

Szczecin



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,

We are pleased to present another publication in the Investment Potential of Polish Cities series, prepared by the team of the Polish Investment and Trade Agency in cooperation with local government authorities and regional partners. The purpose of this series is to showcase the real investment opportunities offered by individual urban centres in Poland—their unique characteristics, strengths, and strategic development directions.

In this edition, we would like to draw your attention to Szczecin—a modern, open, and dynamic city with an established position on Poland’s investment map. As the capital of the West Pomeranian Voivodeship, it stands out not only for its border location and access to the Baltic Sea, but also for its growing capabilities in modern business services, logistics, and the maritime and manufacturing industries.

High-quality human capital, active cooperation with the academic sector, well-developed transport infrastructure, and the availability of investment sites make Szczecin a natural location for the development of operations with both national and international reach. Global companies are already expanding their centres and facilities here, and the city is consistently strengthening its position as an important economic hub in the Baltic Sea region.

We encourage you to read this publication and to explore more closely the investment potential offered by Szczecin—a city with ambition and room to grow.



**Piotr Krzystek**

Mayor of Szczecin

Dear Readers,

Szczecin is a modern and continuously developing metropolis whose natural location makes it well suited to be an environmentally friendly, liveable city. It is here in Szczecin that a rich past intertwines with a visionary future. Although the city's image has undergone a gradual transformation over many years, it has retained its unique character.

Szczecin's full charm can be discovered by strolling along picturesque, tree-lined avenues or along the Oder river boulevards scented with chocolate (the chocolate factory PCCGryf is located there). Your attention will be drawn to bold investments such as the award-winning Szczecin Philharmonic, the distinctive Summer Theatre, the modern football stadium, or Fabryka Wody—Poland's most advanced aquapark combined with an educational centre. One of Szczecin's greatest assets is its location. The Port of Szczecin enables inland waterway cargo transport far into the interior, while cargo handling is also supported by the Szczecin–Goleniów Airport.

Szczecin is a business-friendly city with thriving companies across a wide range of sectors. Recent years have seen dynamic growth in the offshore industry as well as in logistics and warehousing. All of this translates into new jobs and stable employment. Investors may also be attracted by economic zones offering appealing sites for business development, as well as a highly skilled workforce educated at local universities and Institutes of Higher Education. The city places strong emphasis on cooperation between local government, business, and business-support institutions. We strive to provide appropriate support both for major investment projects and for smaller local entrepreneurs.



Basic data

Szczecin stands out for its exceptional location and easy access to sales and supply markets in Poland, across Europe, and worldwide.

Its strategic position and the availability of warehousing space make the city a highly attractive place to establish and grow logistics companies. It is no coincidence that Szczecin is often referred to as the gateway to Western and Northern Europe. This is confirmed by the many companies and institutions in the sector that have located their headquarters and main warehouses in the city, leveraging Szczecin's strategic position at the crossroads of routes for all modes of transport. The city is unique thanks to the Port of Szczecin and the presence of a cargo airport.



Capital

of the zachodniopomorskie region



387,700

number of citizens



Port

The seaport in Szczecin, with the ports in Świnoujście and Police located nearby



Airport

Szczecin–Goleniów Airport (NSZZ "Solidarność")

Within less than 2 hours:
Berlin Brandenburg Airport
(connections worldwide)



A6, A11

 (in Germany)

