



8 REASONS WHY YOU SHOULD INVEST IN KATOWICE

build & create



KATOWICE
for a change

**EXCELLENT
LOCATION**

**AWARDS
&
RECOGNITIONS**

**INVESTMENT
SUPPORT**

**FUN &
ENTERTAINMENT**

KATOWICE

**HUMAN
CAPITAL
POTENTIAL**

**CITY OF
GREAT
EVENTS**

**REAL
ESTATE
OFFER**

**OUR
INVESTORS
– BSS**



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EXCELLENT LOCATION

Best developed road infrastructure in Poland

The lowest urban traffic congestion indicator in Poland (Deloitte, Targeo)



Distance from Katowice

Travel time

Warsaw	290 km	3h 00min
Berlin	515 km	5h 00min
Vienna	385 km	4h 00min
Prague	448 km	4h 20min



KATOWICE
for a change

EXCELLENT LOCATION

3 international airports within a short distance from Katowice

International
KATOWICE
Airport
30 km
30 min

International
KRAKÓW
Airport
67 km
40 min

International
OSTRAVA
Airport
100 km
80 min

Majority of European capitals or airline transfer hubs available within 5 hours total travel time



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INVESTMENT SUPPORT - Easiness of Doing Business

SUCCESS

**Support for
Investors**

**Business friendly
administration**

**More than 47,000
business units**

**Credit rating on the
level of A-**

**28% of city budget allocated to
infrastructure investments**



KATOWICE
for a change

INVESTMENT SUPPORT- Attractive Investment Incentives

INVESTOR CARE / CONSULTING

TRANSPORTATION

EMPLOYMENT SUPPORT

MARKETING SUPPORT

PUBLIC AID



KATOWICE
for a change

INVESTOR CARE / CONSULTING

INVESTORS ASSISTANCE DEPARTMENT - a dedicated structure within Katowice City Hall with 17 specialist staff members

FULL, ONE-STOP ASSISTANCE for all investors based upon each specific investor's expectations and requirements

ONE INVESTOR - ONE EMPLOYEE dedicated as a Project Manager - the first line of contact throughout the investment process



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INVESTOR CARE / CONSULTING

PROVIDING MARKET ANALYSIS (WORKFORCE AVAILABILITY, COSTS, QUALITY OF INFRASTRUCTURE, AND OTHER USEFUL DATA)

PREPARING INFORMATION ON THE INVESTMENT LOCATION

ORGANISING INVESTORS' SITE VISITS AND HOLDING MEETINGS WITH THE LOCAL AND REGIONAL AUTHORITIES, UNIVERSITIES



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PUBLIC AID - KATOWICE SPECIAL ECONOMIC ZONE

TOTAL AREA: > 2,614 HA

**4 A CLASS OFFICE BUILDINGS IN
KATOWICE (BPO/IT & R&D)**

**INVESTED
CAPITAL:
> 6,6
BILLION
EUR**



4 SUBZONES:

- **GLIWICE**
- **JASTRZĘBIE
ZDRÓJ & ŻORY**
- **SOSNOWIEC &
DĄBROWA
GÓRNICZA**
- **TYCHY**

**CREATED JOBS:
> 71,000 EMPLOYEES**



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for a change

PUBLIC AID – Financial Help From Poviast Labour Office

INTERNSHIP AT THE EMPLOYER'S SEAT – unemployed acquires practical skills performing tasks at the workplace without establishing an employment relationship with the employer; duration period: up to 6 or 12 months

SUBSIDIZED JOBS – unemployed may be employed for intervention works, the employer receives a refund of some of the costs; max. 6 months

COST REIMBURSEMENT OF FULL/PARTIAL EQUIPMENT OF A WORK STAND – max. grant - employment for min. 24 months

INDIVIDUAL TRAINING – the labor office initiates, organizes and finances the training of the unemployed



