



lubuskie



**Lubuskie**  
Warte zachodu

Total area of the voivodeship	13 988 km <sup>2</sup>
Number of citizens: - in urban areas	1 017 376 (XII 2016) 63,1 %
Population per 1 km <sup>2</sup>	72 persons/km <sup>2</sup>
Principal city	Zielona Góra, Gorzów Wielkopolski
Unemployment rate	<b>7,6% (V 2017)</b>
Bigger cities in the voivodeship	Zielona Góra, Gorzów Wielkopolski, Nowa Sól, Żary, Żagań
Special Economic Zones	Kostrzyn-Słubice Wałbrzych
Industrial & Technology Parks	Lubuski Industrial and Technology Park in Nowy Kisielin near Zielona Góra Industrial and Technology Park (INTERIOR) in Nowa Sól Technology Centre in Gorzów Wielkopolski
Regional Investor Assistance Centre	Zielona Góra
International airport	Zielona Góra/Babimost

### **The Lubuskie Region - an attractive place for investors**

The Lubuskie Region - the location of the Lubuskie Region, right on the German border, is conducive to foreign investments, mainly from western Europe and the Scandinavian countries. The leading branch of the industrial-processing sector is production for the automotive industry, whereas local traditional sectors engage in wood processing and paper manufacturing. Also active are the sectors specialising in electronics, food, glaziers and construction ceramics, machinery, metal constructions (metal products), biotechnology, and transport and logistics. Zielona Góra, Gorzów Wielkopolski, Sulechów, Żary and Słubice constitute important academic centres with significant scientific achievements.

### **Investment opportunities**

- Very-well-developed road, rail and waterway networks, with many border crossings (by road, rail and river), facilitating the fast transport of goods;

- Good conditions for the growth of industry, owing to the presence of universities which offer technical majors. The Region's main potential for the generation of human capital comes from the twelve universities, teaching over 23 thousand students. Vocational schools are attended by 19.2% and technical secondary schools by 50.5% of the young people from the Region;
- The favourable demographic structure of the region - a large proportion of young people;
- Compared to other EU regions and countries, especially from the west of Europe, labour costs in Lubuskie are still significantly lower;
- The numerous institutions and service companies actively support business and economic cooperation with the neighbouring countries;
- The close distance to the large consumer markets of the European Union;
- The dynamic development of the private sector;
- The large number of enterprises with foreign capital, as compared to other Regions;
- Gas supplied from local sources and transit pipelines;
- Clean environment, beneficial for the development of tourism and agritourism farms;
- Two airports - Zielona Góra / Babimost Airport (IEG/EPZG) and the sports Aeroclub Airport in Przylep (EPZP). The Zielona Góra / Babimost airport serves international, domestic and charter flights (passenger and cargo transport), and the airport in Przylep sports and recreational flights.

## **Sectors with huge potential**

### **Automotive and Electronics**

- large number of producers of car components and suppliers for the automotive sector:
  - GEDIA POLAND in Nowa Sól,
  - FAURECIA in Gorzów Wielkopolski
  - MOLEX in Sulęcín
  - Ideal Automotive in Zielona Góra
  - OLSA POLAND in Kostrzyn nad Odrą - car's lights production for FIAT, VOLKSWAGEN, RENAULT, GM (Opel), BMW,
- a few companies representing electronics and IT sector, including one of the leading companies on the market: ADB in Zielona Góra,
- large supply of skilled labour:
  - large share of people in pre-productive age,
  - the lowest in the country share of people in the post-productive age,
  - well-developed network of schools,
  - high level of education - secondary schools listed in the national rankings,
  - network of schools specializing in preparing specialists in the fields of electronics and electro-technics,
- relatively low labour costs in the sector,
- well-developed business environment:
  - representative offices and branches of roughly 100 banks - the highest rate in the country,
  - numerous institutions with pan-regional or international range,
- foreign investors: TPV DISPLAYS POLSKA.

## **Timber and Paper**

- sufficient supply of raw material:
  - the largest area of forests in Poland (49% of the voivodeship's area),
- proper climate conditions:
  - the longest vegetative period in Poland,
  - average annual temperature - roughly +8°C,
- numerous sawmills:
  - 3rd position in the country in terms of wood supply,
  - 6% of the output sold of the domestic wood industry originate from the Lubuskie voivodeship,
  - timber industry accounts for 10% export of Poland.
- furniture and timber industry traditions,
- large pool of specialists in the field of wood processing and upholstery:
  - numerous vocational schools training in the following fields:
    - carpenter,
    - timber specialist,
    - wood processing specialists,
    - machining tool specialist,
    - network of secondary schools with required profile,
- large number of suppliers for the furniture and timber processing industries, including:
  - IKEA INDUSTRY POLAND LTD (Zbąszynek and Babimost),
  - KRONOPOL (Żary),
  - STEINPOL (Zielona Góra, Witnica, Rzepin, Chociszewo),
  - A.Z. Iwannicy (Gubin)
- producers of offset paper and hygienic tissue paper: Arctic Paper Kostrzyn SA, ICT Poland, Hanke Tissue.

