting and payroll vendor in Poland, both local companies and large international accounting firms are available options. Although larger firms may cost two to three times more than smaller vendors, they offer a broader range of services. These large firms bring extensive experience with sizable organizations and generally provide more consistent fluency in English.

Taxes in Poland

There are 3 primary taxes that a company pays in Poland: The Personal Income Tax (PIT) paid by companies for their employees by deducting it from their salaries, the Value-Added Tax (VAT) and the Corporate Income Tax (CIT).

VAT

Value-Added Tax

23% standard VAT rate

CIT

Corporate Income Tax

9% for companies with <2M EUR annual revenue and 19% over that threshold

PIT

Personal Income Tax

12% under 120K PLN (~28K EUR) annually, and 32% over that threshold

Tax incentives

Tax-Deductible Costs (TDC) for IT professionals

The Polish Personal Income Tax Act allows for special tax-deductible rates for authors of copyrighted works. If they receive a remuneration for the transfer of the copyright, they may apply tax-deductible costs in the amount of 50% of a portion of earned income. This scheme is sometimes also informally referred to as „creative tax".

The scheme has gained popularity throughout the IT industry. Both smaller IT firms and large international software companies with 1 000+ employees utilize its benefits.

In terms of benefits, the TDC scheme allows employees to reduce their personal income tax and therefore increase their net income. Without increasing employer costs, the employee's net income can increase by as much as 13% per year. As an alternative, some employers use the TDC scheme to reduce the cost of salaries, by offering lower gross compensation but still an attractive net compensation.

Implementing the TDC scheme in an organization requires a thorough process that can take up to 6 months and the support of a local partner and legal verification. The cost of necessary legal services has to be taken into account when planning.

IP Box tax relief for IT businesses

Introduced in 2019, the IP Box tax relief encourages innovation by implementing a preferential 5% tax rate on income derived from eligible intellectual property (IP) rights. This incentive is accessible to entrepreneurs, partnerships, and corporations. Unlike Creative Tax mentioned earlier, IP Box specifically targets businesses, therefore applies to the sole entrepreneurs operating under B2B contracts and not the individual salaried employees.

The IP Box relief is particularly relevant for software developers. The basic requirement that a taxpayer must meet in order to take advantage of the IP Box is to conduct research and development activities that have led to the creation, development, or improvement of qualified intellectual property.

Developers can benefit from the relief when they transfer intellectual property rights to developed applications or source code. To claim IP Box relief, taxpayers must separately identify each qualified IP right and maintain separate records for each type of right. The relief can only be claimed in the annual tax return, accompanied by a specific PIT/IP or CIT/IP attachment, which indicates the portion of income subject to the 5% tax rate.

Tax relief for Research and Development (R&D)

Tax relief for R&D is a fiscal advantage for entrepreneurs. It allows them to deduct specific R&D-related costs from their taxable income. This deduction reduces the taxes they owe, making R&D projects financially attractive.

Eligible R&D costs can be deducted twice. First, they are removed as operating expenses (100%). Then, the same amount (100%) is deducted from revenue. This results in a total deduction of 200%. The tax relief is available to all entities engaged in R&D. It covers both Corporate Income Tax (CIT) and Personal Income Tax (PIT) payers.

Businesses must participate in R&D throughout the tax year. They must also document all related expenditures carefully.

Eligibility for this relief does not depend on the success or innovation level of the R&D efforts. Projects in progress, even if started in previous years, are eligible.

A special provision applies to entities in a Polish Investment Zone (PIZ) with a support decision, allowing them to benefit from the R&D tax relief. However, they cannot classify eligible R&D costs as expenses for activities supported by the PIZ decision. This stipulation ensures that businesses can optimize their tax benefits while complying with regulatory guidelines, promoting sustained investment in innovation and development.

Income tax break from the Polish Investment Zone (PIZ)

The Polish Investment Zone program offers options for CIT tax breaks for companies who set up their operations in Poland. Tax break depends on company size, following the European Commission's guidelines: large enterprises get a 40% break, medium-sized 50%, and small/micro 60%, as applicable in Krakow. To qualify, companies must meet a minimum investment outlays/costs and adhere to criteria promoting sustainable growth.

The tax break can be granted to services sector companies, including IT services, research and development in natural and technical sciences, bookkeeping and book control, accounting services (except tax statements), research and technical analysis services, call center services, architectural and engineering services, as outlined in the New Investment Support Act.

For companies seeking to benefit from the Polish Investment Zone (PIZ) incentives, the application process involves obtaining a Support Decision, issued on behalf of the Minister of Economic Development and Technology, by the management of one of the 14 Special Economic Zones located in Poland.

Focus
Tax incentives for investment

Tax incentive for new investment in Krakow and the Malopolska region

The Polish Investment Zone program offers income tax incentives for companies that set up operations in Poland. This incentive is available for investments made in Krakow and the Małopolska region and is granted by the Krakow Technology Park on behalf of the Polish Minister of Economic Development.