TRANSPORTATION

POSSIBILITY of bus transportation adjustment

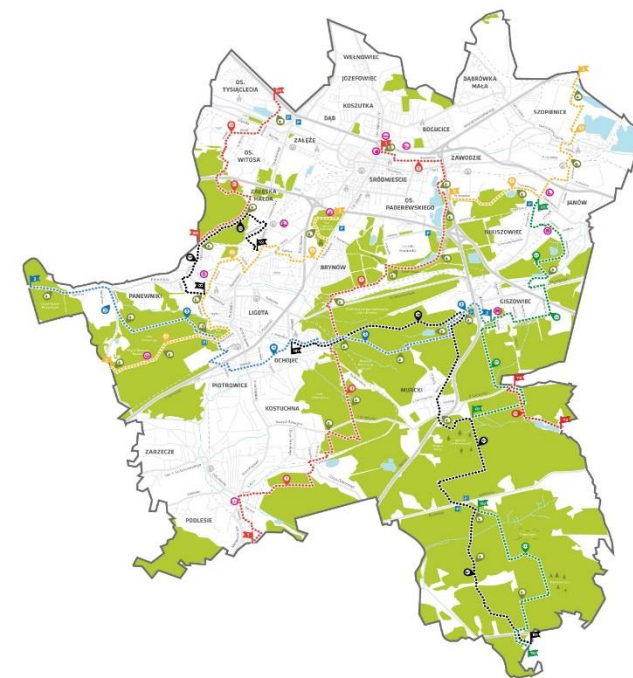
CREATING additional bus stops or bus lines

Examples:

- additional bus stop for long-distance buses in Dąb district – next to Silesia Business Park
- new business bus lines: 900, 940, 950

ADJUSTMENT of bus schedule

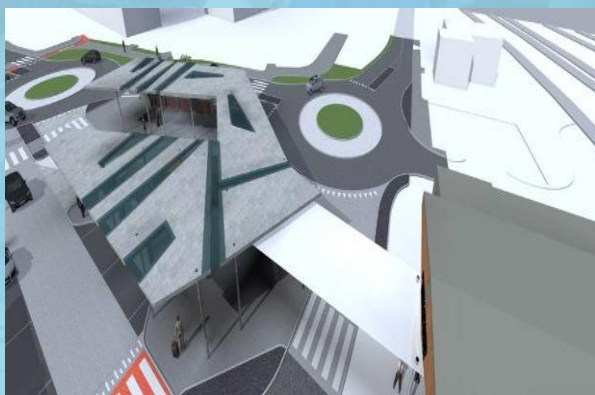
**BE ECO
AND EARN WITH US!**



TRANSPORTATION

INTERCHANGES IN 7 DISTRICTS: LIGOTA, ZAWODZIE, BRYNÓW, SĄDOWA, KOSTUCHNA, PODLESIE, PIOTROWICE

- Environmentally friendly urban transport;
- Get quickly to the city center;
- Save time and costs of petrol;
- Fewer vehicles on the roads;
- Less time in traffic jams.



MARKETING SUPPORT

SUPPORT IN ORGANISING A PRESS CONFERENCE ABOUT A NEW INVESTMENT (PROVIDING THE PRESS CONFERENCE SPACE, SUPPORT IN INVITATION OF JOURNALISTS, AND PRESS MATERIAL DISTRIBUTION)

PLACING THE INFORMATION ABOUT A NEW INVESTMENT USING MARKETING TOOLS (A FORM OF MARKETING TOOLS, THAT MIGHT BE USED, DEPENDS ON ITS AVAILABILITY)

DISTRIBUTING THE INFORMATION ABOUT A NEW INVESTMENT TO ACADEMIC CAREER CENTRES AND THE POWIAT LABOUR OFFICE

THE SUPPORT IN ORGANISING INVESTOR'S JOB FAIRS

ORGANISING A JOINT MARKETING CAMPAIGN OF THE KATOWICE CITY HALL AND INVESTORS FROM KATOWICE FROM THE BUSINESS SERVICES SECTOR