motorways

S3, S6, S10

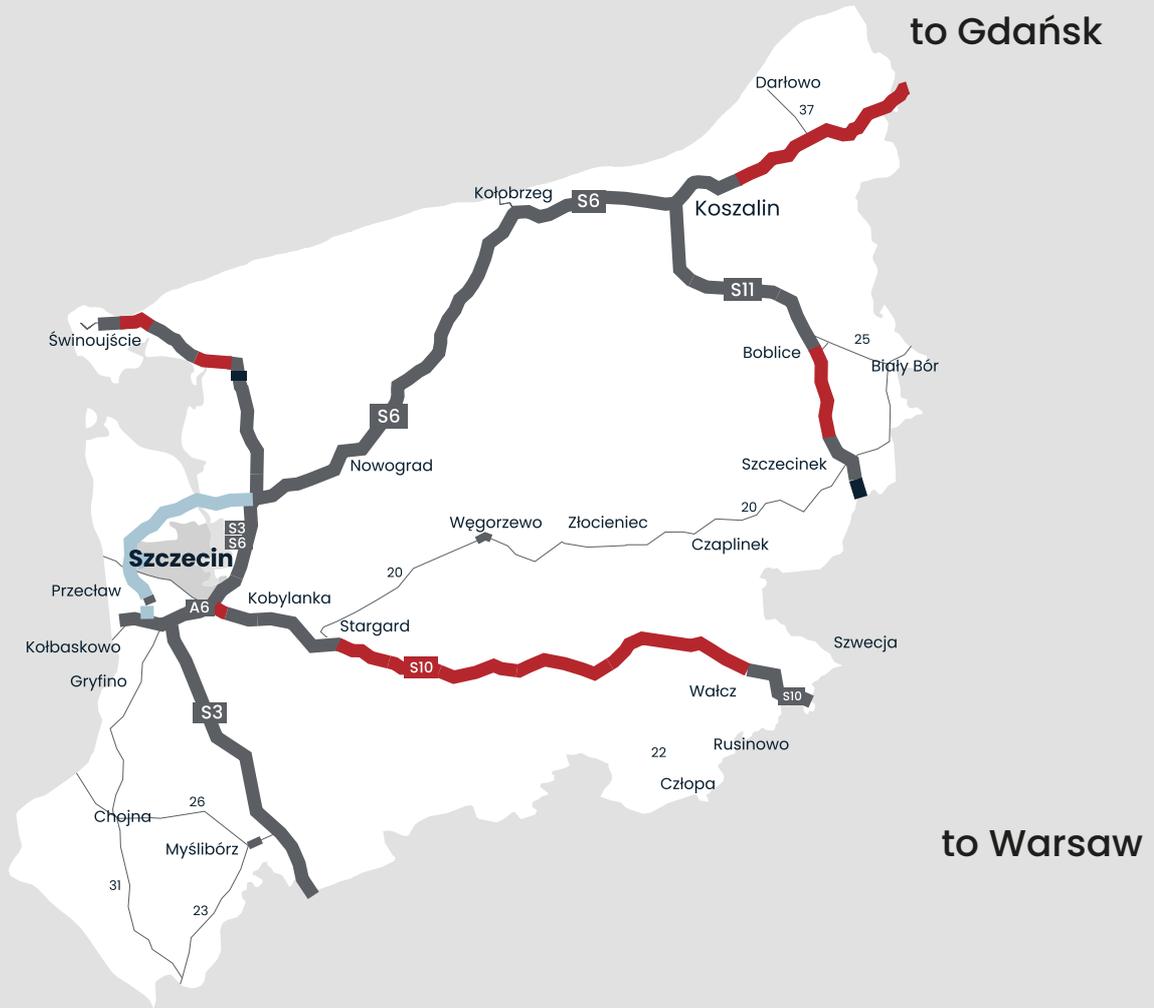
expressways

For several years, the city has been strongly focused on developing the offshore sector, supported by the best climatic conditions in the country for wind power, an experienced pool of specialists, maritime and shipbuilding traditions, and vocational and higher education aligned with the needs of the local labour market.

The city is also the cultural and academic centre of north-western Poland, while offering a high quality of life.



Road infrastructure



Key

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

Air Travel

Szczecin-Goleniów Airport

| Domestic flights



| International flights



Education

Szczecin is the largest academic centre in the West Pomeranian Voivodeship. It is home to major higher-education institutions such as the Academy of Art, the Maritime University of Szczecin, the Pomeranian Medical University, the University of Szczecin, the West Pomeranian University of Technology, as well as private universities. Each year, more than 30,000 students study here.

