

# WE DID IT IN POLAND

Experience Poland that is innovative, dynamic and full of opportunities.



Patronat polskiej prezydencji w Radzie UE  
Patronage of the Polish presidency of the Council of the EU  
Patronage de la présidence polonaise du Conseil de l'UE

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**BSP**  
BUSINESS & SCIENCE  
POLAND





For more than 35 years, Poland has been one of the fastest growing economies in Europe. Behind this success are concrete solutions, innovative technologies and people. Poland's economic growth rate in 2025 will be higher than global GDP – it will be 3.5% – and at the same time almost double the growth rate of developed economies. In comparison, the eurozone's projected growth is just 1.0% in 2025.

**We are a growth leader among EU economies.**

**That's something to be proud of!**



**Directing media attention** to  
Poland's successes and the  
potential of our economy.



**Increasing the interest of European  
partners and investors** in  
cooperation with Polish companies.



**Strengthening Poland's image**  
as an innovative, dynamic, and  
modern country that makes a  
significant contribution to the  
development of the EU.



Promoting Polish innovation and  
entrepreneurship by **increasing  
awareness of Polish achievements**  
in the field of technology and  
business in Europe and in Poland.



**Cultivating national pride**  
and a shared social identity.  
Inspiring Poles to take pride  
in their country's achievements  
and encouraging active participation in  
initiatives that highlight Poland's successes.

# CAMPAIGN OBJECTIVES





# KEY ELEMENTS OF THE CAMPAIGN

**The campaign spot** in two language versions, showcasing groundbreaking Polish innovations.

More than 2 000 000 views on Youtube.

**The online catalogue of Polish innovations**, continuously expanded with new breakthrough solutions.

The catalogue features 50 Polish innovations, with new submissions coming in every week.

**Comprehensive educational campaign** across different social media platforms.

**The interactive exhibition** highlighting the most significant business achievements of Polish women and men, presented at major national events. The exhibition premiered in Brussels.

**Nationwide PR campaign**

We've made a buzz in media.

Within just the first three weeks after its launch, the "We Did It In Poland" campaign reached an audience of over 5.14 million.

**International activities**, including participation in global events, speaking at international conferences and congresses, and partnerships with embassies and international organizations.

# EXAMPLES OF POLISH INNOVATIONS

## Medicine, Biotechnology and Health

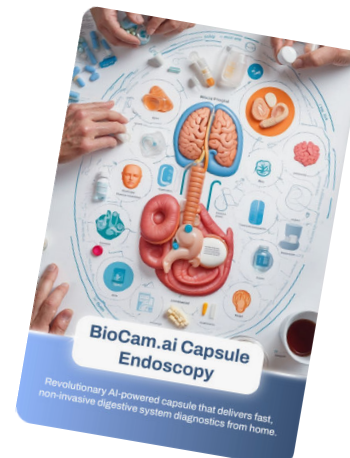
According to data from the BioForum Association of Biotechnology Companies, the estimated value of the Polish biotechnology market — **growing at a rate of around 10% — may already exceed PLN 15 billion.**



**Deep Rhythm AI** – an advanced set of AI algorithms powered by an impressive database of 250 billion heartbeats



**Bionic Panceas** – fully functional, 3D printed bionic organ ready for the world's first transplant!



**BioCam.ai Capsule Endoscopy** – diagnostics of the entire digestive system at home



**SiDLY Vital Care** – a certified medical device designed for the health and safety of seniors helping in quick response to alarming signals.

# EXAMPLES OF POLISH INNOVATIONS

The Polish space sector currently includes around 450 entities. Over 150 of them are directly involved in projects carried out by the European Space Agency, with the **total value of signed contracts exceeding EUR 140 million**.

**ICEYE** is the owner and operator of the world's largest constellation of observation satellites equipped with Synthetic Aperture Radar (SAR).

**OREC by SATIM** – cutting-edge AI-driven Automatic Target Recognition solutions with 3 highly accurate AI models for detecting and classifying vessels, aircraft, and vehicles on SAR imagery.



**AURORA PRO by THORIUM SPACE** is an innovative next-generation satellite communications terminal that enables simultaneous connection to satellites operating in different types of orbits – low, medium and geostationary.

**ILR-33 BURSZTYN 2K ROCKET** is the world's first rocket with more than 98% hydrogen peroxide as propellant to successfully pass flight tests. In 2024, it made a landmark flight reaching 101 km.



