

Łódź



Polish Cities
– unlocking
the potential



Polish Investment
& Trade Agency
PFR Group



Introduction



Radek Pituch

Manager
Investment Support Department
The Polish Investment and Trade Agency

Dear Readers,

Łódź, a city located in the central part of Poland, it is a dynamic academic and business hub. Thanks to strategic investments in infrastructure, the rapid development of the IT sector and modern technologies, as well as a strong educational base, the city offers exceptional conditions for both domestic and foreign investors. Łódź is a place where innovation creates unique opportunities for business development and expansion into the Polish and international markets.

Located in the heart of Poland, Łódź offers excellent access to transport networks. It is the only city in the country where two major motorways — A1 and A2 and two expressways — S8 and S14 — intersect, forming a ring road around the city. Additionally, the proximity of the Władysław Reymont International Airport allows for quick connections with key cities across Europe. This central location makes Łódź an ideal place for the development of logistics and distribution, positioning it as a vital point in the European supply chain.

The city is focused on the development of innovative sectors such as IT, BPO, SSC, and R&D. Łódź is one of the key centres for shared services and outsourcing in Poland. Through cooperation with local universities, the city has access to a highly skilled workforce, which attracts investors from around the world. In addition, the expanding commercial real estate sector—both office and warehouse space—supports the development of new investments.

Łódź offers investors not only excellent infrastructure and access to skilled professionals, but also a high quality of life, a rich educational offer, and a dynamic cultural scene. The city is one of Poland's key cultural centres, making it an attractive place to live and do business.

We invite you to explore this publication and to consider Łódź as the destination for your next investment.

**Adam Pustelnik**

Deputy Mayor of Łódź

Dear Readers,

In today's world, technology is the key to the development of every major sector of the economy—modern industry, the life sciences sector, and the creative industries. Łódź, once regarded as the industrial capital of Poland, has undergone a remarkable transformation and today stands as one of the most important technology hubs in the country. Our city attracts investors and innovators from around the world by offering modern conditions for business growth.

The IT sector in Łódź is growing rapidly, becoming one of the pillars of the local economy. More than 200 technology companies already operate in our city—from global corporations to innovative startups. They cooperate with universities, industry organizations, and support institutions, creating an ecosystem that fosters innovation. A strong academic foundation and a well-developed office infrastructure make Łódź an ideal location for the growth of technology-driven businesses.

At the same time, Łódź remains one of the key centres of the modern business services (BSS) sector. The city is home to over 120 BPO, SSC, and GBS centres, employing more than 35,000 specialists serving clients from around the world. This is a stable and expanding sector that strengthens Łódź's position on the international stage.

Łódź is also a significant player on Poland's fintech map. Through the FinTech Central Poland community, the modern financial services sector is being integrated and supported. The initiative helps develop the future workforce by promoting education, organizing meetings, and hosting industry events. Our city plays a key role in the development of innovative banking and modern financial technologies.

We must not forget the creative sector, which is thriving in Łódź. Game development, digital marketing, advertising, and film and television production all benefit from modern technologies, making Łódź a place where creativity meets innovation. The motto "Łódź Creates" is not just a slogan—it is reality reflected in the city's dynamic growth and the new opportunities it opens up.

Łódź is a city of the future, where technology, business, and creativity go hand in hand—driving development and building a modern, strong economy. I warmly invite you to cooperate with us and invest in Łódź—a city full of opportunity and innovative solutions.

Basic data

Łódź is one of the most dynamically developing cities in Poland, offering excellent conditions for running and growing a business. The city consistently ranks high in prestigious investment rankings, and its unique industrial heritage combined with modern developments attracts entrepreneurs from various sectors.

The key sectors driving Łódź's economic ecosystem include both rapidly developing industries—such as IT/FinTech and BPO/SSC/GBS—and long-standing areas of specialization: manufacturing, logistics, e-commerce, and life sciences.



Entrepreneurs in Łódź have access to modern office spaces located in the central parts of the city. These innovative complexes are designed to meet the needs of fast-growing companies, offering the highest standards while blending contemporary design with the city's industrial heritage.

Another advantage of Łódź is its strategic location in the heart of Poland, providing rapid access to key transportation routes—motorways A1 and A2—as well as an extensive railway network. Łódź's central position, both within Poland and Europe, fuels the city's development and makes it highly attractive to current and potential investors.

Moreover, Łódź is one of Poland's largest academic centres, with 20 Institutes of Higher Education and over 74,000 students. An increasing number of specialists and young talents ready to enter the job market represents a major asset for companies seeking qualified employees.



