



Novel Opportunities,
Unconventional Solutions:
EUROPA INCOGNITA

Lviv Region At A Glance

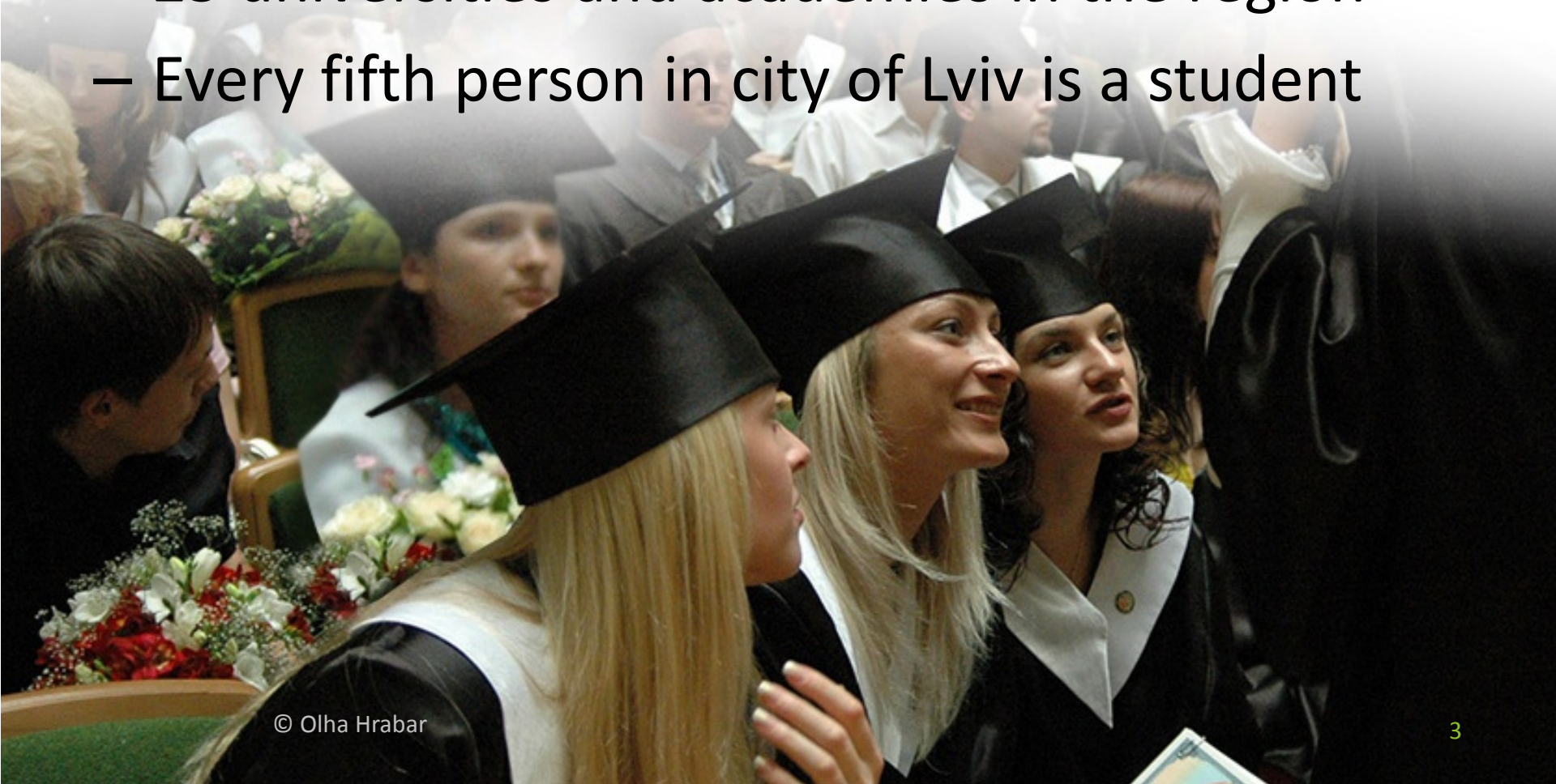
- People: educated, open-minded and mobile
- Location: 280km border with EU (East of Poland)
- Environment: green and clean
- Innovation: many traditional enterprises with unconventional approaches, more than 100 IT-companies
- Diversity: home for different cultures and religions
- Livability: vibrant social and artistic life

Lviv Region At A Glance

- Area: 21,800 km² (comparable to Slovenia, nearly half the size of Netherlands)
- Population: 2,6 million
- Major city and capital: Lviv
- Distance to EU border from Lviv: 75 km
- Time zone: GMT+2
- Main industries: IT, automotive production, food processing, agriculture, tourism

