



**ASPIRE**

ACT LOCAL • WIN GLOBAL





# ASPIRE

Representing Kraków as a **top location** for technology and business services

**Networking and sharing** learning across our organisations

Working together to provide the **most up to date and credible** market intelligence

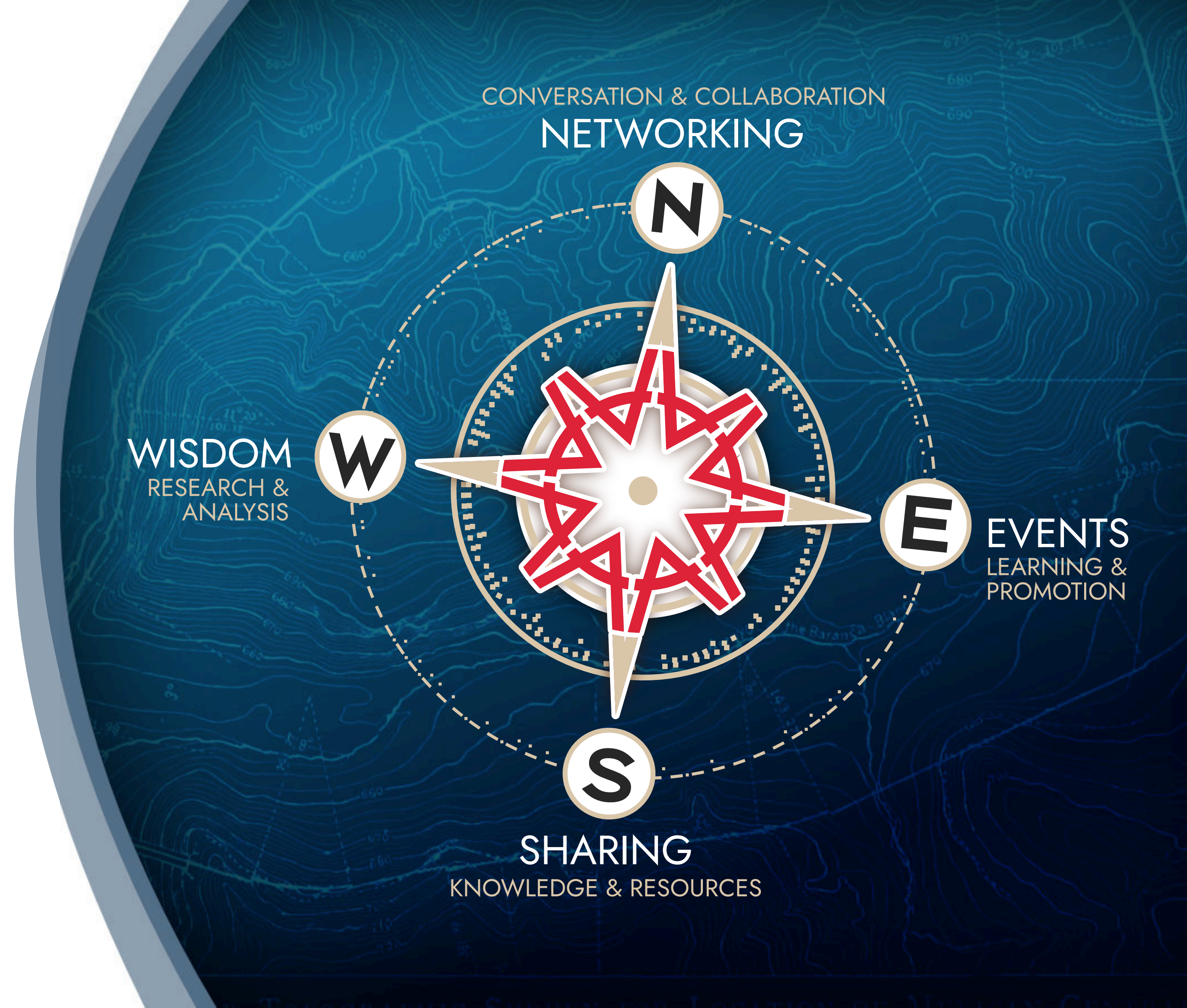
Supporting access to a **quality supplier base** as a business enabler



