

Warsaw School of Economics



REGIONAL INVESTMENT ATTRACTIVENESS 2014

Świętokrzyskie Voivodship

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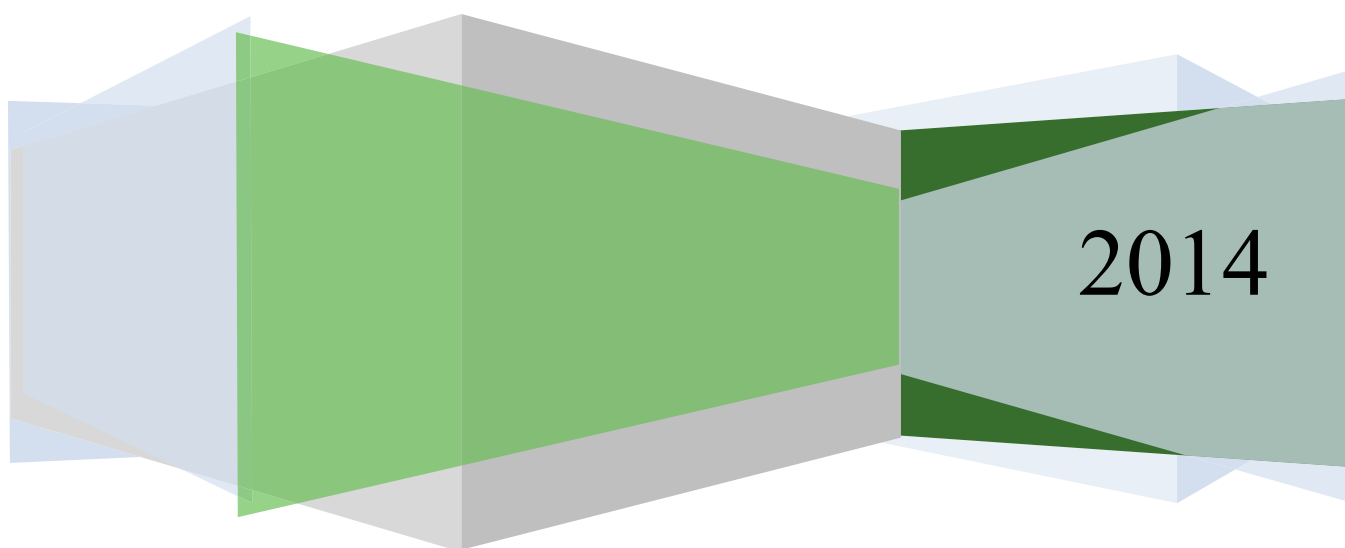
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Polish Information and Foreign Investment Agency (PAIIZ) is a governmental institution and has been servicing investors since 1992. Its mission is to create a positive image of Poland in the world and increase the inflow of foreign direct investments by encouraging international companies to invest in Poland. PAIIZ is a useful partner for foreign entrepreneurs entering the Polish market. The Agency guides investors through all the essential administrative and legal procedures that involve a project. It also provides rapid access to complex information relating to legal and business matters regarding investments. Moreover, it helps in finding the appropriate partners and suppliers together with new locations.

PAIIZ provides free of charge professional advisory services for investors, including:

- investment site selection in Poland,
- tailor-made investors visits to Poland,
- information on legal and economic environment,
- information on available investment incentives,
- facilitating contacts with central and local authorities,
- identification of suppliers and contractors,
- care of existing investors (support of reinvestments in Poland).

Besides the **OECD National Contact Point**, PAIIZ also maintains an Information Point for companies which are interested in European Funds. All of the Agency's activities are supported by the **Regional Investor Assistance Centres**. Thanks to the training and ongoing support of the Agency, the Centres provide complex professional services for investors at voivodship level.

On the website **www.paiz.gov.pl** an investor can find all the necessary information concerning key facts about Poland, Polish economy, legal regulations in Poland and detailed information which could be useful for any company wanting to set up a business in Poland.

Since 2011 China – Poland Economic Cooperation Centre operates in PAIIZ as a "one-stop shop" providing comprehensive information on investment opportunities in Poland and offering support for Chinese companies during the investment process. The Centre is responsible for: promotion of Poland as a location for FDI, identifying sources of foreign direct investment, supporting the missions and delegations from China, preparing analysis & information, maintaining regular contact with Chinese companies operating in Poland, Go China Project. More information you can find on: **www.gochina.gov.pl**.

Also since 2013 PAIIZ is implementing the **“Go Africa”** program. Its aim is to encourage Polish entrepreneurs to enter the African markets and to promote Poland in Africa. Therefore PAIIZ is organizing: fact finding missions to African countries, participation of Polish entrepreneurs in fairs, conferences, seminars and workshops both in Poland and in Africa. Furthermore the Agency is preparing publications on African markets. More information you can find on: **www.goafrica.gov.pl**.

INTRODUCTION

The report has been prepared to order of the Polish Information and Foreign Investment Agency and is the next edition of the regional investment attractiveness reports. The reports have been published since 2008. They are the result of scientific research conducted since 2002 under the supervision of H. Godlewska-Majkowska, Ph.D., university professor of the Warsaw School of Economics, in the Institute of Enterprise, Collegium of Business Administration of the Warsaw School of Economics. All the authors are the core members of a team that develops methodology of calculating regional investment attractiveness.

The report consists of a few parts. The first part includes the synthetic presentation of the voivodship's economy, including social-economic potential of the voivodship and the level of economic development as well as economy structure. The most important socio-economic data, including information on investment attractiveness, is presented in a table. The first part of the report also presents the position of the voivodship compared to other Polish and European Union regions, paying special attention to the most important industries and high potential sectors.

The second part of the report presents internal diversification of voivodship's investment attractiveness at the levels of counties (Polish: *county*) and communes (Polish: *gmina*). The results of the investment attractiveness calculations for the Świętokrzyskie voivodship's territorial units can be compared to the other territorial units from all of the Polish regions as the calculations have been made for all of them.

