



## NEWS

### ■ POLAND ATTRACTIVE TO FOREIGN INVESTORS

According to the report of the Polish-German Chamber of Industry and Commerce, presented during the conference at PAIIIZ, 95% of foreign investors would invest in Poland again.



From left: Adam Żołnowski - Vice President, DCT Gdańsk, Jacek Kędzior - Partner, Ernst & Young, Michael Kern - General Director of the Polish-German Chamber of Industry and Commerce, Ilona Antoniszyn-Klik - Undersecretary of the Ministry of Economy, prof. Józef Olszyński - Institute for World Economics, School of Economics, Sławomir Majman - President of PAIIIZ

The percentage of the investors satisfied with the decision on the location of investments in CEE countries remained relatively stable over the past few years (the study of German bilateral chambers is carried out from 2006). The vast majority of companies with foreign capital which invested in the CEE region (81%) confirms the rightness of their choice. Poland is the absolute leader in this ranking: 95% of respondents would locate here their investments again. The following places were taken by Slovakia and Romania (89% of positive responses), Czech Republic (85%), Hungary (71%) and Bulgaria (65%).

In total rank of investment attractiveness including 15 countries in CEE, Poland is on the second place just behind the Czech Republic and ahead of Slovakia and keeps this position from 2010, each year narrowing the gap to the leader. This year Poland got 4 of the possible 6 points, Czech Republic received 4.05 points and Slovakia 3.82 points. On the next places there were Estonia, Slovenia and Croatia.

The investors evaluated the investment attractiveness of the CEE countries through the prism of 22 factors. Top scored factors are the country's membership in the EU and the quality of human resources, including staff qualifications, their work engagement and productivity. Investors interviewed in Poland also pointed the political stability of the country as an important stimulus to investment. CEE got the lowest points for low efficiency in the fight against corruption and crime, low transparency of public procurement, unstable law, unpredictable economic policies and poor access to public and EU funding. Nonetheless, the regional study did not agree with the results for Poland. Foreign investors in Poland in 2012 mostly complained for the tax rates and ineffectiveness of tax administration.

The most of companies in almost all the 15 surveyed countries expects in 2012 higher sale, profits and export revenues compared with 2011. Also the expectation of planned investments are positive: 32% of foreign companies operating in CEE and 35% in Poland expects the increase of their investments in 2012 compared to last year.

More than 1,300 companies - foreign investors in 15 CEE countries, mostly with German capital, participated in the survey on investment attractiveness and prosperity of CEE conducted in February and March 2012 by 16 bilateral German Chambers of Commerce and Industry (AHK), operating from the Baltic to the Black Sea. (AHK/PAIIIZ)

### ■ PAIIIZ COOPERATES WITH THE U.S.: POLISH-AMERICAN BUSINESS SUMMIT

During the Polish-American Business Summit President of PAIIIZ Sławomir Majman signed a cooperation agreement with U.S. Deputy Secretary of Commerce Francisco J. Sanchez and Steve Olson, Executive Director of SelectUSA.

The Polish-American Business Summit was held on June 20<sup>th</sup> 2012, at the Copernicus Science Centre in Warsaw. Beside the main plenary session on trade & investment between Poland and the U.S. the discussion panels were held, focusing on such topics like clean energy sources in Poland, shale gas, Polish exports, creative economy and promotion of investment and trade in Poland. PAIIIZ's President moderated the discussion on the promotion of Polish business in the United States, which was attended by the representatives of the U.S. Chamber of Commerce, the company Ingot, the Polish Chamber of Commerce, Microsoft, Trade & Investment Section of Polish Embassy in Washington, Google Poland, Endeavor and Select USA - an institution for attracting foreign investment to the U.S., with which PAIIIZ, at the end of the meeting, signed a cooperation agreement.

Sławomir Majman also participated in a panel devoted to the promotion of investment and trade in Poland.

The economic summit was announced by U.S. President Barack Obama during his visit to Poland last year.

