Creative and innovative region
– a case study of
Nowy Sącz, Poland

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Information for foreigners:

- foundation date of the city – 1292
- number of citizens – 84,268
- number of registered companies – 7,989
- number of higher schools – 3
- number of students – approximately 9,000
• Nowy Sącz - a city which is considered to be the entrepreneurial one,

• it’s not a big city but there is a huge amount of companies with national meaning though bad location (long distance from economical centers and difficult access),

• “Nowy Sącz Experiment” in the end of 50’s and 60’s years and its influence on city's innovation,

• 7 economical “tigers” – there is always somebody behind the enterprise – a leader.
„Konspol” and Kazimierz Pazgan
(family business)

• pioneer of a private entrepreneurship in Poland,
• processor of chickens,

• innovation: a technology of mixing poultry meat without animal fat
  (unique method used in the world).
OPTIMUS SA and Roman Kluska

• symbol of Nowy Sącz entrepreneurship in 90-years,

• producer of computers (in the middle 90’s this firm had X place in Europe),

• **innovation:** extremely fast discovering of Internet power.
„Koral” and Koral brothers (family business)

• the biggest polish ice producer,
• initially a small ice-cream outlet, during a period of several years it transformed into the Poland’s largest ice-cream manufacturer,

• innovation: they managed to reach the country's market by giving for free refrigerators to thousands of small shops.
„Fakro” and Ryszard Florek (family business)

• the second biggest producer of roof windows in the world (over 15% of world sale),
• initially a small sawmill, during a period of 20 years it transformed into the world’s manufacturer,

• innovation: the own explorative center, yearly about 10 patents, creator of the most modern roof window in the world.
„Wiśniowski” and Andrzej Wiśniowski
(family business)

• producer of sliding gates, aluminium windows and aluminium facades.
Previous ZNTK, now Newag SA and Zbigniew Konieczek

- a tradition of the biggest employer in Nowy Sącz,
- almost a bankruptcy before 2000,

- **innovation:** repurchasing of the owner’s debts by the headquarters.
WSB-NLU and Krzysztof Pawłowski

- school of business founded in 1992, in 1996 it won the ranking of polish business schools for the first time,
- first school in Poland that is located in a town,
- school that has over-regional meaning (70% of students come not from Malopolska region),

- **innovation:** usage from the beginning a programme and organization culture taken from American University
Multimedia City

The New Generation Science and Technology Park consists of:

- Research and Development Centre,
- Entrepreneurship Incubator,
- Cluster of Multimedia and Information Systems,
- Educational Centre.
Thank you for your attention

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