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Poland in Poland
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POLAND



Invest
in Poland

Investment climate in Poland

Poland is an ideal investment destination. This has been confirmed by a number of foreign companies, which located their projects in the country. Poland offers investors an exceptionally friendly and profitable investment environment. Amongst the country's major advantages, investors cite EU membership, competent personnel, buoyant domestic market and a stable economic situation even in the period of a global economic downturn. The fact that Poland forms part of the European Union means for foreign investors that both the country's economy and legal regulations are predictable and meet general European standards.



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Sectors of opportunity for investment and trade

The following information highlights key sectors which show particular promise in years to come. Attracted by generous tax incentives and a competitive cost base, the number of investors in these sectors continues to grow steadily.

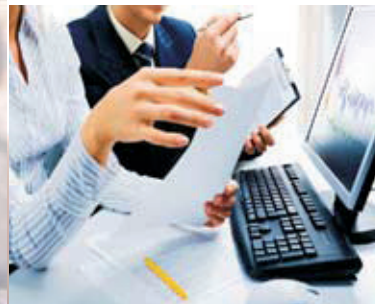
Investment incentives for investors

Poland managed to develop a very attractive incentive system of different types. There are possibilities to link various forms of aid exemption offered in Special Economic Zones, tax incentives that are issued by the local authorities or the EU structural funds. The most attractive and interesting form of incentive is direct grants. There are two sources of direct grants. The first is the Polish government's special system supporting investment of strategic importance for Polish economy. The second source is subsidies co-financed with European funds. Until 2013 the Polish economy will be reinforced with an injection of € 67 billion. In fact, Poland is already the biggest beneficiary of EU funding.

Investment climate in Poland

Land of People

Investors who opt for Poland should barely have any problems finding suitable personnel. Highly-qualified workers and well-educated specialists are easily available in Poland. Every tenth European student comes from Poland. And 50% of citizens are under the age of 35. Almost 45% of students can communicate in more than one foreign language and 35% speak two of them. The most popular ones are: English (80%) and German. Competitive labour costs are an important benefit as well.



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R&D

The quality of Polish scientific and technical thought is confirmed by the fact that the largest global corporations tend to locate their R&D centres in our country. Polish mathematicians and information technology experts are world leaders in research and development, winning many prestigious international competitions like Microsoft Imagine Cup, European Merrill Lynch Investment Challenge, Google Code Jam, or the IBM-ACM International Collegiate Programming Contest. Excellent universities and technical schools provide a wealth of academic talent.

Service Centers

International corporations see Poland as an excellent location for transferring non-production functions of a company, such as the accounting department or call centres. Poland is becoming the European centre of modern Business Process Offshoring (BPO) services. The launching of BPO centres has a significant impact on the development of the Polish labour market, since one new work place in this sector requires a relatively low outlay.

IT

The Polish IT market, is following Russia's, the second largest market in Central and Eastern Europe. The main factors leading to Poland's international recognition in IT are the Polish IT specialist, as well as the quality of the services provided and the level of creativity, availability of a high quality IT communications infrastructure and cost effectiveness. The dominant segment of the IT market in 2008 was the computer hardware segment (59%), i.e. computers, monitors and supplementary equipment. The second largest segment was IT services (28%), and the third was the programming market (software), with a 13% share of the market.

land of people

Land of opportunities

The combined purchase power of 38 million consumers make Poland the EU's largest new market in Central Europe and the eighth largest on the Continent, as well as 30th in the world. The retail sales rate in September 2009 grew by 5.4% comparing to previous year and was the highest in the whole of the European Union.



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Construction

Fuelled by booming commercial and residential real estate markets, Poland's construction industry is a sound investment. Poland is also a noteworthy exporter of construction services and materials.

Aviation

Did you know that almost every passenger aircraft in the world has at least one part made in Poland? "Aviation Valley," an aerospace industry cluster in southern Poland includes aircraft production sites, maintenance facilities, local technical universities and pilot training facilities.

