



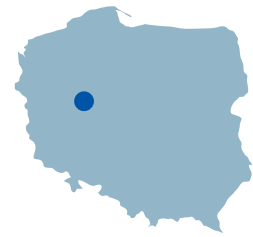
Focus on

February 2014

POZnań*



Europe



Poland



Poznań

Investment attractiveness

Poznań - the capital city of Wielkopolska (Great Poland) Region, the city of an area of 261 km² and with the population exceeding half a million, has for years been proving that it is one of the top rated cities with respect to the development of the outsourcing sector.

Every year the municipal authorities make their best efforts to attract foreign investors investing in the sector of innovative, business services in order to set up and develop operating centres in the area of Poznań. It is thanks to, among others, such sectors as BPO (Business Processes Outsourcing), ITO (IT Processes Outsourcing), R&D and SSC (Shared Services Centres) as well as Call/Contact Centres in Poznań, that class A office area has been significantly extended. At the time, Poznań hosts the WorkGate event which popularises the sector among students.

Almost 40 000 students graduate from Adam Mickiewicz University and from other colleges and universities. Out of 28 colleges and universities, 6 offer a large range of foreign language studies. It is appreciated by the investors providing services to European and non-European clients.

Perfect location of the city, at A2 motorway, with the airport servicing 24 different destinations, direct railway connection with Warsaw and Berlin make up other logistics assets of Poznań.

Investment attractiveness of Poznań has been confirmed among others in the prestigious report entitled „Global Business Services Executive Insight” prepared by The Hackett Group. Poznań is indicated therein as one of the locations featuring the best conditions for the set up of shared services centres, active in the field of investor support services and characterised with attractive costs of running a business.

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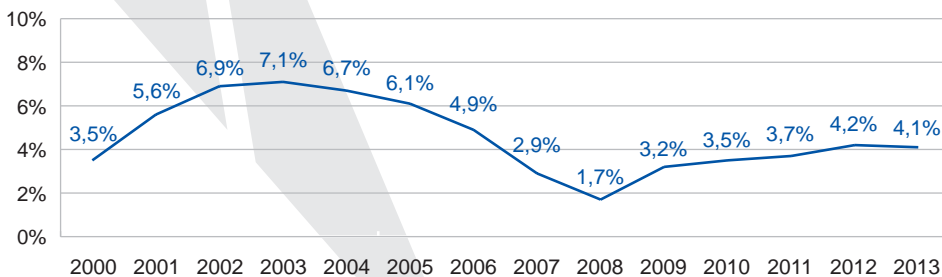
Town area:

261,9 km²

Population:

550 742

Unemployment rate

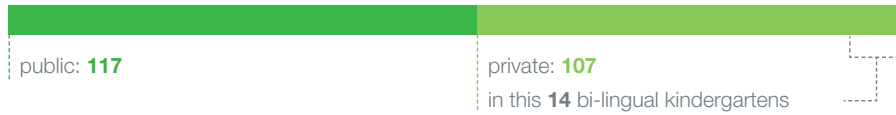


Professional activity ratio with regard to population in the age of 15 or more as per the level of education

higher	82,5%
post-secondary and vocational secondary	68,9%
secondary of general education	48,3%
vocational	65,1%
secondary junior (gymnasium), primary, lower	15,9%

Education

Number of kindergartens: **224**



Total number of schools: **426**

data from 2011/2012 including primary schools, gymnasiums, post-gymnasium schools, post-secondary schools

primary schools	secondary junior schools (gymnasiums)	secondary schools
Students 27 615 Graduates 4 444	Students 14 519 Graduates 4 738	Students 14 398 Graduates 4 838

Number of language schools: **75**

Number of colleges and universities:

28

Public colleges and universities: **8**

Private colleges and universities: **20**

Students	IN TOTAL	Graduates
11 515	Management	3 761
9 897	Foreign languages	3 161
9 164	Teaching methods (pedagogy)	2 694
6 713	Finance and accounting	2 096
4 823	Administration	1 963
3 801	Law	479
3 207	Computer Science	881
2 404	Logistics	275
2 101	Economics	752
2 040	Politics	1 115
2 000	Mechanics and Mechanical Engineering	400
1 929	Management and Product Engineering	546
1 873	International relations	854
1 849	Psychology	345
1 529	International economic relations	411
1 430	Cultural studies	524
1 312	Automatics and robotics	209
1 011	Sociology	740
974	Computer science and econometrics	175
813	Mathematics	215
807	Electronics and telecommunications	188
61 478	Other fields of study	17 409