The U.S. government was represented by U.S. Secretary of Commerce, Rebecca M. Blank and Deputy Secretary of Commerce Francisco J. Sanchez. Form Poland, it was attended by, i.a., Prime Minister and Minister of Economy Waldemar Pawlak, Minister of Treasury Mikołaj Budzanowski, Undersecretary Ilona Antoniszyn-Klik, President of Boeing International Corporation in Poland Henryka Bochniarz, President of the Economic Council to the Polish Prime Minister Jan Krzysztof Bielecki. The event was organized by American Chamber of Commerce in Poland, the Polish Confederation of Private Employers (PKPP Lewiatan) and the U.S.-Poland Business Council. (PAIIIZ)



From left: Lee A. Feinstein - US Ambassador in Poland, Michael C. Camunez - Assistant Secretary of Commerce, US, Rebecca M. Blank - US Secretary of Commerce, Francisco Sánchez - Deputy Secretary of Commerce, Sławomir Majman - President of PAIIIZ, Waldemar Pawlak - Deputy Prime Minister, Minister of Economy, Ilona Antoniszyn-Klik - Undersecretary of State, Ministry of Economy.

### ■ THE MANPOWER EMPLOYMENT OUTLOOK SURVEY FOR THE THIRD QUARTER OF 2012

The test result indicates a continuing cautious trend in employment on the Polish market. Employers exhibit cautious optimism when it comes to creating new jobs in the next three months. The highest recorded employment forecasts for the sectors: restaurants / hotels, construction and industrial production.

The Manpower Employment Outlook Survey indicates cautious optimism among employers (seasonally adjusted forecast for Polish is 6%), which is reflected in their plans for the upcoming third quarter of 2012. Plans in the personnel policy remain stable over the previous quarter: still nearly one in five employer declares an increase in employment (17%), and 2/3 of companies not planning any changes in frames (70%).

The best prospects in the labor market to draw in the restaurants / hotels (14%) and construction (13%) and south-west and south (8% for both) The most optimistic are employers in India, Taiwan, Brazil and Turkey, while the least optimistic and negative employer plans to hire declared in Greece, Ireland and Spain, Hungary and Italy. (Manpower)

### ■ CROATIA'S DEPUTY PRIME MINISTER AT PAIIIZ

On June 14<sup>th</sup> 2012, Deputy Prime Minister, Minister of Economy of Croatia Radimir Čačić and the Ambassador of the Republic of Croatia in Poland Ivan Del Vechio visited PAIIIZ.

During the meeting the guests and the PAIIIZ's representatives discussed the competitiveness and investment attractiveness of Poland and Croatia as well as the possibilities of attracting foreign investments. The Parties also exchanged information on the main trading partners of both countries and the direction of FDI inflow.

The meeting was also attended by the Deputy Director of Promotion and Bilateral Cooperation Department of Polish Ministry of Economy Marek Korowajczyk, Bożena Borkowska, Counsellor, Head of the Trade and Investment Promotion Section (WPHI) of the Polish Embassy in Zagreb and the representatives of Ministries of Economy of Croatia and Poland, Embassy of Croatia in Poland, PAIIIZ and WPHI. Marek Łyżwa, Member of PAIIIZ's Board served as host of the meeting.

According to the data of the Ministry of Foreign Affairs, the FDI from Croatia in Poland in 2011, amounted to EUR 1.2 million and its total value is EUR 173 million what makes from Croatia next to Slovenia, the key investor in Poland from Balkans. The companies from Croatia mainly invest in pharmaceutical and food industries - the company Pliva acquired Polfa Krakow and established its R&D centre in Krakow; also Podravka has its production plant in Poland. (PAIIIZ)

### ■ ELECTRIC VEHICLES MARKET

Poland, Czech Republic and Romania at the forefront of the most attractive markets for electric vehicles sale.

New analysis from Frost & Sullivan on the Central And Eastern European Electric Vehicle Industry, finds that the industry is expected to reach unit shipments of around 62,000 units by 2017, increasing from approximately 245 unit shipments in 2011 due to increasing demand for convenient, eco-efficient and sustainable mobility solutions predominantly in dynamically developing urban areas as well as due to anticipated optimisation of the supply chain and, therefore, substantial EV cost reductions.