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HUMAN CAPITAL POTENTIAL - Availability



**KATOWICE
AGGLOMERATION**

**2 M OF
CITIZENS**

**SILESIAN
VOIVODSHIP**

**4,6 M OF
CITIZENS**

**IN THE RADIUS OF
100 KM**

**9 M OF
CITIZENS**

**20
UNIVERSITIES**

**93,900
STUDENTS**

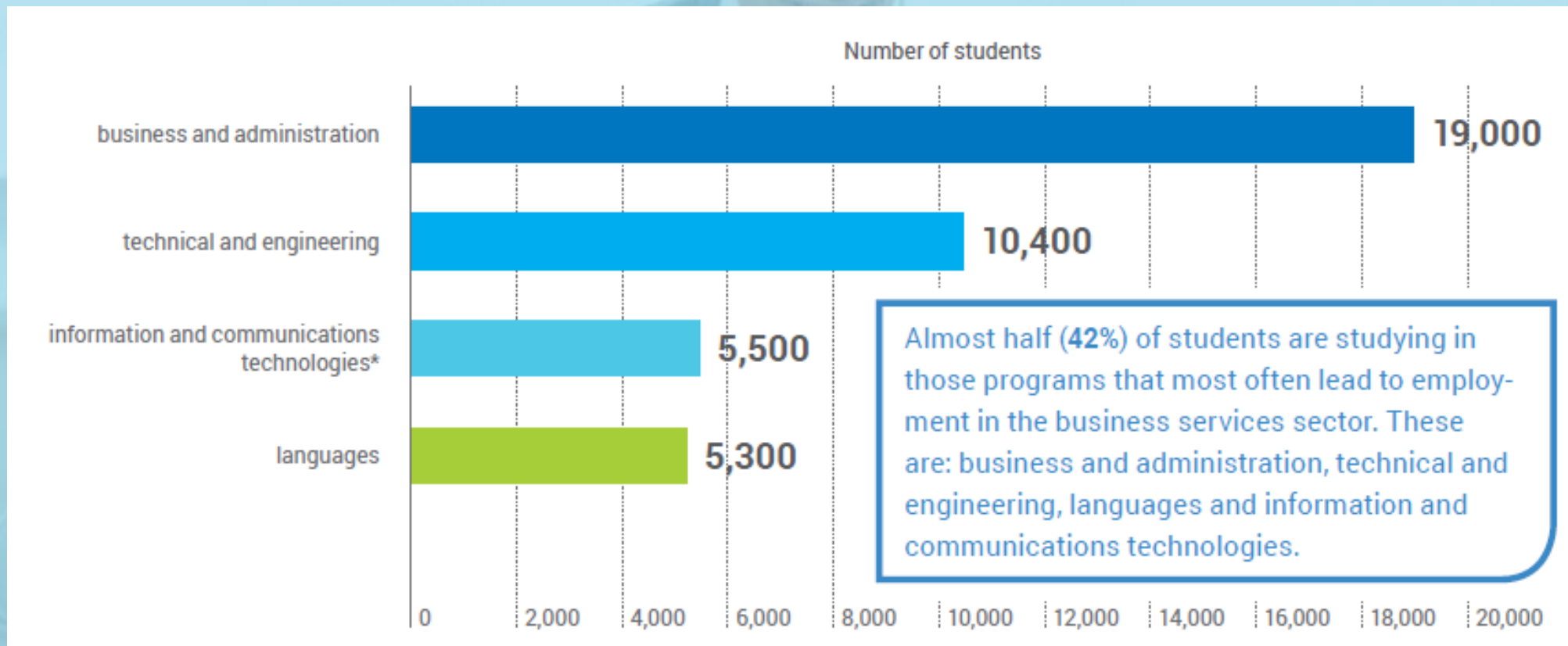
**25,500
GRADUATES
ANNUALLY**



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HUMAN CAPITAL POTENTIAL - Competencies