In the third part of the report the main business environment institutions in the voivodship are presented, taking into consideration kinds of support which they offer to investors. This part also includes information on location of the Special Economic Zones (SEZs) in the voivodship and information on the results of their activities. The third part of the report is completed by the presentation of the results of the 'A' Commune ranking. The ranking made it possible to point out such communes that are not only attractive for potential investors but also offer them well-prepared information on the Internet.

The report is completed with the Appendix including tables with comparisons of investment attractiveness indices for voivodship's counties and communes. There is also some more detailed information in the Appendix concerning effects of functioning of the Special Economic Zones in the region.

There are two approaches to the investment attractiveness presented in this work. One of them is **potential investment attractiveness**, defined as a set of regional location advantages that influence achieving investors' goals (such as costs of running a business, sales revenues, net return on investment and investment's competitiveness).

Another approach is **real investment attractiveness**, defined as region's ability to create investor's satisfaction and influence absorption of financial and physical capital in form of investments. They can be measured by effectiveness of capital spending.¹

Potential investment attractiveness indices in their simplified version (PAI1) measure the location-specific advantages of regions. They are calculated for territorial units of various levels of statistical division of the country (communes – Polish: *gmina*, counties – Polish: *powiat*, subregions, voivodships/regions). These indices refer to the whole national economy and to the selected sections: C – manufacturing industry, G – trade and repair, I – tourism and catering, M – professional, scientific and technical services. These sections are the core of the national economy.

Besides, some indices are calculated only for the voidships, on the basis of characteristics available only on the regional or macroregional level which allows evaluating their investment attractiveness in a much broader context. These are PAI2 indices, which are calculated both from a general point of view and with reference to the above mentioned sections of the economy.

What is more, ranks of real investment attractiveness, which relates to the inflow of capital (in the form of investments) and the effects of investments considered from a point of view of productivity and returns on the outlays made, are used in this report. Real investment attractiveness can be calculated for voivodships, based on the statistical data available on the regional level.

The measurements in use are subject to annual review thanks to consulting them with foreign investor assistance institutions and direct contact to territorial self-government units as well as organizations of entrepreneurs. A description of methodological approach to measuring investment attractiveness of Polish regions, counties and communes can be found online on the website of the Institute of Enterprise at the Warsaw School of Economics (<http://kolegia.sgh.waw.pl/pl/KNoP/struktura/IP/struktura/ZOB/>), as well as in numerous scientific publications and expert opinions.

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1. More information on this topic can be found in: *Atrakcyjność inwestycyjna regionów Polski jako źródło przedsiębiorczych przewag konkurencyjnych*, H. Godlewska-Majkowska (ed.), Studia i Analizy Instytutu Przedsiębiorstwa, Oficyna Wydawnicza SGH, Warszawa 2012; H. Godlewska-Majkowska, *Polish regions and their investment attractiveness in the EU*, in: POLAND Competitiveness Report 2013. National and Regional Dimensions, M. Weresa (ed.), Oficyna Wydawnicza SGH, Warsaw 2013, pp 299-316.

1. THE PROFILE OF REGIONAL ECONOMY OF ŚWIĘTOKRZYSKIE VOIVODSHIP

Świętokrzyskie voivodship is situated in the central part of Poland near large urban agglomerations: Kraków, Warszawa and Łódź. Grasslands occupy 650,200 ha (55,6% of the total area), the farming of cattle, horses and poultry prevails. A characteristic element is the Świętokrzyskie Mountains (literally: the Holy Cross Mountains), which lie in the centre of the Kielce Highlands, which in turn influences the development of tourism.

The main advantages of the voivodship are:

- two state universities: the Kielce University of Technology and the Jan Kochanowski University of Humanities and Sciences in Kielce, the part of which is the Faculty of Health Sciences ranked in the highest category 1 by the Ministry of Science and Higher Education,
- favourable conditions for the development of tourism (the Świętokrzyskie Mountains),
- natural resources – deposits of natural resources used in the construction industry (the area of the Świętokrzyskie Mountains), sulphur (near Busko-Zdrój and Grzybów) and mineral waters (Busko-Zdrój, the water called Buskowieńka), sulphuric waters (Busko-Zdrój),
- favourable conditions for the development of food industry,
- rich mineral springs of therapeutically waters and a well-developed base of treatment facilities and sanatoria, recreation establishments, hotels and guest houses,
- the presence of quite well-developed branches of industry – smelting industry represented by Celsa Ostrowiec Steelworks (Ostrowiec Świętokrzyski), manufacture of metallic products (Skarżysko-Kamienna), manufacture of machinery and equipment (Starachowice), manufacture of construction materials (Kielce), manufacture of ceramics, founding industry (Stąporków, Końskie), power industry (Połaniec).

The general characteristics of the region are presented in Table 1.

Table 1. The general characteristics of the Świętokrzyskie voivodship

| Feature | Świętokrzyskie voivodship | Poland | Share [%] |
|---|---|--|-----------|
| Market potential | | | |
| GDP per capita 2012 (PLN/person) | 30726.9 | 41439.1 | - |
| Population (persons) on 31 December 2013 | 1268239 | 38495659 | 3,3% |
| Human resources potential | | | |
| Higher education institutions graduates (persons) in 2013 | 13023 | 454986 | 2,9% |
| Secondary schools graduates (persons) in 2013 | 9838 | 271333 | 3,6% |
| Number of employed persons in 2013 | 554 | 15568 | 3,6% |
| Structure of employed persons in 2013 | agriculture 21.8% industry 27.8% services 50.4% | 12.0% 30.5% 57.5% | |
| Investment outlays and capital of companies with foreign capital participation in the voivodship | | | |
| Investment outlays (PLN m) in 2012 | 1299.7 | 79942.6 | 1.6% |
| Capital of companies (PLN n) in 2012 | 2925.8 | 206992.3 | 1.4% |
| Special Economic Zones (SEZs) in the voivodship* | | | |
| <ul style="list-style-type: none"> – Starachowice – Tarnobrzeg | | | |
| Counties and communes distinguished according to the Potential Attractiveness Index for the national economy (PAI1_GN) | | | |
| Counties | Class A | City of Kielce | |
| Communes | Class A | Kielce (u), Starachowice (u), Ostrowiec Świętokrzyski (u), Sandomierz (u), Skarżysko-Kamienna (u), Sitkówka-Nowiny (r), Połaniec (u-r), Ożarów (u-r) | |
| | Class B | Miedziana Góra (r), Strawczyn (r), Solec-Zdrój (r), Zagnańsk (r), Staszów (u-r) | |

