

Gorzów Wielkopolski



Polish Cities
– unlocking
the potential



Polish Investment
& Trade Agency
PFR Group



Introduction



Jacek Wójcicki

Mayor of the City
of Gorzów Wielkopolski

Gorzów is a systematically and dynamically developing city that blends modernity with history and multiculturalism. Thanks to its continuously improved infrastructure, business-friendly environment, and high quality of life, it is an ideal place to live and conduct business. I warmly invite you to our beloved city and assure you that Gorzów is a place where it is truly worth staying.



**Radek Pituch**

Manager
Investment Support Department
The Polish Investment and Trade Agency

Dear readers,

It is with great pleasure that we once again present a new edition of the Polish Investment and Trade Agency's original publications from the series "Polish Cities – unlocking the potential" developed in cooperation with PAIH's investment team, regional cities, and local partners. This time, we focus our attention on the western part of Poland, specifically the second largest city in the Lubusz Voivodeship, Gorzów Wielkopolski.

As a significant city on the regional map, Gorzów serves as a vibrant administrative centre—the seat of the Lubuskie Voivode—as well as a cultural, social, and economic hub within the voivodeship.

The area is home to numerous companies, including those belonging to foreign investors who have long appreciated the well-developed infrastructure and access to skilled employees. The Kostrzyńsko-Słubicka Special Economic Zone operates within the city, significantly facilitating investment opportunities in Gorzów and its metropolitan area.



Basic information

Gorzów Wielkopolski is the second-largest city in the Lubuskie Voivodeship. It is situated along the Warta River, at the meeting point of the Kłodawka River and its tributary, Srebrna. The city covers an area of 85.72 km² and has a population of approximately 115,847 residents.

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The city serves as the seat of the Lubuskie Voivode and the integrated government administration for the Lubuskie Voivodeship and Gorzów County. Gorzów Wielkopolski is also the core of the Functional Urban Area (MOF), which includes the surrounding municipalities.

It is located 51 km from the German border and about 137 km from Berlin. Larger nearby cities include Poznań and Szczecin.

Gorzów Wielkopolski currently boasts significant investment potential, attracting the attention of entrepreneurs. Direct access from the city's investment areas to the S3 expressway and subsequently to the A2 motorway is one of its key advantages, contributing to its investment appeal.



Addressing the needs of large investment projects, a significant investment area of over 200 hectares has been prepared for strategic economic initiatives on Mironicka Street. This area is currently the focus point for key projects:

- A tender has been announced for the extension of the northern bypass section from Myśliborska Street to Żwirowa Street, as well as the reconstruction of Mironicka Street.
- A planned investment on the 216-hectare site on Mironicka Street, valued at over PLN 250 million. The plans include essential infrastructure such as water supply, sewage systems, lighting, and drainage.

At the same time, addressing the needs of the dynamically growing SME sector, a fully equipped area called the Small Investment Zone was developed and sold entirely to entrepreneurs in 2023. As the project proved to be a great success, the City is now preparing another complex of investment areas targeted at this group of businesses.



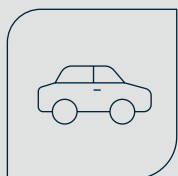
Region

Lubuskie Voivodeship



~115 847

Number of citizens



S3

expressway



Airport available

Berlin Brandenburg (BER) 175,9 km

Poznań-Ławica (POZ) 113,6 km

Szczecin-Goleniów (SZZ) 96,9 km

Road infrastructure



Legend

- Existing
- Under implementation
- In tender
- In preparation
- Existing national roads

Education

Gorzów Wielkopolski is a city that offers numerous educational opportunities at various levels.

Vocational education plays a crucial role in preparing young people and adults for work in diverse professions. The flagship institution for secondary-level vocational education is the Centre for Vocational and Business Education (CEZiB). Established on the foundation of three school complexes, it now encompasses as many as nine different schools. CEZiB includes, among others, a mechanical technical school, a construction and automotive technical school, a lifelong learning centre, and three vocational schools (formerly trade schools).

To further tailor the education of students to meet the needs of future employers, patronage classes are established within CEZiB. The centre collaborates with local companies that act as patrons, providing students with access to specialized knowledge and practical experience in their chosen professions.

Additionally, Gorzów is home to several secondary schools with vocational profiles, including technical schools, profiled high schools, and vocational schools. These institutions enable students to acquire practical skills in various fields, preparing them for careers in specific trades.

There are four Institutes of Higher Education Higher in Gorzów offering 25 study programs: The “Akademia Jakuba z Paradyża”, the Higher School of Business, the Academy of Physical Education, and the Higher Vocational School.



The “Akademia Jakubaba z Paradyża” offers its students the opportunity for combined education. Students can acquire theoretical knowledge at the academy while simultaneously working in companies to gain practical professional experience.

AJP – The academy has five faculties and offers 21 bachelor's, master's, and integrated master's degree programs. Studies are conducted in both full-time and part-time modes.

HSB – Offers first and second-cycle studies, both full-time and part-time, with two degree programs available at the bachelor's and master's levels.

