



**INTEGRATED DEVELOPMENT CONCEPT
OF POST – INDUSTRIAL AND POST – MILITARY AREAS
OF MALOPOLSKIE VIOVODESHIP**

SWOT ANALYSIS



STRENGTHS:

- ✓ well developed metropolitan functions of Krakow (culture, science, finances, special services, transport)
- ✓ convenient international transportation availability (highway, international airport, international transport corridor TINA)
- ✓ high density of transport network
- ✓ long-term cooperation links between industry and national recipients

WEAKNESSES:

- ✓ high concentration of traditional industries
- ✓ low transportation availability of the areas designed for economic activity
- ✓ great dependence of big cities on single industrial plants
- ✓ low employment rate in the third sector of economy
- ✓ restricted financial liquidity of enterprises and low credit capacity
- ✓ great number of graduates in the unemployment rate



STRENGTHS:

- ✓ great scientific and research potential of high education sector
- ✓ high educated man power
- ✓ high ratio of entrepreneurship
- ✓ favourable demographic structure (young society, relatively high birth rate)
- ✓ favourable connections with Silesia region – the greatest market in Poland
- ✓ existence of the high technology industries
- ✓ relatively low working costs level (in European context)

WEAKNESSES

- ✓ undevelopped municipal infrastructure in comparison to other countries
- ✓ weak infrastructure of business environment institutions, especially in the SMEs sector
- ✓ insufficient number of medium size enterprises
- ✓ weak position of SMEs from Malopolska as regards investment and export
- ✓ low quality of transport network
- ✓ great contamination of the rivers



OPPORTUNITIES

- ✓ decentralisation of public finance and strengthening regional government
- ✓ increase in co-operation with different regions from EU
- ✓ inflow of aid programs and structural funds
- ✓ engagement of scientific potential in the development of modern technologies

THREATS

- ✓ increase in unemployment rate
- ✓ complicated procedures of applying for EU funds
- ✓ lack of formal national legislation concerning revitalisation
- ✓ increasing labour costs
- ✓ growing competition of the other regions
- ✓ movement of high qualified specialists to capital of Poland and other EU countries