6 schools of tertiary education offer foreign language studies

Uniwersytet im. Adama Mickiewicza:

English language, language departments with the major in: Arabic language, Baltic languages - Lithuanian language, Baltic languages - Latvian, ethnolinguistics, Danish language, German language, Spanish language, Korean language, Norwegian language, New Greek language, Russian language, Russian and English language, Russian and Ukrainian language, Swedish language, Hungarian language, Italian language, Latvian language, Japanese language, linguistics and scientific information, Chinese language, Turkish language, Ugro Finnish studies - Finnish language, Ugro Finnish studies - Hungarian language, Vietnam and Thai language, ethnolinguistics, Croatian and Serbianianian language, Arabic language, Bulgarian language, Croatian language, Czech language, Latin and Greek languages, Dutch language, french language, Polish language as a foreign language, Serbianianian language, Italian language, languages of South and Eastern Asia, Hebrew language, Hindu language, Japanese language, linguistics and scientific information, computer linguistics, applied linguistics, Portuguese language, Scandinavian languages

Poznańska Wyższa Szkoła Biznesu:

English language studies

SWPS Szkoła Wyższa Psychologii Społecznej:

Hispanic studies, Italian language studies, Swedish language studies

Wyższa Szkoła Edukacji Integracyjnej i Interkulturalnej:

filologia angielska

Wyższa Szkoła Języków Obcych im. Samuela Bogumiła Lindego

Scandinavian language studies, Korean language studies, ethnolinguistics, English language studies, German language studies, Spanish language studies, Japanese language studies, French language studies, Chinese language studies

Wyższa Szkoła Zawodowa Kadry dla Europy

English language studies

Transportation

Cargo



Cargo in total:
3 101 tones



Cargo truck:
2 066 tones



Cargo aviation:
1 035 tones

Poznań airport

Number of arrivals and departures

Year	Total passenger traffic	Flight operations	Regular flights	Charter flights	General Aviation
2013	1 278 996	19 350	949 472	323 661	5 863
2012	1 595 221	25 261	1 194 530	393 671	7 020
2011	1 463 468	23 069	1 066 568	389 835	7 065
2010	1 419 121	23 601	1 040 139	372 056	6 926
2009	1 271 757	22 862	923 530	341 977	6 250

Flight destinations: 24

Barcelona /Spain
Bergen /Norway
Bristol /Great Britain
Doncaster /Sheffield /Great Britain
Dublin /Ireland
Dubrovnik /Croatia
Düsseldorf /Germany
East Midlands /Great Britain
Edinburgh /Great Britain
Frankfurt /Germany
Copenhagen /Denmark
Liverpool /Great Britain

London Luton /Great Britain
London Stansted /Great Britain
Mediolan Bergamo /Italy
Munchen /Germany
Oslo Rygge /Norway
Oslo Torp /Sandefjord /Norway
Palma de Mallorca /Spain
Paris Beauvais /France
Rome Ciampino /Italy
Stockholm Skavsta /Sweden
Warsaw /Poland
Zadar /Croatia



Accessibility of motorways:
**Motorway A2 E30 /
5 national roads /
4 regional roads**



Car rental: **36**



Number of taxi companies:
28 TAXI companies (3201 cars)



Number of bus lines:
**58 day bus lines + 20 night bus lines
(311 buses)**



Number of tram lines:
**20 day tram lines + 1 night tram line
(228 trams)**



Railway/number of trains:
450

number of passengers:
17,2 mln per year

Distance from Poznan to other cities in kilometres

Warsaw	Wroclaw	Gdańsk	Stettin	Łódź	Katowice	Cracow	Rzeszów	Lublin	Berlin	Hamburg	Prague	Minsk	Kiev	Moscow	Vilnius
308	167	338	285	218	367	445	556	482	272	552	448	850	1079	1550	757

