



  
**Invest**  
in Świętokrzyskie

**Świętokrzyskie**  
– a good place for investments

# Świętokrzyskie – hard to pronounce, easy to invest in!

Why is Świętokrzyskie Voivodeship so worth investing in? Lots of well-educated and ambitious workers, many foreign investors, development of various clusters and innovative branches speak volumes. Kielce, the region's capital, is the second biggest and most important trade fair city in Poland. The beautiful, clean natural surroundings, spa mineral water springs and the castles, palaces and numerous other historical monuments in the region round off its attractiveness and uniqueness.



# Świętokrzyskie – hard to pronounce, easy to invest in!

The name of the Świętokrzyskie Voivodeship comes from the Świętokrzyskie ('holy cross') mountain range, the oldest mountains in Europe. The region is situated in central Poland and covers an area of 11.691 square kilometers (roughly 1/4 of the area of Switzerland).

Both industry and agriculture dominate the whole region. It is situated on the cross-roads of major national transport routes, right by the largest Polish agglomerations and the borders with Slovakia and Ukraine.



# Świętokrzyskie – hard to pronounce, easy to invest in!



## Distances from major polish international Airports:

**Kielce – Kraków-Balice 133 km**

**Kielce – Warszawa-Okecie 172 km**

**Kielce – Katowice-Pyrzowice 145 km**

**Kielce – Wrocław 360 km**

**Kielce – Poznań 360 km**

**Kielce – Gdańsk 490 km**



## Major road connections:

national road no. 7 (Gdańsk – Warszawa -- Kielce – Kraków – Chyżne)

national road no. 9 (Radom – Slovakia)

national road no. 42 (Kamienna – Jaworzno – Starachowice)

national road no. 73 (Tarnów – Kielce – Warszawa)

national road no. 74 (Sulejów – Kielce – Kraśnik)



# Kielce Airport – comes in handy!

The airport can provide customs clearance and passport control activities for passengers of helicopters and small planes carrying up to 40 people and is situated in the commune of Masłów, just 8,5 km north-east of the center of Kielce. Prospective plans to extend the local airport in Masłów assume that it will be transformed into an international facility. Founded in 1937, it is registered as a civilian airport by the International Civil Aviation Organization (ICAO) under the international registration number KA EP. Length of the runway: 1.155 meters in total. You can also hire air taxis, for example from Warsaw to Masłów / Kielce.



# What do the figures say about the local economy of Świętokrzyskie Voivodeship?

By the end of 2011 the region's total population was 1.266.014, of whom 712.000 were in employment (unemployment rate: 14,5%). It's quite a young group: 436.000 of those in employment are aged 15-44. With 804.676 at working age, they make up 60% of the whole population. Each year there are around 4.000 school leavers starting work for the first time! The demographic factor is one of the key coefficients that determine regional development potential, and in this respect Świętokrzyskie has a lot to offer its investors. Once a decision on investment has been made, it is easy to recruit well-qualified staff.

The average monthly gross wages and salaries among workers in Świętokrzyskie Voivodeship are 3.055.81zł (around €670), the average income per capita is 1.026zł and the GDP is 27.333zł and growing very dynamically.



# What do the figures say about the local economy of Świętokrzyskie Voivodeship?



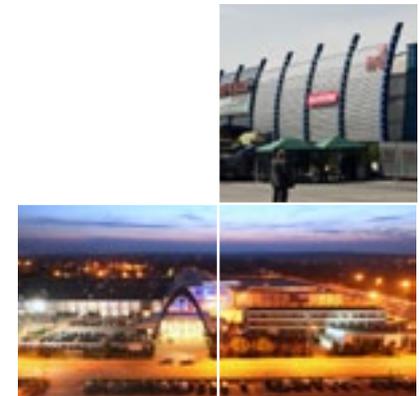
Świętokrzyskie Voivodeship is also well prepared to educate its workers. There are two public universities (Jan Kochanowski University in Kielce and Technical University of Świętokrzyskie) and 14 private colleges located here.

The region's dynamic development can be seen from the high amount of European Union funding – the local governments have started a new innovation programme, which will improve the process and increase the flow of structural funds to Świętokrzyskie Voivodeship.

Kielce's industrial facilities manufacture world-class products, as confirmed by numerous quality certificates, rankings among the world's key manufacturers, and prizes awarded at international exhibitions and fairs, making the region very attractive to investors. The building material industry, which uses local resources, is a strength of the regional economy. Regional construction companies are among the largest and most dynamically developing businesses in the country.