Additional information: (u) – urban commune, (r) – rural commune, (u-r) – urban-rural commune.
PAI – potential investment attractiveness, RAI – real investment attractiveness

* For more information see Table 4 in the Appendix.

Source: Authors' own calculations.

The number of inhabitants of the voivodship amounts to 1268239 (as of 2013), which is 3.3% of the population of Poland. The age structure in the voivodship in 2013 was as follows: 17.3% of the population at pre-productive age, 62.9% at productive age and 19.8% at post productive age (for Poland it was 18.2%, 63.4% and 18.4% respectively).

The main potential for human capital creation in the voivodship lies in 15 higher education institutions in which there are 33760 students studying, which makes up 2.2 % of all students in Poland. Moreover, 3.1% of the secondary school students in the voivodship attend vocational schools and 3.9% attend technical schools.

The registered unemployment rate in the voivodship amounted to 14.6% in August 2014, compared to 11.7% in Poland. The average monthly gross wages and salaries in enterprises sector in the first half-year of 2014 amounted to PLN 3286.4, which is 87.2% of the average for Poland.

In 2012 Świętokrzyskie voivodship made a contribution of 2.4% to the GDP of Poland. Calculated per capita, it amounted to PLN 30726.9 with the average for Poland PLN 41439.1. With this result the voivodship takes the 12th place in the country. The GDP growth rate in the voivodship in the years 2003-2012 amounted to 174.8% while the average for Poland amounted to 189.2%.

In comparison with the whole country the structure of employment in the voivodship is characterized by a share of the service sector at the level of 50.4% whereas a share of the agricultural and industrial sectors are respectively 21.8% and 50.4% (Central Statistical Office, Local Data Bank 2014).

Traditions of mining building materials are important for Świętokrzyskie voivodship. According to that „products of other non-metallic mineral products (23%)” are highly represented in structure of the industry.

Moreover in structure of the industry are: manufacture of metal products (8%), which is also linked to historically shaped industry profile of the region, production of food (15%), as well as production of wood and cork, except furniture, with the production of articles of straw and plaiting materials (6%). In the structure of sales also clearly marked with a production of machinery and equipment (5%).

Świętokrzyskie voivodship is a significant producer position in mineral industry on the national scale. Which is reflected in a 12 percent share of the region in the national value of sold production from non-metallic mineral products.

When it comes to the most of the above-mentioned sectors, the voivodship improved or maintained its competitive position within the last three years (measured by its share in the country's sold production):²

- manufacture of textiles,
- manufacture of products of wood and cork, except furniture, with the production of articles of straw and plaiting materials,
- manufacture of products from non-metallic mineral,
- machinery and equipment,
- manufacture of food products.

The information on sectors that are found as strategic by the region's authorities can be important for the investors. The voivodship's strategic sectors mentioned in the strategy of regional development include above all: machine industry, automotive, metallurgy, electronics, precision engineering, agri-food, building materials, construction, mining of mineral resources.

For the entrepreneurs willing to invest in Świętokrzyskie voivodship the list of the high potential sectors may be a good hint. The list was prepared by the Polish Information and Foreign Investment Agency in cooperation with the Świętokrzyskie voivodship self-government, based on the observations on investments inflows to the voivodship.

The high potential sectors on the list include:

- metal,
- building,
- therapeutic spa and rehabilitation.

Investments of this kind can be located on preferential conditions in the specially prepared places in the Special Economic Zones: **Starachowice, Tarnobrzeg, in the following subzones:**

- **SEZ** Starachowice subzones: Kielce (u), Końskie (u-r), Morawica (r), Ostrowiec Świętokrzyski (u), Piekoszów (r), Sędziszów (u-r), Skarżysko-Kamienna (u), Starachowice (u), Stąporków (u-r), Suchedniów (u-r),
- **SEZ** Tarnobrzeg subzones: Połaniec (u-r), Staszów (u-r), Tuczępy (r).

In the all above-mentioned locations investors can benefit from tax allowances amounting to 35% - 45%, depending on the enterprise size – more information can be found on http://www.paiz.gov.pl/investment_support/investment_incentives_in_SEZ.

²Calculations based on the Statistic *Bulletin of the Świętokrzyskie Voivodship* from the 1st quarter of 2014 and *Statistical Bulletin*, I quarter of 2014, www.stat.gov.pl (10 November 2014). A change of 0.25 percentage point was considered as maintaining competitive position.

2. REGION'S RANK IN TERMS OF INVESTMENT ATTRACTIVENESS IN POLAND AND IN THE EUROPEAN UNION

Świętokrzyskie Voivodship is one of the regions with previously untapped growth potential associated with industrial tradition and a favourable geographical position in relation to Poland's biggest markets. The last time the region has improved its locational advantages, and reached the higher level of gross domestic product.

Based on the methodology prepared by the team of the Enterprise Institute while conducting statutory research in Collegium of Business Administration at the Warsaw School of Economics, calculations of European regions' investment attractiveness have been made for two years. They are based on measurements of attractiveness of human resources, market and innovativeness.³

Based on the above-mentioned indices it can be stated that the voivodship is characterized by a very low class of investment attractiveness (class F), compared to the EU regions, taking 237th place of 270 regions, for whom the indices were calculated. However, compared to the previous year, the voivodship increased its position by 16 places. Świętokrzyskie voivodship has a competitive advantage, when it comes to human capital microclimate, ranked class A.

