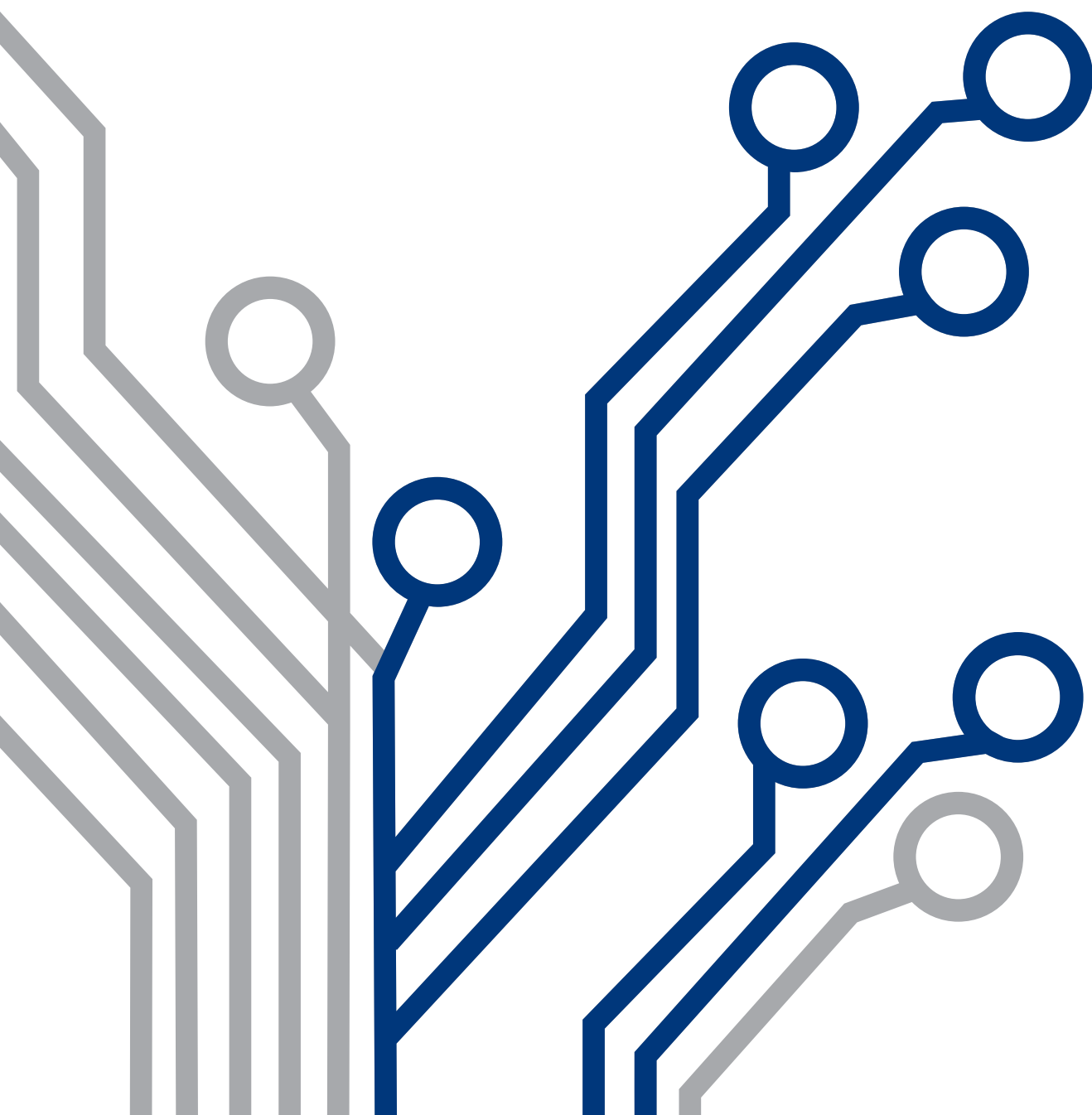




Małopolska

New technologies,
computer science, innovations





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Małopolska Agencja Rozwoju Regionalnego S.A., Krakowski Park Technologiczny sp. z o.o. and "Kraków – Nowa Huta Przyszłości" S.A. are together working on a project titled: **"POWER UP YOUR BUSINESS IN MAŁOPOLSKA"**, co-financed by the Regional Operational Programme for the Małopolska Region for 2014–2020 (RPO WM) under Priority Axis 3: "Entrepreneurial Małopolska", measure: "The Internationalisation of Małopolska's Economy", sub-measure "The Economic Promotion of Małopolska".

The objective of the project is to directly promote the economic potential of Małopolska on the international scene, improve the competitiveness of regional companies on foreign markets and support foreign investments in Małopolska.

The measures of the "Power up your Business in Małopolska" project include participating in trade fairs abroad, organising trade missions and regional workshops, issuing publications and creating a modern information system for the entrepreneurs of Małopolska.

We combine the potential of our institutions:

Małopolska Agencja Rozwoju Regionalnego S.A. (1993): the largest regional business institution implementing entrepreneurial support programmes and EU projects, offering financial instruments to implement business projects, providing services for investors and conducting international promotion activities.
www.marr.pl 

Krakow Technology Park (1997) focuses on information technology and creative industries, therefore game industry is one of the main initiatives. KTP is a leader of Digital Entertainment Cluster, an initiative currently associating over 30 entities from Poland focusing on bringing together the game developers and their collaborators, promoting the gaming industry in Poland and abroad, enhancing cooperation between the industry and scientific institutions and creating favourable conditions for new video games related investments in Poland. KrakJam is a local edition of the Global Game Jam, the largest event of this kind in the world. KTP organises Digital Dragons, the largest B2B event dedicated to the game industry in this part of Europe.
www.kpt.krakow.pl 

"Kraków – Nowa Huta Przyszłości" S.A., (2014) managing the largest investment area in Kraków, acting in the area of logistics projects, new technologies, recreation and leisure, urban planning and development of post-industrial areas.
www.knhp.com.pl 



I. Małopolska – leading transformations, development and innovation

The Małopolska Region, along with Krakow, the historical capital of Poland, is one of the most recognisable regions in Europe. Exceptional wealth of the natural environment, monuments and historical heritage known around the world, such as Krakow's Old Town and Kazimierz, the Salt Mines in Wieliczka and Bochnia, the Auschwitz concentration camp, attract 10–12 million visitors every year.