# Kielce Trade Fairs

Kielce Trade Fairs (Targi Kielce), the second largest fair centre in Poland, is an economic brand name in the Voivodeship and enjoys a share of one third of the Polish exhibitions market. It is situated at the junction of major national and international routes and acts as a centre for business meetings attended by renowned domestic and international entrepreneurs. Targi Kielce is the organiser of over 60 exhibitions and 400 conferences held here every year. It houses the only Polish exhibition area where dynamic heavy construction, transport and military equipment can be presented. The fair has operated on the Polish exhibition market for over 17 years and guarantees convenient conditions and unforgettable impressions.



# Kielce Trade Fairs



Nine of its fair events have been awarded a European Medal for Services (granted by the Office of the Committee for European Integration and the Business Centre Club): the International Fair of Road Construction Industry **AUTOSTRADA-POLSKA**; the International Defence Industry Exhibition **MSPO**; the International Fair of Foundry Technologies **METAL**; the International Exhibition of Church Construction, Church Fittings and Furnishings and Religious Art **SACROEXPO**; the International Fair of Local Public Transport **TRANSEXPO**; the International Fair of Plastics Processing **PLASTPOL** and, since 2008, the International Fair of Agricultural Technology **AGROTECH**; the Exhibition of Metalworking and Metal Machining **STOM** (since 2009), and the Education Fair **EDUKACJA** (since March 2010).



# An easy start for new investments - Special Economic Zones

In our region we have two Special Economic Zones - The 'Starachowice' Special Economic Zone S.A and 'Tarnobrzeg' Special Economic Zone S.A. These Special Economic Zones support many fields of economic activity in Świętokrzyskie. They are known for years of industrial tradition, and greatly influence the process of modern technology implementation, alleviating the effects of unemployment.



# From tourism and nature to natural resources

Fans of active leisure will find attractive sports facilities, cycling and trekking routes, and places to enjoy winter sports, motor sports and sports in the air or on the water. Hundreds of cultural events (such as festivals, mass open-air events, shows, etc.) are organised in the Voivodeship every year.

Increased environmental awareness and spending on environmental protection have contributed to the restoration of the natural environment to conditions observed decades ago. Rare flora and fauna such as beavers and white-tailed eagles can also be found in the region. Świętokrzyskie is the cradle of Polish ore and rock mining. A rich tradition of steel production, metallurgy, ceramics and masonry has its roots here.



# From tourism and nature to natural resources



Paradoxically, Świętokrzyskie, one of the Polish regions with the cleanest environment, is undergoing dynamic industrial development. Natural resources facilitate the production of cement and gypsum, and as a result, Świętokrzyskie's gypsum and cement industry plants are very active on the domestic and international market. The concessions granted so far allow for the exploitation of the following deposits: 114 ore deposits, including 110 deposits of rock materials, 3 reservoirs of therapeutic waters and 1 oil field. The total volume of rock resources in the deposits documented in the region is 9,1 billion tonnes, with 3,24 billion tonnes of deposits being exploited. In 2009, about 28.000.000 tonnes of rock were mined. Carbonate rocks are of key importance in the regional mining sector, i.e. limestone, marl and dolomite. Nationally, Świętokrzyskie provides more than half of the resources used by the lime industry, approx. 30% for the cement industry and approx. 65% of road and building stones obtained from carbonate rocks.

# Successful investments

## – Sectors offering the best business opportunities

### Building and construction

Our region is famous for having the largest building companies in Poland, which develop and implement their projects nationwide. Many impressive buildings and complexes in Poland were constructed by Świętokrzyskie builders. The largest foreign investors operating in the region include companies from the United Kingdom, France, Germany, Japan, Belgium and the United States of America. Within the Voivodeship there is a network of sub-contractors and suppliers of building materials, in particular the manufacturers gathered together in the Świętokrzyskie building cluster, which provides a favourable environment for entrepreneurial developments in the building and construction sector. Rich reserves of mineral deposits, the availability of trained and experienced workers, appropriate policies and direction regarding technical and vocational training, professional assistance from the local authorities and opportunities to take over from or run joint ventures with international building contractors; these are all factors which ensure success for future investors.

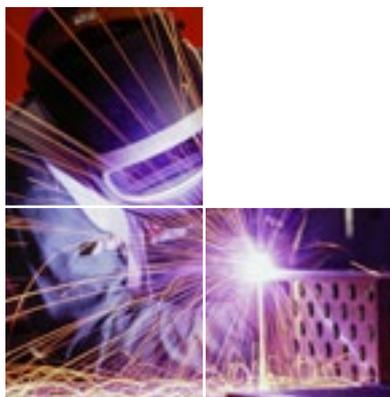


# Successful investments

## – Sectors offering the best business opportunities

### Metallurgy

With its great tradition in the field of metallurgy, the Świętokrzyskie Voivodeship is a very attractive region for investors. Many factors – access to a young, well qualified workforce, relatively low labour costs, well-prepared sites for industrial investments on greenfield and brownfield plots, a wide selection of partners and sub-contractors listed in both the Development Strategy for the Świętokrzyskie Voivodeship and the Regional Strategy for Innovation in the Świętokrzyskie Voivodeship – indicate that metallurgy has great prospects within the region.