# EXAMPLES OF POLISH INNOVATIONS

## FinTech and Modern Services

The value of the Polish FinTech market currently stands — depending on the source — at between USD 1 billion and several billion, **placing Poland among the leading countries in the Central and Eastern Europe region.**



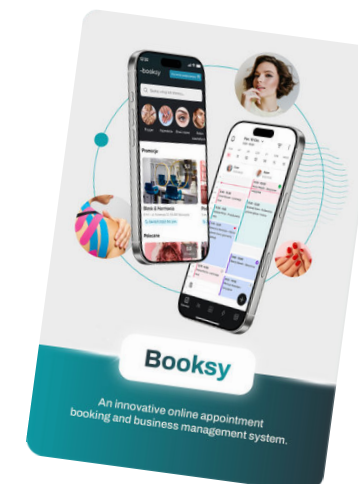
**Blik** has revolutionized the payments industry, bringing new standards of convenience, security and efficiency to the industry.



**InPost's Paczkomat® machines** are an innovative form of sending and receiving that makes it possible to use the device 24/7.



**Biometric Checkout Program –** the solution is based on the fusion of iris and facial biometrics, making it possible to pay for purchases... with a glance!



**Booksy** is a platform that connects service providers with customers, enabling convenient 24/7 online booking and comprehensive business management.

# EXAMPLES OF POLISH INNOVATIONS

## New Technologies

The value of the IT market in 2023 amounted to as much as PLN 80.3 billion, marking an increase of around 14.4%. Forecasts for 2025 indicate that the value of **the IT market is expected to rise to PLN 61.1 billion.**



**Eleven Labs** creates AI that listens, understands and responds like a human and offers tools that make voice a natural way to interact with technology.



**inStreamly** is a technology platform that connects microstreamers with brands through an automated system of contextual advertising.



**Astroteq.AI** – comprehensive electric vehicle charging ecosystem, combining advanced hardware and software.



**Synerise** – the world's most powerful Foundation Model for behavioral data.



# EXAMPLES OF POLISH INNOVATIONS

## Green Technologies and Sustainability

The 2030 Agenda obliges UN member states to achieve 17 Sustainable Development Goals by 2030. In terms of progress on all indicators, **Poland ranks 9th out of the 166 countries included in the index.**



