

# **The Beating Heart of Europe**

# Is this Amsterdam?



.....Prague?



.....Venice?



**...or maybe Vienna?**



**... or Tokyo?**



# It's definitely Wrocław!



**Wrocław** the meeting place

# Wroclaw



**Accessibility & Infrastructure**



**Knowledge & Sectors of growth**



**Attractiveness & High quality of life**

**Wrocław** the meeting PLACE



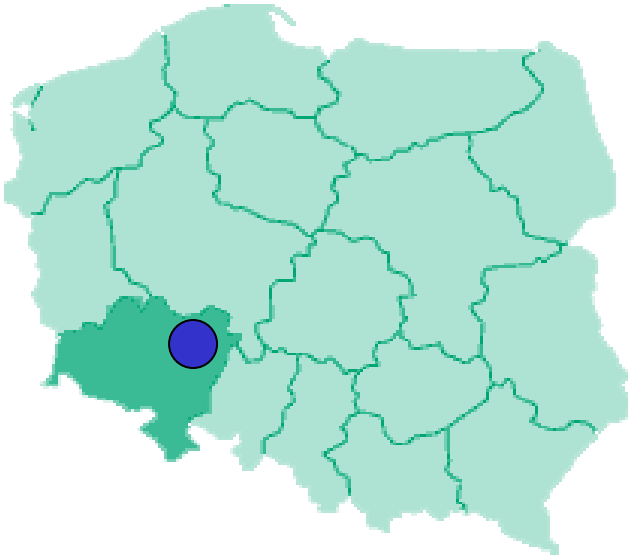
# Accessibility & Infrastructure

# Perfect business location



**Wrocław** the meeting place

# Wroclaw at a glance



- 638 000 inhabitants in Wroclaw
- 1 000 000 inhabitants in the agglomeration
- Approx 3 000 000 inhabitants in the region of Lower Silesia (borders with the Czech Republic and Germany)
- Wrocław – the 3rd biggest academic centre in Poland
- R&D – the main specialization of Wroclaw according to ABSL report
- 5.1% unemployment rate



# Strong transport links

- **New bypass (A8)** crosses the A4 motorway (Germany-Ukraine), connects with national road no.8 (Czech Republic-Warsaw) and with national road no.5 to Poznań



- First Polish city incorporated into the **European highway system**
- **Rapid development of Wrocław airport & great opportunities for industries**
- Well developed road, railway and waterway infrastructure **means lower travel times**

**Wrocław** the meeting place

# Wroclaw International Airport

## 2nd biggest Polish airport



- **10 km away from the city centre**

- Major European transfer hubs: **Warsaw, Munich, Frankfurt and Copenhagen**

- **Wroclaw's new terminal:** the capacity of the airport will double by 2015 to **7 million passengers a year**

- **New bypass connecting the A4 motorway with the airport**



**Wrocław** the meeting PLACE

# Wroclaw International Airport

Connections	
Destination	Flights per week
Alicante*	2
Barcelona Girona*	4
Berlin Tegel	5
Bologna International	3
Bologna Forli	2
Bourgas	1
Bournemouth*	2
Bristol	2
Brussels Charleroi	3
Copenhagen Kastrup	6
Cork	2
Chania (Crete)*	2
Doncaster Sheffield	2
Dortmund	3
Dublin	6
Düsseldorf International	6
Düsseldorf Weeze	2
East Midlands	4
Eindhoven	2

Frankfurt International	14
Frankfurt Hahn	2
Gdańsk	6
Glasgow Prestwick	3
Liverpool	3
London Luton	13
London Stansted	12
Malaga*	2
Malmö Sturup*	3
Malta*	2
Milan Bergamo	2
Munich	27
Oslo Rygge	3
Oslo Torp	2
Paris Beauvais	2
Pisa*	2
Rome Ciampino	2
Shannon	2
Venice Treviso*	2
Warsaw	46

# Knowledge & Sectors of growth

# Vibrant academic center



- 143 200 university students enrolled in 30 higher education institutions p.a.
- 32 600 graduates
- World-renowned Polish School of Applied Mathematics
- 25,000 students in 49 high schools
- 6,000 high school graduates p.a.
- Great number of computer science graduates
- Great number of economists and engineers
- A huge pool of well educated young people



# Main Wroclaw Universities

Name of university	Students	Graduates
University of Wroclaw	34 621	8 607
Wroclaw University of Technology	31 320	4 686
University of Economics	14 159	3 977
University of Environmental and Life Sciences	10 489	2 462
Medical Academy	5 915	1 250



# Wroclaw University of Technology

Ranked No 1 Technical School in Poland

Faculty	Students	Graduates
Architecture	1614	194
Civil Engineering	3097	429
Chemistry	2954	363
Electronics	6286	1061
Electrical Engineering	1731	240
Microsystems Electronics and Photonics	1033	52



# Strong and diversified economy

## **BUSINESS PROCESS OUTSOURCING CENTRE**

**Credit Suisse**, HP, Volvo Finance, Google, McKinsey, UPS, Bank of New York, Irevna, Ernst&Young, Mphasis, UPS

## **ON THE FOREFRONT OF POLISH IT**

Nokia Siemens Networks, IBM, Siemens, Microsoft, Volvo IT, Opera Software, QAD, Tieto, Teta, Capgemini