APE – Specializes in fields related to physical education. It offers three bachelor's, master's, and integrated master's programs, all in a full-time mode.

HWS – Provides educational programs in Medical Rescue, Electroradiology, and Nursing.



4 Number of Higher Education Institutions

25 Number of Fields of Study

6 000 Number of Higher Education Graduates



Office market

| Selected Office Buildings

Building Name	Year of Completion	Address	Rental area (m ²)	Occupancy Rate (%)
Wastry Office	2022	ul. Walczaka	300	bd
Górczyn	bd	Osiedle Górczyn	145	bd
Staszica	bd	Osiedle Staszica	225	bd
Park III	2002	ul. Sikorskiego 1111	106,68	bd
Gorem Targowa	2023	ul. Targowa 7	800	50%



BSS Sector

The Business Services Sector is a dynamically growing area of the economy, encompassing various types of business service centres. Gorzów is home to several companies offering accounting, financial, legal, and IT services. Most of these companies are SMEs, and it can be concluded that the market still has room for the establishment of additional firms providing such services.

A new initiative being implemented in Gorzów is the establishment of a Shared Services Centre (SSC) for educational institutions. The SSC will handle accounting, financial reporting, payroll, HR, and legal services. Additionally, it will provide support in administration and settlements. The centre is set to serve 62 units

| Selected BSS Companies

The Gorzów Technological Centre – Industrial and Scientific Park Ltd. (GOT)

This research and development centre in Gorzów Wielkopolski offers technical and scientific support for various industries and specializations, such as pharmaceuticals, medicine, energy, mining machinery production, IT engineering, and fintech. GOT has been accredited with a Research Laboratory Accreditation Certificate, confirming its competencies in compliance with the international standard PN-EN ISO/IEC 17025:2005.



IT Sector

In Gorzów Wielkopolski, the IT services sector is diverse, with many companies offering specialized services.

Currently, a project called the **Lubuskie Centre for Digital Competencies and Shared Services** is being implemented.



~1500

Total number of students
on IT-related majors

| Selected IT companies

- ITR Serwis
- gorzow.it | Digital Transformation Partner
- GOBIT – wsparcie IT
- PROSID – Pogotowie Komputerowe
- Ośrodek Komputerowy Infostil sp. z o.o.
- KSU Provector



Investments

In Gorzów Wielkopolski, a variety of investments are being carried out across the residential, infrastructure, social, sports, and economic sectors. The city is highly active in implementing projects that directly contribute to its development and enhance the quality of life for its residents.

Numerous investments in road infrastructure are currently underway. Additionally, preparations are in progress for a major project – the construction of Gorzów's northern bypass, which will significantly improve traffic flow within the city.

The city is also undertaking a range of other projects, including the modernization of squares, parks, roads, and public buildings.

In 2023, the flagship project eagerly awaited by residents and local sports teams was completed. Arena Gorzów, a multifunctional facility, now hosts sports events, business gatherings, and concerts.

For 2024, Gorzów Wielkopolski has planned investments with a cumulative value of PLN 212.6 million.

40%

The maximum level of support under state aid for new investments in this region.



Case study

DHL Supply Chain

The construction of a facility covering over 60,000 m² was completed in 2023. It is the second-largest building of its kind in the city and represents the first phase of a planned complex with a total area exceeding 110,000 m². The newest DHL Supply Chain complex has created jobs for several hundred people. In line with DHL's GoGreen policy, the facility underwent certification and was built according to the BREEAM Excellent system standards. From the start of construction, electricity consumption was minimized through various solutions, such as sub-metering systems and skylights. Measures to reduce water consumption and implement efficient light management systems were also introduced. Electric vehicle charging stations were prepared, and the surrounding outdoor areas were developed as green spaces.

As a leading global logistics company, DHL Supply Chain is at the forefront of sustainability, demonstrating a strong commitment to reducing its carbon footprint and setting the highest standards in social and governance practices.

The investment was carried out under strict guidelines aimed at limiting the use of fossil fuels. The building is operationally carbon-neutral and equipped with photovoltaic panels. Indoor temperature is regulated through modern heat pump systems.



Tomasz Kocik

Vice President of Finance for DHL Supply Chain in Central and Eastern Europe

The construction of the DHL Supply Chain logistics centre in the capital of the Lubuskie Voivodeship is a significant step in the company's development strategy in Central Europe. We chose this location for our investment because Gorzów Wielkopolski is ideally situated for the logistics network, connecting east and west (via the nearby A2 motorway) as well as north and south (via the S3 expressway). This advantage applies not only within Poland but also to the broader European region.

An additional asset is the highly developed labor market and skilled workforce, a legacy of the city's rich industrial history. Equally invaluable is the excellent cooperation with local authorities, who demonstrate the speed and flexibility essential in today's business environment.

I hope—and am confident—that this will not be the last DHL Supply Chain investment in Gorzów, which I sincerely wish for the residents, local authorities, and the Polish branch of DHL Supply Chain.





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