However, strong universities are not the only hallmark of academic Szczecin. The city also offers a rich range of initiatives tailored to the needs of the academic community, including academic scholarships, awards for the best diploma theses, and housing programmes designed to support Szczecin's students, PhD candidates, and graduates.

The number of students in the 2023/24 academic year in the West Pomeranian Voivodeship was 32,542.



11 Number of Institutes of Higher Education

8,000 Number of Higher Education Graduates

Source: CSO

Key public universities in the region:

University of Szczecin

The largest university in the region, offering a wide range of programmes in the humanities, social sciences, and natural sciences.

West Pomeranian University of Technology in Szczecin

Specialises in engineering and technical sciences, as well as agricultural and natural sciences.

Pomeranian Medical University in Szczecin A renowned medical university educating future doctors, dentists, and pharmacists.

Koszalin University of Technology

Offers programmes in engineering, economics, and the arts.

Maritime University of Szczecin

Specialises in educating professionals for the maritime economy.

Academy of Art in Szczecin

Offers arts programmes, including music and visual arts.

Selected private (non-public) universities:

West Pomeranian Business School in Szczecin

Offers programmes in management, economics, and IT.

Szczecin Higher School – Collegium Balticum

Provides programmes in education (pedagogy), social sciences, and technical fields.

Higher School of European Integration in Szczecin

Specialises in programmes related to European integration and international relations.

Koszalin Higher School of Humanities

Offers programmes in the humanities and social sciences.

Office Availability



Szczecin's office market remains one of the smallest among major regional markets. On the one hand, this limits tenants' choice; on the other, it creates an opportunity for the best projects to increase in value. For companies that prioritise office quality, relationship-building and team integration, choosing space in Szczecin often requires a compromise between location, standard and availability. Average annual take-up in Szczecin amounts to only several to several thousand m² and is driven mainly by renegotiation, while new supply is very limited.

A low vacancy rate (although rising over the past two years), currently at approx. 8% (in 2023 it was only 4.8%), largely enables landlords to secure favourable lease terms. Prime offices are rarely available "off the shelf", which in the medium term may translate into upward pressure on rents, which currently range between €13.50 and €15.00 per m².

The region is gaining increasing recognition among large international companies that appreciate its strategic location, well-developed infrastructure and access to a skilled workforce. These strengths have led brands such as Coloplast, GlobalLogic, Home.pl, Tieto and Concentrix to locate their offices in Szczecin, where they employ up to several hundred people and continue to expand their operations.

Source: Cushman & Wakefield



185,000 m² Available Office Space (m²)

~ 15 Number of Modern Office Buildings

12,00–15,00 EUR m²/month Monthly Office Rental Cost (PLN and EUR)

5,5% Vacancy Rate (%)

| Selected office buildings

Building Name	Address	Year of build
Brama Portowa I	Wyszyńskiego 1	2012
Brama Portowa II	Aleja Niepodległości 44	2012
Piastów Office Center	Piastów 30	2012
Lastadia Office Center	Zbożowa 4	2013
Baltic Business Parka	1. Maja 38	2013
Technopark Pomerania	Cyfrowa 6	2015
Storrady Park Offices	Storrady Świętosławy 1-1C	2016
Maris	Plac Hołdu Pruskiego 9/ Małopolska 12	2005
Szczecin Business Plaza	Południowa 27	2019
Stara Stajnia	Wendy 4-6 4	2017
Cukrowa Office	Cukrowa 67	2018
Fabryka II	Kraśńskiego 10-11	2018
Posejdon	Brama Portowa 1-2	2020
Biuro Aloha	Jerzego Janosika 17	2021
Hanza Tower	Aleja Wyzwolenia 50	2022

BSS Sector

Szczecin is a city of dynamically developing technologies. It is among Poland's key centres for modern business services.

| Selected SSC/BPO companies

- CSP Customer Services Polska,
- Concentrix International
- METRO Global Solution Center
- Salling Group
- UniCredit Services
- Majorel
- Beliani