The amount of the tax break depends on the size of the company. It is calculated as a percentage (40%, 50%, or 60%) of eligible investment costs. For example, a large company planning to hire 50 developers and spend 10 million PLN in two-year employment costs can receive a 4 million PLN income tax break.

Key details:

- Income tax break: from 40% to 60% of two-year employment costs, depending on company size.
- Available for service sector and certain production companies.
- Investment can be made in a location of your choice within the Krakow or Małopolska region.
- The Krakow Technology Park issues a Decision of Support for eligible projects.
- Since 2018, 300 companies have received income tax breaks through this program.

Eligibility:

Companies of all sizes can apply, provided they meet minimum investment thresholds and commit to quality factors that support sustainable economic and social development. Eligible service sectors include:

- IT services
- R&D in natural and technical sciences
- Bookkeeping and book control
- Accounting services (excluding tax statements)
- Research and technical analysis
- Call center services
- Architectural and engineering services

Companies that used this tax incentive in Krakow

Jacobs, Akamai, UBS, TYRÉNS, Relativity, TANIUM, euroclear

Expert view

Justyna Czyszek

Investor support department Vice-Director

KRAKOWSKI PARK TECHNOLOGICZNY

To lower costs of setting up your operation in Krakow, you may want to consider applying for income tax break offered through the Polish Investment Zone program. This income tax incentive is available for investments in Krakow and Malopolska region, and is granted by a regional entity (Krakow Technology Park) on behalf of the Polish Minister of Economic Development.

The amount of tax break is counted by multiplying investment costs by 40%-70% depending on the size of the company (e.g. a 'large' entity that plans to hire 50 developers and incur 10 mln PLN as 2-years-employment costs will be granted 4 mln PLN income tax break).

Companies can receive this tax break if they incur minimum investment costs and declare to meet quality factors. In Krakow, the minimum investment costs for companies in IT and BSS sector are preferential and amount to only 5 mln PLN (2-years employment costs of around 30 developers will likely meet this criteria).

Krakow Technology Park has granted income tax breaks to more than 590 companies. Among IT companies, we welcomed well-established brands such as Motorola or some new-technology-driven entities such as Relativity, QPL Technologies or Tanium. We walk the investors through the process of applying for this investment incentive and we introduce them to the network of our clients.

Every company that wants to join our growing business environment in Krakow should definitely consider this tax break and contact us directly at **www.kpt.krakow.pl**

Office market in Poland

In collaboration with CBR

Over the past few years, Poland's office market has experienced significant growth, with more than 1.5 million sqm of new office space added since early 2021. However, by the end of 2024, the pace of development has slowed, and the pipeline is limited, resulting in a supply gap that is particularly evident in Warsaw and some of the largest regional markets.

This section provides an overview of the main features of the office market in nine key Polish cities: Warsaw, Krakow, Wroclaw, Tricity (Gdansk, Gdynia, Sopot), Katowice, Lodz, Poznan, Lublin, and Szczecin. Each city has its own unique characteristics, such as location, infrastructure, and local economic conditions, which have contributed to the development of its office market. By examining the office markets in these cities, our aim is to provide investors with a comprehensive understanding of the current state of the office market in Poland before they decide on the city (or cities) in which to set up their software hubs

13 MLN m²

Total office stock in Poland

25.5-27 EUR m²

Lease per 1 m² of office space/month in an A-class building in Warsaw center

Office space resources

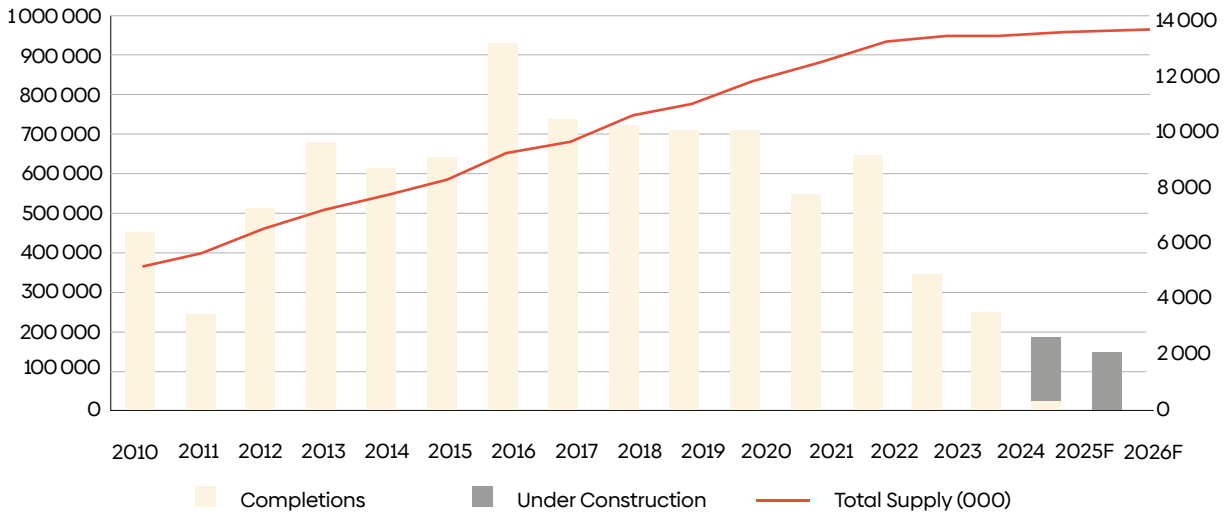
At the end of Q1 2025, the total supply of modern office space in Poland amounted to over 13.0 million sqm, including almost 6.77 million sqm in regional cities. In 2024, the modern office stock in regional cities increased by over 123 700 sqm across 17 new projects, while over 104 300 sqm were delivered in Warsaw.