Modernity, based on the best traditions of Polish business, is also applied here in innovative technologies in areas that are the strong side of regional and global economy. Małopolska universities, with excellent computer science, automation and electronics faculties, offer highly-educated experts in the most demanding areas of modern engineering and programming.

The support given to Małopolska start-ups, well-developed R&D institution sector and an international structure of companies operating in the region make Małopolska the perfect place for education, innovation and entering global IT markets.

I.1 Basic data about Małopolska

Population (2017)	3,386,300
Surface area	15,108 km ²
Population density	222 people per km ²
Entrepreneurship	
Number of companies	377,822
including:	
• private	97.7%
• micro-enterprises	95.5%
• industrial companies	8,830
• companies with foreign capital	810
GDP per capita (2016)	EUR 9 600
Average gross salary in the business sector:	
• in Małopolska (October 2016)	EUR 1,050
• in Poland (November 2017)	EUR 1,060
Share in Polish GDP	7.7%
Polish export	4.8%
Polish import	5%
Unemployment rate (November 2017): Krakow 2.8%, Małopolska 5.3%, Poland 6.5%	
Economic activity rate	56.2% (Poland 56.7%)
Employment rate	7.2% (Poland 7.5%)

I.2. Małopolska 2014 – 2020

As part of the Regional Operational Programme for Małopolska for Years 2014–2020, the region may count upon EUR 2.776 billion from the European Union budget. The most important sources of company development financing include, among others, the “Research and development projects of businesses” programme, with EUR 100 million earmarked for it.

I.3. Directions and trends in the development of Małopolska's economy

According to a ranking of the 500 largest Polish companies, Małopolska is home to 41 companies counted among the 500 largest in the country, 27 of which operate in Krakow. In 2015, Małopolska companies maintained export relations with more than 200 countries around the world. The value of exports of goods and services amounted to about EUR 8.5 billion. The share of IT goods in exports (software and computer games) is increasing.

I.4. What Małopolska specialises in

Intelligent specialisations are areas of the life of economy or science, which each Polish region has identified and will develop in the perspective of 2014–2020. Investing in precisely defined areas allows for the optimisation of activities undertaken to advance economic development. The specialisations of Małopolska include ICT, Life Science, Sustainable Energy, Electro-Technology, Machine and Chemical industries, Design and Leisure. Projects related to the above-mentioned directions can count on special support and assistance from local authorities or business support institutions.

II. Małopolska – conditions for the development of information and communication technologies, R&D, innovations

The development of Małopolska's technological resources has been defined in the Regional Innovation Strategy of the Małopolska Region 2014–2020. Małopolska is in tenth place in terms of the number of innovative companies in the total number of registered companies, and in the ninth place out of sixteen Polish regions, taking into account expenditures on innovative activity in enterprises calculated per 1 professionally active person. The Małopolska Region is in seventh place, generating 5.6% of the national expenditures on innovation in enterprises. There are approx. 200 companies in Małopolska defined as start-ups.

Higher education in Małopolska

About 170 thousand students attend 29 Małopolska universities, which makes it the second university centre in Poland, after Warsaw. Within the new technologies, ICT and R&D operations, the following higher education institutions play a predominant role:

The AGH University of Science and Technology in Krakow (1919)

The University offers courses in faculties of Metals Engineering and Industrial Computer Science, Electrical Engineering, Automatics, Computer Science and Biomedical Engineering, Computer

Science, Electronics and Telecommunications, Mechanical Engineering and Robotics, Physics and Applied Computer Science, the Academic Centre for Materials and Nanotechnology. Operating as part of the AGH UST is the CYFRONET Academic Computer Centre. In a US News & World Report Best Global Universities ranking for 2017, AGH UST placed first among Polish technology universities and first among Polish technology universities in the international CWTS Leiden Ranking (2017). www.ctt.agh.edu.pl

The Cracow University of Technology (1954)

The most important CUT faculties include Electrical and Computer Engineering, Architecture, Physics, Mathematics and Computer Science, as well as Mechanical Engineering. The University conducts scientific cooperation and student exchange programmes with several hundred universities in 47 countries around the world. In 2017, the Nokia Didactic Laboratory was opened. Among others, Nokia Krakow provided CUT students with research equipment. www.pk.edu.pl

The Cracow University of Economics (1925)

The CUE includes faculties of Economics and International Relations, Finance and Law, Public Economy and Administration, Commodity Science and Management. The latter offers majors such as Economic Analytics, Applied Computer Science, Innovations in Business, Marketing and Market Communication, Applied Informatics, Modern Business Management and Quantitative Methods in Modern Management. The CUE maintains strict cooperation with many companies, which has resulted in such projects as the Shell Academy, the Capgemini Academy and the Deloitte Accountancy Academy. www.uek.krakow.pl

The Jagiellonian University in Krakow (1364)

The oldest Polish University and one of the oldest in Europe. Strict science faculties include Physics, Astronomy and Applied Computer Science, Mathematics and Computer Science, Chemistry, Biology and Earth Sciences.

