

**Polska**



ASPIRE Brand New World 2018  
conference

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The most important event in the BPO / SSC / IT industry in Małopolska is taking off tomorrow

On 15th of May 2018, the Krakow ICE Congress Center will host participants of the annual conference devoted to the market of modern business services ASPIRE Brand New World 2018.

For the eighth time representatives of the BPO / SSC / IT industry will meet in Krakow to summarize another year in one of the most important sectors of the Małopolska's economy, providing employment of approx. 70 thousand people and strongly influencing the office and residential real estate market, as well as the development of a number of service companies cooperating with Krakow service centers.

For years Krakow has been one of the world's leading centers of modern business services, competing in Europe for a palm of priority with Irish Dublin. Soon we will find out what is the current state of the BPO / SSC / IT market, which, despite the announcement of its overheating, is still recording further increases in investment and reinvestment.

Malopolska Krakow Region, including the Business in Małopolska Center and the Investor and Exporter Service Center (COIE), are conference partners.



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