



Norm DePeau Vice-President, Cisco

## A S P I R E ACT LOCAL · WIN GLOBAL



# Quality of life in Krakow Why is the quality of life in Krakow important for sustainable development of business?





# **Cisco: A Global Company Committed to Krakow**

**Global Cisco** 

- Global Internet Technology Company 2015 Revenue: \$49.2 Billion
- $\cdot$  70,000+ employees
- 380 offices in 165+ countries
- •25,000 Engineers
- 19,000+ patents

Cisco in Krakow

Shared Services Site: Established April 2012 900+ Employees **Over 400 Engineers Five Major Organizations** Technical Services / Advanced Services / **Business Services / Finance / Cloud Diverse Workforce** Two-thirds of our Employees are Polish Non-Polish Employees from 37 Countries Two-thirds of our Employees are Men Average Employee Age: 29 **College Educated** 



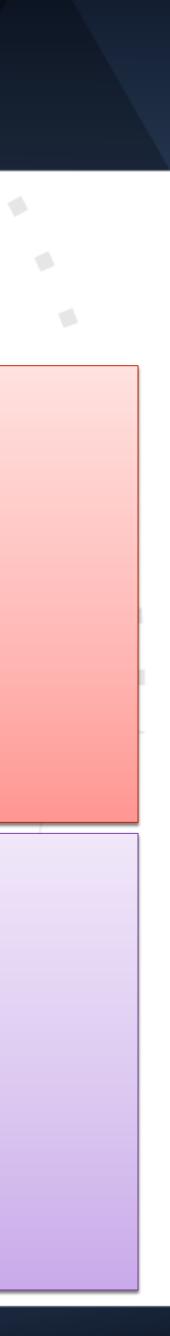


# What Key Stakeholders Want from Krakow

- Employees (Improve Quality of Life, Raise Families, Live Happily) Attractive, Healthy and Safe Communities
  - Convenient Government Services
  - Safe, Convenient, Inexpensive Transportation
  - Quality Education

Cisco Organizations (Attract and Retail Talented Employees)

- High Quality Pool of Talent
- Diverse Workforce
- Attractive, Healthy and Safe Communities Proactive Partnership with Local Government





# How Krakow Can Help Global Companies





# **Attracting & Retaining Talent**

- Create Attractive, Healthy and Safe Communities
  - Environmentally Safe (Air/Water)
  - Smart / Connected Communities (WiFi)
  - Street Lighting, Sidewalks, Walkways, Bike Paths
  - Public Entertainment Events
  - Quality Childcare, Schools & Universities
- Offer Convenient Government Services (Language, Off Hours, Online) Provide Safe, Convenient, Inexpensive Transportation

### **Must Consider Polish and Foreign Talent**





# Sustainability of Krakow Promote Krakow to Executives as an Attractive Destination

 $\bullet$ 

- Business friendly
- Strong work ethic

 Growing Innovation Economy Promote Start-up Businesses Leverage Historical Significance of Krakow **Develop Ongoing Partnerships with Business** • Constantly Improve City's Appearance





# Cooperation

- Develop Job Growth Forum Brand it for the Public Align needs of government and business
  - Prioritize investments
- Everyone contributes to success Focus on outcomes rather than processes How does it impact the public, employees, businesses Develop a Roadmap • Think Long Term







### A S P I R E ACT LOCAL · WIN GLOBAL

#### **Thank You**