The Faculty of Mathematics and Computer Science offers courses in theoretical, general, applied, educational and finance mathematics, as well as mathematics in economy, mathematics with computer science, biomathematics, computer mathematics, as well as in the field of applied, theoretical and analytical computer science, bioinformatics, software engineering, modelling, artificial intelligence and control. The Faculty holds the prestigious A+ category. The Department of Game Technology operates within the Faculty of Physics, Astronomy and Applied Computer Science. Its employees make up the basic staff carrying out the Video Game Production specialisation as part of post-graduate studies in Applied Computer Science. The Department of Game Technology is part of the European Game Academy. www.en.uj.edu.pl/en



III. The new technology, innovation, research and development sector

1. Directions, environment and trends

The Małopolska regional administration (the Marshal's Office of the Małopolska Region) implements numerous projects concerning the development of an "information society" in the region. The most important are:

- Digital Małopolska
- Deployment system for public e-services in administration
- The Małopolska Medical Information System
- The Małopolska Spatial Information Infrastructure
- Computerised system for satellite management and monitoring
- The Małopolska Festival of Innovations

The capital of Małopolska – Krakow – has become one of the most popular locations in the world for investments in the modern business service sector, including such specialties as Business Processing Outsourcing (BPO) and Share Service Center (SSC) – the offices of about 140 companies from all over the world, employing about 50 thousand specialists, R&D institutions, ICT services (10 thousand employees) in such fields as IT, database management, human resources management (HRM), financial services, supply

network management, development of new IT solutions, telemarketing, banking services, customer relations, etc. Among European cities, Krakow occupies the highest position.

The most important institutions supporting development processes of new technologies in Małopolska include:

- Business incubators at Krakow universities
- Technology Transfer Centres: Jagiellonian University (CITTRU), AGH University of Science and Technology, Cracow University of Technology, Medical Technology Park, University of Agriculture in Krakow, Institute of Advanced Manufacturing Technology, the Progress and Business Foundation
- Clusters: Life Science Krakow, Digital Entertainment Cluster, Krakow Film Cluster, MedCluster

2. ICT sector – general information

Poland ranks 6th in Europe in terms of production volume and jobs in the ICT sector, which employs about 500,000 people and accounts for about 8% of the GDP. Between 2011 and 2014, the number of companies in the ICT sector increased by 24.5%. The number of people employed in the sector is growing at a rate of about 6% per year. More than $\frac{3}{4}$ of the people employed in the sector works in ICT services, and most of these are persons employed in IT services. The Polish ICT sector is in good shape, recording an average annual growth rate of over 8.6%, which is the highest growth in Europe. The highest revenues in the industry are recorded by service providers, particularly telecommunications. In the services sector, IT companies are responsible for $\frac{2}{3}$ of the revenues. The largest share in IT export is held by service companies relying on the work of Polish programmers.

Approximately 2,000 entities in the ICT sector have been identified in Małopolska. Most of them were related to web portals (32.5%), as well as data processing and hosting (22.8%). Meanwhile, 21.2% are active in the production of computers and peripherals. 58.1% of the entities are located in Krakow. In terms of the number of employees, 95.4 of the identified companies functions as microenterprises, 3.6% as small, 0.8% as medium and 0.2% as large enterprises.

Małopolska is ranked 1st in Poland in terms of the number of students in the ICT sector – 12% of all graduates of this industry in the country; moreover, it holds the second position among regions with the highest employment rate in the ICT sector.

Krakow is home to 2 of the 3 most popular web portals in Poland – Onet.pl and Interia.pl. Krakow is the place of the most dynamically developing companies in the Polish ICT industry: Akamai, Cisco, CD Project, ComArch, Ericsson, Google, IBM, Luxoft, Motorola.

3. The largest ICT companies in Małopolska

Akamai Technologies, International AG – the leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere. The company is expanding its EMEA service centre in Krakow, leveraging the highly qualified and talented employee base in the region and helping to support the growth of the local economy. www.akamai.com

Comarch is a global software manufacturer and integrator of advanced IT services and software, with over 24 years of experience, worldwide offices, 5,500 top-class professionals,

our own R&D department, high IT analyst ratings, custom data centres and publicly traded on the Warsaw Stock Exchange. Comarch specialises in the design, implementation and integration of IT services and software. Offered solutions are focused on real-time loyalty, customer engagement, ICT, SFA, ECM, EDI, BSS/OSS, Finance and Healthcare. Comarch has customer references from 60 countries on 5 continents; offices in 60 countries on 5 continents, 4 core production centres in Poland, Germany, Switzerland and France. The Comarch Data Centres are in Poland, Germany, USA, etc., which enables to offer a variety of business models, including SaaS and Managed Services. www.comarch.co.uk

CD PROJEKT RED – founded in 2002 in Warsaw, was started thanks to a passion and love for games. The studio is the second home for more than 300 people from all over the world. The most recognisable game in the world is the Witcher series (*The Witcher, Assassins of Kings, Wild Hunt* and the *Gwent* card game). The studio in Krakow was opened in 2013 and is an integral part of CD PROJEKT RED. en.cdprojektred.com

Ericsson is one of the leaders in the Polish market of preparations for 5G technology deployment. The company cooperates with all Polish mobile operators, as well as selected cable TV providers and fixed telephony operators. Ericsson in Poland has made a significant contribution to the development of global ICT solutions. Poland has become the world's second largest research and development centre. Currently, Ericsson employs 3,000 people in 8 major locations in Poland. Employees in Krakow are working on software for radio access applications used worldwide. www.ericsson.com

ESET is considered the 4th largest provider of IT security solutions with 30 years of experience and more than 1,400 employees on five continents. Currently, the company is the absolute record-breaker in threat detection tests, carried out by Virus Bulletin – winning every test since 2003. The company's solutions

are available in more than 200 countries of the world and provide security to over 110 million individual and business customers. In Poland alone, ESET currently has over 4 million active users. The Polish branch of the company was opened in Krakow in July 2008 as the second research and development centre after the main headquarters in Bratislava. www.eset.com

IBM BTO Business Consulting Services is one of the leading international companies providing professional business process support services. Customers are served within three basic accounting processes: receivables, liabilities and general ledger. www.ibm.com

Luxoft is one of the most dynamically developing IT service providers, with 13,000 employees and 39 offices in 19 countries. Luxoft in Poland works for global brands in the investment banking, new technologies, automotive and tourism industries. It carries out activities in the field of cloud services, Big Data, Business Intelligence (BI), data storage, creation and development of applications, as well as mobile services. Luxoft in Poland employs over 2,000 people (nearly 20% of the global workforce) in four cities. Krakow is home to the company's first Polish office, where over half of all staff are employed. www.luxoft.com