WE ARE

# 120 COMPANIES

SHAPING THE INDUSTRY



# ASPIRE MEMBERS

GLOBAL CORPORATIONS  
DELIVERING WORLD CLASS  
TECH & BUSINESS SERVICES  
FROM KRAKÓW



# ASSOCIATE MEMBERS

LOCAL & INTERNATIONAL ORGANISATIONS DELIVERING BEST-IN-CLASS BUSINESS SOLUTIONS



### THE ASPIRE TRACKER

Monthly benchmark tracking ratio of people working from home or in the office - covering 100 companies



### CENTRE HEADS CALL

Monthly call for site leads to check-in, share challenges, news, insight and practice



### CENTRE HEADS TASK FORCES

Teams of senior executives drawn from across centres providing insight on specific challenges



### KRAKÓW CALLING

Live broadcast with studio audience showcasing Kraków companies as market leaders



### VIRTUAL CLINICS

Online service for members to consult with municipality and lawyers



[VISIT THE ASPIRE WEBSITE](#)



### EVENTS WITH MEMBERS

Events run in association with our member companies delivering best-in-class employer branding

### EVENTS WITH STAKEHOLDERS

Events run in association with our community partners, government and universities



### INDUSTRY EVENTS

Events organised by our partners with speaker opportunities, discounts and employer branding opportunities for members

### GROUP EVENTS

From working meetings to open events raising awareness on a specific topic



CEE Business Services Awards



IMPACTS OF COVID:  
**WOMEN AT HOME**  
AND IN THE **WORKPLACE**

# THE ASPIRE ANNUAL CONFERENCE

BRINGING TOGETHER IN ONE PLACE THOUGHT LEADERS, DECISION MAKERS, SENIOR MANAGERS & TOP TALENTS



THE ASPIRE  
**INDUSTRY  
SUMMIT**

**30+ Sessions across 5 Stages.  
500 Leaders of today and tomorrow.**

Hard-hitting plenary, provocative debate, inspiring case studies, and interactive workshops.

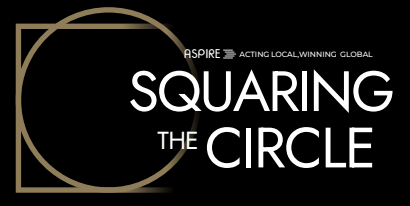
THE ASPIRE  
**LEADERS'  
GALA**

Eve of conference networking event with Keynote Speaker and an our **annual award ceremony.**