Due to different methodology of research and variables taken into account for regions in Poland only and regions in the EU, the results of research are incomparable. This is because not all data are available for all the regions, e.g. data on infrastructure.

It is worth mentioning that the voivodship is more attractive than EU regions such as:

- **in Bulgaria:** Yugoiztochen, Severen tsentralen, Yuzhen tsentralen, Severozapaden;
- **in Greece:** Kriti, Notio Aigaio, Thessalia, Ipeiros, Dytiki Ellada, Sterea Ellada, Ionia Nisia, Dytiki Makedonia, Voreio Aigaio, Peloponnisos, Anatoliki Makedonia, Thraki;
- **in Spain:** Extremadura;
- **in Portugal:** Alentejo, Região Autónoma dos Açores, Centro;
- **in Romania:** Vest, Nord-Vest, Centru, Sud-Est, Nord-Est, Sud-Vest Oltenia, Sud - Muntenia;
- **in Hungary :** Észak-Magyarország, Dél-Alföld, Észak-Alföld;
- **in Italy:** Puglia, Calabria, Basilicata.

³ Więcej: *Atrakcyjność inwestycyjna regionów Polski na tle Unii Europejskiej*, ed. by H. Godlewska-Majkowska, Oficyna Wydawnicza SGH, Warszawa 2014 and <http://kolegia.sgh.waw.pl/pl/KNoP/struktura/IP/struktura/ZOB/>

3. INTERNAL DIVERSIFICATION OF REGIONAL INVESTMENT ATTRACTIVENESS

Investment attractiveness of the particular administrative units in the voivodship is the result of how investors assess conditions of conducting business that are important for them. These conditions include labour market, technical infrastructure, market and natural conditions.

Labour market assessment gives investor the information on opportunities to recruit the right employees for their companies and labour surpluses or shortages, which indirectly influences costs of hiring workers.

Technical infrastructure assessment allows entrepreneurs to plan their investments that need preparing of investment plot equipped with the basic technical elements such as water, gas and electric installations and environment protection equipment such as sewage farms. **Social infrastructure** is rated as equipment of a place where the investment is to be located with facilities influencing citizens' life quality and human resources development. These facilities provide the citizens with access to education, healthcare, sports and recreation facilities or information technologies such as Internet.

Market conditions informs on market absorptive power that means the number of potential customers and indirectly on their wealth that means ability to buy goods and services.

Environment conditions were rated as they are a basic factor influencing tourism development and citizens' life quality.

The composite assessment of all the above-mentioned elements in particular counties or communes shows spatial differentiation of investment attractiveness in the voivodship. What is more, calculations for particular sectors of economy are presented such as industry, trade and modern services connected with professional, scientific and technical activities are presented (Chart 3 and Chart 4). The distinguished locations presented on the map are marked with stars that indicate highest marks for the above-mentioned areas of conducting business.

An **orange star** means that a county or a commune was rated above average in all the sections analysed (national economy, industry, trade, tourism and professional services) and the **golden star** is the highest distinction and means that all the rated sections in a particular commune or county were ranked at the highest level.

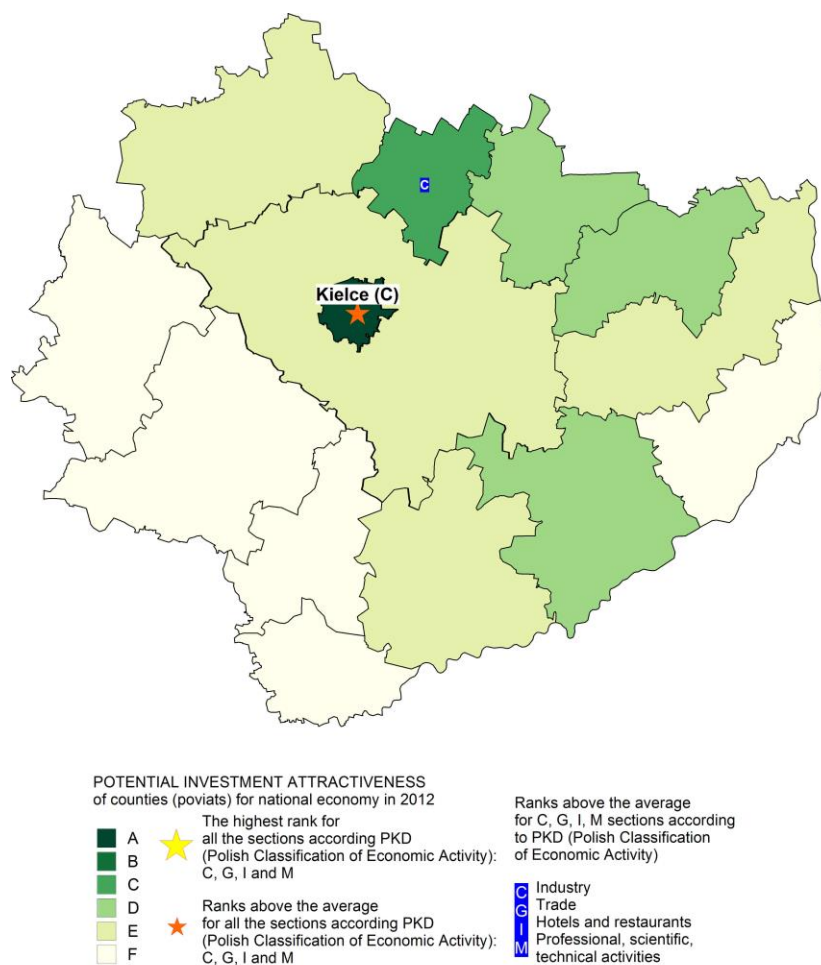
When it comes to counties, the highest ranked city county was:

- land county Kielce (distinguished with a golden star).

