

# Warsaw



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 you with the latest publication in the "Investment Potential of Polish Cities" series. This series is prepared by our team at the Polish Investment and Trade Agency in cooperation with local government authorities and regional partners. The purpose of the publication is to showcase investment opportunities in the largest urban centers of each voivodship and to encourage both domestic and foreign entrepreneurs to pursue investment projects.

Warsaw - the capital of Poland and the country's largest city - serves as a key administrative, financial, and business hub in Central and Eastern Europe. A strong academic foundation, numerous scientific institutions, and cooperation between the public and private sectors all support the development of future-oriented skills. As a result, the city attracts both global corporations and innovative startups, offering access not only to a highly qualified workforce but also to a supportive business ecosystem and Poland's largest office real estate market. At the same time, Warsaw offers a high quality of life, a rich cultural scene, and modern urban infrastructure, making it an attractive place both to do business and to live.

Thanks to these factors, Warsaw is currently a leader in modern sectors of the economy, such as IT, fintech, and research and development (R&D). Its dynamic economic growth, strong international standing, and consistently implemented city promotion strategy make Warsaw one of the most important investment centers in the region.

We encourage you to read this publication and to explore the investment potential of Warsaw - a city that is constantly transforming and reinventing itself.



**Rafał Trzaskowski**

Mayor of Warsaw

Warsaw is a modern, dynamic metropolis that continues to strengthen its position as one of the most important economic centers in Central and Eastern Europe. The city generates nearly 20% of Poland's GDP and hosts over 400 modern business service centers, making it a key driver of the country's economic growth. Unemployment remains among the lowest in Europe, providing stable and predictable conditions for investors.

Warsaw's greatest strength is its people. It is the largest academic hub in Poland, with 260,000 students and around 50,000 graduates each year, supporting the local labor market in technology, finance and IT sectors. Companies in the city benefit from easy access to highly skilled specialists and experts ready to carry out innovative projects.

The city offers investors modern office infrastructure, with over 6 million square meters of space meeting the highest environmental standards. The international airport and Warsaw's central location in Europe further reinforce its role as a regional business center.

Residents and professionals in Warsaw enjoy a high quality of life, which encourages them to build their careers and personal lives here. The city is among the safest major European capitals, with a strong educational and healthcare infrastructure, a wide selection of international schools, and a vibrant cultural scene. The proximity of green areas and modern urban services creates an environment where people can not only grow professionally but also live comfortably and safely.

Warsaw's development is guided by a responsible and sustainable approach, making it a welcoming place for both business and residents alike.

We invite you to discover Warsaw's potential – an open, safe city ready for ambitious projects, while remaining welcoming to the people and companies that choose to come here.

# Basic data

For many years, Warsaw has been strengthening its position as one of the fastest-growing capitals in Europe. The city is undoubtedly the economic leader of the region, possessing immense growth potential. It is also one of the most important centers for education, culture, and tourism. Welcoming, safe, and dynamic – all of these qualities make Warsaw a place where people want to study, work, run a business, and simply live. The capital of Poland is a city where history seamlessly blends with modernity.

Warsaw is a vibrant hub of innovation – a modern, safe, and open city with an excellently developed infrastructure and a business-friendly environment. It is Poland's largest economic and academic center, as well as the capital of the fifth-largest economy in the European Union. Warsaw serves as a crucial engine of the country's development, generating nearly one-fifth of Poland's GDP.





## Capital

of mazowieckie



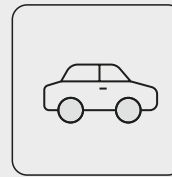
**1,866,729**

citizens



## Airport

Fryderyk Chopin Airport in Warsaw  
Warsaw-Modlin Airport



## A2

motorways

**S2, S7, S79, S8, S17**

expressways

Source: CSO



# Road infrastructure



## Key

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

# Air Travel

## Fryderyk Chopin Airport in Warsaw

### | Domestic flights



### | International flights



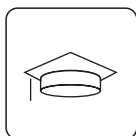
# Education

Warsaw is one of the largest academic centers in Europe, with over a quarter of a million students studying in the Polish capital. The city offers 67 public and private higher education institutions, including specialized schools focusing on the arts, medicine, pedagogy, and agriculture.

It is home to Poland's most prestigious universities, including:

- University of Warsaw (Uniwersytet Warszawski)
- Warsaw University of Technology (Politechnika Warszawska)
- SGH Warsaw School of Economics (Szkoła Główna Handlowa)
- Medical University of Warsaw (Warszawski Uniwersytet Medyczny)
- Kozminski University (Akademia Leona Koźmińskiego)
- Polish-Japanese Academy of Information Technology (Polsko-Japońska Akademia Technik Komputerowych)
- SWPS University (Uniwersytet SWPS)
- Warsaw University of Life Sciences – SGGW (Szkoła Główna Gospodarstwa Wiejskiego)
- Military University of Technology (Wojskowa Akademia Techniczna)

Warsaw's universities offer a wide range of fields of study – from administration and archaeology, through economics, finance, computer science, law, and psychology, to AI, big data, data analytics, and cybersecurity.