NUMBER OF STUDENTS IN SELECTED PROGRAMS



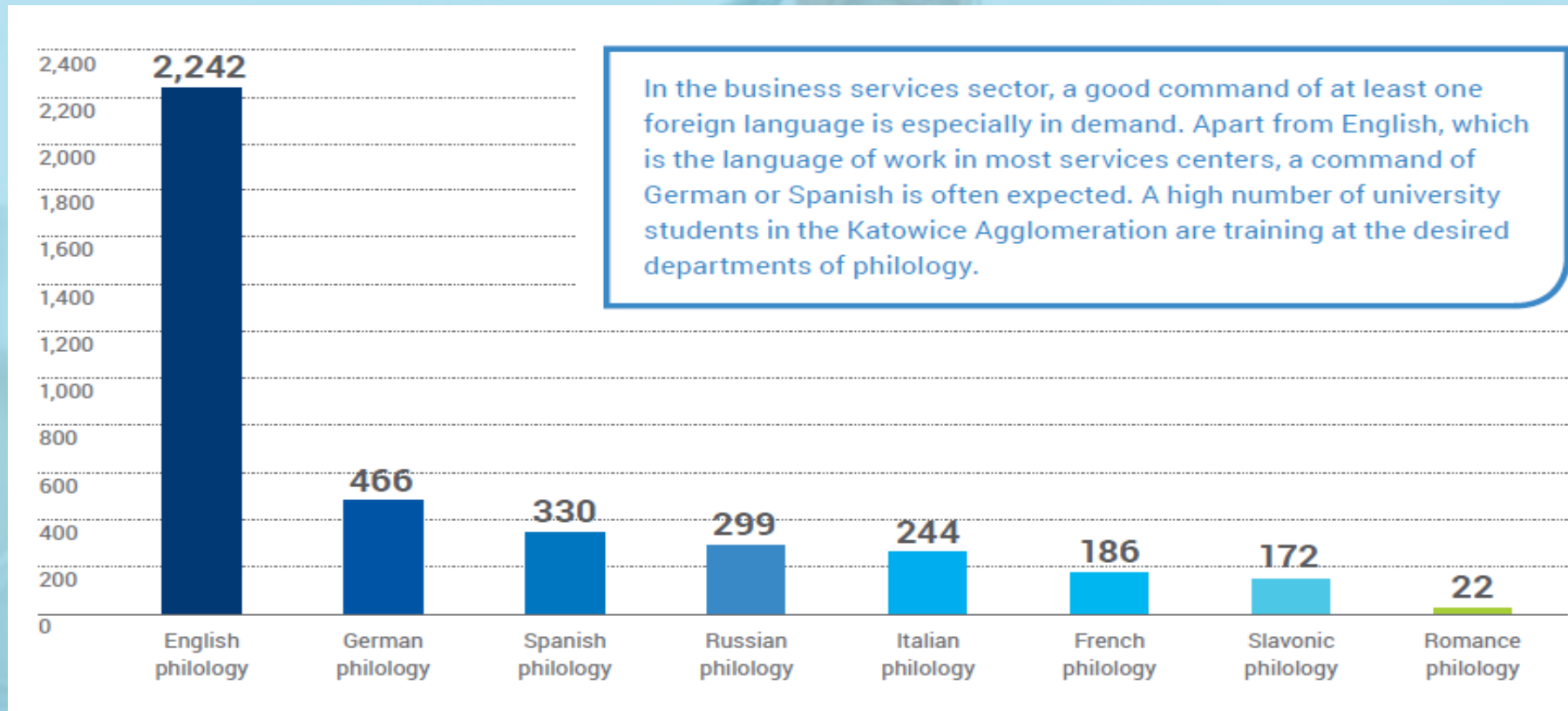
Source: „Business Services in Katowice & the Katowice Agglomeration”, ABSL