When it comes to urban communes, the highest ranked of them were:

- **distinguished with a golden star:** Kielce (u),
- **distinguished with an orange star:** Ostrowiec Świętokrzyski (u), Sandomierz (u), Skarżysko-Kamienna (u), Starachowice (u).

Chart 3. Potential investment attractiveness of counties of Świętokrzyskie voivodship, considering the most attractive sections

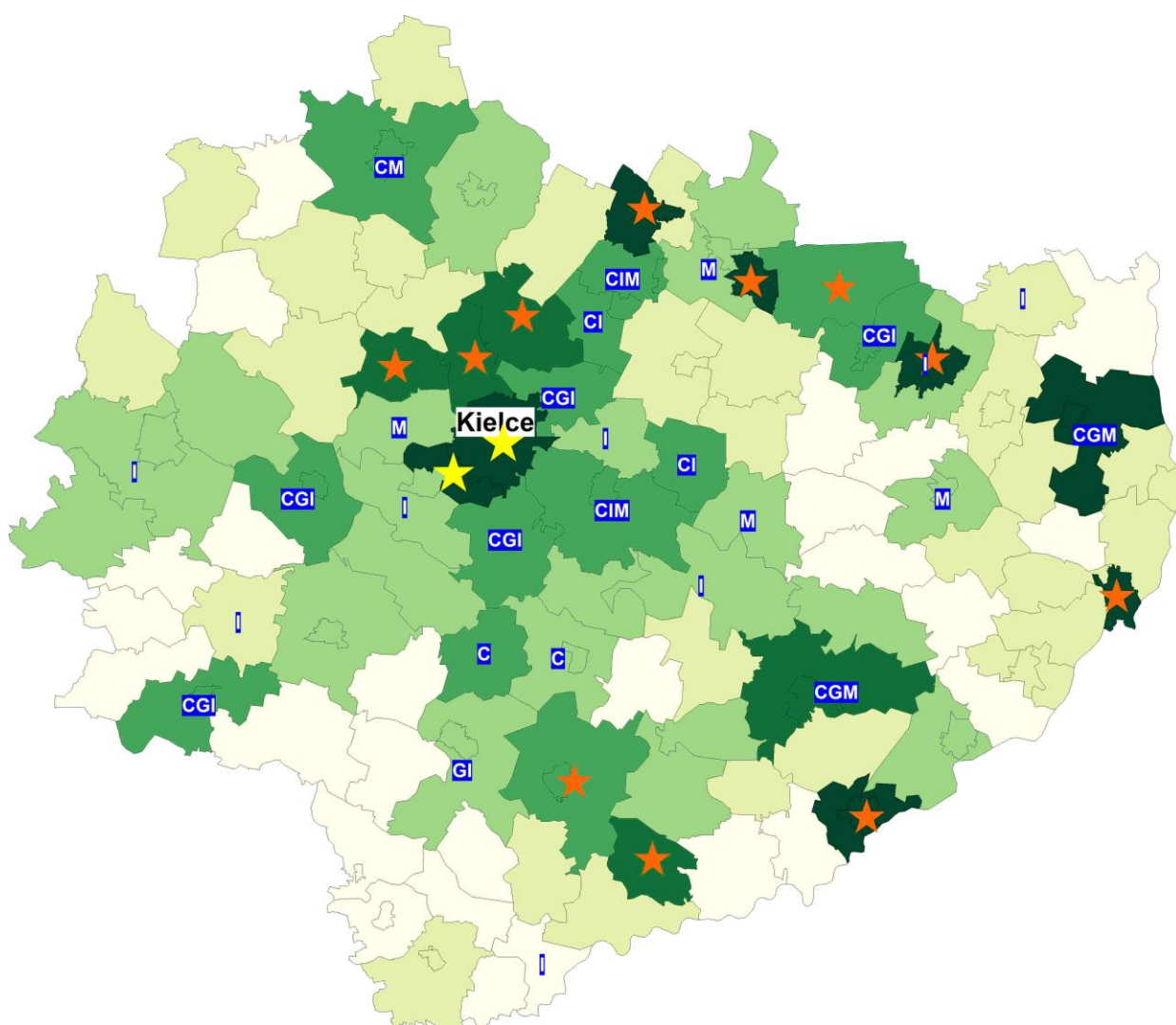


Golden star county:

Kielce

Source: Author's own work.

Chart 4. Potential investment attractiveness of communes of Świętokrzyskie voivodship, considering the most attractive sections



POTENTIAL INVESTMENT ATTRACTIVENESS
of communes (gminas) for national economy in 2012

- | | |
|--|--|
| <ul style="list-style-type: none"> A B C D E F | <p>★ The highest rank for all the sections according PKD (Polish Classification of Economic Activity): C, G, I and M</p> <p>★ Ranks above the average for all the sections according PKD (Polish Classification of Economic Activity): C, G, I and M</p> |
|--|--|

Ranks above the average for C, G, I, M sections according to PKD (Polish Classification of Economic Activity)

- | | |
|--|--|
| <ul style="list-style-type: none"> C G I M | <p>Industry</p> <p>Trade</p> <p>Hotels and restaurants</p> <p>Professional, scientific, technical activities</p> |
|--|--|

Golden star communes:

Kielce (u), Sitkówka-Nowiny (r)

Source: Author's own work.

Among rural communes the highest rank communes include:

- **orange star communes:** Brody (r), Miedziana Góra (r), Solec-Zdrój (r), Strawczyn (r), Zagnańsk (r).

Among urban-rural communes the highest rank communes include:

- **orange star communes:** Busko-Zdrój (u-r), Połaniec (u-r).

4. VOIVODSHIP'S INSTITUTIONAL SUPPORT FOR INVESTORS AND ENTREPRENEURS

The development of business supporting institutions in a region is a vital component of its investment attractiveness. The institutions that support entrepreneurship, pro-investment solutions, research commercialization and enterprises' innovativeness are of special importance.