EV sales in CEE, a region with a population of over 100 million people and a solid macroeconomic environment, are anticipated to cross the 60,000 mark by 2017.

Poland is at the forefront of the most attractive EV markets in the CEE region (together with Czech Republic and Romania). The main reason is an increasing demand and growing number of players investing in electric mobility.

The share of sales of electric cars and plug-in vehicles in Poland may reach the level of 4.4 % of total sale of passenger cars and LCV in next 5 years (realistic scenario). In the optimistic version, assuming a rapid deployment of governmental support and dynamic improvement of macroeconomic situation, the share of electric vehicles can reach even 9% of total sale.

Frost & Sullivan estimates the EV market to grow at a phenomenal 151 per cent over 2011-2017.

More information on the report: Joanna Lewandowska, Corporate Communications, (joanna.lewandowska@frost.com). (Frost & Sullivan)

## INVESTMENT IN POLAND

### 400 NEW JOBS ON OSTRÓW BRDOWSKI

The terrain of the Gryfia Shipyard in Szczecin will become home to a new innovative off-shore plant, i.e. one associated with the production of bulk steel constructions for the maritime power engineering sector.

The contract, which was signed on April 2nd 2012, covers the realisation of the undertaking through the joint venture of the following three companies: the German company Bilfinger Berger (62,5% of shares), the Gdynia CRIST Shipyard (25% of shares), and the MARS Closed Investment Fund, owned by the

Industrial Development Agency (IDA) (12,5% of shares).

The value of the investment will exceed EUR 50 million. It will produce approximately 400 new workplaces, some in the domain of research and development. The new plant projects an annual production of approximately 80 thousand tonnes of steel constructions for elements of the foundations of maritime wind towers. The main clients will be companies from Germany and the United Kingdom. The investors anticipate that during the next 10 years, the market will demand as much as 5.5 thousand such foundations. Thanks to its good

location, state-of-the-art technologies and qualified personnel, originating mainly from the Szczecin shipyard industry, the company plans to play a key role in the rivalry for this promising market.

The initiation of the project requires the fulfilment of certain conditions, which include authorisation by the Ministry of Treasure.

More information: Rafal Jesswein, MARS Closed Investment Fund, tel. +48 502 141 831, rafal.jesswein@msstfi.pl. (IDA).

## EVENTS

### BUSINESS OPPORTUNITIES IN MEXICO

PAIIZ invites to Polish - Mexican seminar on trade and investment which will be held on June 26th 2012, 11.00 am, at the PAIIZ Press Centre Street, Warsaw, Bagatela street 12.

The seminar will focus on bilateral economic cooperation: investment, trade cooperation and support for the Polish companies interested in investing and export to Mexico.

Mexico is the 14th biggest world economy in terms of GDP. The country is a member of major international economic organizations (including the OECD and the G-20) as well as a party of 13 free trade agreements with 45 countries, including major world economies (with the exception of Brazil, China and India). It has significant reserves of oil and natural gas, also the opportunities for the exploitation of shale gas are considered. Mexico is the third Polish trade partner in Latin America. The seminar is organized by PAIIZ and ProMexico, in cooperation with Ministry of Foreign Affairs and the Embassy of Mexico in Poland. The meeting will be held in English. Please confirm the participation to: katarzyna.rosinska@paiz.gov.pl. (PAIIZ)

### THE OECD GUIDELINES

PAIIZ, Accreo Taxand and Employers of Poland invite to the conference "OECD Guidelines in the context of supply chain management", which will take place on June 28th 2012, 11.00 am at the PAIIZ Information Centre, ul. 12 Bagatela, Warsaw.

The issue of responsible and effective supply chain management, although so essential, is not widely known and discussed in Poland. The purpose of this conference is to bring theory and best practice in minimizing the risks of economic, social and environmental aspects of supply.