The Motorola Solutions Poland main office in Poland is located in Krakow and has more than 1,400 employees who work in the Software Design Center, Finance Shared Service Center, Supply Chain Department, Learning Department, EMEA Support Service Center, Quality Assurance, Lab Administration. The Krakow Government Solutions Software Design Center was established in 1998 and its operations are focused on APCO 25/TETRA/LTE radio network and subscriber software development. Projects in this area cover software development for radio infrastructure, network management solutions for radio network and subscriber terminals. Within the scope of development, operations also deliver

applications using radio network communication protocols to deliver range of services for end users. www.motorolasolutions.com

Nokia Networks Technology Center in Krakow is responsible for creating new solutions for 3G and 4G mobile network products, dedicated for customers all over the world. In the Krakow Center, the company is highly focused on radio base stations responsible for direct communication with mobile phones, but also on the further part of mobile networks. Projects conducted currently are based on 3GPP LTE (Long Term Evolution) standard with applicable amplifications for solutions of the "Advanced" type, so called, LTE Advanced, in both access technology in the field of frequency – FDD and time – TDD. The Nokia Center in Krakow is also involved in 5G mobile telephony projects. www.nokiakrakow.pl/en

Sabre Polska operates an award-winning development centre in Krakow, Poland. Sabre develops innovative technology software to power the travel and transportation industry. Four business units provide a wide variety of software solutions to travel suppliers, travel agents and end travellers and the scale of operations is among the largest in the world. The company's employees are highly qualified and operate efficiently within all application environments. www.sabre.com

Veracomp is one of the largest IT distributors in Poland. Established in 1991, Veracomp has developed into a group of IT companies with international scope, operating in 16 countries in Central and Eastern Europe. The company's headquarters is located in Krakow. Since its creation, Veracomp has been implementing a pure distribution model, which means that products and services are offered exclusively for further resale. www.veracomp.eu

4. COMPANIES (by specialisation):

○ BANKING & FINANCE

Visiona has supplied the financial sector with IT systems since 2003. The products and services are focused on supporting and optimising processes in two business areas – electronic fund transfers and cash management. In each of these areas, Visiona offers proven and reliable application packages: the Visiona Card Solution Suite for electronic fund transfers and the Visiona Cash Management Suite for cash management. These solutions are selected by banks, starting with small ones to those, having several hundred branches and have issued millions of cards. www.visiona.pl

VSoft has been designing and implementing original software for banking, insurance, leasing and corporate clients since 1997. The software we develop provides innovative and efficient solutions, tailored to the customers' needs and integrated with their IT infrastructure. At the heart of our success is our ability to listen to our customers. www.vsoft.pl

○ BESPOKE & EMBEDDED APPLICATIONS

Berrylife specialises in multimedia solutions for advertising, education and entertainment. It provides comprehensive multimedia services for trade fairs and conferences, as well as multimedia installations, both permanent and temporary. It uses modern technologies to create unforgettable, intriguing projects. Since the beginning of its existence, the company has developed its creative department, which creates 360° videos, animations, visualisations, VR experiences and AR applications. The company has been trusted by both global brands and local business partners for years. <https://berrylife.pl>

Foresight Our solutions allow integrations with many external systems or databases. We create systems that are often based on the individual requirements of the user. We specialise in the implementation of automatic recognition technology for fixed and flexilayout, data reading (OCR / ICR / OMR / OBR), as well as complex management and monitoring of processes (BPM, ECM, DMS) and their electronic archiving. Our projects include credit documentation processing, debt collection document automation, debt collection document processing, direct debit document processing, financial document processing, full-text recognition, insurance and pension form processing, invoice recognition & processing, mailroom automation, money transfer document processing. www.foresight.com.pl

Softthis is specialised in developing bespoke software using the Scrum methodology. Implementing iterative projects, we emphasise in-depth analysis and understanding of needs, architecture design, UX and code optimisation with regard to the specific nature of the client's business, as well as later extension. Our experienced team of Java and PHP developers guarantees a complete set of skills and know-how, which is the basis for developing efficient business software. <http://softthis.com>

SoftQ has 7 years of Java-related know-how of delivering bespoke web applications for industrial, government, commercial and personal use. We're looking for long-term trust-based relationships in providing business value around your existing systems and codebase. As an example, for the past 3 years, SoftQ has successfully supported and developed one of the biggest European deployments of Scada-LTS, an open-source system which can be broadly applied in both industry or smart houses applications. www.softq.com

Xtend has been specialising in the manufacture of bespoke software for the German market since 1997. We apply reliable and tested technologies,

such as relational databases (SQL Server, PostgreSQL, Oracle, DB/2), Microsoft and Linux server, programming languages (C #/.NET, Java, Swift/Objective-C), mobile applications (iPhone, iPad, Android), web applications, Windows applications, ERP – Microsoft Dynamics NAV. Our programmers speak German and English. www.xtend.pl

○ BUSINESS PROCESS MANAGEMENT / RAPID APPLICATION DEVELOPMENT

WEBCON has been developing WEBCON BPS, a world-class Business Process Management system for IT departments and business process teams since 2006. With WEBCON BPS, companies can continuously deliver enterprise-grade applications, digitalise, standardise and automate business processes, and coordinate tasks across departments and borders, rendering it possible for their organisations to get ahead in the environment of digital change. WEBCON is present globally and focuses on further international growth through partnerships with top-class IT service providers. The company regularly contributes to the worldwide SharePoint and collaboration community by contributing to the largest European events, such as European SharePoint, Office 365 & Azure Conference (the winner of the ESPC's Best SharePoint Solution Award), European Collaboration Summit and SharePoint Saturdays. www.webcon.com