IT Sector

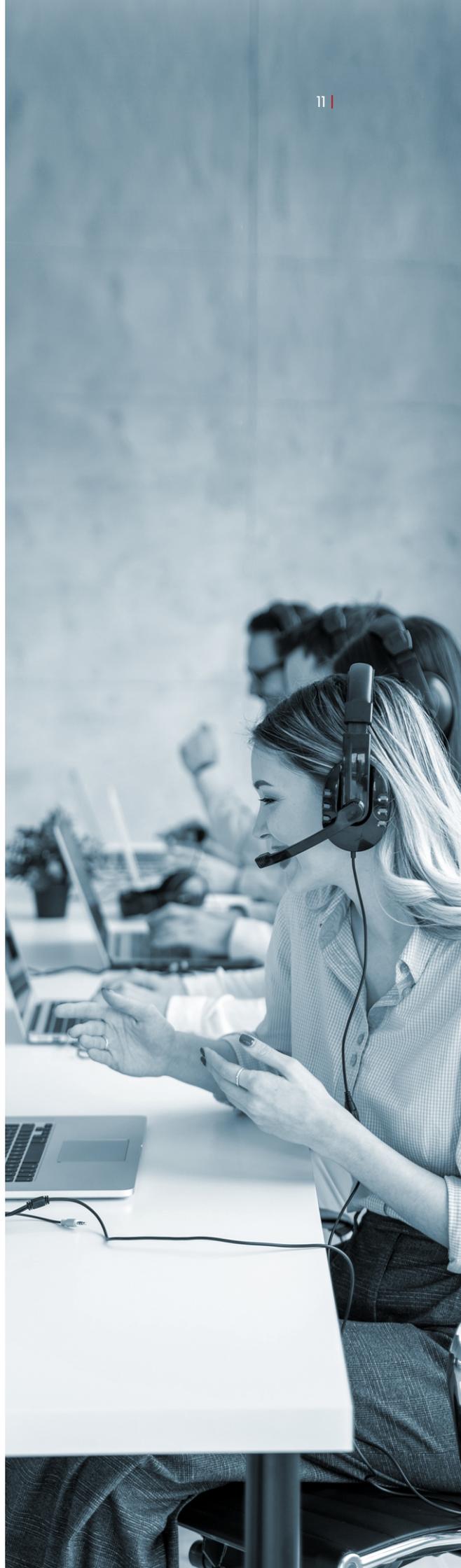
In Szczecin, a wide range of business processes and new technology development activities are carried out. The city is an important hub for the automotive industry, as well as for the banking and insurance sectors.

The modern business services sector has been growing rapidly since the late 1990s and is primarily oriented toward services delivered to international clients—especially from the German and Scandinavian markets.



1,800

Total number of students
on IT-related majors



The following higher-education institutions offer IT programmes:

- University of Szczecin
- West Pomeranian University of Technology in Szczecin
- Maritime University of Szczecin
- West Pomeranian Business School in Szczecin
- Collegium Balticum University of Applied Sciences
- WSB University (formerly Wyższa Szkoła Bankowa)

Approximately 1,800 students study in programmes related to information and communication technologies (ICT).

| Selected IT companies

- NIQ Brandbank (ACNielsen Polska Sp. z o.o.)
- Asseco Data Systems
- Autocomp Management
- Consileon Polska
- patronite.pl
- Unikie
- ErykIT
- Tietoevry Poland
- GlobalLogic Poland
- Raynet Polska
- Sii
- Enovation
- SB Software
- Spyrosoft Synergy
- IAMIP Technology
- GRYFTEC Embedded Systems
- Avid Technology Poland
- home.pl
- Accenture
- Cognizant Technology Solutions Poland
- Lastminute.com Group
- Intive
- Shoper
- Cognitran
- Demant
- Sollers Consulting
- IAI Group



Szczecin – Talent Booster

Szczecin's modern business services (BSS) sector—covering areas such as IT, finance and accounting (F&A), human resources (HR), and customer service—is developing steadily, attracting both domestic and international investors. Its appeal is driven by the city's strategic location, proximity to Germany, and a growing talent pool supported by local universities. The sector is playing an increasingly important role in the city's economy, providing employment for skilled professionals and fostering innovation, although it remains smaller than Poland's more established BSS hubs.