## **Food production**

- advantageous natural conditions:
  - minor pollution,
  - good quality of surface water,
- farmland constitute 39.4% of the region's area,
- advantageous infrastructure:
  - dense road network,
  - trunk-line running through the region,
  - proximity of field airport,
  - transit location of the voivodeship,
- proximity of large outlets,
- famous brands operating in the voivodeship:
  - V&S Luksusowa Zielona Góra S.A.,
  - PODRAVKA POLSKA,
  - Magnolia,
  - AB Foods Polska,
- large growth dynamics of the sector.

### Glass industry

- car's glasses producers, glass to white goods, glass to shower cubicles, glass to furniture: Hart-SM in Żary, Saint Gobain in Żary, Vitrosilicon S.A. w Iłowie.

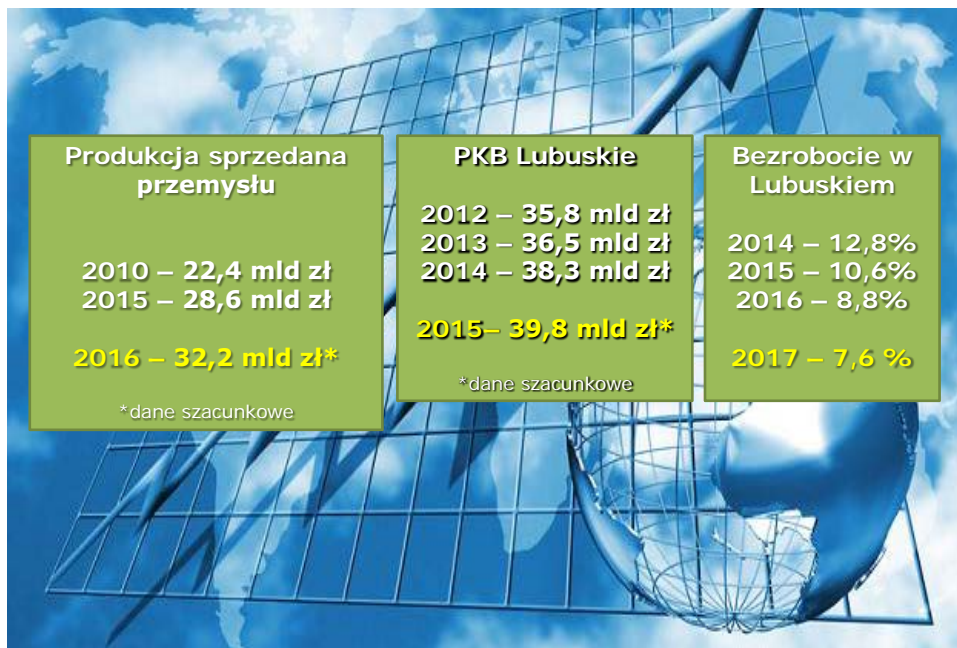
### Economic Potential

#### Gross domestic product in 2015(data30.12.2016)

	in mln PLN
Lubuskie	<b>39,8</b>

Source: Central Statistical Office

#### Gross domestic product per capita by province (current prices)



#### Average monthly gross wages and salaries (PLN) in July 2017

Poland	<b>4 498,45PLN</b>
Lubuskie	<b>3 887,79PLN</b>

Source: Central Statistical Office 2016

### Local job market

#### Economic activity of the population aged 15 and more (July 2017 average)

	Registered unemployment rate (%)
Poland	<b>7,1</b>
Lubuskie	<b>7,3</b>

Source: Central Statistical Office 2016

## Higher education institutions including non-public higher education institutions

### Higher education institutions in 2015/2016 academic year

	Schools		Students	
		Non-public schools		In non-public schools
Poland	453	329	1 736 612	518 196
Lubuskie	8	5	23 853	1 725

Source: Central Statistical Office

## Selected higher education institutions

### University of Zielona Góra (Uniwersytet Zielonogórski)

selected faculties: construction, economics, biomedical engineering, computer science, electronics and telecommunications, architecture and urban planning, interior design

### Academy in Gorzów Wielkopolski (Państwowa Wyższa Szkoła Zawodowa)

selected faculties: pedagogy, philology (Polish, English, German), European administration, public administration, management, political science

### Collegium Polonicum Słubice (Viadrina Frankfurt Oder i UAM Poznań)

## Selected investors who have invested in the region

High-opportunity sectors and investors who have operated on the local market for some time and are the flagship of entrepreneurship in the region. Examples of investors in the region by sector:

- Motor industry: Gedia Poland, Faurecia Gorzów, , Keiper Poland, Ideal Automotive
- Wood and paper industry: Kronopol, Arctic Paper Kostrzyn SA, ICT Poland, Hanke Tissue;
- The machinery industry: Seco/Warwick SA, Teleskop, Voit, Nord;
- The electronics industry: Relpol SA, TPV Displays;
- Chemicals and pharmaceuticals: ACP Pharma S.A., Vetoquinol Biowet;
- The food industry: AB Foods Poland, Podravka Polska, Magnolia, V&S Luksusowa Zielona Góra SA;

- Furniture: Ikea Industry Poland, Steinpol Meble;
- Other: Rockwool Poland.

### **Useful addresses**

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