At the end of Q1 2025, Warsaw had only six office projects under construction, totaling approximately 176 600 sqm of office space, along with four projects being refurbished, translating into 53 000 sqm of renovated office space in existing buildings. A significant portion of the pipeline—five out of six new projects—is to be located in the central zones of Warsaw. We are currently witnessing a shift towards the refurbishment of existing buildings, as the volume of new construction has remained low.

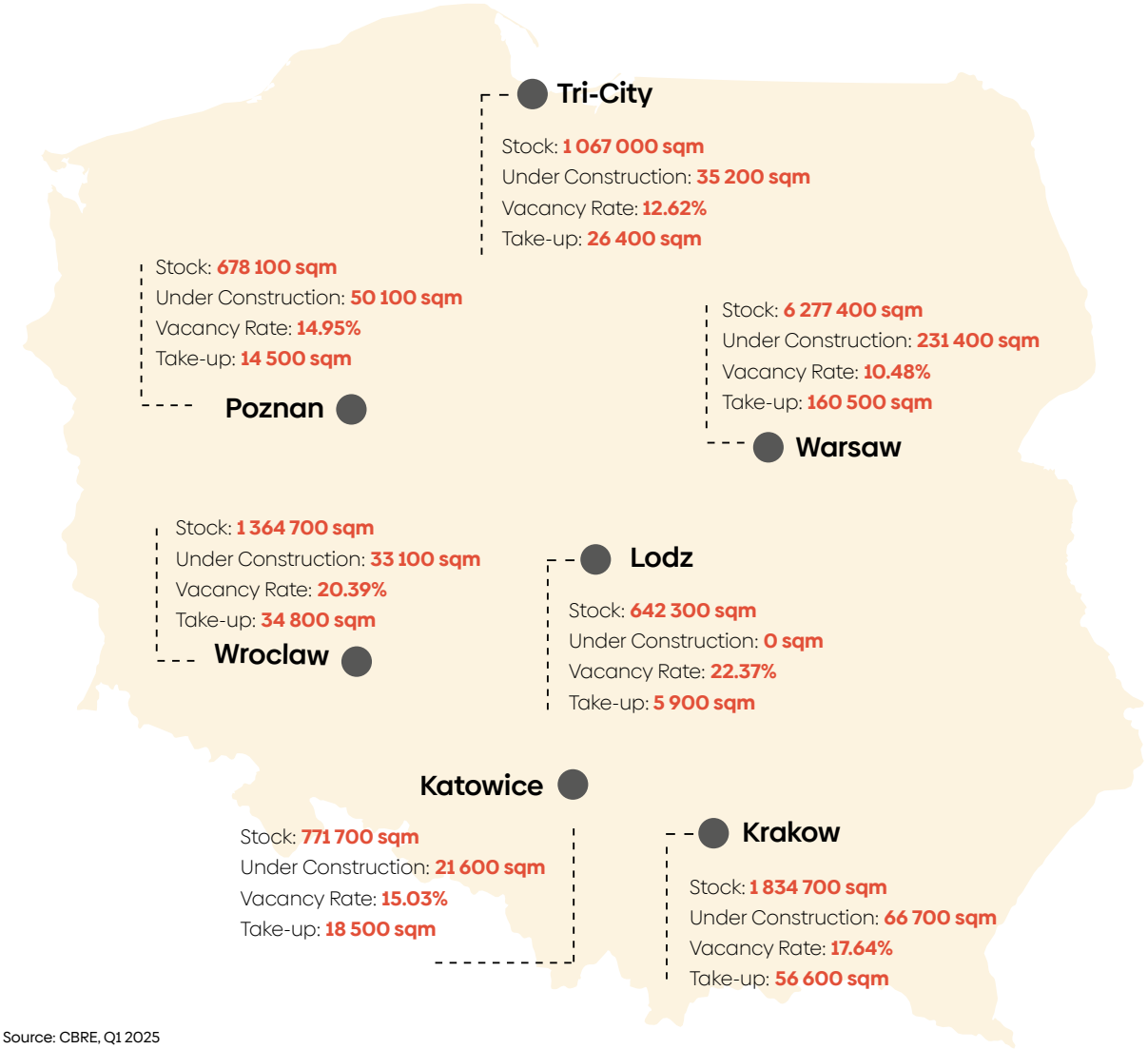
The supply gap in Warsaw has become evident, and the new pipeline may not cover the market's needs. While this presents an obvious opportunity for developers, the events of recent years, along with high construction costs, seem to have made their decisions more cautious, slowing the overall pace of new project development.