Automotive

Current and potential investors in the automotive sector are drawn by excellent facilities, locations, and a productive and cost-effective labour force. In addition to automobile assembly, Poland is also home to producers of engines, engine components, and a wide range of automotive parts.

land of opportunities



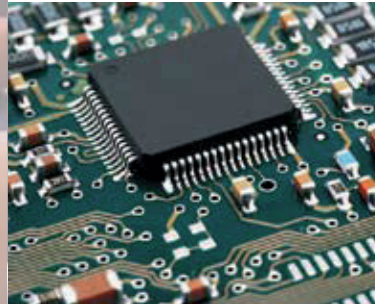
Dynamic growth

Poland is one of the few places on the map of Europe, which offer investors a safe haven in the time of crisis. Data concerning GDP for the third quarter of 2009 not only proves that Poland managed to avoid recession, but shows that the Polish economy has been growing 1,7%. Poland is the region's biggest politically and economically stable country, and that creates chances for successful long-term investment. Poles account for 24% of the region's population, and produce nearly 40% of its GDP. That is an indicator of the Polish economy's potential.

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Telecommunication

Poland's booming telecom market continues to grow at a rate of 10% per year. As both a producer and a consumer, Poland offers a wide range of interesting investment possibilities.

Electronics

Poland's electronics industry has emerged in recent years as one of the most significant in Europe. Poland is home to many renowned producers of electronics and home appliances, including the increasingly popular LCD-screen television. More LCD screens are assembled in Poland than anywhere else in Europe, earning Poland a place as the world's 3rd largest producer. Foreign investment spans all electronics segments from computers, to telecoms, components and audio video. Dependable employees, excellent universities, and a strategic location make Poland the most competitive choice in the region.

Energy

The energy sector in Poland offers many opportunities. Although modernization of existing facilities has attracted a large amount of foreign investment, other projects involving alternative energy development are also extremely promising. Wind energy and bio-fuel rich plants are examples of this potential.

dynamic growth

Heart of Europe

Poland's convenient and strategic location is an asset for any investor. Located in the heart of continental Europe, Poland offers access to an EU market of 455 million consumers and a population of 250 million within a 1000 km radius, including rapidly growing markets further east such as Ukraine and Russia. Schengen zone membership, modern ports, a comprehensive railway network and roads integrated with the Trans-European Road Network (TERN) are assurances of excellent distribution potential.



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Food

Poland's domestic farms satisfy 85% of the nation's food demand. A reputation of healthy ecological food and high quality drive sales of food products, which are an important export. The number of successful Polish firms in this sector is impressive. A large number of domestic brands are popular among consumers, and there are many others with export potential.

Environment

Planned EU spending of more than EUR 27.8 billion in the environmental sector ensures increased opportunity in the near future. Reduction of greenhouse gas emissions and water pollution are main priorities.

Boat building

In addition to large full service shipyards, Poland is home to a number of smaller boatyards where quality yachts and motorboats are produced, most of which are exported. Attention to detail, excellent craftsmanship, and superb engineering have solidified a reputation for fine boats, and Polish-produced models have been gaining an increasing amount of attention at international boat shows and fairs.

heart of Europe

How can we help?

The Polish Information and Foreign Investment Agency (PAIILZ), the government agency responsible for promotion of Poland as a business partner abroad, assists foreign companies considering direct investment in Poland, firms trading with Poland and Polish exporters.

If you are considering an investment in Poland, we will support you by:

- offering assistance in finding a convenient investment location,
- locating business partners and suppliers,
- offering advice on obtaining investment incentives,
- providing advice at every stage of the investment process.

For those who want to trade with Poland, we offer:

- assistance in finding the best business contacts,
- a comprehensive database of potential contractors,
- quick access to information on the Polish economy,
- facilitation of contacts with Polish trade organizations.

www.exporter.gov.pl

Agency's mission is also to create a positive image of Poland across the world, to promote Polish goods and services abroad by organizing conferences, seminars, exhibitions, workshops and study tours for foreign journalists.

Contact us to learn more about how your company can profit from the unique business potential of Poland.

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