Business

Number of business entities in total:
102 500

Area of offices	
total existing area of offices of class A	129 400 m ²
total area of offices of class A under construction	50 800 m ²
total planned area of offices of class A	203 000 m ²
average rent of class A offices	13 - 14 EUR

Warehousing area	
total existing warehousing area	917 022 m ²
total warehousing area under construction	32 520 m ²
total planned warehousing area	718 028 m ²
average rent of warehousing areas in Poznan and in the neighbourhood	3,00-3,60 EUR

Class	Number of buildings	Area of buildings (m ²)
A	10	129 400
B+	23	123 300
B	17	48 000

Events in Poznań

SSC/BPO Week

- Poznan workplace giving campaign
- Poznan Entrepreneurship Days
- Poznan Metropolis - Economic Forum
- Poznan attracts the best' campaign
- Poznan Festival of Science and Art
- E-nnovation conferences
- International Days of Innovation
- StartUp Weekend & StartUp Sprint
- E-Wielkopolska contest
- Project Investor Conference

Examples of office buildings

Year	Status	Building	Address	Owner	Area	Car park places	Certificate
2007	EX	Andersia Tower	Plac Andersa 3	DEKA Immobilien	10 500 m ²	200	-
2012	EX	Okraglak i Kwadraciak	Mielżyńskiego 17	Immobel	6 540 m ²	19	-
2012	EX	Andersia Business Center	Plac Andersa 7	Von Der Heyden Group	11 600 m ²	150	LEED Core and Shell GOLD (pre-certified)
2012	EX	Pixel (Klaster Grunwaldzka)	Grunwaldzka 182/196	Garvest Real Estate	14 600 m ²	380	-
2013	EX	Malta House	Arcybiskupa Baraniaka 6	Skanska Property Poland	15 700 m ²	272	LEED Platinum
2013	UC	Nobel Tower	Dąbrowskiego 77	Centrum Zaawansowanych Technologii	4 000 m ²	150	-
2014	UC	Business Garden Faza I	Marcelińska / Bułgarska	Swede Center	40 990 m ²	1 188	LEED Gold (pre-certified)

EX - existing building, UC - building under construction

Examples of warehouse buildings

Building	City	Developer	Existing area	Area under construction	Planned area
Panattoni Park Poznań I	Gądkki	Panattoni	171 631 m ²	0	0
Segro Logistics Park Poznań	Komorniki / Plewiska	Segro	125 880 m ²	9 200 m ²	100 800 m ²
Prologis Park Poznań II	Tarnowo Podgórne	Prologis	120 771 m ²	0	0
Panattoni Park Poznań II	Żerniki	Panattoni	92 331 m ²	0	0
Clip Poznań	Swarzędz	Clip	74 250 m ²	0	30 750 m ²
PointPark Poznań	Gądkki	Pinnacle	63 301 m ²	0	131 269 m ²
Prologis Park Poznań I	Tarnowo Podgórne	Prologis	43 248 m ²	0	0

The institutions supporting entrepreneurship

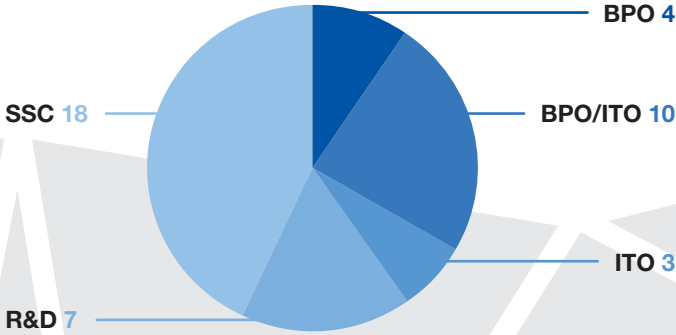
Among the institutions operating the general business area (except for scientific and research institutes) which exert impact upon the economic development of the city and the region, there are the following units:

- Poznan Science and Technology Park
- Innovation Development and Technology Transfer Centre at Poznan University of Technology
- Polish Chamber of Commerce of Importers, Exporters and Co-operation in Poznan
- The Wielkopolska Chamber of Commerce and Industry
- The Wielkopolska Chamber of Construction
- The Wielkopolska Agency of Entrepreneurship Development Ltd. in Poznan
- Wielkopolska Club of Technology and Rationalisation in Poznan
- Polish Chamber of Exhibition Industry in Poznan
- Wielkopolska Regional Chamber of Civil Engineers in Poznan
- Wielkopolska Regional Chamber of Architects in Poznan
- Wielkopolska Centre of Advanced Technologies
- Adam Mickiewicz University Centre for Innovations and Technology Transfer
- Poznan Academic Entrepreneurship Incubator
- Poznan University of Technology Academic Entrepreneurship Incubator
- Poznan Industry and Technology Park
- Eureka Technology Park Dopiewo near Poznan
- Intelligence Technology Park Poznan
- Wielkopolska Chemical Cluster
- Wielkopolska Teleinformation Cluster
- Western Cluster of Plastics Plastopolis
- Poznan Education Cluster
- KKS Lech Poznań.

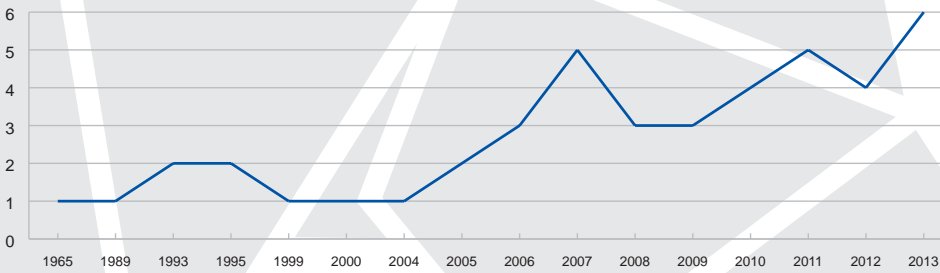
Business: Outsourcing

Innovative business services

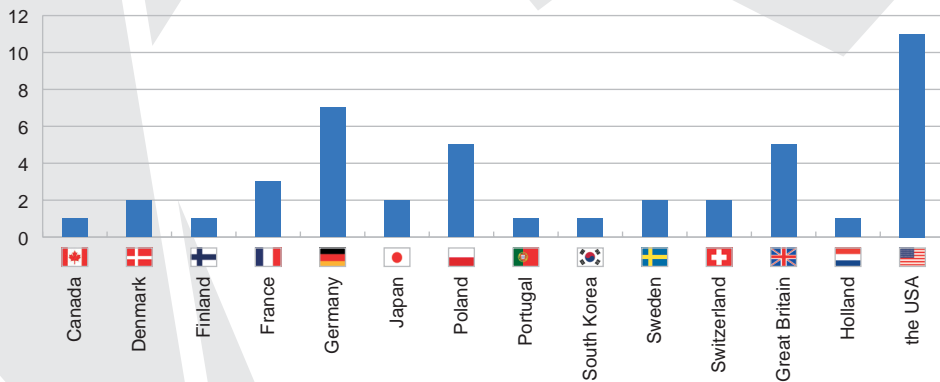
Operating activity



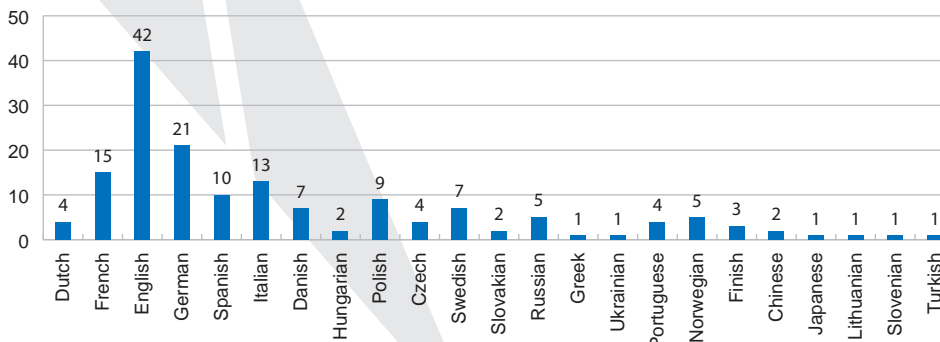
Number of investments in the year



Investment country of origin