In regional cities, there are currently 230 000 sqm of office space under construction, with 44 300 sqm expected to be delivered by the end of 2025. It is noteworthy that two of these projects are designated for owner occupation, while the remaining developments are only 8% leased, indicating a significant amount of uncommitted space in the market.

Office stock evolution in Poland (in m^2)



Lease cost in main business hubs in Poland



Source: CBRE, Q1 2025

Lease costs

In 2024, the growth rate of rents has slowed down in Warsaw and the majority of regional cities. However, in Kraków, rents are rising the fastest, reaching €19 in prime locations, up from €17 a year ago. With limited developer activity and a declining vacancy rate, we can expect increased pressure on rents, making A-class buildings in the most attractive locations increasingly scarce.

Demand for office space

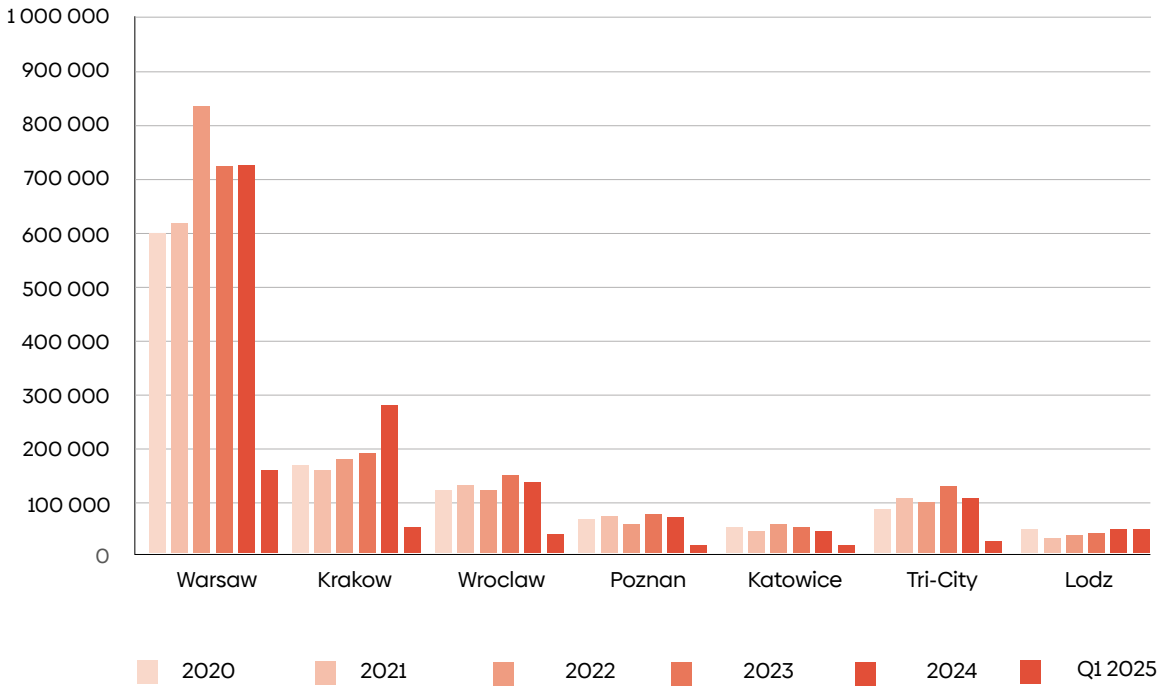
Demand for office space in Poland remains strong and has already returned to pre-pandemic levels. In 2024 the share of renegotiations accounted for 51%. The total volume of lease transactions registered in 2024 reached 1 454 000 sqm.

Tenant activity in regional cities in 2024 was 4% lower than the activity achieved in Warsaw during the same period. In total, 713 700 sqm of office space was leased in regional cities, which is the second-highest result in history.

In terms of demand, the most active markets were Kraków, Wroclaw, and Tricity – demand accounted for 18%, 10%, and 8% of the total demand in Poland, respectively. In comparison, tenant activity in Warsaw accounted for 51% of the total demand.