4.1. BUSINESS ENVIRONMENT INSTITUTIONS

Among business environment institutions (excluding R&D institutions) that influence region's economic development are: chambers of commerce, associations, business incubators, technology parks, technology transfer centres, consulting centres, financial institutions and development agencies.

For the investors especially important is a system of regional Investor Assistance Centres set up by the Polish Information and Foreign Investment Agency in consultation with voivodships' marshals to ensure complex services for investors in each voivodship.

In Świętokrzyskie voivodship such centre is:

The **Investor Assistance Centre** operating within
Marshal Office of Świętokrzyskie Voivodship
www.sejmik.kielce.pl



Świętokrzyskie Investor Assistance Centre is a partner of the Polish Information and Foreign Investment Agency and a one stop shop: a source of regional information that are useful for

investors, legal acts, investment offers and current data on region's economy. The personnel of the centre have qualifications to offer services for investors and are working according to the standards set by the Polish Information and Foreign Direct Investment Agency, which offers it substantive help and trainings.

An important tool supporting investors are the Special Economic Zones, which are described in the further part of this report.

Below some chosen business environment institutions are presented that operate for entrepreneurship development by supporting development of new technologies and cooperation of enterprises.

These institutions are among others:

The Staropolska Chamber of Industry and Commerce in Kielce (<http://www.siph.com.pl/eng/>)

The Chamber is representing the interests of its members. The Chamber provides services including in the areas of mating partners, legalization of commercial documents, advice and training, economic information, lobbying activities. At the Chamber of the Court of Arbitration works dealing with disputes concerning property rights and intangible.

Regional Centre of Innovation and Technology Transfer in Kielce (<http://www.it.kielce.pl/en>)

The mission of the Centre is to support local businesses and stimulate the development of the Świętokrzyskie voivodship by: transfer of scientific achievements - research, business information for SMEs, the ISO quality systems, education via the Internet and conferences. The purpose of the Centre is to raise funds from EU assistance programs in support of innovative solutions in the areas of production, services, education and management. Offer ŚCITT Sp. z o.o for SMEs includes advisory services in general and of pro-innovation, information services and training, consulting and advisory services in the field of application for the grant of investment from the Structural Funds.

Technology Park in Kielce (<http://www.technopark.kielce.pl/>)

The park is in the Special Economic Zone "Starachowice". The Park Technology Incubator (possibility of hiring well-equipped and attractively located on preferential terms of infrastructure and take advantage of business and development services for start-ups and micro-s), Technology Centre (production hall and laboratory and office building), Virtual Incubator (possibility the development of enterprises through access to services performed in a remote) and Conference Centre. Park offer also includes advisory and training.

Regional Centre for Science and Technology (<http://rcnt.pl>)

The Centre carries out a number of projects co-financed by the EU. One of them is called : Development of comprehensive investment areas in Podzamcze near Chęciny. Investment areas, which are prepared in the framework of the investment carried out by the Centre are equipped with

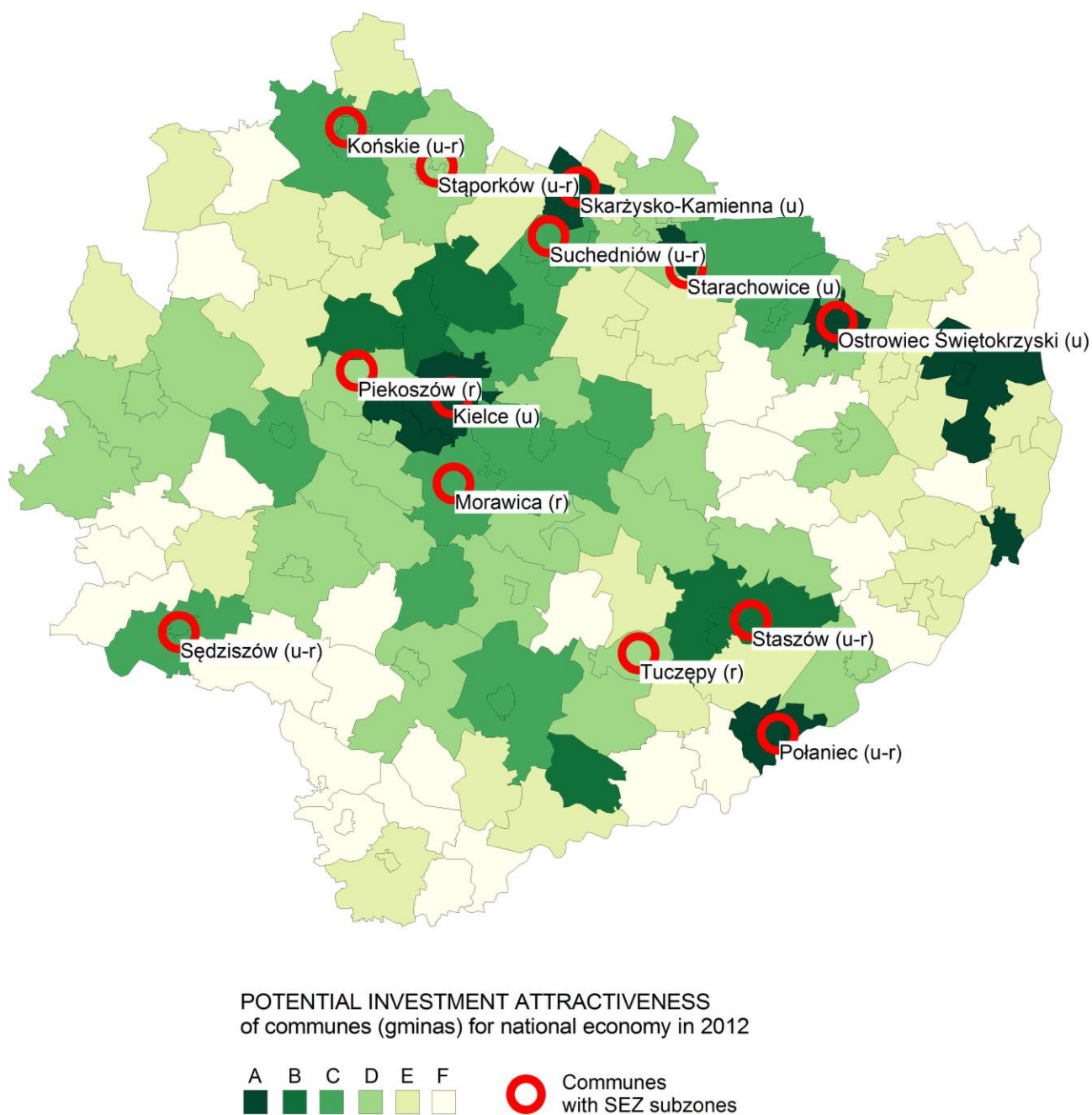
a sewage system, internal road, channel technology, lighting and power grid. The area operates Training and Conference Centre, hotel, restaurant and cafe. The offer also includes the provision of investment risk assessment services and pro-innovation consulting services related to the search for market niches for companies in the SME sector in the region Świętokrzyskie, service or associated with medical tourism industry and healthcare.

