

# IBM EMEA

Best Student  
Recognition Event 2009

Poland, Krakow, July 1-3, 2009

*IBM SWG Krakow Software  
Laboratory in Poland will host  
the 2009 Best Student  
Recognition Event*



During the Renaissance, **Krakow** was a centre for new ideas and culture that attracted the most outstanding humanists, writers, architects and musicians. During July 2009 it will be the place where 80 top students from across Europe, the Middle East and Africa will meet for an all-expenses-paid, three-day event that mixes technology, business, and social programs.

The main program will take place at the **IBM SWG Krakow Software Laboratory (KSL)**. The technical program will start in the afternoon of July 1 with a welcome and introduction from the KSL director. It will provide an outlook about information technology developments and their impact on business, society and the environment. An overview of KSL development areas and examples of programs developed at the lab will be complemented by executive presentations – including new IBM Poland president Anna Sienko – about IBM business and demos.

The event will conclude with an entertaining contest among student teams. IBM's „Smarter Planet” initiative will be the underlying theme for the whole program.

### Information – Education – Networking – FUN!

A dinner in Krakow's famous market square will complete the first day, allowing the participants to informally get to know one another. The second day will include a guided tour of the **Wieliczka Salt Mine** – one of Europe's oldest functioning underground facilities and oldest brands. Students will be awestruck by the chapels, reliefs and freestanding sculptures carved from salt rock walls, in addition saline underground lakes and archaeological displays offered by this UNESCO World Heritage Site.

Of course, Krakow is also an excellent starting point for excursions to other parts of Poland. Some participants may want to explore more of Poland on their own after the event – the Beskid and Tatra Mountains just a stone throw's away. The Krakow-Czestochowa Upland, commonly known as **Jurassic** offers a lot of attractions which are even difficult to mention like extraordinary landscape, castles and strongholds, caves and many others.

### Accommodation

Accommodation for the participants will be at the **Bronowice Novotel**, which is walking distance from the KSL and has good connections to the **Balice Airport** and **Krakow Central Train Station**.

### IBM SWG Krakow Software Laboratory

The SWG Krakow Software Laboratory (KSL) officially joined IBM's worldwide network of software development sites on 7 December 2005. Its mission from the beginning has been to build a development organization that builds products for worldwide markets and a services organization that contributes to IBM business efforts in the Pan-European space.

In only 3 years the number of employees at IBM's only software development laboratory in Central-Eastern Europe has grown to over 300. Developers produce products for IBM's Tivoli brand of asset management software and several key components used in other IBM brands.



### Krakow, the City of Polish Kings

The former capital of Poland, Krakow is a city rich with history, culture and old legend. Today the city is said to represent all that is Polish!

City In the Old Town (Stare Miasto) you will find such monumental buildings as St Mary's Basilica, the Cloth Hall, the Jagiellonian University's Collegium Maius and the church of SS Peter and Paul. The city also has a vibrant nightlife with a good selection of bars, clubs and cafes popular with the city's 130,000 students. City life is focused around the Market Square, the second largest in Europe after St. Mark's Square in Venice.