Closer inspection of suppliers to minimize the risks associated with the time and the quality of the ordered supplies, reduce energy costs, transportation and material and affects the competitiveness of the company and the reputation of its brand. Conference participants will also learn about the latest global trends in corporate social responsibility (update of the OECD Guidelines and a summary of the annual meeting of National Contact Points) and their implementation at national level (Code of Responsible Business). Please confirm the participation to: katarzyna.koscieszka@paiz.gov.pl, Tel: 22 3349853 (PAIIZ)

### INJURIES AT EURO 2012 SPORT AND MEDICINE

European Centre for Enterprise, Polish Information and Foreign Investment Agency and Ameds Ltd invite to a press conference Injuries at EURO 2012 sport and medicine with the participation of Ilona Antoniszyn-Click, Undersecretary of State at the Ministry of Economy and the representatives of the Carolina Medical Center and Medcover - companies holding the medical care of footballers and fans during EURO 2012.

The conference will be held on July 4th 2012, 12 am in the Museum of Sport and Tourism (Olympic Centre

building), ul. Wybrzeże Gdyni 4, Conference Room on the 2nd floor. The conference is organized as the next level of implementation of the project of medical tourism promotion 2012 2015

Please confirm your participation to: beata.jez@paiz.gov.pl. Entry only with ID cards. (PAIIZ)

### KATOWICE SUMMIT 2012 IN NEW YORK

On June 27th, 2012 at the Polish Consulate General in New York City - the financial capital of the United States the "Katowice Summit 2012 - Katowice as an attractive city for IT and business operations investors" will be held. Among the participants there are the representatives of Polish diplomacy and business from Poland, particularly Katowice as well as from other countries.



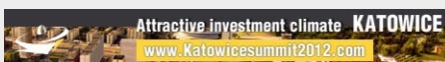
„Katowice Summit 2012" is a continuation of Katowice city's promotion in US. The aim of the conference is to invite American companies to invest in Katowice.

Experts from IBM and Hays, various BPO and ITO sector entrepreneurs from Poland and US, the representatives of Katowice Special Economic Zone and Katowice City will present Katowice and Silesia region as an innovative, modern and "green" location for foreign investments.

The keynote speakers will present on the industry's most timely topics: economic development of Eastern Europe in the time of global economic meltdown and the euro crisis, the future of investment in the region, fast-developing infrastructure for outsourcing, including modern service centers an IT in Poland as well as data protection laws and issues surrounding cloud computing.

Last year's summit attracted over 125 guests, including professionals and opinion makers from Citigroup, HSBC, UBS, Merrill Lynch, IBM, Ernst&Young, PWC, KPMG, Wipro, and more, including New York City officials.

More information: www.katowicesummit2012.com, press@katowicesummit2012 (Katowice Summit 2012)



### SMART LOGISTICS IN A CHANGING EUROPE

Luc Strybol, Economic Counsellor of Flanders, and Koen Haverbeke, representative of the Flemish Government at the Embassy of Belgium would like to invite to a conference held on June 28th, 2012 at 10:30 am in Łódź.

For many good reasons Poland has become an important production and logistics centre in Europe. Companies benefit from the ongoing improvements of the Polish infrastructure and transportation network. They continuously have to optimize their supply chains to respond to changing customer demands and shifts in the international markets.

Flanders is the most efficient gateway to the attractive markets of Western Europe. It has the perfect location, infrastructure, know-how and language skills to be the first destination of your exports. The Flemish Government and Flanders Investment & Trade offer you a set of tools to set up a hub in Flanders and to find a service provider that suits your business.

The panelists will share both the Flemish policy experience and the tools used to reach this key logistic position in Europe with their partners in the Łódź region. Find out more and meet representatives of Belgian companies at our conference. After the conference you are kindly invited to a reception on the occasion of the Flemish Day.

The seminar is held at the Mirror Room of the Museum in Łódź, Ogrodowa 15. The participation is free of charge. Registration up to June 25th: warsaw@fitagency.com, +48 22 584 73 40. (Fitagency)

Exchange rates (as 25.06.2012)

	Buy	Sell
USD	3,3521	3,4199
EUR	4,2149	4,3001

Source: www.nbp.pl



**Invest in Poland**

Polish Information and Foreign Investment Agency

00-585 Warsaw, 12 Bagatela Str.  
tel. (+48 22) 334 98 40  
fax (+48 22) 334 99 90  
e-mail: redakcja@paiz.gov.pl

Public Relations Division  
Economic Promotion Department