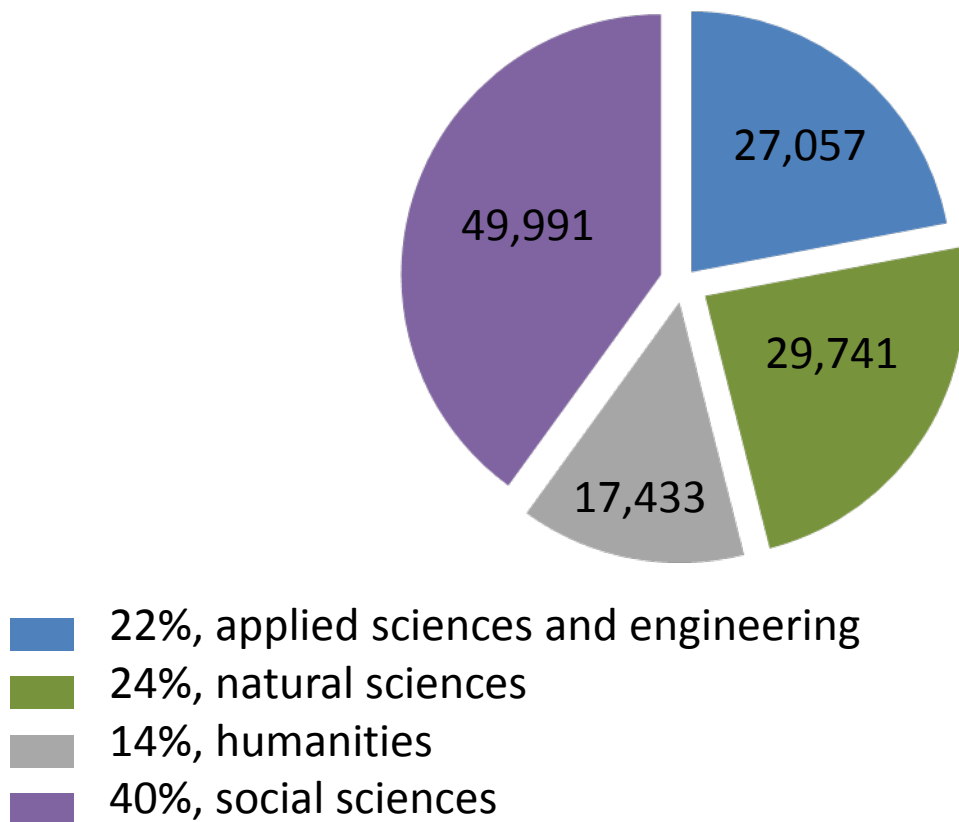
People: Educated and skilled

- 25 universities and academies in the region
- Every fifth person in city of Lviv is a student



People: Driven by Education

Academic disciplines (students, 2009)