8,200

total employment in the BSS sector



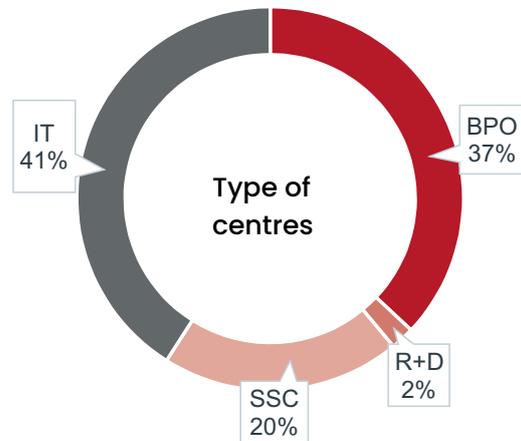
3,400

total employment in the IT sector



67

number of business centres



Key challenges for companies

- Competition from larger cities in Poland
- Lower international visibility/recognition
- Maintaining cost competitiveness
- Further development of office infrastructure

Strategic advantages for companies

- A growing talent pool and a wide range of study programmes at Institutes of Higher Education
- Competitive operating costs
- Employees with strong language skills
- High quality of life

Gross Salary Table (PLN/month)

Position	Min.	Max.
Process Manager	15000	18000
Team Leader	12000	16000
Senior Specialist	7500	11500
Specialist	6000	7500
Junior Specialist	5000	6000

* 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:

- Languages: German and Scandinavian
- Basic accounting
- Data analysis
- Reporting



Case study

Asseco Data Systems

Asseco Data Systems S.A. develops advanced IT solutions that drive digital transformation. It delivers IT systems for businesses, local government administration, and Institutes of Higher Education. The company operates in Poland and in international markets, including those across Europe and Africa.

It specialises in security and trust services, as well as in software development for the leasing industry and smart city solutions. It is Poland's largest provider of electronic signatures and a leading producer of comprehensive IT systems for Institutes of Higher Education. It also offers unique cybersecurity services.

Its broad experience and know-how make Asseco Data Systems a reliable IT supplier and partner. A diversified revenue portfolio ensures the company's financial stability and enables further growth.

Asseco Data Systems employs more than 900 people, including experts across various IT domains. The company was established in 2016 through the merger of six companies from the Asseco Poland Group.



Andrzej Dopierala

Chairman of the
Management Board
of Asseco Data Systems

Asseco Data Systems operates in Szczecin for a reason—our presence in the city continues the tradition and legacy of Unizeto, whose development we have been consistently carrying forward. We see great potential in Szczecin as a place that fosters innovation and technological growth. Proximity to Germany and the Scandinavian countries strengthens the region's position as a natural base for international cooperation and the development of modern technologies. The presence of Institutes of Higher Education educating students in IT and engineering creates excellent conditions for attracting young talent. In line with our growth strategy, it is here that advanced IT solutions are developed—solutions that drive the digital transformation of our clients.

Case study

Consileon Polska

Consileon Polska is an IT company based in Szczecin, founded by Marcin Kaczmarek and Piotr Roubo. As part of an international group of more than 500 IT experts, since 2005 we have been delivering dedicated technology solutions, with a strong focus on FinTech projects. Our teams combine technical expertise with business know-how.

We have completed over 200 projects—from EU-regulation-compliant systems for leading banks in Germany, through Open Banking solutions, to Banking-as-a-Service platforms serving 80 million accounts.

The software we develop supports key processes in banking, commerce and industry—from Silicon Valley to Hong Kong. We offer not only the development and implementation of systems, but also comprehensive IT consulting, supporting clients at every stage of their digital transformation.