Outsourcing centres with foreign language services

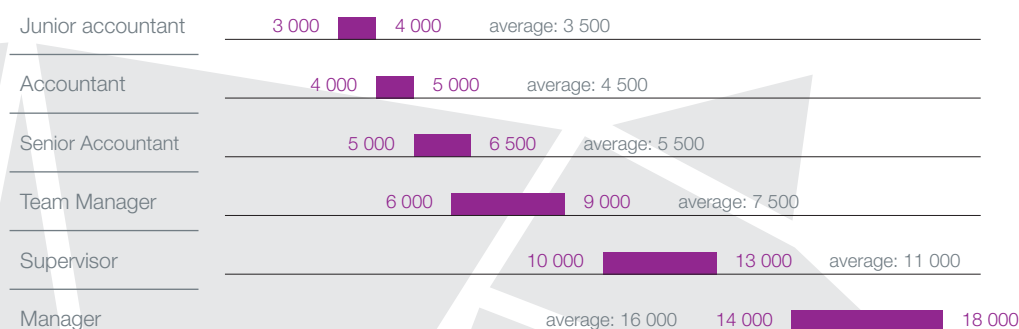


Organisation/business entity	Services provided
avato services	IT, contact center, F&A
Bridgestone EBS	F&A
Business Consulting Center sp. z o.o.	IT
Carl Zeiss	F&A
Carlsberg Accounting Service Centre	F&A, master data, e-purchasing, SAP consulting
Ciber	IT
Contact Center	contact center, sales, marketing, R&D
Dalkia Services	IT/F&A/payroll/risk management
Detica BAE Systems	IT
DFDS	F&A
Duni EFF	F&A
EXIDE Technologies SSC Sp. z o.o.	F&A
External Services	HR (payroll)
Franklin Templeton Investments	transfer agent/back office/F&A
Grace	R&D
Grant Thornton	F&A, consulting, audit
GSK Services	IT
Holicon	IT/contact center/HR
Holiday Check	IT
Ikea Business Service Center	F&A/HR/database administration
Itella	F&A
itelligence	IT
Jeronimo Martins Polska S.A.	F&A
Kennametal CEE	CRM
Kleffmann	call center
Lorenz Snack-World Services	F&A, IT
MAN Accounting Center	F&A
McKinsey EMEA Shared Services	European offices support
Mentor Graphics	IT
Newell	customer service
Open Text	IT
Propex Services Group	F&A, CRM, logistics, supply chain management, HR
ZETO	IT
Roche Polska Sp. z o.o.	IT
Rule Financial	IT
Samsung Electronics Polska sp.z o.o. Poland R&D Center	IT
Savvis	IT
Sii	IT
Starter Sp. z o.o.	contact center
Talex	IT
Unilever Polska Sp. z o.o.	FMCG
Wikia Sp. z o.o.	IT

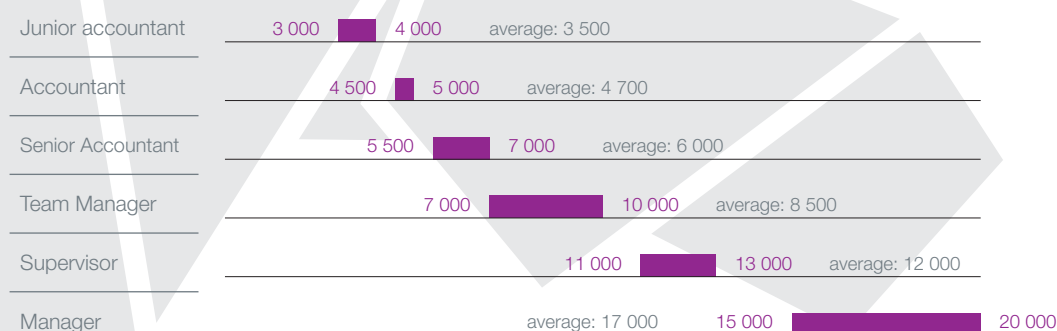
Salaries

Jobs with English (gross PLN)