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HUMAN CAPITAL POTENTIAL - Competencies

NUMBERS OF STUDENTS OF SELECTED PHILOLOGY PROGRAMS



Source: „Business Services in Katowice & the Katowice Agglomeration”, ABSL



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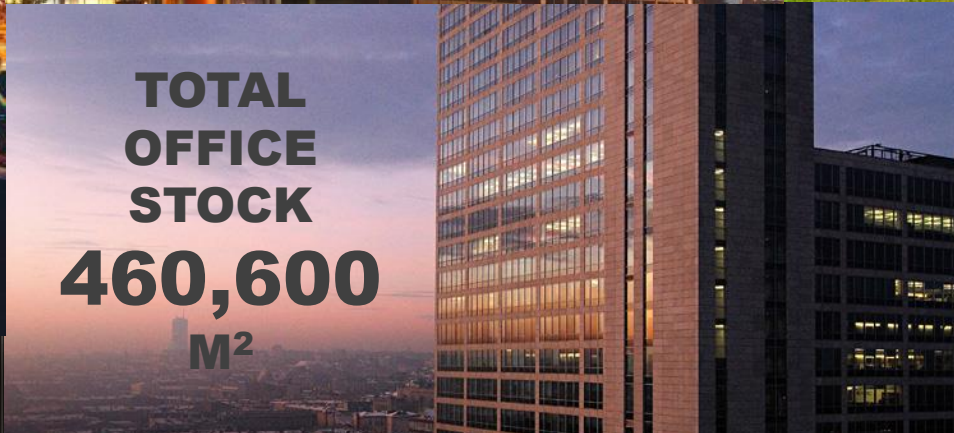
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KATOWICE
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REAL ESTATE OFFER



TOTAL
OFFICE
STOCK
460,600
M²



KATOWICE
for a change

REAL ESTATE OFFER

Building	Category	Office space in sq m
.KTW I	A	18,100
A4 Business Park	A	31,000
Francuska Office Center	A	23,000
Silesia Star	A	25,100
Altus	A	15,200
Supersam	A	5,000
Silesia Business Park	A	32,100
GPP Business Park	A	22,650
Euro-Centrum	B	30,000
Green Park	B	25,000
Millenium Plaza	B	9,000

Space U/C: 59,800 sq m

Vacancy rate: 11,3 %

**Rental rates: 12,0 – 14,0 EUR/sq m/
month**

Source: Q1 2018; PORF

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OUR INVESTORS – Business Services Sector



