



UBS Poland Service Centre in Kraków currently has more than 200 employees supporting UBS teams in the areas of legal, compliance, risk, research, operations, IT, marketing, and analytics. The teams in Kraków collaborate across many UBS locations and business divisions working on projects with an international scope.



Derek Smith, Head, Offshore Service Centres

*Derek, Why is Krakow a good location for you?*

Membership of the EU, with a well educated workforce having the appropriate language skills.

*How have you developed in the period you have been in Kraków?*

We have grown our organisation, since going live in Q1 2008, into a centre of more than 200 employees supporting UBS teams in the areas of legal, compliance, risk, research, operations, IT, marketing and analytics. The quality of our centre was recently recognised by being awarded the 2010 European Shared Services & Outsourcing Excellence award - under the Best New Captive Service Delivery category.

*How do you envisage your future development in Kraków?*

As the BPO/KPO industry matures and companies get more comfortable with the concept of offshoring/outsourcing, there is an increasing willingness to move higher value-added activities outside of the home location. Given Krakow's extensive higher education institutions and its maturing workforce, the city has the potential to become a true global BPO/KPO center by moving up the value chain. At UBS, where we already have both BPO and KPO activities, we have found a supply of people with good qualifications and, perhaps more importantly, the right motivation and drive to apply these skills.

*What is Kraków's biggest selling point?*

The quality of people available.

*UBS is a founding member of ASPIRE - the Kraków Association of IT and Business Process Services companies. How does ASPIRE help you and your company?*

ASPIRE is a great platform for companies to work together to grow the sector, something which is beneficial to the employers, to the city of Kraków and our employees.