Marcin Kaczmarek

Chairman of the
management board
of Consileon Polska

As Chairman of Consileon Polska, I chose Szczecin for a reason. The city has an exceptional location—close to the German border—which facilitates cooperation with international partners and clients. It also offers excellent access to a skilled workforce, educated at local universities that have been developing IT-related programmes for years. Szczecin provides modern office infrastructure, a high quality of life, and a rapidly growing tech community, supported, among others, by the West Pomeranian ICT Cluster. This combination creates excellent conditions for building and scaling an IT company. I strongly recommend Szczecin as a place to launch and grow a technology business.

Case study

Demant

When more than a decade ago the Demant Group—a company with over a hundred years of history and headquartered in Denmark—decided to locate one of its key teams in Szczecin, it was both a strategic and a bold decision. We were looking for a place that would allow us to grow sustainably, with access to talent, modern infrastructure, and openness to international cooperation.

From today's perspective, I can say that Szczecin has met our expectations. The Szczecin entity now employs more than 600 people, including nearly 200 highly skilled IT specialists—exactly the same number as at the Group's headquarters in Copenhagen. This is proof that by investing in local talent, it is possible to achieve global scale.

The Demant Business Services Poland team is responsible for key elements of the IT infrastructure, develops world-class software, and implements advanced solutions in robotics, process automation, and artificial intelligence.

From the city centre, in the heart of West Pomerania, we support projects for clients all over the world.



Robert Siudek

Site Director Demant
Business Services Poland

Informed investors understand that success in today's economy is built on human capital. That is why at Demant we create conditions for employees to acquire new skills, support them in building expert competencies, and provide opportunities for internal career progression. We focus not only on competencies, but also on potential. As a result, our employees are now key partners in global technology projects.

Human capital and its potential is undoubtedly one of Szczecin's most valuable assets as an investment location. But it is also a place with a distinctive, investor-friendly climate—shaped by its Hanseatic history, multicultural heritage, and openness to the world. The ease with which different organisational cultures can be adopted here is of immense value for companies with foreign capital. It provides a guarantee of smooth implementation of standards and values within local teams.

From my own experience, I know that this characteristic of Szczecin has proved extremely important. Our employees have not only embraced the Scandinavian work culture based on transparency, trust and shared responsibility, but have also adapted it to their own needs and capabilities. This mutual exchange and intercultural understanding creates a harmonious and effective working environment every day—one that fosters innovation and cooperation.

Szczecin also offers something that cannot be overstated: quality of life. It is a place where a dynamic working environment goes hand in hand with access to nature, space and tranquillity. And while it may sound like a cliché, I am not afraid to use it: this is not only a great place to do business, but also a great place to live.

From the perspective of a decade, I can say that investing in the capital of West Pomerania was a decision that paid off. Today, more than ever, I see that where competencies, openness and long-term thinking meet, truly valuable things are created. The story of Demant Business Services Poland is the best proof that investing in Szczecin can deliver tangible benefits and become an inspiring example of success.

Case study

West Pomeranian ICT Cluster

Szczecin stands out on Poland's map not only for its strategic location and access to international markets, but also for its strong technological base—an important pillar of which is the West Pomeranian ICT Cluster, one of the largest organisations of its kind in the country.

Established more than 15 years ago, the Cluster brings together IT companies operating across the region. It serves as a cooperation platform whose mission is to develop the new technologies sector by integrating the business community, supporting innovation, and promoting the region as an attractive location for technology investments.

The organisation actively builds an ecosystem that supports digital transformation—both by creating space for knowledge and experience sharing and by initiating business partnerships and cross-industry development projects. The Cluster organises numerous industry events, workshops, and thematic meetings that bring the local IT community together and strengthen its competencies.

As a business-support institution, the West Pomeranian ICT Cluster plays a key role in shaping innovative entrepreneurship in the region. It is also an important partner for local government and universities in initiatives aimed at talent development and knowledge transfer. The presence of such a strong industry organisation confirms that Szczecin offers a mature base for the growth of technology projects, making the city an attractive destination for investors in the IT sector and related industries.



