

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



Krzysztof Pawłowski
rector of Nowy Sącz
School of Business – NLU

1.12.2006 Warsaw

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 9000

Nowy Sącz

- 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.

WYŻSZA SZKOŁA
NATIONAL - LOU

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

Krzysztof Pawłowski

krzysztof.pawlowski@wsb-nlu.edu.pl

www.krzysztof.pawlowski.pl



WYŻSZA SZKOŁA
NATIONAL - LOU