92

NO. OF BPO / ITO /
SSC / R&D



83

NO. OF
INVESTORS IN
BSS



20,0 k

EMPLOYMENT
IN SECTOR
2017



21%

EMPLOYMENT
GROWTH IN
SECTOR 2016-2017

Source: „Business Services in Katowice & the Katowice Agglomeration”, ABSL

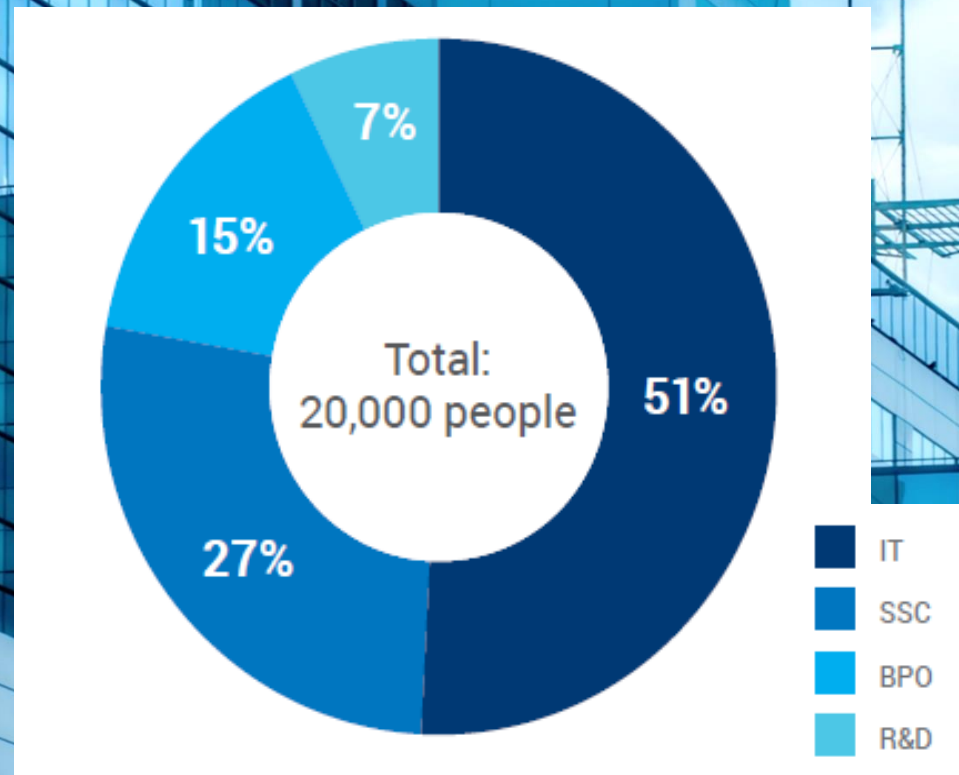


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OUR INVESTORS – Business Services Sector

- **Orange Polska** CC (CS)
- **UPC**
- **Rockwell Automation** SSC (F&A, CS)
- **Unilever**
- **PwC** SSC (audit services)
- **Ista** SSC (CS, F&A)
- **TÜV Rheinland**
- **Grant Thornton** BPO (F&A)
- **ING Tech Poland** SSC (CS)
- **Groupon**
- **IBM** ITO
- **Accenture**
- **Fujitsu**

EMPLOYMENT STRUCTURE



Source: „Business Services in Katowice & the Katowice Agglomeration”, ABSL

- **Capgemini** BPO, ITO (CS)
- **Arcelor Mittal** SSC (F&A)
- **RUCH** SSC (F&A)
- **HireRight** BPO (CS, HR, other)
- **Grupa Żywiec** CC (CS)
- **Tauron Polska Energia** SSC (F&A, CS)
- **NGA Human Resources** BPO (HR, IT)



NEW PLAYERS IN KATOWICE – BSS

- **Accenture** – BPO (IT)
- **Arvato Bertelsmann** – BPO (F&A, CS)
- **Epam** – BPO (IT)
- **Fujitsu** – SSC/BPO (IT)
- **Groupon** – SSC (CS)
- **Guardian Industries** – SSC (F&A, HR (Payroll))
- **ITI Neovision** – SSC (CS)
- **Jamf** – SSC (IT)
- **Knauf** – SSC (IT)
- **TÜV Rheinland** – SSC (F&A, HR, IT, CS, others)



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CITY OF GREAT EVENTS – International Congress Center



Source: Katowice City Hall



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CITY OF GREAT EVENTS – European Economic Congress



- **14 - 16 MAY 2018**
- **SPODEK, MCK**
- **THOUSANDS OF GUESTS FROM EUROPE, ASIA AND AFRICA**
- **HUNDREDS OF SPEAKERS**
- **OVER 100 DISCUSSIONS**
- **REPRESENTATIVES OF BUSINESS CHAIRMEN OF THE BOARD OF THE LARGEST ENTERPRISES, SCIENTISTS, PRACTITIONERS AND DECISION-MAKERS, POLITICIANS AND EXPERTS**

