



**Magiczny
Kraków**

Beyond the Bubble. ASPIRE praises Kraków at Leaders' Summit

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Kraków is unquestionably the capital of the Global Business Services sector, and not only in Poland, but in the entire region of Central and Eastern Europe, representatives of the ASPIRE organization stressed during the “Beyond the Bubble” summit inaugurated on 24 October. Kraków Mayor Aleksander Miszalski attended the event.

During his speech, addressed to representatives of business services companies operating in Kraków, Aleksander Miszalski emphasized the importance of the GBS sector for the region's economy and the growth of our city's importance on the international arena. He noted that it is the activity of organizations such as ASPIRE, which has been working in Kraków for 15 years to promote and develop the GBS sector, coordinating effective communication between business sector stakeholders and the City, that has managed to fully understand and redefine such buzzwords as “human capital of Kraków” and “local job market.” Congratulating the organizers, the Mayor noted that only cooperation and mutual understanding of each other's needs is the key to creating a community of business leaders, which the City of Kraków wants to and will continue to support.

- ASPIRE is celebrating its 15th anniversary. During this time we have had the opportunity to observe the continuous development of the sector in Kraków, we have seen how we are moving from back-office tasks to front-office tasks, how technology is becoming more and more important, but all the time we are looking to the future. And the future is cooperation. That's where we're headed,” Andrew Hallam, co-founder and secretary general of ASPIRE, said at the event's opening gala.

During the “Beyond the Bubble” event, the next edition of the ASPIRE Process Tracker report prepared by PwC was presented. It focuses no longer only on numbers (e.g., employment rates), but on the dynamics of change demonstrated by business service centers operating in Kraków.