## **SECOND BIGGEST FINANCIAL CENTRE IN POLAND**

BZ WBK (Santander), Lukas Bank and EFL (Credit Agricole), Getin Holding, Eurobank (Societe General), BWE Bank, Santander Consumer Bank

## **AUTOMOTIVE INDUSTRY**

Volvo, Toyota, Bosch, Wabco, PGW, Autoliv

## **HI-TECH ELECTRONICS**

LG Display, LG Electronics, Toshiba, MSI, Iiyama, ETO Magnetic, Dolby

## **WHITE GOODS INDUSTRY**

Whirlpool, FagorMastercook, Electrolux, LG Electronics

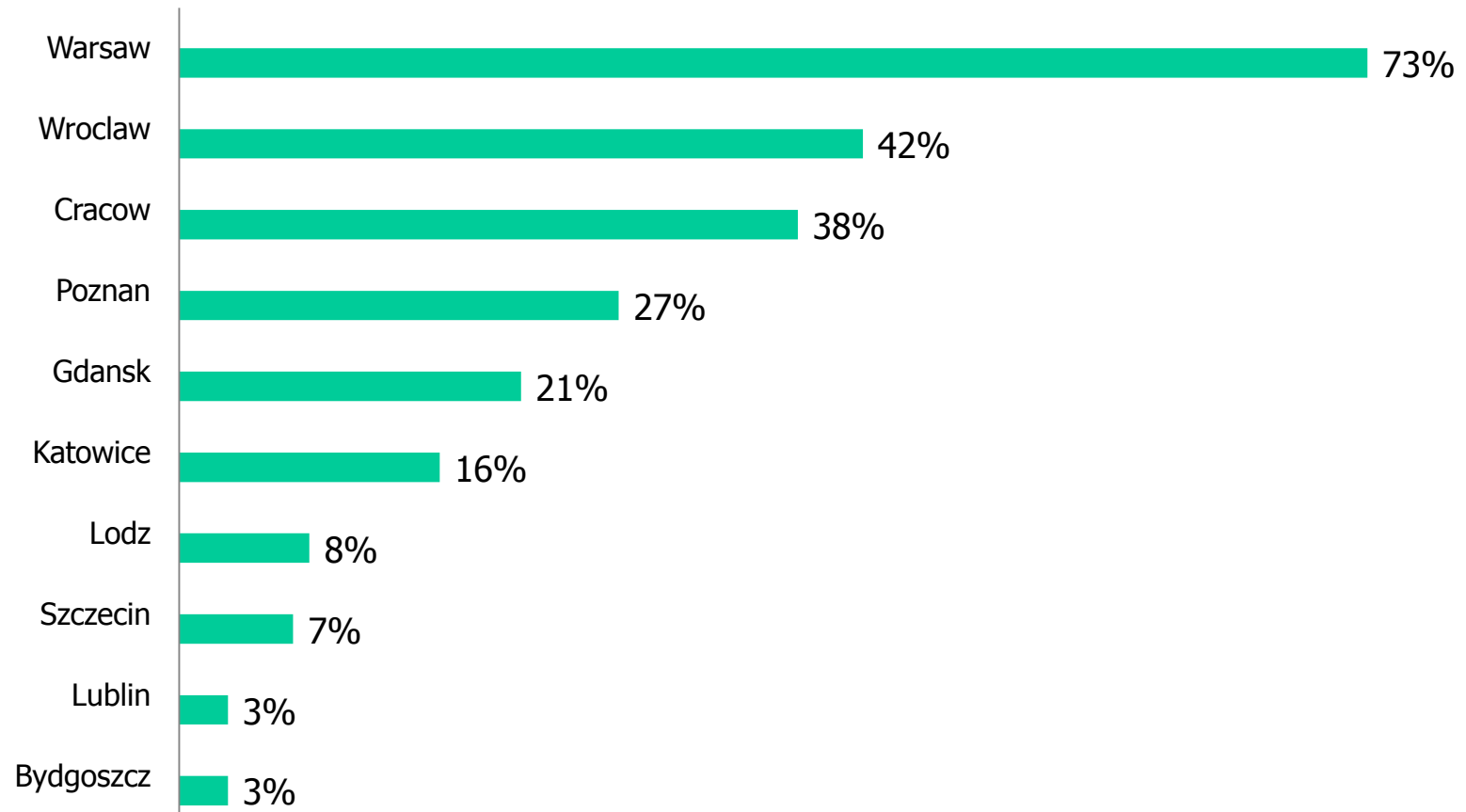
## **LIFESCIENCE INDUSTRY**

3M, Hasco-Lek, MacoPharma, US Pharmacia, Herbapol



# Attractiveness & high quality of life

# The most attractive cities for career development



Source: On Board PR, City Brands Report, 2009

# Wroclaw – The City of Entertainment



- **The Host City of EURO 2012**
- **European Capital of Culture 2016**
- Wratislavia Cantans – about to be hosted by the National Music Forum
- Dialog International Theatre Festival
- Nowe Horyzonty International Film Festival in a number of cinemas
- The prestigious BBC Golf Competition
- High-profile horse races at Partynice
- Poland's largest leisure and swimming complex

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# Wrocław – Quality of Life



In recent years **EUR 2,5 bln** invested to improve the quality of life:

- **New Airport Terminal**
- **Motorway Bypass**
- **Municipal Stadium**
- **The most modern concert hall in Poland**
- **Regional Centre for Business Tourism**
- **Intelligent Transport System** to give priority to public transport



i ♥ WROc Love 

**Thank You**