Source: mckkatowice.pl

CITY OF GREAT EVENTS – ABSL



ABSL

7TH ANNUAL ABSL CONFERENCE

**"Transforming Ourselves.
Changing the World"**

28-29 June 2016, Poland

StartUpChallenge.pl



ABSL
Start-Up Challenge

7th Annual ABSL Conference

- **7TH EDITION, 28-29 JUNE 2016**
- **SPEECHES AND PANEL DISCUSSIONS**
- **NETWORKING PLATFORM**
- **REPRESENTATIVES: BUSINESS, SCIENCE, POLITICS AND ECONOMY**



7th ABSL Conference
Congress of the Year 2016
MP Power Awards

Source: ABSL.pl



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CITY OF GREAT EVENTS – Intel Extreme Masters

The banner features logos for Dota 2, CS:GO, and StarCraft II at the top. Below these are the IEM EXPO KATOWICE logo (24-25 LUTEGO, 2018), the ESL ONE logo (24-25 LUTEGO, 2018), and the Intel EXTREME MASTERS WORLD CHAMPIONSHIP KATOWICE logo (2-4 MARCA, 2018). The Intel logo is also present with the text 'powered by'. The location 'SPODEK, MCK - KATOWICE' is written at the bottom.

- **24 - 25 FEBRUARY 2018**
ESL One Katowice powered by Intel i IEM EXPO Katowice
- **2 - 4 MARCH 2018**
Intel EXTREME MASTERS WORLD CHAMPIONSHIP KATOWICE
- **SPODEK, MCK**
- **TWO WEEKENDS OF E-SPORT COMPETITION IN DOTA 2, COUNTER-STRIKE: GLOBAL OFFENSIVE AND STARCRAFT II. THE TOTAL PRIZE POOL IN TOURNAMENTS IS UP TO PLN 6,300,000 MILLION!**

Source: mckkatowice.pl

CITY OF GREAT EVENTS – COP24



COP24·KATOWICE 2018
UNITED NATIONS CLIMATE CHANGE CONFERENCE



KATOWICE
dla odmiany

- **3-14 December 2018**
- **This year's summit will host: the 24th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP24), the 14th Meeting of the Parties to the Kyoto Protocol (CMP 14) and the Conference of the Paris Agreement signatories (CMA 1)**
- **20,000 people from 190 countries, including politicians, representatives of non-governmental organizations, and scientific and business spheres**
- **<http://cop24.katowice.eu>**