In Warsaw, the trend towards centralization is evident in tenant activity. In Q1 2025, total leasing activity reached 160 500 sqm. Notably, nearly half of this activity - 49% was attributed to new contracts, which signals a growing willingness among tenants to relocate. Renewals accounted for 25% of transactions, expansions represented 9% of deals this quarter. The willingness to move, especially in a tightening market, could indicate a shift in mindset where businesses are more inclined to explore new opportunities.

Demand for office space in Poland (in m^2)



Source: CBRE, 2025

Expert view

Mariusz Wiśniewski

Director, Head of Regional Markets

CBRE

The Polish office market is currently undergoing a natural correction phase, driven by constrained supply growth and a marked slowdown in developer activity.

By the end of Q1 2025, the total stock of modern office space across Poland's major regional markets reached approximately 13 million square meters, with 1 841 600 sqm remaining available—translating into an average vacancy rate of 14%. However, vacancy levels vary significantly between cities, ranging from 10% in Warsaw to 22% in Lodz—highlighting the critical role of local demand fundamentals.

In Warsaw, the widening supply gap is putting upward pressure on rents and prompting increased leasing activity, with new deals accounting for 49% of the total and renegotiations representing 25%. Although overall vacancy remains moderate, the lowest availability is observed in central areas and older buildings, where tenant demand is most concentrated. An exception is Wrocław, where an above-average share of new developments delivered directly in the city center has pushed up vacancy even in prime locations—an unusual pattern compared to other Polish cities.

In Katowice, despite the headline vacancy rate of 21%, the situation is more nuanced. The current surplus is largely a consequence of the city's strong performance in 2019, when vacancy dropped to 6%, encouraging a wave of speculative developments. Today, nearly 78% of vacant space is located in buildings completed within the last two years. However, local demand—at just 60 000 sqm per year—is not sufficient to absorb this quickly, especially as almost 50% of transactions involve renegotiations. As a result, reducing vacancy to a healthy 10% could take up to three years, particularly given the fit-out cost gap between new buildings and refit-ready alternatives, which often discourages relocations.

By contrast, Tricity continues to outperform the rest of the regional markets, posting the lowest vacancy rate at 13% and consistently achieving annual demand exceeding 100 000 sqm. This performance reflects the region's diversified economic base and its increasing attractiveness to international tenants.

Looking ahead, we anticipate annual office demand growth of 5-10% across Poland, supported by a stable economy and a continued belief in the strategic value of office space. However, success will increasingly depend on how quickly landlords and developers can respond to tenant expectations related to flexibility, ESG standards, and user experience. Passive leasing is no longer sufficient—the winners in this new cycle will be defined by agility, innovation, and a proactive approach to asset management.

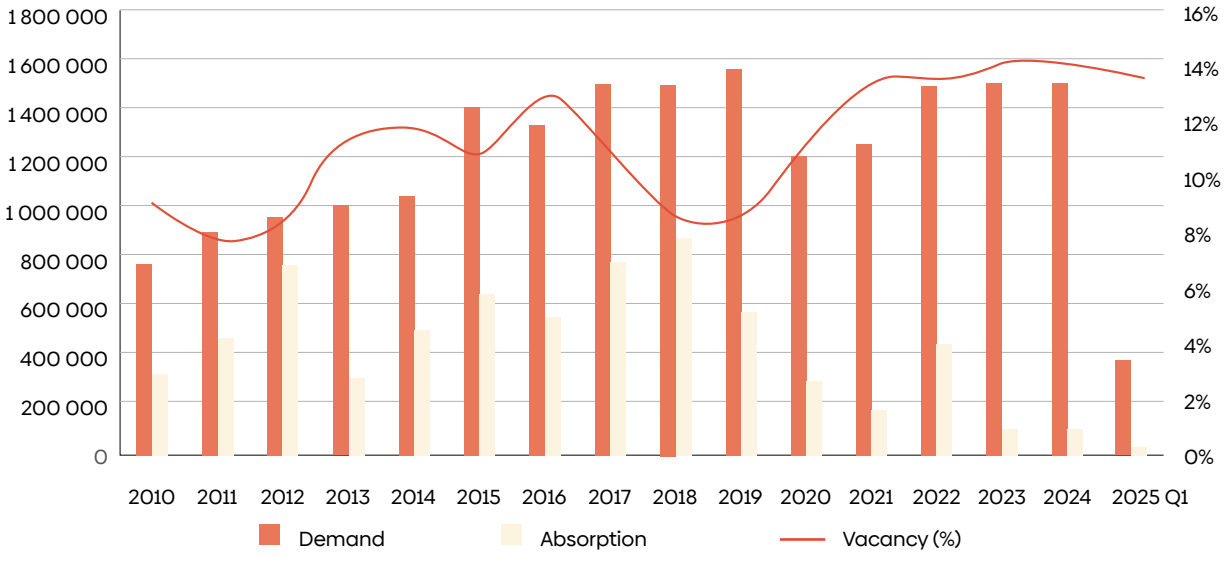
Availability of office space

At the end of 2024, modern office space available for immediate lease in Poland amounted to 1 868 900 sqm, constituting 14% of the total stock. However, vacancy rates vary considerably depending on the city. By the end of 2024, Katowice recorded the highest vacancy rate at 23%, in contrast to Warsaw, where the vacancy rate was notably lower at 11%.