ASPIRE  
**THE DRAGON AWARDS**

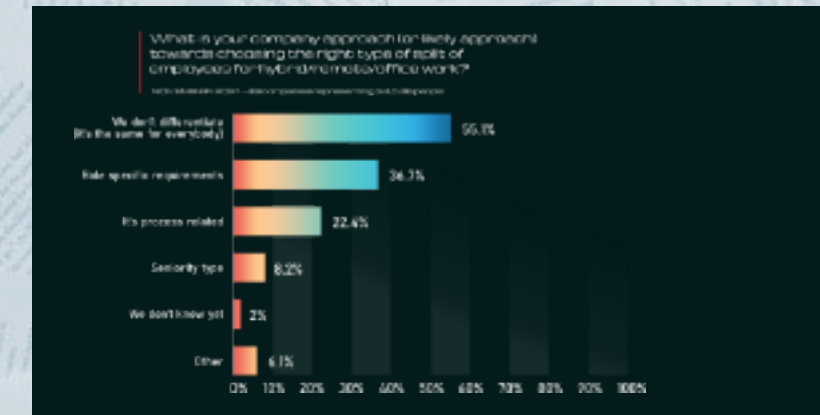


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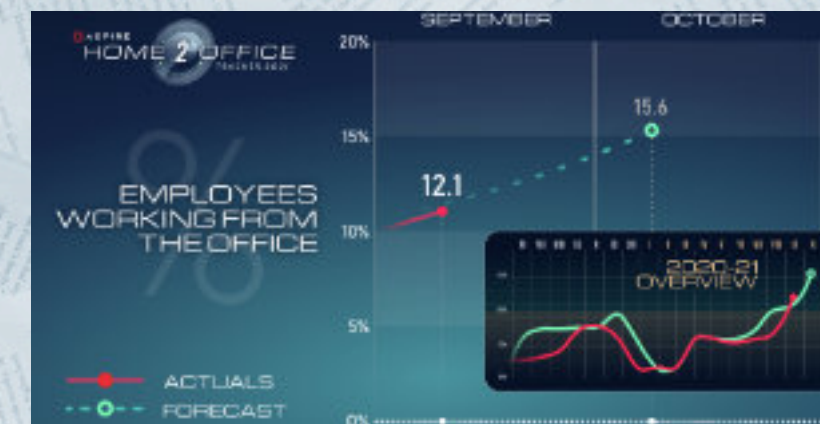
# RESEARCH REPORTS & PUBLICATIONS

PROMOTING THE INDUSTRY & PROVIDING CREDIBLE DATA FOR COMPANY DECISION-MAKING



## ASPIRE BENCHMARKS

Quick and easy-to-take online surveys providing insight into market practices



## ASPIRE CEE CENTRE HEADS SURVEY

Barometer of Centre Head sentiment, future development trends & evolution of the Centre Head role



## ASPIRE LABOUR LAW UPDATE

Monthly update on Labour Law changes



## ASPIRE LEGAL COMMITTEE REPORT

Highlighting key regulatory issues

## ASPIRE HEADCOUNT TRACKER

Definitive guide to headcount, headcount growth and company forecasts for the industry in Kraków