4.2. SPECIAL ECONOMIC ZONES IN THE VOIVODSHIP – EFFECTS

There are two SEZ operating in the voivodship: Starachowice and Tarnobrzeg Special Economic Zone. At the end of 2013 the areas of the SEZ were parts of 4 cities and 9 communes – see Chart 5.

Till the end of 2013 the enterprises operating in the Świętokrzyskie SEZ's subzones have invested PLN 1.2 bln in this area which is 1% of all investment outlays in the Polish SEZs. In the same time the enterprises created 3.4 thousand new jobs in the region, which was 2% of all new jobs created in the Polish economic zones - see Table 3 in the Appendix.

Highest value of investments were attracted to Starachowice and were dominated by companies from the automotive industry: Man Bus Sp. z o.o Branch in Starachowice, Z.P.H. Prodhurt Bis, P.P.H.U. DUO GOSET , Autobox Sp. z o.o metal: Gerda 3 Sp. z o.o, ENVO Sp. z o.o, Gerda 2 Sp. z o.o, Per-Eko. z o.o., Factory Screws and Fasteners BEA-STAR Sp. z o.o, Loxley Sp. z o.o, Z.P.H.U. Mikron BIS PROMET SA, preform Sp. z o.o, ZUPH AG-POL, Starpol II Sp. zo.o.

Chart 5. The location of SEZs in Świętokrzyskie voivodship

Source: Authors' own work.

According to the Świętokrzyskie SEZ development plan, the voivodship intends to acquire the following kinds of investors:

- metal industry, food processing, machinery, building materials and automotive industries, with a focus on the development of a cluster of modern technologies by attracting investors

cooperating with research centres interested in innovative knowledge transfer to industry, for SEZ Starachowice,

- food processing industry, machinery, building materials and automotive industries, for Tarnobrzeg SEZ.

4.3. 'A' COMMUNE

Student Scientific Organisation for Entrepreneurship and Regional Analyses affiliated to the Institute of Enterprise of the Warsaw School of Economics, has again published the results of its research into the quality of investor assistance offered by the communal authorities. The subject of this qualitative research of investment attractiveness is evaluation of the websites and evaluation of e-mail contact with communal authorities in two languages: Polish and English (using *mystery client* method). The effect of this research is a ranking 'A' Commune, which is thought to distinguish best performing self-government territorial units in terms of the use of means of electronic communication to provide assistance to the customers.

The research is carried out with the use of mystery client method. In this year's edition all communes belonging to Class A and B according to the PAI 2012 index were subject to evaluation.

As a result 59 communes were distinguished, of which 1 is situated in Świętokrzyskie voivodship: Ostrowiec Świętokrzyski (u). The city stood out both in terms of correspondence in Polish and English, and the content of the website.

APPENDIX

Table 1. POTENTIAL INVESTMENT ATTRACTIVENESS OF POLISH VOIVODSHIPS FOR THE NATIONAL ECONOMY AND ITS SELECTED SECTIONS

| Voivodship | PAII_GN | PAII_GN | PAII_C | PAII_G | PAII_I | PAII_M |
|---------------------|------------------|------------------|----------|--------|------------------------|---|
| | National economy | National economy | Industry | Trade | Hotels and restaurants | Professional, scientific and technical activities |
| Voivodships | | | | | | |
| LOWER SILESIAN | 0.39 | A | A | A | B | A |
| KUYAVIAN-POMERANIAN | 0.29 | C | C | E | D | D |
| LUBLIN | 0.17 | F | F | F | F | F |
| LUBUSZ | 0.23 | E | E | D | C | D |
| ŁÓDŹ | 0.29 | C | C | D | E | D |
| LESSER POLAND | 0.32 | C | C | B | B | C |
| MAZOVIAN | 0.40 | A | A | A | A | A |
| OPOLE | 0.22 | E | E | D | E | D |
| SUB-CARPATHIAN | 0.23 | E | E | E | E | D |
| PODLASKIE | 0.20 | F | F | F | E | E |
| POMERANIAN | 0.34 | B | C | B | A | B |
| SILESIAN | 0.41 | A | A | B | C | A |
| ŚWIĘTOKRZYSKIE | 0.16 | F | F | F | F | F |
| WARMIAN-MASURIAN | 0.24 | E | E | C | C | E |
| GREATER POLAND | 0.31 | C | C | C | D | B |
| WESTERN POMERANIAN | 0.34 | B | B | B | A | B |

Source: Authors on the basis of the results of statutory research carried out under the guidance of H. Godlewska-Majkowska.