○ CLOUD COMPUTING

Appliscale is a cloud technology consultancy based in the IT heart of Europe, the ancient city of Krakow. The company provides its global client base with consultancy and software development services encompassing the architecture, development and maintenance of Cloud-based systems, Continuous Deployment pipelines, DevOps infrastructure and Big Data Analytics. Our consultants are based throughout Europe and work globally with business in Digital Advertising, Online Gaming, the Internet of Things, Smart City and Logistics. The company has certified AWS Certified Architects that have

in-depth knowledge of leading-edge AWS technologies. www.appliscale.io

Ceesoft is a specialised company within the Bakotech Group, which distributes security services available in the public or private cloud. We are implementing a new security model – MSP (Managed Service Provider) – based on services, ensuring that they can be used without investing in hardware or software. We provide world-class IT security solutions including anti-virus and anti-spam services, web filtering, data protection, terminal equipment protection, as well as UTM security services. Innovative products from the Ceesoft portfolio have achieved international success and thanks to the distributor, they are entering not only the market in Poland, but also in Central and Eastern European countries. www.ceesoft.pl

Polcom operates one of the largest and most modern data processing centres in Poland, a second one is under construction. The latest and most powerful Intel processors, the latest and fastest flash arrays with SSD drives. One of the main services is providing processing power in the cloud. We possess international certificates documenting compliance with information security and quality management standards. We also have the rights to process classified information with confidentiality clauses up to "NATO Secret", "EU Secret" and "National Secret". www.polcom.com.pl

○ DATABASE SOLUTIONS

ITcube Software, initially focused on individual projects for intranet business solutions, has existed since 1999. On the basis of such experience, ITCube Software has developed the ITCube Package. Since 2003 the ITCube CRM has been constantly developing in cooperation with users and partners. The ITCube Package has been implemented in over 1,000 companies in various lines of business, and the number of users exceeds 10,000. Currently, ITCube Software focuses on the development of the CRM

software, providing technical support for its users and software installations. www.itcube.pl

○ EDUCATION

Brainly is the world's largest student-powered peer-to-peer learning platform. Our mission is to inspire students to share and explore knowledge in a collaborative community. We bring together over 100 million users from over 35 countries who visit us every month. We support peer-to-peer, personalised learning outside of the classroom. Our research confirms that students experience learning benefits as Brainly helps their learning: expanding knowledge base (83.39% of survey participants), improving inquisitiveness (83.96%), embracing challenging questions (79.85%). www.brainly.com

○ GAMES

Bloober Team is an independent producer of video games, known for their difficulty and challenging gameplay. The overall aim of the company is to create sophisticated, character-driven titles with unique worlds, designed for the most demanding of customers. It is the only independent game developer who has created games for the release of two Sony consoles – PlayStation Vita and PlayStation 4. The company's products are available worldwide via digital distribution and have gained a reputation as one of the most demanding games on the market. Bloober Team is currently working on completely new brands that will present not only unique scenery and revolutionary gameplay mechanics, but also unique stories. The company is listed on the New Connect stock exchange. <https://blooberteam.com>

Duckie Deck We are a kids' company. We want them to believe they can change the world. It's what we believe in. Our goal is to support healthy and well-rounded development in the youngest technology users, while also creating opportunities for learning and entertainment to extend beyond the virtual world. We want to kindle curiosity and creativity, inspire asking

questions and encourage looking for answers. We educate young explorers through experiencing and we want them to believe they can shape their reality. We have years of experience creating apps and games, events, workshops and we help brands approach parents responsibly. duckiedeck.com

EVERYDAYiPLAY We believe in hand-crafting fun, recognizable and beautiful games with a no-compromise-policy on quality. Making video games is a work of art and craftsmanship, not an industrial process. The company is entirely self-financed to ensure complete freedom of expression. Vikings Gone Wild: Take control of a village, manage its resources and recruit legions of crazy Vikings to make it to the #1 spot of world emperor. Filled with epic battles and a deep guild management system, the game is centred on bringing challenge & rewards for the players. <https://everydayiplay.com>



FreeMind – we are a producer of computer games, entertainment and software. We produce original projects and we are a reliable partner for many domestic and foreign publishers. With our products, we try to reach children as well as adults, wealthy and economical users. We produce for many platforms – PC, PlayStation, Game Boy Advance, Nintendo DS. We use technologies such as Chrome Engine, GameBryo, FM Engine, Ogre3D, Unity 3D, 3DsMax, XSI, Blender, Photoshop, Gimp. www.freemind.pl

Gamedesire Our company has been among the leading European free-to-play social games developers for years. Our titles are available on iOS, Android and desktop. Our users are our source of constant inspiration and development, and we take great pride in bringing joy daily to millions of players around the world! We design multiplayer games for the global audience. Our games are also synchronised across platforms, allowing players to switch seamlessly between devices and platforms and continue their game any time and on any device. <http://company.gamedesire.com>



In Images company was established in 2000 in Krakow and since its beginning it has been involved in creation of computer games. We combine our long experience and latest solutions with a real passion for creating games. This work gives us a lot of satisfaction – which grows with our customers' satisfaction. We create games for Android, iOS and PC. www.inimages.pl

Nano Games is a tech company founded in 2009. Currently the company's products (Reef Shot, ZAMB!, Cityconomy) are available on international markets via the largest digital and traditional distribution platforms. The studio has been accredited for development by Sony and Microsoft. The company develops a dedicated technology for production of high quality PC, PS4, Xbox One games and creation of professional simulators for rescue services. www.nano-games.com

Polyslash is a small video game studio, located in Krakow. The core team is made up of people with broad and varied experience – we have worked in places such as Farm 51, Reality Pump, or Bloober Team. Our mission is to make games with unique visual style and deep immersive story that will sink you in. Just grab a coffee, sit comfortably and get into the uncommon worlds. Harmony of mutual emotions makes the relationship with the player special – it's consistency of experiencing passion accumulated in each pixel of the art we create. Everything we do is for the sake of story – every word, every piece of art, and even every line of code. <http://polyslash.com>