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FUN & ENTERTAINMENT

SPORT

ART

MUSIC

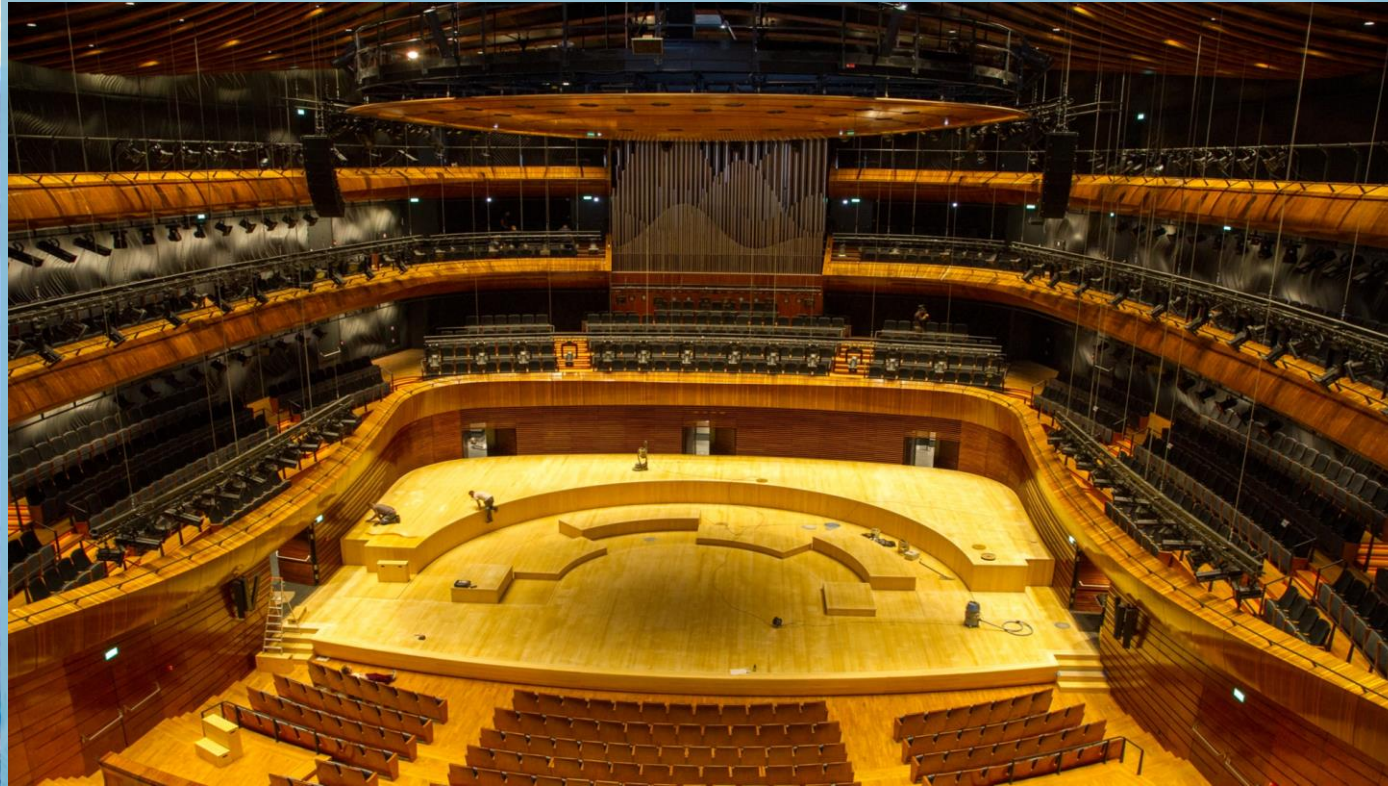
HISTORY

CULTURE



KATOWICE
for a change

FUN & ENTERTAINMENT – NOSPR



Source: Katowice City Hall

**3 SEPARATED, YET
INTERDEPENDANT ZONES**

MORE THAN 400 ROOMS

GREAT CONDUCTORS

**STUNNING ORCHESTRA
LINE-UP**

EXCEPTIONAL EXPERIENCE



KATOWICE
for a change

FUN & ENTERTAINMENT – Silesian Museum



Source: Katowice City Hall

- **ARCHEOLOGY**
- **ETHNOGRAPHY**
- **PHOTOGRAPHY**
- **HISTORY**
- **ART**
- **NON-PROFESSIONAL ART**



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AWARDS & RECOGNITIONS



Creative City (UNESCO, 2015)

Contest winner 'Best changes in the public space' (TUP, 2015)

Best cultural achievement for NOSPR (Ministry of Culture, 2015)

ABSL Recognition to the City of Katowice for the contribution to the development of the business services sector in Poland

Ranked 2nd place among Polish cities in the category „Most Investor-Friendly City” (Eurobuild Awards, 2017)

Ranked 2nd place among Polish cities in the category „CEE City Awards” in the ranking „CEE Investment & Green Building Awards” (EuropaProperty.com, 2017)

Ranked 2nd place among Polish cities in the execution category „Strategy for attracting foreign direct investment” (fDi Magazine, 2017)

Ranked 5th among large cities for best fDi strategy (fDi Magazine, 2016)

Grand Prix & Meeting Planner Power Award for The International Conference Centre (2015, 2016)

Investors Assistance Department

Katowice City Hall

Rynek 1, 40-003 Katowice

T: (+48) 32 25 93 826

E: oi@katowice.eu

www.invest.katowice.eu



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