### 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)
- 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

<table>
<thead>
<tr>
<th>Total area of the voivodeship</th>
<th>29 826 km^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of citizens:</td>
<td>3481,6 thous.</td>
</tr>
<tr>
<td>- in urban areas</td>
<td>55,06%</td>
</tr>
<tr>
<td>Population per 1 km^2</td>
<td>116 persons/km^2</td>
</tr>
<tr>
<td>Principal city</td>
<td>Poznań</td>
</tr>
<tr>
<td>Bigger cities in the voivodeship</td>
<td>Kalisz, Konin, Leszno, Piła, Ostrów Wielkopolski, Gniezno, Września</td>
</tr>
<tr>
<td>Special Economic Zones</td>
<td>Walbrzyska, Łódzka, Kamiennogórska, Kostrzyńsko-Słubicka, Pomorska, Słupska</td>
</tr>
<tr>
<td>Industrial &amp; Technology Parks</td>
<td>Eureka Technology Park, Kaliski Business Incubator, Nikel Technology Park, Poznań Science-Technology Park, Poznań Technology - Industry Park, Łubń Technological Park, Śrem Industrial Park</td>
</tr>
<tr>
<td>Regional Investor Assistance Centre</td>
<td>Poznań, The Association of Wielkopolska Municipalities and Counties</td>
</tr>
<tr>
<td>International airport</td>
<td>Poznań-Ławica</td>
</tr>
</tbody>
</table>
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 Poznan 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
o Wikia - development centre of American Internet company software connected with Wikipedia
o Jeronimo Martins
o McKinsey
o Franklin Templeton Investments
  o MAN Accounting Center,
  o Ikea,
  o Mars,
  o A. Schulman

• **well-developed services**
• absorptive local market - 870 thous. inhabitants in Poznań agglomeration

• **large number of universities:**
  o 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](http://www.arvato.pl)
  2000 employees (in 8 locations in Poland - mostly in Wielkopolska Region)

• Analyx GmbH (Poznań)

• Glaxo Smith Kline (Poznań)
  900 employees (in Poznań)

• KPMG (Poznań)
  [www.kpmg.com](http://www.kpmg.com)

• McKinsey EMEA Shared Services Sp. z o.o. (Poznań)
  [www.mckinsey.com](http://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:
  o roads:
    ▪ East-West A2 (Berlin-Moskwa) - the already finished section
    ▪ North-South - Gdańsk-Poznań-Wroclaw-Prague and Szczecin-Poznań-Katowice
    ▪ the region is actively investing in transport infrastructure, modernization of bridges and existing routes is going on
  o 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 Koziegłowy
  - 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 Gądki

Economic Potential

Gross domestic product in 2015

<table>
<thead>
<tr>
<th></th>
<th>in mln PLN</th>
<th>in %</th>
<th>per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>1 798 302</td>
<td>100</td>
<td>46 764</td>
</tr>
<tr>
<td>Wielkopolskie</td>
<td>176 720</td>
<td>9,8</td>
<td>50 870</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

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

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

Source: Central Statistical Office

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>4353,55</td>
</tr>
<tr>
<td>Wielkopolskie</td>
<td>4200,09</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

Local job market

Economic activity of the population aged 15 and more in I Q 2017
<table>
<thead>
<tr>
<th>Economically active persons (in thous.)</th>
<th>Activity rate (%)</th>
<th>Registered unemployment rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>17 208</td>
<td>56,2</td>
</tr>
<tr>
<td>Wielkopolskie</td>
<td>1 647</td>
<td>58,7</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

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

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Tertiary</th>
<th>Vocational</th>
<th>General</th>
<th>Basic vocational</th>
<th>Lower secondary, primary and incomplete primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>1 304</td>
<td>219</td>
<td>319</td>
<td>161</td>
<td>417</td>
<td>188</td>
</tr>
<tr>
<td>Wielkopolskie</td>
<td>93,3</td>
<td>11,3</td>
<td>20,4</td>
<td>8,8</td>
<td>28</td>
<td>24,5</td>
</tr>
</tbody>
</table>

Source: Central Statistical Office

**Registered unemployed persons by age in 2015 (thous.)**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>24 years and less</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55 years and more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>1 304</td>
<td>284</td>
<td>385</td>
<td>266</td>
<td>224</td>
<td>139</td>
</tr>
<tr>
<td>Wielkopolskie</td>
<td>93,3</td>
<td>15,5</td>
<td>26,3</td>
<td>19,2</td>
<td>16,4</td>
<td>15,6</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Firm</th>
<th>Sector</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volkswagen Poznań</td>
<td>automotive</td>
<td>Poznań - Swarzędz, Września</td>
</tr>
<tr>
<td>Philips Ligting Poland</td>
<td>white goods</td>
<td>Piła</td>
</tr>
<tr>
<td>Man Star Trucks &amp; Buses</td>
<td>automotive</td>
<td>Tarnowo Podgórne</td>
</tr>
<tr>
<td>Kompania Piwowarska</td>
<td>food producing</td>
<td>Poznań</td>
</tr>
<tr>
<td>Grupa Raben</td>
<td>logistic</td>
<td>Gądki</td>
</tr>
<tr>
<td>Mahle Polska</td>
<td>automotive</td>
<td>Krotoszyn</td>
</tr>
<tr>
<td>GlaxoSmithKline Pharmaceuticals</td>
<td>chemical</td>
<td>Poznań</td>
</tr>
<tr>
<td>Bridgestone Poznań</td>
<td>automotive</td>
<td>Poznań</td>
</tr>
<tr>
<td>Solaris Bus &amp; Coach</td>
<td>automotive</td>
<td>Owińska</td>
</tr>
</tbody>
</table>

### Useful Addresses

**Wielkopolskie Marshal’s Office (Urząd Marszałkowski Województwa Wielkopolskiego)**  
Al. Niepodległości 34  
61-714 Poznań  
Tel.: (+48 61) 626 66 66  
Fax:(+48 61) 626 69 69  
www.umww.pl

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61-713 Poznań  
al. Niepodległości 16/18  
Tel: +48 61 854 18 56, 851 55 66  
Fax: +48 61 854 11 50  
www.poznan.uw.gov.pl

**The Association of Wielkopolska Municipalities and Counties**  
**Investor Assistance Center**  
Ul. Piekary 17  
61-823 Poznań  
Tel. (+48 61) 64 75 314  
E-mail: coi@investinwielkopolska.pl  
www.investinwielkopolska.pl
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Anna Łohunko
18.08.2017 r.