In Warsaw, as the supply gap continues, tenants seeking prime, top-class office spaces located in central zones such as the City Center West (CCW) or Central Business District (CBD) have very few options to choose from. This situation exerts visible pressure on prices and lease incentives, and it is beginning to shift some tenants' attention towards pre-letting and older stock options.

As developer activity continues to decline across most markets, many cities remain focused on the commercialization of their recently completed projects. While vacancy rates had been on the rise, we now observe signs of stabilization, prompting many developers to reassess their construction timelines. Despite the current trends, healthy levels of demand suggest a potential for market stabilization in the near future. Additionally, Warsaw and some larger regions are witnessing a shift towards adaptive reuse and sustainable building practices as developers respond to evolving market conditions and tenant preferences.

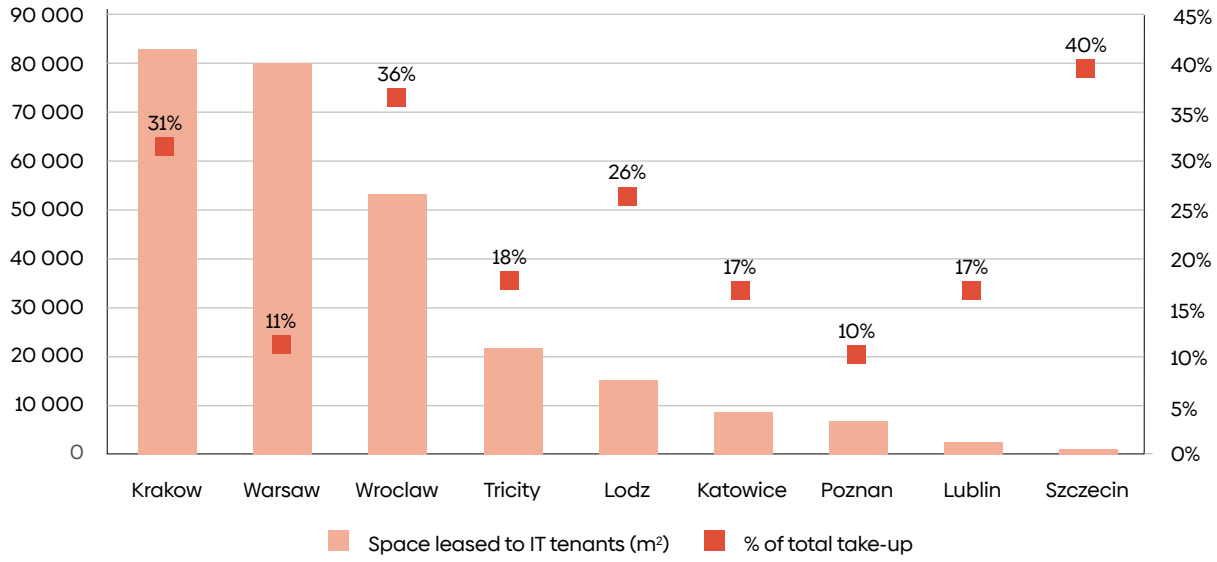
Main market indicators in Poland (demand, absorption, vacancy rate)



