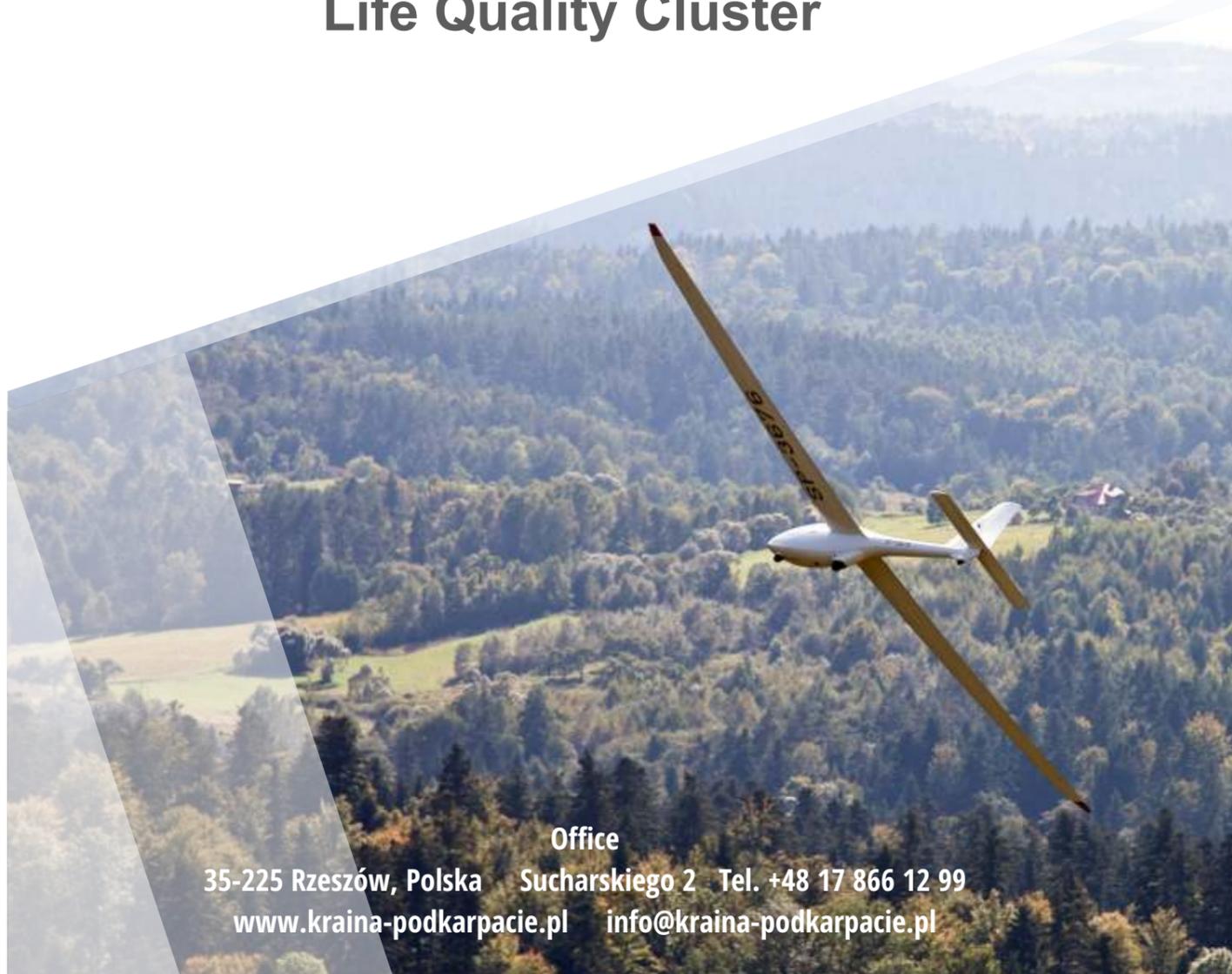




Podkarpackie Country

Life Quality Cluster



Office
35-225 Rzeszów, Polska Sucharskiego 2 Tel. +48 17 866 12 99
www.kraina-podkarpackie.pl info@kraina-podkarpackie.pl