Simpro is a professional line of Nano Games that offers virtual reality training simulators for public services and operators of critical infrastructure, that enable personnel training in terms of procedures and threats for security. The solution distinguishes itself with VR technology, the ability to recreate, by means of photogrammetry, the exact appearance of an object, and verification of training's effectiveness with psychophysiological tests. www.simprosoft.com

Sodigital We take coding seriously so you can have all the fun. Every day, we aspire to provide the best quality and experiences for our users. Building innovative apps and games is our passion, passion is foundation of our work because we love creating unique experiences for everyone to enjoy. We are game players ourselves, so we know how important it is to design amazing experience in our apps. From the very first idea, word typed, sketch made and line of code committed we want to develop our passion for interactive media. We tell rich stories through distinctive visual style, animation and user experience. Delivering fun and entertainment regardless of platform or device used is our top priority.
www.sodigital.com

○ HEALTH & TELEMEDICINE

MedApp is an innovative IT company offering high-end analytical telemedicine system *Carna Life*. It consists of stand-alone modules supported by cloud-based biomedical algorithms and latest Microsoft technologies including Azure and HoloLens. Holographic visualisation has been presented in medical facilities during advanced procedures including left atrial appendage occlusion and balloon pulmonary angioplasty. It has been also tested during the world's first international heart teletransmission.
www.medapp.pl

Silvermedia develops mobile applications which can be used on smartphones, tablets and laptops. They provide access to a wide range of medical data. Our mobile solutions give clinicians remote access to test results and enable them to consult other specialists or the patient, aids an earlier diagnosis and commencement of the treatment. From any place, at any time. Our team of specialists in biocybernetics devises original algorithms, which help to diagnose various kinds of diseases. Biosignal analysis algorithms help clinicians to define the proper state of functioning of the body are most commonly used in: cardiology, audiology, allergology, neurology.
<http://silvermedia.eu>

T-MedSys company builds and develops software and hardware for implementation in telemedicine and modern services, including remote medical consultations, remote exchange of expertise and education in medicine, as well as remote monitoring of patients' health and their telerehabilitation. *TeleDICOM* – a network application designed primarily for physicians allowing a group of users to consult online imaging studies of patients. www.tmedsys.pl

○ INDUSTRY

Ecru is a leading interior and furniture design software developer. Our flagship product, *PRO100*, is the most popular software solution in small and medium furniture business in Poland. It's successfully sold in other countries from Russia, through Western Europe to the United States, as well as Australia and New Zealand. The range of our products supports the whole furniture business process from single furniture and interior design, through ray tracing rendering, up to pricing and cut optimisation. It can be integrated, as a sales end into the ERP systems too. We are looking for the exclusive dealers in other countries worldwide.
www.ecrusoftware.com

Telkom-Telos is a manufacturer of unconventional telephone sets, as well as teletechnical equipment. For many years, the company has been a supplier of specialist and civilian equipment, including to military customers. Special telephone sets for classified communication, sets designed to work in arduous and unconventional conditions in industry, mines and marine environments. <http://telos.com.pl>

○ INTERNET OF THINGS

AVSystem is an expert in large-scale asset management and M2M/IoT service orchestration and monitoring. The company's product portfolio primarily focused solely on device management solutions, currently contains also an M2M and IoT service delivery platform – *Coiote*. The *Coiote* IoT Platform is enabling telco operators and enterprises to introduce IoT concepts

to various verticals from utilities and automotive to smart home, tolling or security services. 100+ large telco operators worldwide prove the superiority of AVSystem's technology. www.avsystem.com

○ IT SOLUTIONS

Insoft Since 1991, we have been supporting commercial activity by creating reliable and easy-to-use software focused on retail. Our retail solutions are created in cooperation with our customers and business partners. The quality of our products is reflected by over 21,000 satisfied customers: store chains and individual stores of many different branches. Our flagship product is PC-Market. It is a reliable piece of software for individual stores and store chains, enabling stores to increase sales, save time and simplify trade management. www.insoft-retail.com

K-software creates both simple and advanced mobile (Android, iOS); web (AJAX, CSS, JS, JEE, PHPSQL, XHTML) and desktop (C++, VBA) applications. Complicated graphic interface and complex logics are not an obstacle for us. We offer low prices combined with high quality. If you need software on request – this is the right place for you. www.ksoftware.eu

○ MOBILE APPLICATIONS

Miquido is mobile-first technology consultancy company, focusing on mobile-first design and development for the world's best-in-class businesses. Recognised by 2016 Deloitte Technology Fast 50 CE as the fastest growing mobile design and development company in CE. Our projects like HelloFresh or Picniic were awarded by Google, TIME Magazine, and Webit Awards. We have delivered 100+ apps and grown from 3 to over 120 people in just 6 years. 9/10 of our projects come from referrals. Our headquarters & Development Center is based in Krakow with business offices in London and Berlin. www.miquido.com

Mofables is a software studio that is driven by technology and entertainment. We are used to working with the largest brands. Despite numerous limitations, we keep on delivering projects on time with smiles on our faces. We specialise in building AR/VR experience. We have implemented the technology in so many cases (various applications we've created) that we now know when it really makes sense. <http://mofables.com>

Mobiltek The services offered include SMS, MMS, WAP, IVR, JavaPhone, STK and XHTML technologies. Mobiltek is also the author of applications for Android and iOS platforms. The company is a recognised expert in the mobile financial services sector and focuses on mobile banking and payments. It also provides programming and integration services based on Service Oriented Architecture (SOA). www.mobiltek.pl

Softnauts is a mobile and web development company located in the Polish Silicon Valley – Krakow. For over five years now, the company has been assembling a highly skilled and motivated team of specialists to accommodate its clients' needs. Excellence and expertise come from practice; with dozens of completed projects worldwide, Softnauts knows what it takes to deliver great quality with reasonable pricing and within the scheduled time frames – at rocket speed! Find out more at www.softnauts.com