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**67**

Number of Higher Education Institutions

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**262,700**

Number of students

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**51,000**

Number of Higher Education Graduates



# Office Availability

Over the past decade, Warsaw's office real estate market has experienced intensive growth, driven by an increasing number of international corporations establishing operations in Poland's capital. Between 2015 and 2025, total office stock in Warsaw grew significantly from 4.2 million sq.m. to approx. 6.3 million sq.m. This substantial development represents a significant competitive advantage, positioning the capital city as a prime business location in both Poland and the EU, particularly attractive to companies in the IT, Banking and Financial Services, and Legal Advisory sectors.

The widespread adoption of hybrid work has had a significant impact on tenant operations in Warsaw. Only a few tenants initially chose a fully remote approach or a complete return to the office, while the vast majority adopted a hybrid model, often following a 3+2 or 2+3 schedule. With workplace patterns still taking shape, tenants approached changes related to office space with great caution, especially when it came to long-term and capital-intensive decisions. As a result, the office market experienced a notable increase in lease renewals – many with shorter contract terms – which accounted in last five years for over 50% of total market activity in Warsaw. Meanwhile, an increasing number of firms are opting for a full office return or pursuing relocations, consistent with the continued emphasis on 'flight to quality'.

In the years to come, launching new office investments and modern office space availability will largely depend on pre-lease agreements being secured, with only a few projects located in central districts expected to start on a speculative basis. As of December 2025, the total office space under construction amounted to 185,000 sq.m., representing 20% less than the last five-year average and 73% less than the average from the five years preceding the pandemic period. This will lead to a limited selection of leasing options, meaning tenants will need to plan their strategies regarding occupied space well in advance.



**6.23 million m<sup>2</sup>**

Available Office Space

**560**

Number of Modern Office Buildings

central

**83,0–125,0 PLN m<sup>2</sup>/month**  
(19,0–28,75 EUR)

Monthly Office Rental Cost

non-central

**60,0–83,0 PLN /m<sup>2</sup>/month**  
(13,75–19,0 EUR)**9.1%** (0.56 million m<sup>2</sup>)

Vacancy Rate

## | Selected Office Buildings

Building Name	Year of Completion	Address	Rental Area (m <sup>2</sup> )	Occupancy Rate (%)
Varso Tower	2022	Chmielna 69/73	63,800	99
Rondo I	2006	Rondo ONZ 1	59,300	92
myHive Warsaw Spire	2016	Plac Europejski 1	59,100	100
Warsaw Financial Centre	1998	Emilii Plater 53	49,800	98
Konstruktorska Business Center	2013	ul. Konstruktorska 13	48,300	98
The Bridge	2025	Grzybowska 73	47,000	67
Plac Unii	2013	Puławska 2	46,00	97
Q22	2016	Jana Pawła II 22	46,400	99
Eurocentrum Office Beta & Gamma	2014	Aleje Jerozolimskie 134	42,400	99
PI80	2022	Puławska 180	32,000	94



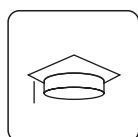
# BSS sector

Warsaw remains the national leader both in terms of the number of centers (422 in Warsaw and its surroundings, including 418 within the city's administrative boundaries) and the employment volume in the sector (111,500 employees, 111,200 of whom work within the city limits). Employees of Warsaw's modern business services sector account for nearly one-fourth of the total headcount nationwide. Notably, the number of BSS (Business Services Sector) employees in Warsaw surged by as much as 66.5% between 2020 and 2025. Furthermore, since Poland's accession to the European Union, the number of service centers has increased more than fivefold, with the capital consistently leading this growth. The city attracts capital from 35 countries, competing strongly with key metropolitan areas in Western and Northern Europe. The largest shares belong to companies from the USA, the UK, France, Denmark, Germany, the Netherlands, and Switzerland. The Warsaw capital region is the only region in Poland classified among the European leaders in the industry.



# IT sector

Warsaw is not just a location for setting up an IT company, but an entire ecosystem that supports the development of new technologies. It is home to thousands of businesses, ranging from startups and small, few-person operations to advanced corporations and R&D centers employing hundreds of people. It is estimated that there are approximately 65,000 IT companies operating in Poland, as many as one-third of which are registered in Warsaw (21,500 companies). The most popular IT segment in Warsaw is software development, offered by as many as 75% of enterprises in the sector, while 64% also provide other IT services. Warsaw-based companies specialize in delivering solutions for finance, banking, and insurance (53%). They also frequently collaborate with the retail and commerce sector (51%), healthcare (44%), telecommunications (42%), and public administration (42%). While the majority of companies still provide services to clients within Poland, an increasing number are delivering solutions to Western countries, such as the United Kingdom (40%), Germany (35%), and the United States (33%).