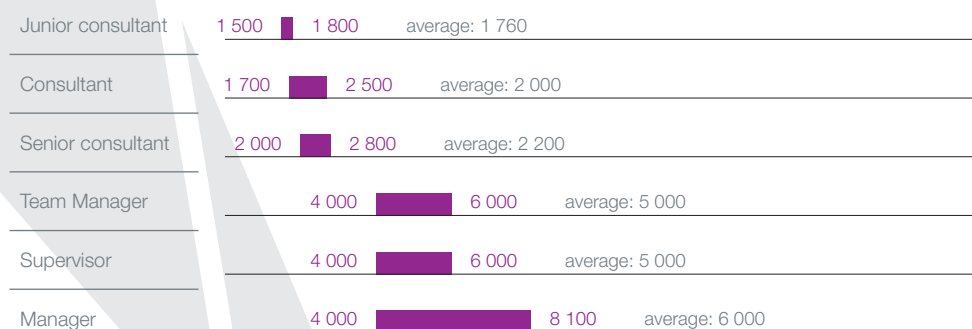
Payables management / Receivables Management



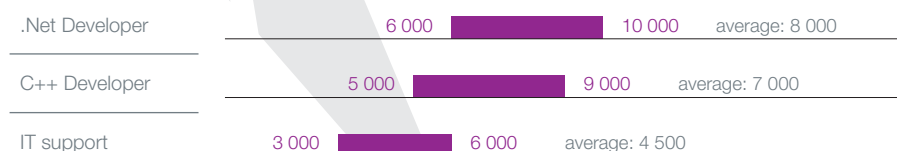
Main Ledger



Call Center



IT



jobs with other languages - average salaries (gross PLN)

German, French, Spanish, Russian	Dutch, Swedish
4 000	4 500
5 000	5 500
6 000	7 000
8 500	9 500
11 000	11 000
16 000	16 000

German, French, Spanish, Russian	Dutch, Swedish
4 000	4 500
5 000	5 500
6 500	7 000
8 500	9 500
12 000	12 000
17 000	17 000

German, French, Spanish, Russian	Dutch, Swedish
2 500	3 000
3 000	3 500
3 500	4 000
5 000	5 000
5 000	5 000
6 000	6 000

German	French	Spanish, Russian	Dutch, Swedish
8 500	9 000	11 000	12 000
7 500	8 000	10 000	11 000
4 500	5 000	5 500	6 000

Culture / Entertainment / Recreation



Number of museums: **28**



Number of theatres: **20**



Number of art galleries: **43**



Number of cinemas: **19**
(including the seasonal cinemas)



Festivals: **24**



Number of hotels: **396**
28 *** 9 **** 3 *****



Number of shopping galleries: **16**



Number of restaurants/ clubs:
564 (restaurants / pizzerias / clubs)



Fairs: **w 2012 r. 84 fair events, 11 000 exhibitors**
(in this 2500 foreign guests)

Sports facilities

10 stadiums,
14 indoor swimming-pools,
488 sports fields,
189 sports halls and gyms,
5 bowling alleys,
13 water ports,
135 tennis courts,
23 squash courts,
3 climbing walls

Sample events

Malta Festival Poznań
OFF Camera Festival
Gaming Fest - Let's Play Poznan
Transatlantyk
Kaziuk
Ulans Day
St. John's Fair
Magdalena's Braid Festival
Polish Festival of Good Taste
Franciscan Fair
The Bread Festival
A Name Day of St. Martin Street
Betlejem Poznańskie - an event related to Advent and Christmas, featuring the Nativity scene

Conference back office services: **84**

ABD Sp. z o.o. GREEN HOTEL
Uniwersytet Medyczny im. Karola Marcinkowskiego
Akademia Rolnicza
Akademia Wychowania Fizycznego
Biuro Doradztwa i Informacji Europejskiej
BŁAŻEJEWKO sp. z o.o., Ośrodek Szkoleniowo-Wypoczynkowy
Hotel & Centrum Kongresowe IOR
Centrum Kultury ZAMEK
Centrum Wyszczolenia Jeździeckiego HIPODROM WOLA Sp. z o.o. Hotel DERBY
Dom Bretanii Fundacja POZNAŃ-ILLE ET VILAINE
Centrum Kongresowe POZNAŃ-TARGI
Centrum Konferencyjno-Wypoczynkowe Energo-Tour Energetyka Poznańska, Hotel EDISON
Fundacja SAMI SOBIE
Kaskada - hotel
Hotel GROMADA
Hotel HP PARK
Hotel IKAR, Grupa Hoteli WAM sp. z o.o.
Hotel MAT
Hotel Mercure Poznań
Hotel NARAMOWICE
Hotel NOVOTEL Poznań Malta
Hotel RZYMSKI Sp. z o.o.
Hotel Topaz
Hotel T&T
Hotel VIVALDI****
Instytut Logistyki i Magazynowania
Instytut Zachodni
Kinopolis Poznań
Maltańskie Centrum Szkoleniowo - Konferencyjne