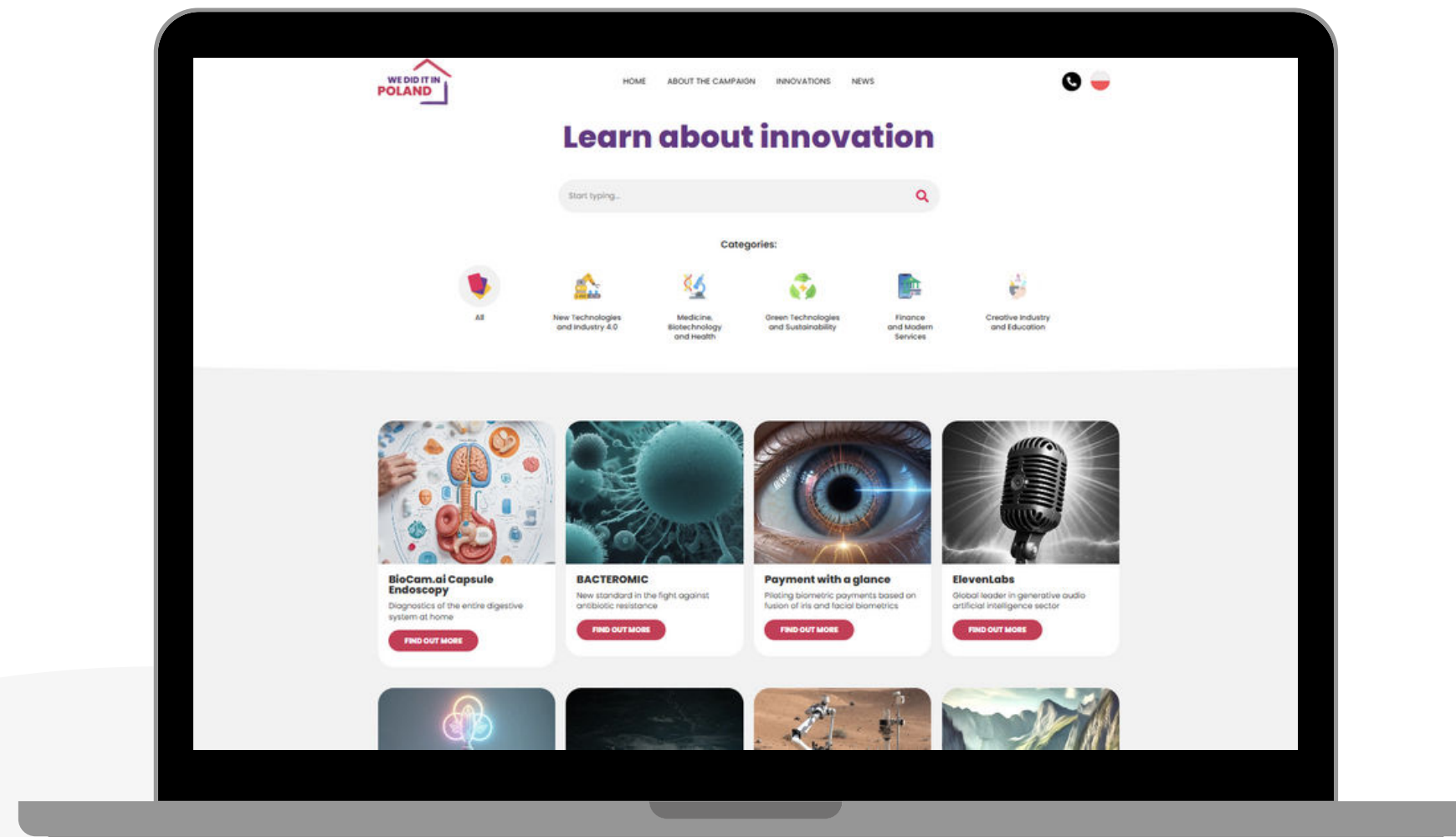
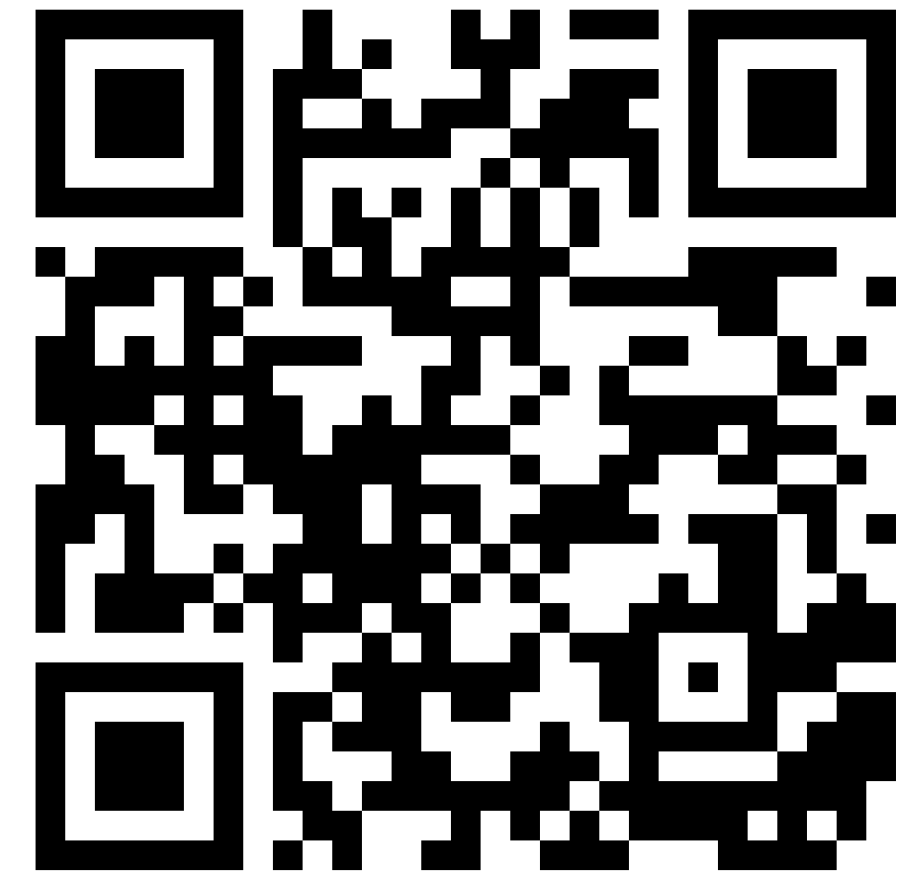
**Chargers ORLEN X WILLBERT Amber II** – comprehensive electric vehicle charging ecosystem, combining advanced hardware and software.



**WaterSense** – is revolutionizing the monitoring of inland water quality. The system provides real-time warnings of threats to ecosystems.

# Experience Poland that is innovative, dynamic and full of opportunities

Discover groundbreaking solutions  
in the innovation catalogue!



# Be amazed by bold Polish ideas

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