○ MOBILE DEVICES, ACCESSORIES, COMPONENTS

Landotech Mobile

We are a distributor of mobile solutions – mobile phones, tablets and telecommunications devices for business purposes. We have 10 years' experience, which has made a real impact on our knowledge and business skills. We cooperate with leading mobile brands. Care of our client, a varied offer, perfect logistics – everything has an impact on our successful development and help us to achieve a goal to become one of the future

leaders on consumer electronics market.
www.landotechmobile.pl

Silvair provides complete and flexible lighting control solutions based on the global Bluetooth mesh networking standard. The company offers full-stack firmware packages that enable a wide range of lighting control functionalities, including advanced lighting control strategies. Component manufacturers can easily integrate them into their LED and sensor products, flexibly choosing specific features in accordance with customers' needs. In addition, Silvair provides a smart lighting platform with dedicated tools for commissioning and managing connected lighting systems in commercial spaces. www.silvair.com

○ MULTIMEDIA, DESIGN & ANIMATION

Dardanele is an interactive studio that provides graphic services in the field of animations, illustrations and multimedia projects. We are the best in projects where illustrations, animations and creativity are key role. We create a wide range of multimedia, games, animated videos and ads, 2D animations, entertainment and edutainment applications, graphic content for e-learning apps, illustrations for digital and printed media. Our projects are tailor-made and unique for particular client. We design with passion, keeping the functionality in mind all the time. We are looking for collaboration opportunities.
www.dardanele.com

SAV has been implementing state-of-the-art technological solutions for many years within the framework of architectural, exhibition, exposition and even projects in Poland and abroad, including (with Ingarden & Ewy Architects), the prestigious design and building of the Polish Pavilion at Expo 2005 in Japan, awarded many prestigious world prizes. Currently, SAV is implementing projects using Augmented Reality and Virtual Reality for, among others, the Royal Wawel Castle, as well as several international projects, including in Japan in cooperation with the AGH UST CYFRONET Academic Computer Centre. <http://studioartv.com>

○ OUTSOURCING

Infolet – since 2005, we have been specialising in outsourcing IT professionals. Contractors employed at Infolet join the existing team at the client's company. We provide a full service that includes the recruitment and employment of appropriate specialists, followed by HR and administrative service support. Complete teams built upon client request. This solution is for companies that need to implement a new project quickly and efficiently. On the basis of client requirements, we build a complete team with competences matching the project profile and client needs. <http://infolet.pl>

○ SMART CITY & INTELLIGENT BUILDINGS

Bt electronics has been developing its own computer software and manufacturing electronic equipment since 1995. The company owns the brands SAIK (System for Automatic Identification of Keys) and HOMATIC – a system that manages primarily all control systems and technical functions of rooms and common parts of the premises which can be broken up into two subsystems: electrical power supply and comfort. It is an online system, so all the events that occur in the system can be seen in real time. <http://homatic.pl>

Eveo operates in the Digital Signage industry. We specialise in solutions enabling remote management of information displayed on LCD monitors. Our portfolio also includes systems dedicated for modern buildings: hall booking systems, designed to improve the service and hall reservation in modern offices or conference centres. www.urve.co.uk

Revotec was founded in 2008 as a company specialising in the manufacture of electronic devices. Devices we manufacture are products intended for the complex market realisation of teleinformation and teletechnical projects for both the public and private sectors. We offer Public Information Systems, Prison Guard comprehensive solutions dedicated to the prison service, and specialised dedicated security

solutions such as information panels.
www.revotec.pl

Velis is focused on the development and implementation of business software by taking advantage of Singu technology and has been implemented in 17 countries across 3 continents. The Singu brand offers five main products for both commercial and industrial real estate companies: Singu FM – total control over your building, Singu Guestbook, SSD logistics, SSD Industrial – enter industry 4.0. Each product is battle-tested, engineered in house and developed closely with our customers.
<https://velistech.com>

○ SYSTEM INTEGRATION & SECURITY

AdRem Software Smart Monitoring for Modern IT infrastructure – proactive and reactive in a single package. No agents required. Monitor network services, switches, routers, bandwidth and traffic flow. Easily monitor up/down status, files, web, IP SLA and more. Monitor Windows, VMware ESXi, Linux, Mac OS X, Solaris and BSD servers and workstations. Monitor virtual machines, files, folders, web pages. Alerting and Event Management. www.adremsoft.com



Maxto is a recognised integrator on the Polish market in the field of telecommunication engineering, IT engineering and software. The company was established in 2003 in Krakow, where it is currently headquartered. We offer an extensive range of reliable solutions in the following fields: Software, IT Infrastructure and System Integration. We provide comprehensive support at every stage of project execution. Our activities include consultancy, integration, design, implementation of IT solutions, as well as further maintenance and servicing. www.maxto.pl

SOLIDEX has operated since 1990 as a network system integrator, offering the best global network solutions, successfully designing and implementing IT systems to any scale. SOLIDEX owes its current position to its strong specialisation based on consistently applied state-of-the-art technologies of the world's leading manufacturers such as Cisco Systems, F5, Check Point or Juniper. SOLIDEX is a member of Service One Alliance, established to provide high-quality services worldwide. www.solidex.com.pl

○ TELECOMMUNICATION

EMITER is Europe's leading producer of cabinets made from Glass Fibre Reinforced Polyester, as well as metal. Emitter has operated for over 25 years producing their cabinets mainly for energy and telecommunication business and other sectors, such as photovoltaic systems or automation in most European countries, as well as outside Europe. During recent years, the sales volume of EMITER's enclosures have been exceeding 200 000 units per year.
www.emiter.com

○ TRANSPORT & LOGISTICS

DataConsult is a provider of comprehensive IT solutions supporting internal logistics of enterprises and supply chain management. For nearly 15 years, the company has produced and supplied modern and intelligent IT systems, supporting companies in achieving their business goals and benefits. Many years

of experience on the logistics market, focus on the growing needs of warehouses, consulting, as well as design and implementation of the most effective solutions puts DataConsult among the leading Polish IT companies.

www.dataconsult.pl

ITsoft was established in 1993 and from the outset dealt with software development for companies associated with the tourist market. The main product, entirely designed by ITSOFT and developed over 17 years, is the euroTICKET system, allowing for the sales of bus / coach tickets as well as a variety of insurance products. Almost 100% of Polish coach transport companies are our customers, we cooperate with over 4000 Polish and European tourist agencies.

www.euroticket.pl

○ WEB & MOBILE DEVELOPMENT

Infinite Loop is a web and mobile design & development software consultancy based in Krakow. We specialise in building bulletproof web and mobile applications. We build digital products, plan and execute digital campaigns. Our services include: UX/UI design, Ruby, Ruby on Rails, Python, Django, React.js, backbone.js and Ember.js development, iOS, Android, Windows Phone and React Native development, hosting, support and maintenance. Our key advantage is our product development process, which results in high-quality, fault-tolerant software delivered on time and budget.