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**5,000**

Total Number of Students  
on IT-Related Majors

## | Selected IT companies

- Amazon
- Fujitsu
- Google
- IBM
- KMD
- Microsoft
- Oracle
- SII
- CD PROJEKT RED



# Gamedev

Warsaw is not just a location for setting up an IT company, but an entire ecosystem that supports the development of new technologies. It is home to thousands of businesses, ranging from startups and small, few-person operations to advanced corporations and R&D centers employing hundreds of people. It is estimated that there are approximately 65,000 IT companies operating in Poland, as many as one-third of which are registered in Warsaw (21,500 companies). The most popular IT segment in Warsaw is software development, offered by as many as 75% of enterprises in the sector, while 64% also provide other IT services. Warsaw-based companies specialize in delivering solutions for finance, banking, and insurance (53%). They also frequently collaborate with the retail and commerce sector (51%), healthcare (44%), telecommunications (42%), and public administration (42%). While the majority of companies still provide services to clients within Poland, an increasing number are delivering solutions to Western countries, such as the United Kingdom (40%), Germany (35%), and the United States (33%).

More information on the industry:

[Report on the Game Industry in Warsaw 2025/2026 >](#)



# Case study

## VISA

Visa Technology and Product Hub (Established in 2023); one of only five such hubs in the world. It currently employs over a thousand IT specialists and product experts. It is here in Warsaw that unique and innovative solutions—such as Visa Mobile or Visa Direct—are created and scaled across subsequent markets, seamlessly combining global technology with local insights.

More information >



**Mateusz Oleksy**

General Manager  
for Visa in Poland

*For over 60 years, Visa has played a key role in the daily lives of European citizens. We are deeply committed to the continent's development – building and maintaining trust in commerce by providing cardholders and merchants with a reliable and secure payment network. Visa's history in Poland began in 1991 with the introduction of the first Visa Business card for traveling SME entrepreneurs. Since then, we have grown significantly across Europe, and Poland has become one of Visa's key markets, with Warsaw serving as home to one of our pivotal offices and a true center of Visa innovation on the Old Continent.*

*We are a global company that combines scale and know-how with local experience and relationships, thereby supporting consumers, businesses, and the entire Polish economy. Poland is a market of strategic importance to us, as best evidenced by the establishment of the Visa Technology and Product Hub here – one of only five such hubs in the world. It currently employs over a thousand IT specialists and product experts. It is here in Warsaw that unique and innovative solutions—such as Visa Mobile or Visa Direct—are created and scaled across subsequent markets, seamlessly combining global technology with local insights.*

*We believe that payments are a key enabler of trade and economic growth. As digital solutions grow in popularity among Poles, Visa accompanies them every step of the way – supporting efforts toward the country's digitalization and modernization through innovations such as contactless payments, tokenization, and authentication technologies. As a result, Poles enjoy access to world-class payment services while benefiting from the highest*

# Case study

*standards of system resilience and fraud protection. Tapping a card to use public transport? Or perhaps making a secure online payment? For years, Visa has been setting the standards in this area and will continue to advance them in the future.*

*A key element of our operations is also cybersecurity, which is the foundation of trust – without it, innovation loses its meaning. As the world's largest SaaS platform processing over 300 billion transactions annually, Visa prevented billions of dollars in potentially fraudulent transaction attempts last year, leveraging, among other things, artificial intelligence developed over decades. Our solutions, such as Visa Protect Account to Account, can detect additional instances of fraud in real time that other solutions might miss. By utilizing AI and advanced risk analytics, we maintain fraud rates at historic lows while ensuring the highest security standards for digital payments.*

*Together with our partners in Poland, we have undergone a remarkable transformation – from the very first payment cards to today's world of digital wallets, wearables, and mobile payments. Poland plays a strategic role in shaping Visa's European future – it is a place where our global experience meets local ambition. Through the combination of world-class technology, advanced cybersecurity solutions, and trusted partnerships, we are building the foundations of a secure, innovative, and inclusive digital economy that empowers individuals and businesses to thrive.*

# Warsaw – Talent Booster

## BSS

Warsaw is one of the largest and most mature locations for business services in Poland. For investors looking for a location in the CEE region, it represents a choice driven by scale, broad access to diverse competencies, and a strategic position. Nearly half of all centers in the capital are IT hubs, which confirms the city’s strong technological orientation. The significant presence of SSC/GBS structures reflects the concentration of global functions and mid-office processes, while the substantial share of R&D centers indicates a shift toward knowledge-based processes. Compared to many regional cities, Warsaw is characterized by a relatively lower share of purely transactional BPO operations, which further strengthens its positioning as a hub based on competencies rather than cost reduction.