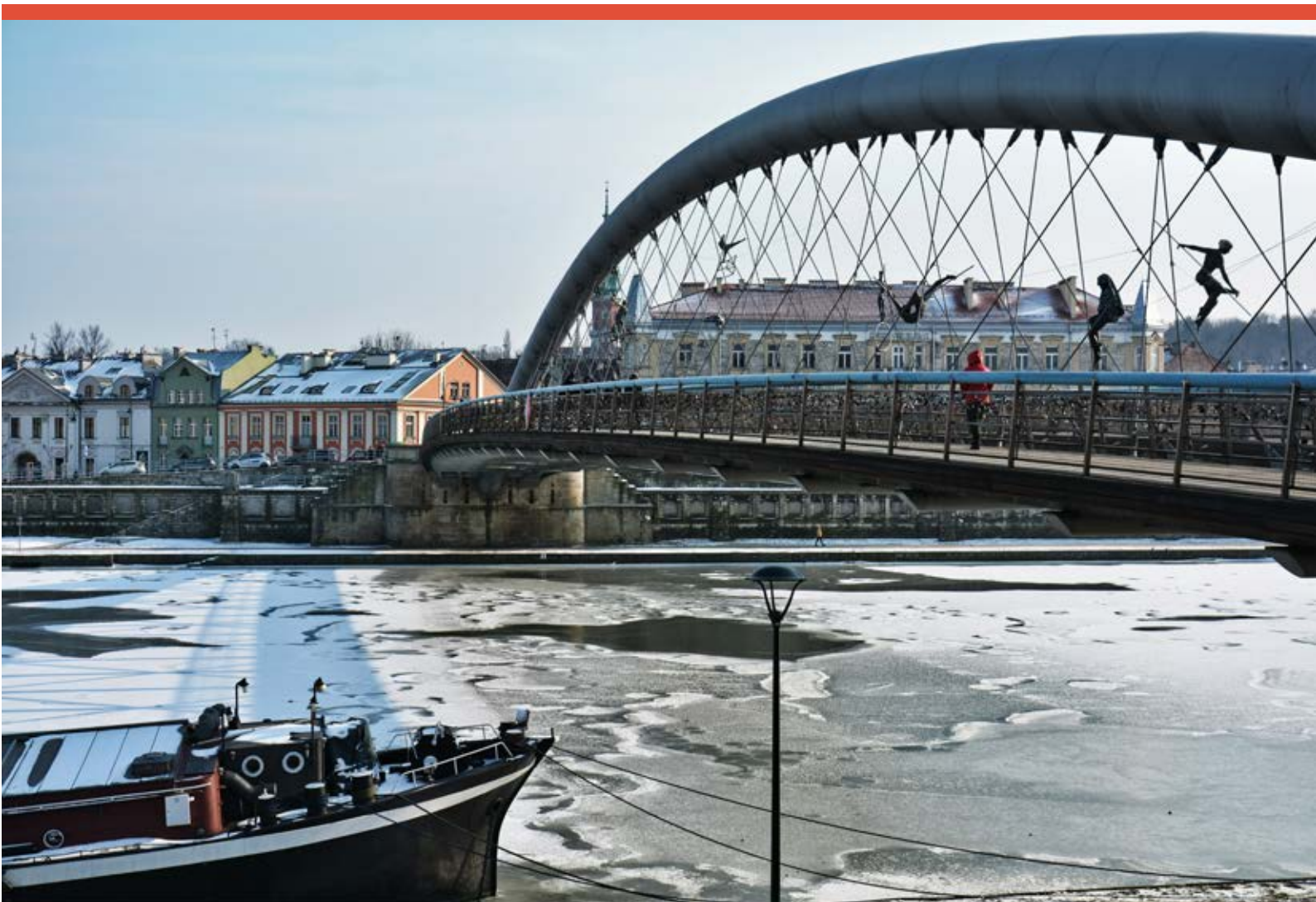
Source: CBRE, 2025

The IT sector continues to drive demand across various markets, with Krakow emerging as the leading regional contributor to space leased for this sector. In 2024, Krakow surpassed Warsaw, leasing nearly 83 000 sqm, making it the top contributor in Poland. Overall, the IT sector has leased over 272 000 sqm of office space in the country, accounting for more than 18% of the total take-up.

IT sector's share in take-up in 2024 by city



Source: CBRE, 2025



Expert view

Monika Machowska

Director of the Technology Park Department

KRAKOWSKI PARK TECHNOLOGICZNY

At the Krakow Technology Park (KPT), we support the growth of companies that have chosen to operate within our facilities. Our offer includes coworking spaces, offices for startups, as well as large office areas for sofware houses and tech companies.

KPT provides tenants with comprehensive services at every stage of development: from onboarding and ongoing communication to monitoring needs to ensure our offer remains relevant. We actively foster a strong community by organizing both professional and integrative events – from workshops to summer and holiday gatherings – while dedicated spaces such as the Showroom, Launchroom, and Chill Room encourage both creative work and relaxation.

Thanks to continuous market analysis, we adapt our spaces and services to meet dynamic needs. Our tenant advisor system, long-term relationships, and active community building distinguish KPT as a place where companies not only work but thrive in an inspiring environment. The Park attracts mentors and investors who enhance the competencies of companies, inspire innovative solutions, and open doors to international markets. We support companies in softlanding and taking their first steps in the market.

KPT is part of a broader innovation ecosystem – we collaborate with large enterprises, investors, accelerators, have direct access to Krakow's universities and research institutes, and work closely with local and regional government. Together, we build partnerships that make the region an attractive destination for modern technologies and creative talents.


73
161

Expert view

Marcelina Polak

Senior Marketing Specialist at MOTIFE

MOTIFE

We hope this report has offered a helpful perspective on Krakow's development as a business and tech destination. Our aim was to support informed decision-making by providing a clear, comprehensive view of the local tech landscape.

Created by the MOTIFE team in collaboration with partners from the IT ecosystem, it brings together data, expert views, and firsthand insights to support companies exploring or expanding their presence in the city.