The Life Quality Cluster „Podkarpackie Country” was established to create advantageous conditions for development of Life Quality sector in south-eastern Poland. The unique and beautiful nature and multicultural heritage create an opportunity for development of sustainable tourism, health recovery sector and green technology industry. The local concentration of high-tech companies, like aerospace, IT and pharmaceutical, not only represents fast growing market for tourism and leisure but is also a source of new technologies and talents, supporting the Life Quality sector.

A courageous vision as well as team work is needed to accomplish the goal. Podkarpackie Province has many advantages. It has the highest concentration of modern and clean aviation industry in Central Europe, associated in the most advanced industrial cluster in Poland called “Aviation Valley”. The “Aviation Valley” association grows dynamically, creating thousands of high-tech jobs, contributing to the wealth of the region. The association became an inspiration for the “Podkarpackie Country” cluster, which relies on beautiful nature and the multicultural tradition of the region and will become an important element of regional development. The future of Podkarpackie Province will be based on two “smart specializations”: clean high-tech (aerospace) and Life Quality sector (sustainable tourism, health recovery and eco-technology).

The region has also additional advantages, like competitive labor costs, high work ethics, good education system, improved infrastructure with international airport and highway, as well as experience in obtaining European Union funding and subsidies.

Considering the above assets the goal of “Podkarpackie Country” cluster is to integrate representatives of the Life Quality sector, to stimulate the local business environment and to create development strategy for the sector.





Podkarpacie Province is a region in the very south-east part of Poland. This particularly picturesque land, bordering with Ukraine to the east and Slovakia to the south, retained its unspoiled nature, culture and tradition. The genetic code of the region was shaped by historical events and experience of western and eastern cultures and religions like Catholicism, Orthodoxy and Judaism. The north part of Podkarpacie Province is famous for its clean aeronautical industry. The south part of the province, due to lack of industry, preserved its original nature and rural structure.

Rzeszow, as a capital of Podkarpacie Province, is a modern city with 200 000 inhabitants. It is always in top five in Poland's ranking lists, scoring cleanness, safety and friendliness. There are 60 000 young people studying in this dynamic city.

These qualities plus breathtaking glacial landscapes makes Podkarpacie an amazing, although still undiscovered tourist region.



CLUSTER STRATEGY

3 key sectors of Life Quality

Sustainable tourism

- Active tourism supported by hotels, restaurants, numerous walking, horse riding and biking routes
- Heritage tourism with baronial castles, wooden Orthodox churches or heritage parks
- Leisure and wellness with numerous sport centers, golf courses, tennis courts, sailing
- Rural tourism with an offer of over one thousand agro-tourism farms
- Business tourism benefiting from well-developed and active local aviation sector
- Religious tourism and pilgrimage tourism based on unique catholic, orthodox and Jewish tradition

Health recovery

- Medical services supported by medical centers
- Medical tourism offering medical service combined with tourist attractions
- Elderly people care
- Healthy, organic food with over two thousand eco-farms

Eco-technology

- Ecological building and infrastructure
- Green energy
- Technology for tourism and health recovery
- Recycling

10 goals of Podkarpacie Country Cluster

- To clean and restore local nature
- To develop technology for the sector
- To secure future financial resources
- To define the real potential of regional Life Quality sector
- To adjust the attitude of local society to sustainable tourism
- To integrate representatives of the local Life Quality sector
- To gain support of local authorities
- To adjust local education system to the sector needs
- To promote regional Life Quality sector
- To attract domestic and international investors



The approved regional development strategy is fully aligned with the European Union vision of future Europe.

Strategy Europe 2020 / Strategy Podkarpacie 2020