<http://infinitemloop.eu>

GreenMouse specialises in complex realisations of online stores and company websites. We are committed to transparent and friendly cooperation rules. We provide comprehensive support for your project at every stage, from concept to implementation and promotion. We do not limit the time we work on your project, we refine it until it looks exactly the way you want it. Until the final acceptance of the project, you don't have any obligations. If you don't like the project, you can cancel without any costs.

www.greenmouse.pl

Utilitia Do you want to know how your web page compares to the websites of competitors in terms of accessibility? Who is better or worse in this category? Or maybe you are just interested in how accessible a given group of Internet sites is because you simply want to know it? You will be able to check it promptly with Utilitia! The Gold package enables testing entire Internet sites with up to 10,000 subpages. Similarly to other packages, apart from basic information the test result also involves a detailed report which makes it possible to locate errors and information on how to fix irregularities found on all subpages of the website. www.utilitia.com

The examples described in this document do not exhaust the full range of products and services offered by the industry. The information contained herein is an invitation to contact the staff of the Business in Małopolska Centre, who have at their disposal a full database of Małopolska companies and can help in establishing business relations.

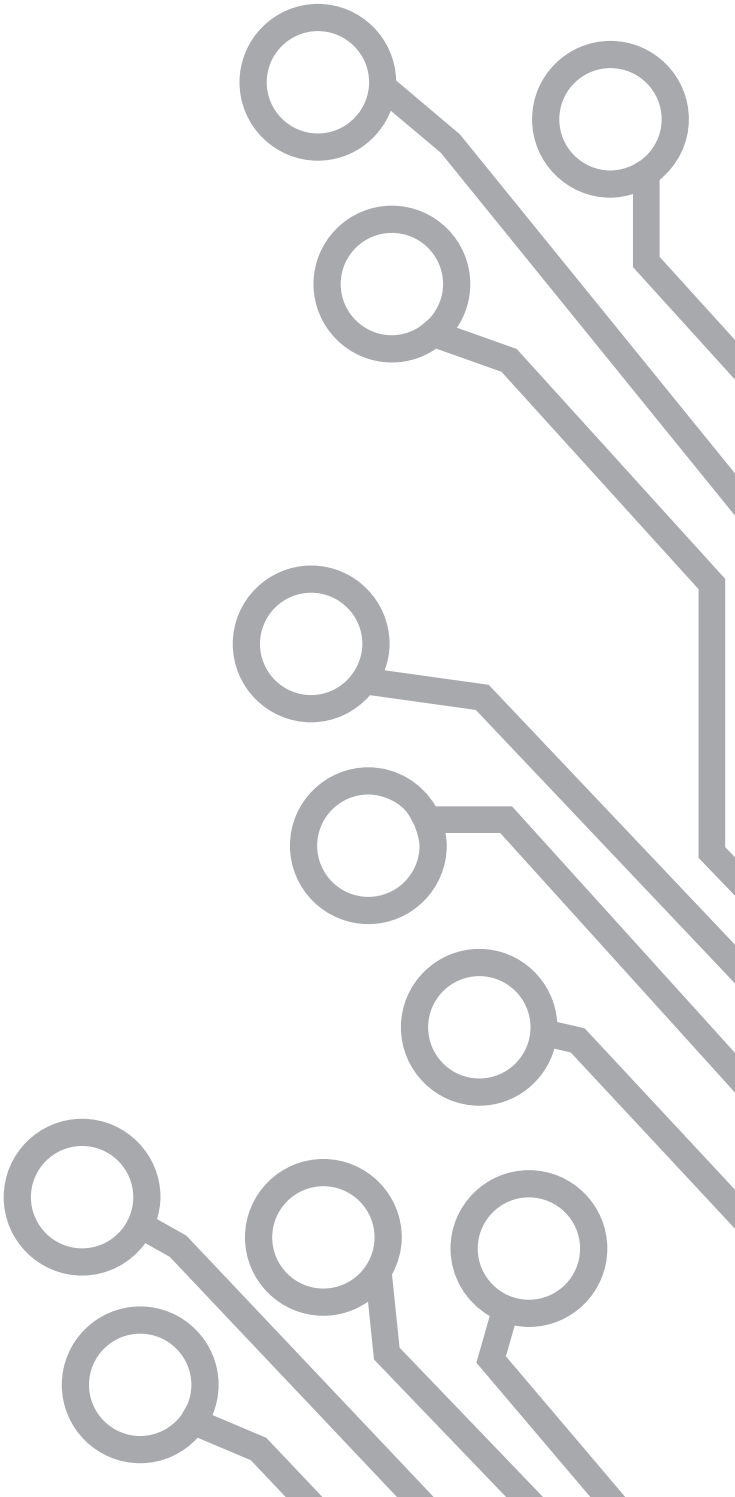
Business in Małopolska Centre

Regional network for cooperation and support for innovation

Business in Małopolska offer for business partners:

- full access to economic information
- offer of investment and office areas
- assistance in achieving the public investment grants
- tax exemption for investments within the Special Economic Zone
- preparation of applications for EU programmes
- investment / cooperation consulting services
- establishing contact with regional, municipal authorities and institutions of higher education
- support in the permit approval process
- B2B relations
- Trade support services

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