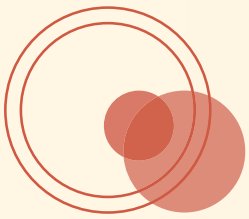
Much of what's shared in this report reflects what we at MOTIFE see every day in our work with tech companies in Krakow. We are a locally based team, who have supported over 50 organizations from Europe, the US, Asia, and the Middle East, helping them set up or grow their operations here. This includes end-to-end support for companies like StoneX, First Advantage, and ActiveCampaign, which have since established thriving tech hubs in the city.

Our team brings deep, practical knowledge of the local recruitment, HR, legal, and operational landscape. By working closely with clients at every stage of their journey, we aim to offer relevant, on-the-ground expertise to help them succeed in Krakow's dynamic tech environment.

With this report, we also hope to give back to the broader IT community in Krakow. Our intention is to build a shared, data-driven picture of the local market—its size, structure, challenges, and opportunities—that can inform strategy, spark collaboration, and support sustainable growth and a more connected and informed tech scene that benefits businesses, professionals, and the city as a whole.

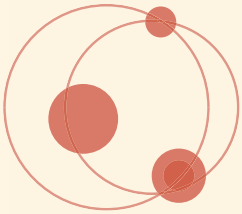
About MOTIFE

A one-stop shop for building IT Hubs in Poland



Recruitment & RPO

- Recruitment
- Executive search
- Recruitment Process Outsourcing (RPO)



Staff Augmentation & EOR

- IT staff augmentation
- Employer of Record (EOR)
- B2B contractor hiring

Softlanding: Setup & Back-office Operations

- Nearshoring advisory
- Entity and operations setup
- Office setup
- Entity back-office operations

Trusted by great companies

FirstAdvantage · TechnipFMC · euroclear · ActiveCampaign · Esalto

OANDA SMARTER TRADING · here · zooplus · MOATABLE · oticon MEDICAL

tipico · LTIMindtree · IPIPELINE · lime CRM with a twist · StoneX

TANIUM · Syndigo · pennylane · Karhoo · Forte Digital

AUTHORS

MOTIFE Sp. z o.o.
Krupnicza 3
31-123 Krakow
Poland

motife.com

PROJECT COORDINATORS Michał Piątkowski, Jakub Olesiński-Krupa, Marcelina Polak

MAIN PARTNER ASPIRE

REGIONAL, COMMUNITY AND CRE PARTNERS Krakow Municipality, Małopolska Region, OMGKRK, ABSL, Krakow Technology Park, SoDA and CBRE

PHOTOS Unsplash, MOTIFE, Istock, Adobe Stock, Depositphotos, CBRE

MEDIA PARTNER LoveKrakow.pl

SPECIAL THANKS TO Aleksander Miszalski, Dominika Walec, Katarzyna Wysocka, Jacek Drabik, Sławomir Czuż and Dominika Urbańska (City of Krakow), Andrew Hallam, Przemysław Roth and Alexander Springer (ASPIRE), Matuesz Jurczyk (AmCham), Marek Magryś, Marta Maj (AGH Cyfronet), Sławomir Kumka (IBM), Jakub Walkowicz (Neurality), Marta Kępa, Przemysław Mikus, Angelika Siudzińska (SODA), Marilin Perez-Mazan, Sara Sordyl and Anna Malinowska (Motorola), Jakub Kaczmarski, Natalia Sochacka (InPost), Michał Mędrala, Anna Bajorek, Aleksander Syrek (Comarch), Piotr Wasil (Here Technologies), Jacek Janiszewski (Assay Abloy), Piotr Widacki (Digital Ocean Ventures), Paul Kulon, Karolina Paluch (OMGKRK), Piotr Uryga (Trip Advisor / Viator), Anna Szewczyk (Honeywell), Pawel Macuda (Metso), Aneta Kolankowska, Zuzanna Czapla (BNP Paribas), Jan Małolepszy (Pegasystems), Michał Winkler (Sabre), Maciej Ryś (Uniwerytet Rzeszowski), Rafał Oprocha, Mariusz Wiśniewski, and Anna Lau (CBRE), Danielle Gengler (ActiveCampaign), Piotr Sedlak (Sedlak & Sedlak), Justyna Czyszek, Monika Machowska, Andrzej Kulig, and Barbara Wityńska-Słącz (KPT), Rafał Kosowski, Elżbieta Sztorc-Szcząber (Region Małopolska), Dominik Biga, Agnieszka Widacka, Marta Kania, Magdalena Fortuna-Sanocka, and the whole MOTIFE Team.

Share your thoughts, suggestions or questions by writing to hello@motife.com

ISBN 978-83-964901-5-5

MOTIFE

Follow us on social media:

ISBN 978-83-964901-5-5