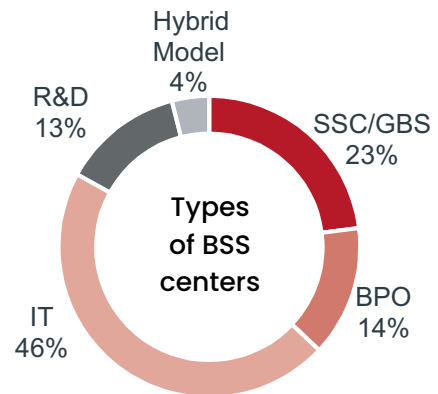
**111,500**

total employment in the BSS sector



**422**

business service centers



Finance & Accounting remains a core functional pillar, with the most frequently supported processes including:

- Accounts Payable;
- General Ledger;
- FP&A;
- Statutory and Tax Management.

### Salaries brutto (PLN/month)

Job position	Min.	Max.
Junior AP/AR Accountant	7,000	8,500
Customer Service Specialist	9,000	11,000
Master Data Specialist	9,000	11,000
Senior Procurement Specialist	10,000	13,000
Senior Controller	16,000	20,000
FP&A Manager	22,000	35,000

### Highly valued competencies:

- Advanced accounting (GL, R2R);
- Tax management;
- Compliance / SOX;
- Financial controlling and analysis.

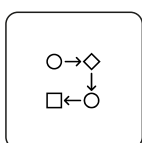


# Warsaw's strategic advantages for business services investors



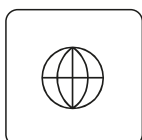
## Scale and Access to Experienced Talent

Warsaw offers a wide pool of senior-level and expert specialists. The city provides high scalability for mid- and front-office functions, global roles, and Centers of Excellence (CoE).



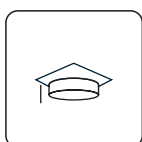
## Decision-Making Hub – Proximity to Business and Regulators

Warsaw features the highest concentration of corporate headquarters, financial institutions, and regulatory bodies in Poland. This creates a natural ecosystem for functions related to corporate governance, compliance, risk management, and strategy.



## Attractiveness to International Talent

Approximately 19.6% of the sector's workforce consists of foreign nationals representing over 50 countries, which translates into high linguistic diversity and operational flexibility in serving international markets. Foreign-capital centers account for 86% of total employment. English serves as the primary operational language, with a B2/C1 proficiency level required for most roles. Aside from English, the most commonly available languages are German, French, Spanish, Italian, Dutch, and the Nordic languages.



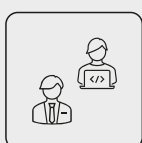
## Academic Foundation

The Warsaw metropolitan area encompasses approximately 60–75 higher education institutions, including around 15 public universities, and hosts about 230,000 students. This is the largest academic base in the country, with particular strength in fields such as finance and accounting, economics, law, IT/computer science, and data analytics.



## Operational Predictability and Infrastructure

Warsaw offers a well-developed business infrastructure: wide availability of Class A office space in central locations, an advanced public transport network, excellent flight connectivity, and a mature ecosystem of professional services.



## Hybrid Work Model – An Industry Standard

- 60.1% of centers operate in a hybrid model.
- The most common models for splitting working time between the office and remote work are 2+3 or 3+2 arrangements (days in office vs. days working remotely).
- Models based exclusively on on-site office work or entirely on remote work represent a minority.



# 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:



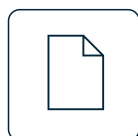
Location advisory



Organisation of site visits for potential investors



Information on investment incentives



Preparation of information packs



Identification of potential business partners



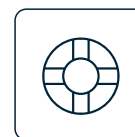
Cooperation with startups and technology providers – B2B meetings



Building connections with research institutes and innovation centres



Support in dealings with administrative authorities



Post-investment support



Polish Investment  
& Trade Agency  
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Contact us:  
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[paih24@paih.gov.pl](mailto:paih24@paih.gov.pl)

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# HRK S.A.

HRK S.A. is one of the leading HR consulting firms in Poland, with over 25 years of market experience. The company specializes in recruitment projects for specialist, expert, and managerial positions (including Executive Search), HR process outsourcing, HR advisory services, and IT contracting.

A significant area of HRK's operations also includes comprehensive HR and payroll services, covering personnel administration and payroll processing, among other functions. The company further develops solutions that support the digitalization of HR processes by implementing and optimizing technological tools that enhance employee documentation management, information flow, and reporting.

HRK partners with international corporations and Polish companies across key sectors of the economy, supporting them in building effective teams and improving the quality and efficiency of HR processes.





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