# Successful investments

## – Sectors offering the best business opportunities

### Spa and health services tourism

The Świętokrzyskie Voivodeship is a region that stands out for its natural environment and climate. Legally protected areas form 66% of the Voivodeship's total surface area. The numerous national and natural parks, large wooded areas, attractive reservoirs, healthy state of the natural environment and extensive supplies of mineral water are testimony to the region's exceptional qualities. Nearby are other large urban agglomerations and various well established health resorts boasting wide ranges of medical facilities and well-trained staff. Altogether this means that there are very attractive and reasonably priced offers for specific clienteles, together with the potential for alternative tourism.



# Successful investments

## – Sectors offering the best business opportunities

### Food industry and agriculture

The Świętokrzyskie Voivodeship also has other kinds of treasures underfoot – the highly fertile soils that make the food industry one of the region's most important economic sectors. Fruits, vegetables, cereals, meats (pork, beef, poultry, fish) and milk have painstakingly been produced here for years to meet organic standards, turning the Świętokrzyskie Voivodeship into a primary supplier for the food industry. Furthermore, numerous agrotourism companies have also sprung up; the Michałów stud farm traditionally breeds thoroughbred Arabian horses which are highly prized around the world.



# Successful investments

## – Sectors offering the best business opportunities

Other major economic sectors include engineering, precision engineering, and the food and textile industries. The high quality of goods and services makes regional companies' ranges an attractive purchase for international investors. The main trading partners include Germany, the United Kingdom, Ukraine, Italy and France. The considerable attractiveness of the regional economy and the favourable climate created by the local authorities is reflected in a continuous increase in the number of companies with foreign capital established in Świętokrzyskie.



# Innovations in the region

The local governments in Świętokrzyskie Voivodeship know very well that a successful economy cannot come about without a combination of top-quality human resources and innovations. The Świętokrzyskie Innovation Council (ŚRI – Świętokrzyska Rada Innowacji) has been founded to coordinate the development of the innovative branches in the region and economic growth based on science and know-how. The SRI also identifies and recommends the sectors which, based on international and European policy, have the best perspective in the future of Świętokrzyskie Voivodeship and have a chance of increasing its competitiveness worldwide. The new innovative fields which are currently being developed are: energy efficiency, health services and medical tourism, the trade fair sector, know-how transfer and design.



# Innovations in the region

## Design as the region's driving force

The foundation of the DCK (Design Centre Kielce) was inspired by the City of Kielce, The Jan Kochanowski University in Kielce and Technical University of Świętokrzyskie, Technology Park Kielce, The Game and Toy Museum in Kielce and Kielce Culture Centre. It is an internationally oriented cluster dedicated to developing creativity, experimentation and production in all areas of contemporary design. There are already numerous projects being realized and planned. The universities have both created new faculties responding to the market need for qualified staff in this area: the Industrial Design Faculty and the Computer Graphics Faculty. There is also an 'Off Fashion' Contest that promotes the idea of design and inspires for new ideas. Industrial and applied design makes the economy of the Świętokrzyskie region competitive and, as a platform for cooperation in this area, the cluster helps the branch to grow and develop.



# Innovations in the region

## Development of the trade fair and exhibition sector

Kielce Trade Fair Group (GTK – Grono Targowe Kielce) is an innovative cluster for trade fair services. Its 56 member enterprises from Świętokrzyskie Voivodeship represent 16 different types of business activities: publishing, tourism agencies, hotels, restaurants, exhibitions, transport, tax advice, advertising, training, the printing industry, landscaping, translating, business consulting, bakeries, travel agencies and IT. The GTK seizes all possible business opportunities, such as promoting entrepreneurship among students and doctoral candidates or education on the job market. It is thanks to the synergies created here that Świętokrzyskie Voivodeship, with its capital Kielce, can be so successful on the Polish and European trade fair markets.