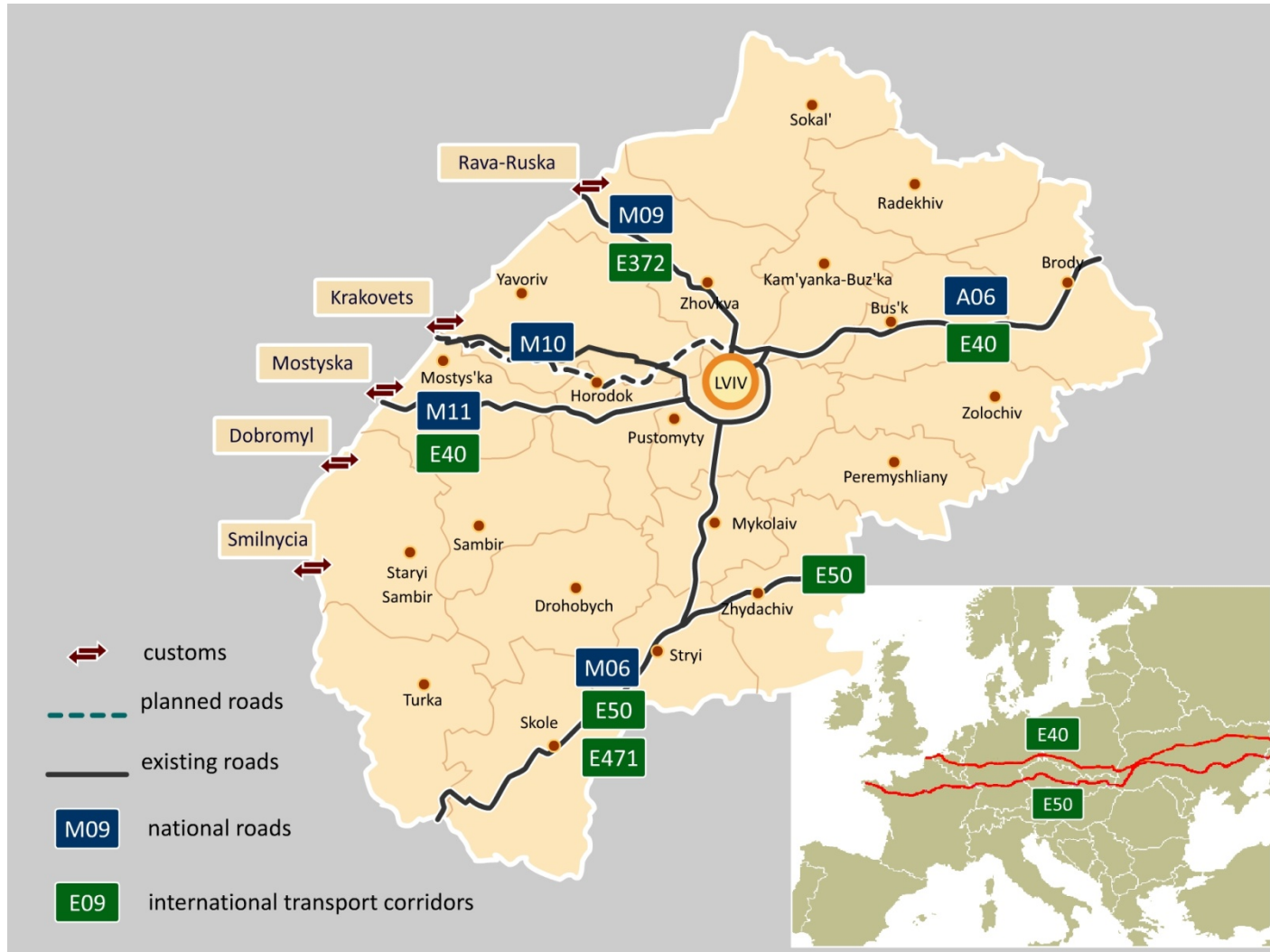
Source: Main Education and Science Office in Lviv region, 2009

Urbanization

- 1256: Lviv founded
- 1356: Lviv granted *Magdeburg Rights* (powers of local autonomy)
- 1388: first mayoral elections in Lviv
- 35 towns in Lviv region granted *Magdeburg Rights* since 1390 to 1623



European Crossroad



Direct air service



Preserved Nature

- Carpathian mountains:
2 hours drive from Lviv
- Forests cover 25%
of the area
- Century-old health
spas & resorts
- 400 nature preserves,
including 2 national parks



Recreation, SPA & Resorts

- More than 200 mineral springs
- 136 spas and resorts
- Well-developed ecotourism:
hundreds of facilities throughout
the region

Business tourism

- Dozens of hotels in Lviv and the vicinity focused on the travelers
- Conference halls and business centers available in Lviv and main resorts
- All facilities are wellconnected with Lviv by roads and public transportation usually within 15 min.—2 hr. driving

Innovation

- KPMG rated Lviv as one of 30 most promising destinations in the world for IT-BPO development
(Source: Exploring Global Frontiers, KPMG, February 2013)
- More than 100 companies and over 5,000 people involved in IT-industry
- 130,000 students (up to 10% are in engineering and IT)

Innovation

- Diverse mix of cultures provides environment for unconventional approaches and creativity
- Wide choice of educational opportunities supports talents
- Traditions of innovations are part of local self-perception and inspire entrepreneurship



Traditions of Innovation

- 16th century: one of the oldest book printing centers in the Eastern Europe (since 1585)
- 19th century: one of the world's first oil refineries (1858, at the same time as in the United States)
- 20th century: outstanding schools of philosophy and mathematics



History: Contribution to Modernity

- 1853, Lviv. Pharmacist Ignacy Lukaszewicz invented the modern kerosene lamp
- 1922, Lviv. Mathematician Stefan Banach introduced the basic ideas of functional analysis
- 1928, Lviv. Biologist Rudolf Stefan Weigl invented the first vaccine against epidemic typhus

Diversity

- Traditions of tolerance and multiculturalism
- Home for Ukrainian, Polish, Jewish, Armenian shrines
- 4,000 historic and architectural relics from the 12th to 20th centuries
- Lviv city center is a UNESCO World Heritage Site



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