Table 2 . POTENTIAL INVESTMENT ATTRACTIVENESS OF COUNTIES IN ŚWIĘTOKRZYSKIE VOIVODSHIP FOR THE NATIONAL ECONOMY AND ITS SELECTED SECTIONS

| County | PAI1_GN | PAI1_GN | PAI1_C | PAI1_G | PAI1_I | PAI1_M |
|--------------------|------------------|------------------|----------|--------|------------------------|--|
| | National economy | National economy | Industry | Trade | Hotels and restaurants | Professional, scientific and technology activity |
| Counties | | | | | | |
| City of Kielce | 0.329 | A | A | A | B | A |
| Skarżysko-Kamienna | 0.243 | C | C | D | E | D |

Source: Authors on the basis of the results of statutory research carried out under the guidance of H. Godlewska-Majkowska.

TABLE 3. POTENTIAL INVESTMENT ATTRACTIVENESS OF COMMUNES OF ŚWIĘTOKRZYSKIE VOIVODSHIP FOR THE NATIONAL ECONOMY AND SELECTED SECTIONS

| Commune | PAI1_GN | PAI1_GN | PAI1_C | PAI1_G | PAI1_I | PAI1_M |
|-----------------------------|------------------|------------------|----------|--------|-----------------------|---|
| | National economy | National economy | Industry | Trade | Hotels and restaurant | Professional, scientific and technical activity |
| Urban communes | | | | | | |
| Kielce (u) | 0.256 | A | A | A | A | A |
| Starachowice (u) | 0.246 | A | A | A | C | A |
| Ostrowiec Świętokrzyski (u) | 0.240 | A | A | A | C | A |
| Sandomierz (u) | 0.232 | A | A | A | B | A |
| Skarżysko-Kamienna (u) | 0.230 | A | A | A | C | A |
| Rural communes | | | | | | |
| Sitkówka-Nowiny (r) | 0.242 | A | A | A | A | A |
| Miedziana Góra (r) | 0.219 | B | B | C | B | A |
| Strawczyn (r) | 0.205 | B | B | B | C | C |
| Solec-Zdrój (r) | 0.202 | B | B | C | B | C |
| Zagnańsk (r) | 0.201 | B | B | B | B | C |
| Morawica (r) | 0.199 | C | B | A | A | D |
| Brody (r) | 0.190 | C | C | C | C | C |
| Masłów (r) | 0.189 | C | C | C | A | D |
| Bieliny (r) | 0.184 | C | C | D | C | D |
| Kije (r) | 0.184 | C | C | D | D | D |
| Łączna (r) | 0.184 | C | C | D | C | D |
| Urban-rural communes | | | | | | |
| Połaniec (u-r) | 0.254 | A | A | A | A | B |

| | | | | | | |
|-------------------|-------|---|---|---|---|---|
| Ożarów (u-r) | 0.223 | A | A | C | D | B |
| Staszów (u-r) | 0.201 | B | C | C | D | B |
| Małogoszcz (u-r) | 0.200 | C | C | C | B | D |
| Busko-Zdrój (u-r) | 0.199 | C | C | C | C | B |
| Końskie (u-r) | 0.198 | C | C | D | D | C |
| Suchedniów (u-r) | 0.191 | C | C | D | C | C |
| Kunów (u-r) | 0.190 | C | C | C | B | D |
| Sędziszów (u-r) | 0.187 | C | C | C | B | D |
| Daleszyce (u-r) | 0.183 | C | C | D | C | C |

Notice: u) – urban commune, (r) – rural commune, (u-r) – urban-rural commune

Source: As for Table 1.

Note: All the indices in the report have been calculated on the basis on the most up-to-date data from the Local Data Bank (LDB), 2014.

TABLE 4. EFFECTS OF SPECIAL ECONOMIC ZONES FUNCTIONING AT THE END OF 2013

| SEZ | County, commune | Cumulated capital expenditure in million PLN (end of 2013) | New jobs number (end of 2013) | Leading industries (at least 20% share of revenue or employment) |
|---------------------|--|---|--------------------------------------|---|
| Tarnobrzeg | Busko (r) Tuczępy | 0,00 | | no leading industry |
| Starachowice | Jędrzejów (u-r) Sędziszów | 76,84 | 0 | fabricated metal products, except machinery and equipment |
| Starachowice | Kielce (r) Morawica | 8,76 | 53 | fabricated metal products, except machinery and equipment, machinery and equipment not elsewhere classified |
| Starachowice | Kielce(r) Piekoszów | 0,81 | 0 | rubber and plastic products |
| Starachowice | Końskie (u-r) Końskie | 254,05 | 372 | products of other non-metallic mineral products |
| Starachowice | Końskie (u-r) Stąporków | 150,14 | 26 | products of other non-metallic mineral products |
| Starachowice | Ostrowiec Świętokrzyski (u) Ostrowiec Świętokrzyski | 3,64 | 46 | clothing, water in its natural form; services related to water treatment and supply services related to the collection, treatment and disposal activities; materials recovery |

| | | | | |
|---------------------|--|--------|-------|---|
| Starachowice | Skarżysko-Kamienna (u) Skarżysko-Kamienna | 0,00 | | no leading industry |
| Starachowice | Skarżysko-Kamienna (u-r) Suchedniów | 37,91 | 147 | rubber and plastic products |
| Starachowice | Starachowice (u) Starachowice | 643,23 | 1 931 | services printing services and reproduction of recorded media, motor vehicles (excluding motorcycles), trailers and semi-trailers |
| Tarnobrzeg | Staszów (u-r) Połaniec | 0,00 | | no leading industry |
| Tarnobrzeg | Staszów (u-r) Staszów | 41,30 | 834 | products of other non-metallic mineral products, electric and non-electric household appliances |
| Starachowice | City of Kielce (u) Kielce | 1,08 | 34 | machinery and equipment not elsewhere classified |

Source: Authors' own calculations based on the Ministry of Economy data.

Notice: (u) – city commune, (u-r) urban-rural commune, (r) rural commune.

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