Capital

of the łódzkie region



Airport

Władysław Reymont airport in Łódź



650,000

number of citizens in Łódź



A1, A2

highways

850,000

number of citizens in the agglomeration

S14, S8

expressways

Road infrastructure



Key

- existing
- under construction
- out for tender
- planned
- existing national roads

Air Travel

Łódź Airport

| International flights



Education

Łódź is one of the most important academic centers in Poland, with over 74,300 students enrolled in 20 Institutes of Higher Education—both public and private institutions. Nearly 5,000 of them are international students, and around 17,000 graduates receive their diplomas each year.

What makes Łódź stand out?

- Renowned Institutes of Higher Education with excellent faculty and modern infrastructure, including: the University of Łódź, the Medical University of Łódź, Lodz University of Technology, and three public art schools: the Leon Schiller National Film School, the Władysław Strzemiński Academy of Fine Arts, and the Grazyna and Kiejstut Bacewicz Academy of Music.
- A unique nationwide program supporting young talent – “Youth in Łódź” – offering scholarships, internships, open days, and training opportunities.
- Employers actively involved in talent development.
- Extraordinary cultural events, magical places, and an atmosphere unlike any other city in the world.



20 institutes of Higher Education

350 degree courses

74 300 students



Office Availability



647 700 m ²	available office space
ponad 100	number of modern office buildings
13,00–14,00 EUR m ² /m-c central areas	cost of monthly rental of office space
9,00–12,00 EUR m ² /m-c non-central areas	
21,3%	vacancy Rate (IQ 2024)

| Selected office buildings

Building	Address	Area for rent (m ²)
Hi Piotrkowska	Piotrkowska 155	21 000
Brama Miasta	Kilińskiego 66	40 800
IMAGINE	Piłsudskiego/Rydza Śmigłego	14 780
GREEN HORIZON II	Pomorska 106	32 380
FUZJA BUD. D	Tymienieckiego	10 342
FUZJA BUD. C	Tymienieckiego	9 000
FUZJA BUD.	Tymienieckiego	2 000
WI-MA	Glinki 144	3 120
Obiekt biurowy H+	Piłsudskiego 135	30 000



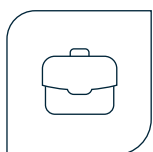
BSS Sector

The modern business services sector was the first to recognize Łódź's development potential during the city's economic transformation.

Thanks to a strong academic base, the city has become an attractive location for service-oriented projects.

The strongest segment of Łódź's BSS sector (BPO/SSC/GBS/CoE) is IT outsourcing. Other key areas include accounting and finance, banking, business analysis, HR and payroll, marketing, and customer service.

With over 35,000 professionals employed in this sector, Łódź ranks among the leading BSS hubs in Poland.

**35,000**

total employment
in BSS

**120**

number of modern
business centres

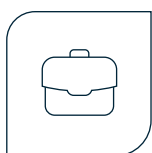


IT Sector

Łódź is rapidly expanding its IT sector, attracting both global corporations and innovative tech companies. The city is home to companies such as Accenture, Asseco, Comarch, Dell, Fujitsu, and TomTom, which have established IT service centres, software development hubs, and data analytics teams.

For many years, the IT sector has been one of the pillars of Łódź's economy. Over 200 IT companies—ranging from major global brands to smaller firms and startups—form a thriving local tech ecosystem in collaboration with universities, industry organizations, and support institutions.

Łódź's attractiveness stems primarily from its strong academic base and well-developed office infrastructure.

**11,500**

total number of employed

*employment in IT centres, excluding small businesses and individual entrepreneurs**<200**

number of IT companies

**6,833**total number of students
on IT-related majors

| Selected IT companies

Accenture, Asseco, Atos, Comarch, Dell, MakoLab, GFT, Idemia, Orange, Godel Technologies, Vention, Transition Technologies, Infosys Sii, Mobica, Ericsson, DNA, Harman, TomTom, Binarapps, Kotrak.



Łódź – Talent Booster

Łódź is becoming a hub for IT and BSS services, supported by a strong educational base and a highly skilled workforce. However, the industry faces key challenges, such as growing wage pressure amid rising business operation costs, the ongoing digital transformation and process automation, as well as the need to implement ESG programs, which are gaining importance in corporate strategies.



35,000

total employment
in BSS sector



11,500

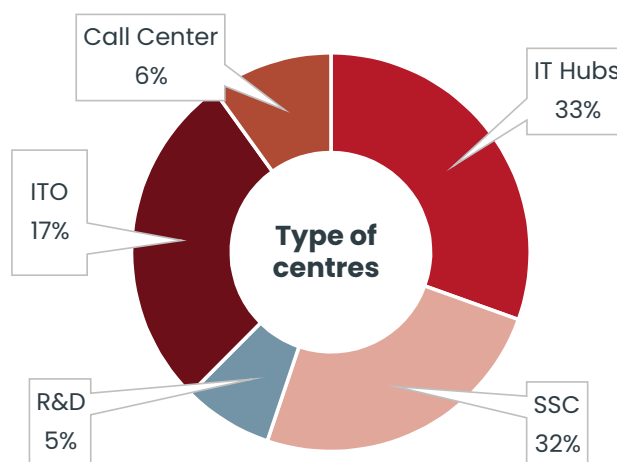
total employment
in IT sector

*employment in IT centres, excluding small
businesses and individual entrepreneurs



120

number of business centres



Workforce demand and availability in the BSS

IT:

Talent demand: very high

Talent availability: high

Recruitment difficulty: very high

Accounting:

Talent demand: very high

Talent availability: moderate

Recruitment difficulty: very high

Customer Service

Talent demand: very high

Talent availability: moderate

Recruitment difficulty: moderate

Gross Salary Table (PLN/month)

Position	Min.	Max.
Process Manager	16,500	22,000
Team Leader	12,500	16,500
Senior Specialist	8,500	12,000
Specialist	6,500	8,500
Junior Specialist	5,000	6,500

* The above salary table does not include the total employer cost, which—when statutory contributions are added—would increase the figures by approximately 20%. It also does not account for language bonuses related to foreign languages other than English.

Most valued skills in the BSS sector:

- Analytical skills
- Accounting
- SAP product proficiency
- Auditing
- Financial reporting
- Customer service

Case study

GFT Poland Sp. z o.o.

GFT is a pioneer in digital transformation. By leveraging next-generation technologies, it enables clients to boost productivity through intelligent software solutions. The company focuses on digital finance, enterprise AI and data solutions, and platform modernization. GFT stands out for its extensive technological expertise, strong partner ecosystem, and in-depth industry knowledge. Operating with agile@scale, it supports digital transformation for clients in the financial, insurance, and industrial sectors. GFT's talents design, implement, and manage software that enables innovative companies to operate in compliance with regulations.

With a presence in 20 markets worldwide, GFT is always close to its clients. The company draws on over 35 years of experience and a global team of more than 12,000 professionals, offering them career development opportunities in the most innovative areas of IT.

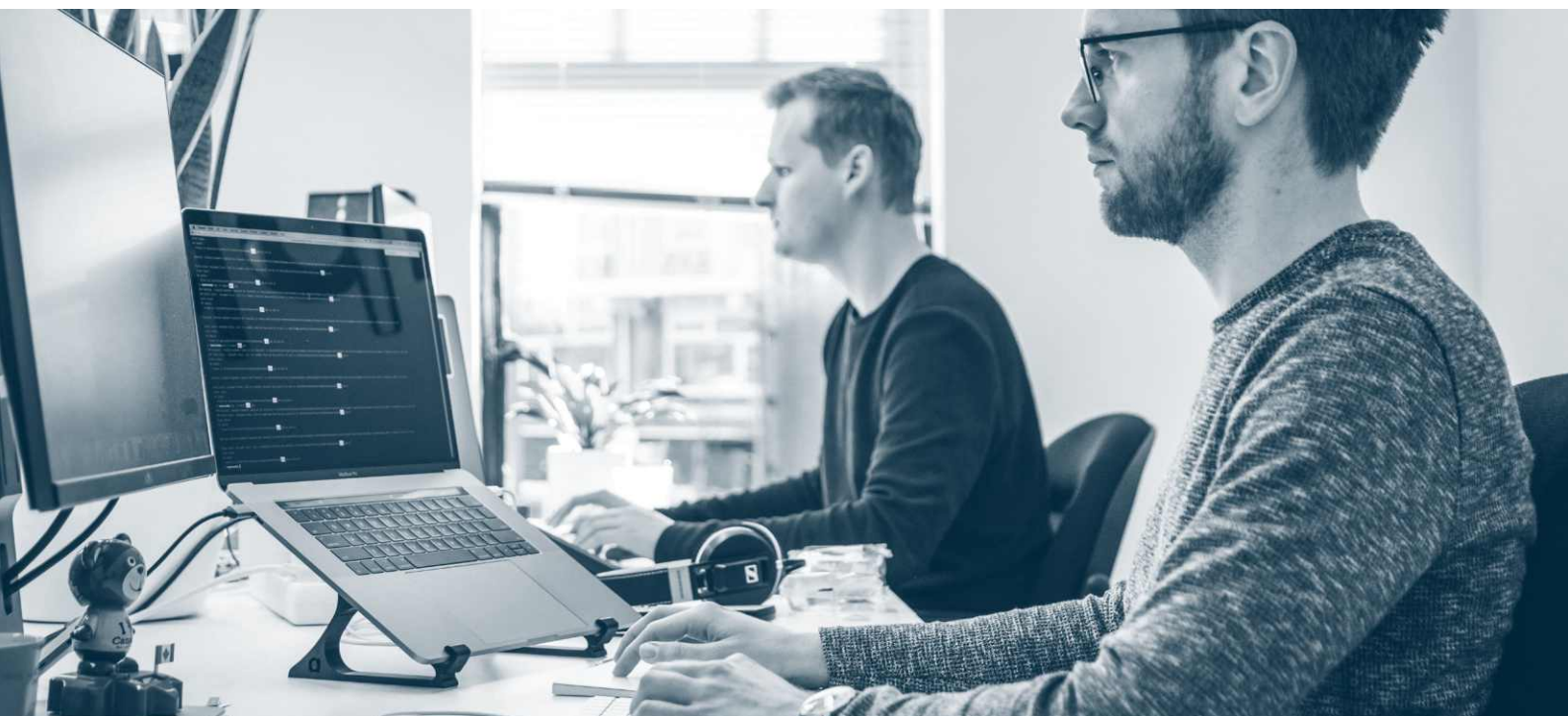
GFT Technologies SE shares are listed on the German Stock Exchange in the SDAX index (ticker: GFT-XE).



Marek Bartosik

Executive Director
GFT Poland Sp. z o.o.

We chose Łódź as the first location for our company in Poland because the city offers numerous advantages: an excellent location, many renowned universities, a dynamic environment of collaborating businesses, and strong support from the Town Hall, which actively fosters the growth of business and related initiatives. Both entrepreneurs and local authorities understand that the city's development benefits everyone—and that it is only possible through cooperation. Łódź is a city that supports growth.



Case study

MakoLab S.A.

MakoLab is a Polish IT company founded in Łódź in 1989, and has been listed on the NewConnect market of the Warsaw Stock Exchange for over 15 years. It provides comprehensive digital services and solutions across more than 100 markets worldwide. The company's success is the result of long-standing collaboration with global brands—primarily in the automotive industry, as well as in finance, manufacturing, and retail. The quality of services delivered is confirmed by a range of international certifications.

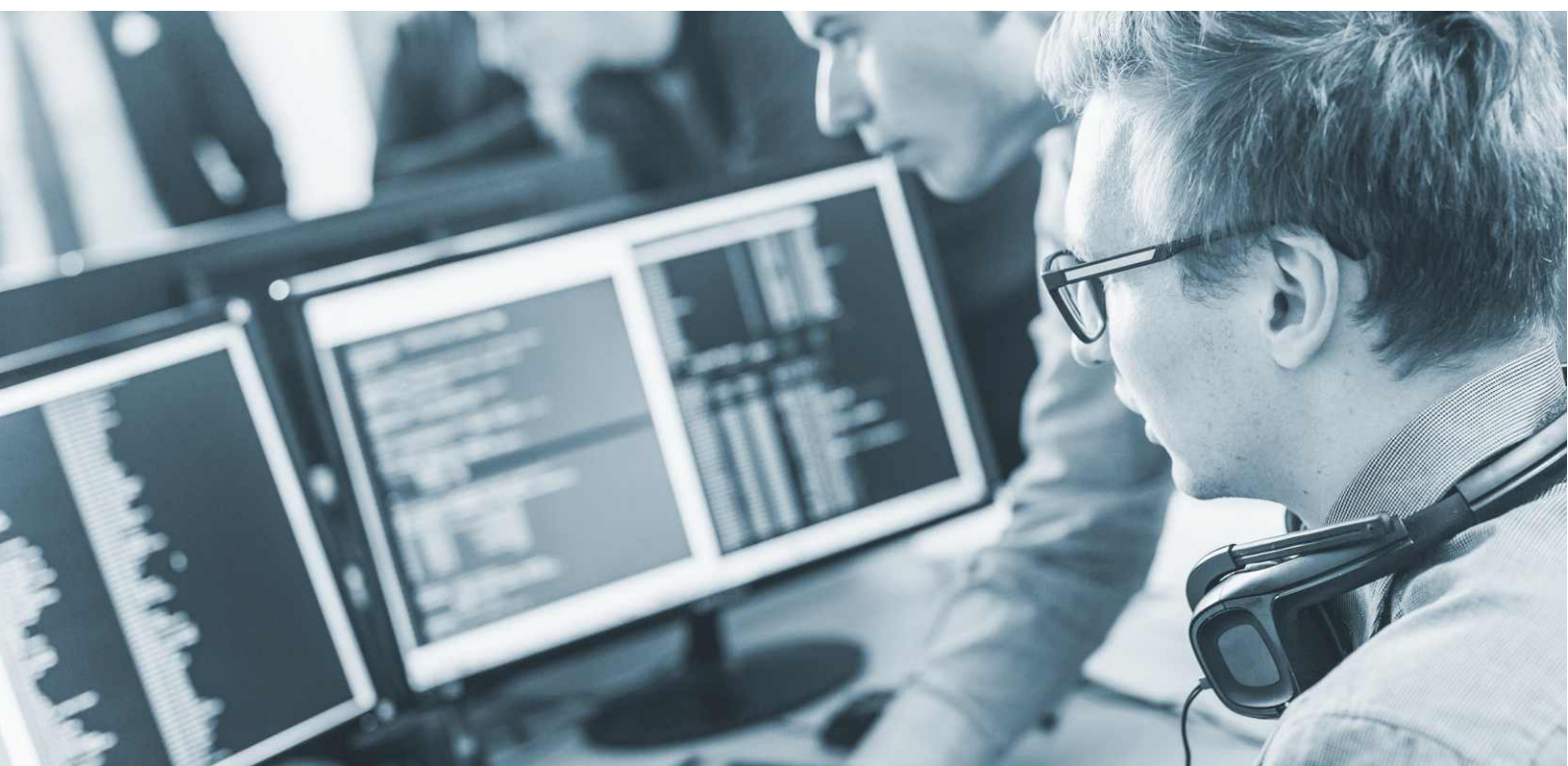
MakoLab's development strategy is based on its original, pioneering concept of "Intelligence Amplified." It focuses on enhancing its competencies and services through the use of generative AI, language models, machine learning, and other AI techniques. The company is deeply rooted in the potential of Łódź and the region, leveraging its expert knowledge, technical infrastructure, and financial and legal resources. As a result, cutting-edge technologies are transformed into innovative solutions with measurable business value.



Wojciech Zieliński

President & CEO
MakoLab S.A.

From an investor's perspective, Łódź is a place where cooperation between business, local administration, schools, universities, and the wider business environment is highly developed. This translates into tangible outcomes in areas such as investment growth, improved education quality, innovation, and job creation. For us, as a leading IT solutions provider, one of the most important aspects is that together we have built an excellent ecosystem, where clients—by coming to a single location—can access support for the vast majority of their business needs.



About PAIH's Investment Support Department

PAIH's Investment Support Department supports the inflow of foreign direct investment to Poland and the implementation of Polish investments domestically. An experienced, business-oriented team provides comprehensive and free of charge support to investors, ensuring a smooth investment process with the assistance of a dedicated Project Manager and a range of tools such as:



Location advisory



Organisation of site visits for potential investors



Information on investment incentives



Preparation of information packs



Identification of potential business partners



Cooperation with startups and technology providers – B2B meetings



Building connections with research institutes and innovation centres



Support in dealings with administrative authorities



Post-investment support

Contact us:

invest@paih.gov.pl | paih24@paih.gov.pl



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Hays Poland

Hays Poland is a part of Hays plc, the world's leading organisation in recruiting qualified, professional and skilled workers. Today, with over 50 years of recruitment experience, the Group operates out over 236 offices in 33 countries, employing over 11,100 staff worldwide.

Having launched our first office in Poland in 2002, we are proud to have grown into the leading specialist recruitment organisation in the country. We offer tailor-made recruitment services on permanent, contract and temporary basis along with Executive Search, Recruitment Process Outsourcing (RPO) and recruitment marketing solutions.





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& Trade Agency
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The Polish Investment and Trade Agency
Investment Support Department
Krucza 50, 00-025 Warsaw, Poland

+48 22 334 99 55
invest@paih.gov.pl
www.paih.gov.pl