# They are already here!

## Investors in Swietokrzyskie Voivodship with German capital:

1. **KCT Sp. z o.o.**, Kielce [www.kct.com.pl](http://www.kct.com.pl)
  - Industrial corrosion protection
2. **Begerow Polska Sp. z o.o.**, Sandomierz [www.begerow.com/pl](http://www.begerow.com/pl)
  - Enzymatic clarifying and filtering substances and systems
3. **BETOMAX Polska Spółka z o.o.**, Końskie [www.betomax.pl](http://www.betomax.pl)
  - Technologies and system solutions for the building industry
4. **Centrum Opracowań MALENIEC Sp. z o.o.**, Ruda Maleniecka [www.centrum-opracowan-maleniec.polandtrade.pl](http://www.centrum-opracowan-maleniec.polandtrade.pl)
  - Hardware and tools: saws
5. **Dyckerhoff Polska Sp. z o. o.**, Sitkówka – Nowiny [www.dyckerhoff.pl](http://www.dyckerhoff.pl)
  - Cement and concrete solutions



# They are already here!

## Investors in Świętokrzyskie Voivodship with German capital:

6. **Energetyka Ciepna Skarżysko Sp. z o.o.**, Skarżysko-Kamienna [www.ec-skarzysko.eu](http://www.ec-skarzysko.eu)  
- Heat and power industry
7. **ETC Sp. z o.o.**, Ostrowiec Świętokrzyski [www.etc.com.pl](http://www.etc.com.pl)  
- Ceramic decoration and design
8. **Euro-Auto Sp. z o.o.**, Kielce [www.euro-auto-kielce.otomoto.pl](http://www.euro-auto-kielce.otomoto.pl)  
- Car sales and service
9. **Grupa Reha Polska Sp.z o.o.**, Skarżysko-Kamienna [www.reha.com.pl](http://www.reha.com.pl)  
- Adapting cars for disabled people
10. **Petrofer Polska Sp. z o.o.**, Sitkówka-Nowiny [www.petrofer.pl](http://www.petrofer.pl)  
- Industrial chemicals
11. **PHP SIGRO Sp. z o.o.**, Sandomierz [www.sigro.pl](http://www.sigro.pl)  
- Manufacturer of wooden prefabricated components using multilayer bonding and finger joints

# They are already here!

## Investors in Świętokrzyskie Voivodship with German capital:

12. **Pneumatic Complex**, Kielce [www.pneumatic-complex.com.pl](http://www.pneumatic-complex.com.pl)

- Distributor of pneumatic tools and solutions

13. **PPHU Brolam Sp. z o.o.**, Bodzechów [www.brolam.pl](http://www.brolam.pl)

- Production of metal products and service for metal, aluminium and steel

14. **Przedsiębiorstwo topienia bazaltu w Starachowicach Sp. z o.o.**, Starachowice  
[www.bazalt.com.pl](http://www.bazalt.com.pl)

- Protecting metal and ceramic tools and machines from abrasion

15. **ROTEX-Polska Sp. z o.o.**, Kielce [www.rotex.com.pl](http://www.rotex.com.pl)

- Efficient heating systems

16. **Schmidt Polska Sp. z o.o.**, Kielce [www.schmidt-polska.pl](http://www.schmidt-polska.pl)

- producer and supplier of winter maintenance equipment for road authorities and municipal customers

# The Regional Centre for Investor Services (COI)

The Regional Centre for Investor Services (COI) supports foreign investors in the region in doing business with local enterprises and promotes the economic attractiveness of Świętokrzyskie. Its main aim is to increase the influx of direct foreign investment into the region.



# The Regional Centre for Investor Services (COI)

## Basic tasks of the COI

1. Collecting and constantly updating information on both greenfield and brownfield regional investment opportunities; disseminating this information to investors;
2. Compiling and updating regional lists of sub-suppliers according to economic sectors and a database of export companies in the Świętokrzyskie Voivodeship;
3. Gathering basic information on state-owned and State Treasury enterprises as well as municipal companies in the Voivodeship in search of strategic investors;
4. Gathering basic statistics on the Voivodeship and disseminating it to the PAiIZ and interested investors;
5. Compiling and constantly updating information on public-private-partnership projects in the Voivodeship which could to be implemented with the participation of a foreign investor; disseminating this information;

# The Regional Centre for Investor Services (COI)

## Basic tasks of the COI

6. Services to foreign investors interested in business start-ups in the Voivodeship, involving collecting and disseminating useful information;
7. Preparing and providing services for commercial and investment missions to and from the Voivodeship according to financial principles specified each time in a separate agreement;
8. Providing investors with all available information which might foster the Voivodeship's promotion or the region's investment climate, in particular:
  - a) commercial or investment missions,
  - b) business conferences by investors and regional authorities,
  - c) expansion plans of foreign investors operating in the Świętokrzyskie Voivodeship,
  - d) means and effects of investment marketing by **the Centre for Investor Services** and the Voivodeship's authorities,
  - e) considerable improvement in the region's infrastructure.

# The Regional Centre for Investor Services (COI)

The Regional Centre for Investor Services (COI) operates within the Offices of the Marshal of the Świętokrzyskie Voivodeship in Kielce based on an agreement between the Świętokrzyskie Voivodeship's Local Government and the Polish Information and Foreign Investment Agency (PAIiZ) concluded on November 21, 2007.



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