Magdalena Ławicka

CEO West Pomeranian
ICT Cluster

Szczecin is increasingly strengthening its position on Poland's technology map. In recent years, the city's IT sector has developed dynamically and now employs nearly 10,000 specialists.

As the IT Cluster, we have been active here for 15 years and are one of the largest associations of technology companies in the country. Over the years, we have built strong relationships with business, local government, and the academic community, becoming a catalyst for cooperation and growth.

Compared to other IT hubs in Poland, Szczecin stands out above all for its culture of collaboration between companies. Thanks to the synergy among local enterprises, it is possible to deliver ambitious joint projects. Another advantage is the city's strategic location—its proximity to Berlin supports cooperation with German industry, particularly in IT.

Many Szczecin-based companies develop software for well-known German automotive brands, and local firms were among the first nearshoring partners for banks from that market. This is evidence of the high level of expertise and trust enjoyed by our region.

Kongsberg Maritime has expanded its Technology department here, co-developing solutions used on every second ship worldwide. Many Oscar-winning films are edited using tools that incorporate the know-how of Avid Technology's engineers in Szczecin. The Spyrosoft Synergy team in the Szczecin office develops software for the Thermomix® kitchen robot. Autocomp Management builds simulators used to train Polish soldiers as well as the crews of German Leopard tanks. Today, Szczecin is a city with great ambitions—constantly seeking innovative solutions and open to new business initiatives.

It stands out not only for its technological potential, but also for its high quality of life—green surroundings, tranquillity, and a great environment for work. It is truly a place worth choosing to grow a technology company and build the future of innovation.

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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Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global firm providing services to owners and occupiers of commercial real estate. It employs approximately 52,000 people in nearly 400 offices across 60 countries worldwide. In 2024, the company generated revenues of USD 9.4 billion. Its key services include, among others, property, facilities and project management; leasing agency services; capital markets transaction advisory; and valuation services. For its unwavering pursuit of excellence, guided by the principle “Better never settles,” Cushman & Wakefield has received numerous distinctions and awards in industry and business competitions.

Additional information is available at:

<http://www.cushmanwakefield.com/>



**CUSHMAN &
WAKEFIELD**

Randstad Polska

Randstad Polska is part of Randstad N.V. – the world's most specialised talent company, committed to promoting equal opportunities. Operating across four specialisations – Operational, Professional, Digital and Enterprise – we provide companies with skilled, diverse and flexible teams that help them achieve business success in a world of talent scarcity. We support jobseekers in securing roles that matter to them, developing the right competencies, and finding purpose and a sense of belonging in the workplace. We are committed to building a better and more sustainable future for all of us. At Randstad, we operate globally – in 39 markets worldwide – and also locally, supporting talent and clients through nearly 100 offices across Poland.



Nasz zespół:

Technical Transformation:



Joanna Kubik

national sales & key account manager

Specialises in strategic sales and HR advisory for companies in the high-tech, IT, R&D, SSC/IT, engineering and life sciences sectors, helping them build and scale highly specialised professional teams. The team also provides strong support to global investors entering the Polish market – advising on recruitment strategies, optimisation of HR processes, team building, outsourcing and contracting. It has extensive experience in setting up shared services hubs.

Professional services:



Katarzyna Kucharek

national sales & key account manager

An expert in strategic sales and HR advisory, specialising in delivering comprehensive recruitment solutions for the professional services sector, in particular for SSC/BPO and BFSI (banking, financial services and insurance). She supports clients in building and scaling highly specialised teams at both operational and managerial levels. She has many years of experience working with foreign investors expanding their operations in Poland—advising on market entry strategies, organisational set-up, optimisation of HR processes, and the implementation of recruitment, outsourcing and contracting solutions. Her approach combines a strategic perspective with operational efficiency, enabling clients to attract top talent, build competitive advantage, and respond flexibly to changing business needs.



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