



wielkopolskie

Total area of the voivodeship	29 826 km ²
Number of citizens: - in urban areas	3481,6 thous. 55,06%
Population per 1 km ²	116 persons/km ²
Principal city	Poznań
Bigger cities in the voivodeship	Kalisz, Konin, Leszno, Piła, Ostrów Wielkopolski, Gniezno, Września
Special Economic Zones	Wałbrzyska Łódzka Kamienogórska Kostrzyńsko-Słubicka Pomorska Słupska
Industrial & Technology Parks	Eureka Technology Park Kaliski Business Incubator Nikel Technology Park Poznań Science-Technology Park Poznań Technology - Industry Park Luboń Technological Park Śrem Industrial Park
Regional Investor Assistance Centre	Poznań The Association of Wielkopolska Municipalities and Counties
International airport	Poznań-Ławica

Investment opportunities

- strong economic activity, high regional GDP;
- strong investment activity of the local authorities connected with EU funds raising and with the development of self-financing
- high industrial efficiency
- diversified economic structure
- large participation of the private sector in economics of the region
- Poznań International Fairs - place for organizing big international events (congresses, conferences, sport and cultural events)
- well-developed technical infrastructure and business assistance institutions
- high quality of labour market - big supply of highly qualified employees knowing foreign languages,
- high investment activity of the voivodeship: investment outlays in industry represent 11,1% of expenditures in the country (3 place among voivodships)
- convenient road connections: main East-West transit corridor, motorway A2 between Konin and Nowy Tomyśl, ring-road around Poznań, modernization of the S5 route, S11 route and convenient railway connections - all this improve staff mobility in Wielkopolskie region, domestic and international airport (Ławica: www.airport-poznan.com.pl/en/), Odra water route,
- Academic Centre: over 134 thousand. students, 34 higher education institutions, approx. 50 research institutes, Department of PAN (Polish Academy of Sciences)
- high share of foreign capital - 3rd place in the country (10.8%)
- large areas of high-quality agricultural land

Sectors with huge potential

Automotive

- presence of many investors in this branch:
 - Volkswagen AG (Germany),
 - Solaris Coach and Bus (Poland),
 - Bridgestone/Firestone (Japan),
 - Delphi Automotive Systems (USA)
 - Honda (Japan)
- automotive cluster
- fairs of automotive products
- suppliers database (www.contactwielkopolska.pl)
- high efficiency of existing manufacturing enterprises:
 - among 500 largest enterprises in Poland - 54 originate from Wielkopolska
 - the region manufactures 9,7% of the domestic car output
 - 40% of the domestic output of public transport vehicles
 - 80% of the domestic output of trucks and tractors

BPO

- priority sectors: modern services BPO/SSC, technology advanced production, R&D
- large outlays on BPO activities in Wielkopolska:
- 46 operating centres shared services sector and IT
- increasing employment in shared services centres and outsourcing sectors of Information Technology and Research & Development
- The City of Poznań winner of the prestigious competition Outsourcing Stars 2014
- 2nd place of Poznań in the rankings of Polish cities attractiveness, Poznań promotes places attractive to investors
- developed network of business-support institutions
- system of investment incentives - local means of assistance
 - program of scholarships aiming to finance trainings at enterprises implementing innovative investments in Poznań
 - program of tax on real estate exemption as far as the new investments or those sited at an area of technological parks are concerned
 - program “Wielkopolska Innovation” - cooperation with partner regions, cooperation between research institutions, enterprises, tertiary schools, self-government authorities
 - programs developed by local, self-government entities
- BPO companies present in the region:
 - GlaxoSmithKline - Development Products Division in GSK plant in Poznań, work out new technologies of medicaments production
 - Grace Performance Chemicals - research and innovation laboratory leading material and chemical researches for construction sector, located in Poznań Science-Technology Park
 - Microsoft Innovation Centre (Centrum Innowacji Microsoft) - a joint project of Microsoft, Poznań Supercomputer-Network Centre and Poznań Technical University
 - Telcordia - research and development centre: net system developing, designs software and implements prototypes and consulting services. Together with Adam Mickiewicz University, Academy of Economics and Poznań Technical University, Telcordia will create a unique in the country brand new interacademical faculty: - the technical use of Internet
 - Unilever - Developmental Centre of Liquid Food Products (Centrum Rozwojowe Płynnych Produktów Żywnościowych): inventing new recipes, production processes and packages for soups, sauces, ketchups

- Wikia - development centre of American Internet company software connected with Wikipedia
- Jeronimo Martins
- McKinsey
- Franklin Templeton Investments
 - MAN Accounting Center,
 - Ikea,
 - Mars,
 - A. Schulman
- **well-developed services**
- absorptive local market - 870 thous. inhabitants in Poznań agglomeration
- **large number of universities:**
 - Poznań is the seat of 28 universities, including among others:
 - Adam Mickiewicz University; distinguishable faculties: chemical technologies, informatics
 - University of Economics; distinguishable faculties: computer science technology, business
 - Poznań Technical University: Informatics Institute, considered as one of the bests in Poland, international successes of the scientific staff and their students, e.g, in the competition Imagination Cup organized by Microsoft; new faculties: mechatronics, air transport, aircraft engines
 - Medical Academy distinguishable faculties: pharmacy, biotechnology
 - Agriculture Academy

BPO companies in Poznań:

- Arvato Services (Poznań)
www.arvato.pl
 2000 employees (in 8 locations in Poland - mostly in Wielkopolska Region)
- Analyx GmbH (Poznań)
- Glaxo Smith Kline (Poznań)
www.gsk.com.pl
 900 employees (in Poznań)
- KPMG (Poznań)
www.kpmg.com
- McKinsey EMEA Shared Services Sp. z o.o. (Poznań)
www.mckinsey.com
 ca. 120 employees
- Carlsberg, MAN, Franklin Templeton and more

Logistic

- favourable network of transport routes linking the region with other parts of the country and foreign countries:
 - roads:
 - East-West A2 (Berlin-Moskwa) - the already finished section
 - North-South - Gdańsk-Poznań-Wrocław-Prague and Szczecin-Poznań-Katowice
 - the region is actively investing in transport infrastructure, modernization of bridges and existing routes is going on
 - railway transport:
 - modernized route Warszawa-Berlin (3h EuroCity)

- well developed network of local connections
- air connections:
- modern passenger and commodity terminal „Ławica” in Poznań
- passenger flights to Cologne, Frankfurt, Vienna, Copenhagen, Dublin, Liverpool, London, Munich and Warsaw
- extensive offer of investment locations: over 300 offers,
- strong position in the industrial market: warehouses located in the Poznań region is nearly 1 million square meters, which gives the third position in terms of size in the country, the rent: 2.5 – 3,5 Euros / m² / month
- large demand for logistics services
- existing logistics services (rent amounting to EUR 2-4 per m²):
 - Volkswagen in Swarzędz
 - Clip in Swarzędz
 - Intermarche in Kozięgłowy
 - Reemstma in Tarnowo Podgórne
 - Lidl in Jankowice
 - Poczta Polska in Komorniki
 - Raben in Poznań Gadki
 - Prologis Park in Sady
 - Tulipan Park in Poznań
 - Panattoni Logistic Centre in Żerniki
 - Logistic Centre in Gądko

Economic Potential

Gross domestic product in 2015

	in mln PLN	in %	per capita
Poland	1 798 302	100	46 764
Wielkopolskie	176 720	9,8	50 870

Source: Central Statistical Office

Gross value added by kind of activity (mln) in 2014

	Total	Agriculture, hunting and forestry; fishing	Industry	Construction	Trade and repair; hotels and restaurants; transport, storage and communication	Financial and insurance activity; real estate, renting and business activities	Other service activities
Poland	1 524 940	43 419	403 844	119 345	436 636	145 104	376 591
Wielkopolskie	147 596	6 011	43 144	11 089	42 942	11 522	32 888

Source: Central Statistical Office

Average monthly gross wages and salaries (PLN) in I Q 2017

Poland	4353,55
Wielkopolskie	4200,09

Source: Central Statistical Office

Local job market

Economic activity of the population aged 15 and more in I Q 2017

	Economically active persons (in thous.)	Activity rate (%)	Registered unemployment rate (%)
Poland	17 208	56,2	5,4
Wielkopolskie	1 647	58,7	3,6

Source: Central Statistical Office

Registered unemployed persons by educational level in 2015 (thous.)

	Total	Tertiary	Vocational	General	Basic vocational	Lower secondary, primary and incomplete primary
Poland	1 304	219	319	161	417	188
Wielkopolskie	93,3	11,3	20,4	8,8	28	24,5

Source: Central Statistical Office

Registered unemployed persons by age in 2015 (thous.)

	Total	24 years and less	25-34	35-44	45-54	55 years and more
Poland	1 304	284	385	266	224	139
Wielkopolskie	93,3	15,5	26,3	19,2	16,4	15,6

Source: Central Statistical Office

Selected higher education institutions

Adam Mickiewicz University in Poznań (Uniwersytet im. A. Mickiewicza)

selected faculties: biology, biotechnology, chemistry, physics, geology, information technology, materials engineering, mathematics, environment protection, political science, law, psychology, sociology, business and marketing

Technical University of Poznań (Politechnika Poznańska)

selected faculties: automatics and robotics, electronics and telecommunication, electrical engineering, technical physics, information technology, materials engineering, environmental engineering, mathematics, mechanics and machine construction, chemical technology, production management and engineering

Academy of Economics in Poznań (Uniwersytet Ekonomiczny)

selected faculties: economics, finance and banking, spatial management, information technology and econometrics, business and marketing

Uniwersytet Medyczny im. Karola Marcinkowskiego

selected faculties: cosmetology, dentistry, medical, pharmacy

August Cieszkowski Academy of Agriculture (Uniwersytet Przyrodniczy w Poznaniu)

selected faculties: biology, biotechnology, economics, environmental engineering, forestry, environment protection, agriculture, agricultural and forestry technology, timber technology, animal husbandry

Selected investors who have invested in the region

Firm	Sector	Location
Volkswagen Poznań	automotive	Poznań - Swarzędz, Września
Philips Ligting Poland	white goods	Piła
Man Star Trucks & Buses	automotive	Tarnowo Podgórne
Kompania Piwowarska	food producing	Poznań
Grupa Raben	logistic	Gądk
Mahle Polska	automotive	Krotoszyn
GlaxoSmithKline Pharmaceuticals	chemical	Poznań
Bridgestone Poznań	automotive	Poznań
Solaris Bus & Coach	automotive	Owińska

Useful Addresses

Wielkopolskie Marshal's Office (Urząd Marszałkowski Województwa Wielkopolskiego)

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61-714 Poznań
Tel.: (+48 61) 626 66 66
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