## ASPIRE PROCESS TRACKER

Definitive guide to scope of services delivered by Kraków centres



## ASPIRE SALARY TRACKER

Overview of salary trends in the Kraków market





# GROUPS COMMITTEES & TASK FORCES

PEER-TO-PEER SUPPORT, SHARED LEARNING,  
PERSONAL DEVELOPMENT & JOINT INITIATIVES

Robust platform for ongoing  
co-operation across member  
companies

**Upwards of 1,000  
people actively engaged**



DATA  
PROTECTION



CENTRE  
HEADS



FINANCIAL  
SERVICES



DIVERSITY



HR  
SERVICES



PROCUREMENT



HR  
FORUM



KNOWLEDGE  
MANAGEMENT



EDUCATION



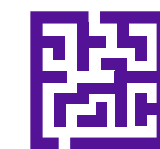
ROBOTICS



SOFTWARE



CORONAVIRUS  
RESPONSE



LEGAL



FINANCE &  
ACCOUNTING

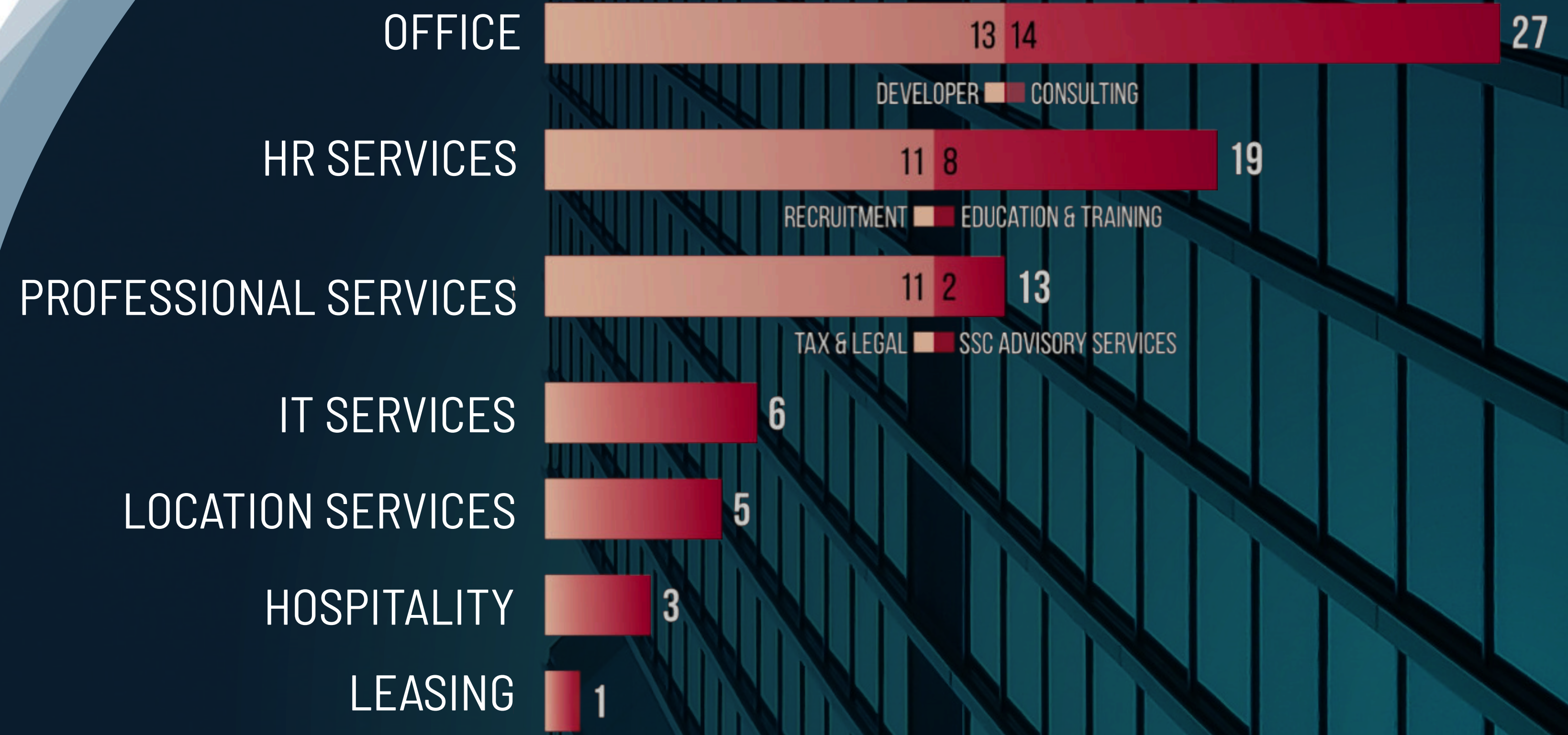


ASPIRE  
COMMUNITY

# MARKET PLACE

FACILITATING THE EVOLUTION OF THE LOCAL SUPPLIER BASE FOR TECH AND BUSINESS SERVICES

WE WORK CLOSELY WITH OUR ASSOCIATE MEMBERS TO BUILD A QUALITY SUPPLIER BASE AND VALUABLE COMMUNITY RESOURCES ACROSS MANY AREAS





# ASPIRE

## BECOME A MEMBER

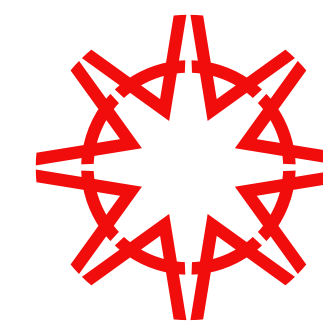
Click on the link to download  
the ASPIRE Membership  
Application Form



[DOWNLOAD](#)



RYNEK GŁÓWNY 39/8  
50°03'45.6"N  
19°56'15.2"E KRAKÓW



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