Motel-Camping nr 111 STRZESZYNEK
Multikino Poznań 51
Muzeum Archeologiczne
NOVOTEL POZNAŃ CENTRUM****
Orbis S.A. Oddział Hotel POZNAŃ
Ośrodek Pracy Twórczej Zrzeszenia Studentów Polskich
Ośrodek Szkolenia Kadr i Usług Socjalnych Rolnictwa i Gospodarki Żywnościowej
środek Szkoleniowo-Wypoczynkowy BŁAŻEJEWKO
Ośrodek Szkoleniowo-Żeglarski Chorągwi Wielkopolskiej ZHP
Ośrodek Szkoleniowy Gospodarstwo Pomocnicze GDDP DWÓR W SKRZYNKACH
Ośrodek Wczasów w Kiekrzu Komendy Wojewódzkiej Policji w Poznaniu
Ośrodek Konferencyjny Instytutu Matematycznego PAN w Będlewie
Palmiarnia Poznańska
Hotel Restauracja Meridian
Politechnika Poznańska, Polsko-Niemieckie Centrum Akademickie
Polska Akademia Nauk
Poznańskie Ośrodki Sportu i Rekreacji Camping MALTA
Poznańskie Ośrodki Sportu i Rekreacji Hala Sportowo-Widowiskowa ARENA
Leśny Ośrodek Szkoleniowy w Puszczykowie
Sala Posiedzeń im. Seweryna Mielżyńskiego, Poznańskiego Towarzystwa Przyjaciół Nauk (PTPN)
Sheraton Poznan Hotel ****
Szkoła Aspirantów Państwowej Straży Pożarnej
Telekomunikacja Polska S.A. Główny Ośrodek Wypoczynkowo-Szkoleniowy
Uniwersytet im. A. Mickiewicza
VOX Chemia Wielkopolska Gielda Budowlana

Wielkopolska Korporacja Techniczna WKT - NOT
WORLD TRADE CENTER POZNAŃ
Zakłady Przemysłu Metalowego im. H. Cegielskiego
Zespół Hoteli, Kasyn i Bufetów OLIMPIA KWP
Lake Hotel***
Hotel Astra
Hotel MTJ
Pałac Wiejce
IBB Andersia Hotel
HOTEL REMES SPORT&SPA ****
Hotel Twardowski ****
ILONN Hotel
Centrum Konferencyjne POLSKA 13
Hotel Jarota***
NH Poznań****
HOTEL 500***
Concordia Design
Centrum Konferencyjne Adam's
Sale konferencyjne five-biuro
Hotel MAX
PAŁAC TARCE
AIP Business Link
Eureka Technology Park
Pomarańczarnia
City Solei boutique Hotel
City Park Hotel & Residence
Hotel Włoski Business
Wyższa Szkoła Hotelarstwa i Gastronomii
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PROGRESSIO

in co-operation with



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61-841 Poznań

T: +48 61 878 54 28
E: inwestor@um.poznan.pl
W: www.poznan.pl

Pro Progressio - foundation supporting growth and promotion of outsourcing industry in Poland. The foundation co-operates with the public and private sector as well as with the international organisations operating in the outsourcing sector.

Pro Progressio is closely related with outsourcing sector media that is with OutsourcingPortal and Outsourcing&More magazine.

Pro Progressio manages the Outsourcing Club, to which it invites business entities providing outsourcing services and organisations operating in direct environment of the sector. The club promotes and supports the development of the outsourcing activities, both in the area of services and production, furthermore, it facilitates the establishment of new contacts and increases the outsourcing brand awareness

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Members of the Outsourcing Club in Poznań:

