

FOCUS ON

Created by **Pro Progressio**

Poznan



 January 2021

 Pro Progressio

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22/ Culture,
entertainment,
recreation



Jan Kamoji-Czapiński
Director, Centre for Strategic Investments, PAIH

For years, Poznań has created favorable conditions to invest in the BSS sector by offering a stable job market and a developed academic base – almost 20% of Poznań inhabitants are university students, the biggest proportion among Poland's large cities. The capital of the Wielkopolska Region is also very attractive for the locals, who value its high quality of life, compactness and a well-developed transportation infrastructure. Poznań is successful in attracting talent not only from other parts of Poland and neighboring countries such as Ukraine or Belarus, but also from distant parts of the world, e.g. India or the United States.

In Poznań, apart from the well-educated workforce fluent in foreign languages, investors from the Business Services sector will also

find top-standard office space, as well as support and understanding of the local authorities, which prioritize the development of the BSS and IT sectors. A great strength of the city is also its convenient location halfway between Warsaw and Berlin.

As evidenced by the data gathered by the Polish Investment and Trade Agency, Poznań has prevalently attracted investment in shared services centers that focus on Finance & Accounting or IT. The portfolio of projects supported by PAIH shows that interest in Poznań does not dwindle and is high especially among companies planning to establish IT centers. Moreover, investors already present in the city declare the intention to further expand their presence, which allows to look to the future of the BSS sector's development in the city with optimism.



Wiktor Doktor
CEO, Pro Progressio

The capital of Wielkopolska Voivodeship has been the target of Polish and foreign companies from the business services sector for many years. Years of experience in servicing BPO, SSC and IT investments means that despite the pandemic period, new offices have been opened for representatives of the BSS sector in the city.

Poznań is a city with an excellent office and technological infrastructure. Every year, local universities supply the labor market with thousands of graduates of economics, IT and foreign language philology, which are the most popular education areas among employers in the business services sector.

Every year, modern office complexes are built and are located in

different parts of the city. Real Estate developers, including Skanska and Vastint, provide offices in their buildings that perfectly meet the needs of the BPO and IT sectors.

Poznań, with its own airport, has direct connections to key airports in Great Britain, Ireland, Germany, Spain, Scandinavia and Ukraine, which means that the city is considered on the one hand as a nearshoring location for investments from beyond the western border of Poland, and on the other as a job market for specialists from Ukraine.

Poznań is definitely worth a deeper business investigation!

Here it is – enjoy reading *Focus on Poznań Report*.

/City

262 km²

City area

27%

Green areas

about

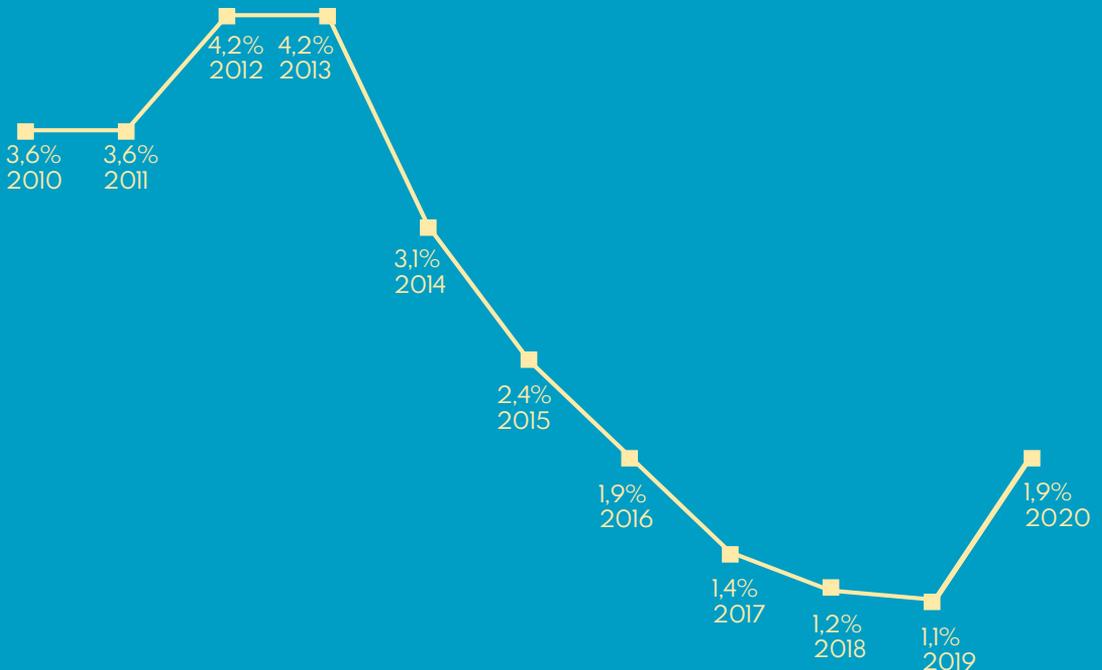
540 000

Citizens

about

1 000 000

Citizens of the metropolitan area



Unemployment rate

25



Universities

8 public universities

17 private universities

25 100

102 164

about 6 000
foreign students

329



Kindergartens

118 public kindergartens

125 private kindergartens

55 kindergartens in primary schools

19 kindergarten points

9 special needs kindergartens

3 hospital kindergartens

Primary schools:

132 41 500

High schools:

81 21 200

Technical schools:

22 12 300

	SUBJECTS	
8 400	philology (foreign languages)	1 500
20 400	administration, business and law	7 100
5 300	IT/ICT	940
6 900	engineering and technology	2 900
3 800	logistics	1 200
2 700	architecture and construction	800

Graduates

Students

* data for Poznan; source: Main Statistical Office

/Transport

 **38** Car rentals

 **4** Carsharing companies

nearly **200** cars in carsharing

 **29** Taxi companies

2 500 Number of taxis
PLN 6 Initial charge
PLN 2,5 Cost per 1 km

 **81** Bus lines

56 Day bus lines
25 Night bus lines

 **17** Tram lines

 **1 715** City bikes

248,45 km Length of bicycle routes

143 Number of city bikes stations

PLN 2/h Rental cost (up to 1 hour)

 **4** Motor scooters
and scooter rentals

160 motor scooters

200 scooters

Distance from Poznan to other cities

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



Roads

- 1** Highway
- 2** Express ways
- 3** Regional roads
- 1** National road

Poznań Airport

- regular and charter flights:

Data for 2019/2020

 Alicante	 Hurghada	 Sharm el Sheikh
 Almeria	 Izmir	 Sicily
 Amsterdam	 Kefalonia	 Tel Aviv
 Antalya	 Kharkov	 Tenerife
 Araxos-Patras	 Kiev-Boryspil	 Thessaloniki
 Athens	 Kiev-Zhuliany	 Tirana
 Barcelona	 Kos	 Varna
 Barcelona-Girona	 Kutaisi	 Warsaw
 Billund	 Lanzarote	 Zadar
 Bodrum	 Larnaca	 Zakynthos
 Bristol	 Liverpool	
 Budapest	 London-Luton	
 Burgas	 London-Stansted	
 Chania	 Lviv	
 Copenhagen	 Malaga	
 Corfu	 Malta-Luqa	
 Cork	 Marsa Alam	
 Dalaman	 Milan-Bergamo	
 Djerba	 Minorca	
 Doncaster-Sheffield	 Monastery	
 Dublin	 Munich	
 Dubrovnik	 Odessa	
 Edinburgh	 Oslo-Gardemoen	
 Eindhoven	 Oslo-Torp	
 Enfidha	 Palma de Mallorca	
 Ercan	 Paphos	
 Faro	 Paris-Beauvais	
 Frankfurt	 Podgorica	
 Fuerteventura	 Ras al Khaimah	
 Funchal	 Rhodes	
 Gran Canaria	 Rome-Ciampino	
 Heraklion	 Salalah	



Distance from the Poznan Main Station

  15 min 
 26 min

Poznan-Ławica Airport

  12 min 
 24 min

Investor Relations Department

  11 min 
 23 min

Poznan City Hall

  2 min 
 2 min

Poznan International Fair

  6 min 
 14 min

Adam Mickiewicz University in Poznan

  4 min 
 10 min

University of Economics and Business

  9 min 
 17 min

Poznan University of Technology

  12 min 
 41 min

Poznan University of Life Sciences

  8 min 
 16 min

Poznan Opera House

  6 min 
 11 min

Poznan Music Theatre

  5 min 
 14 min

Emperor's Castle

  6 min 
 12 min

Old Brewery

  14 min 
 40 min

Citadel Park

  24 min 
 1 h 25 min

New Zoo

  16 min 
 26 min

Malta Lake

  17 min 
 17 min

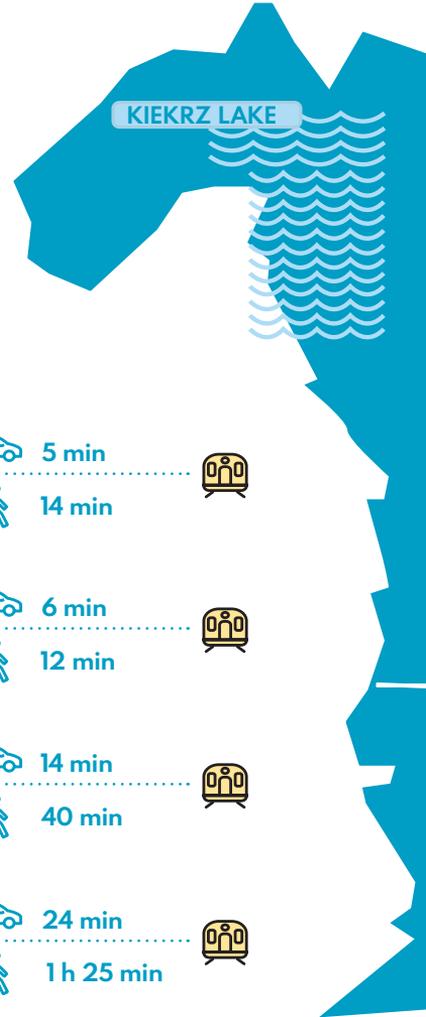
Rusatka Lake

  29 min 
 37 min

Strzeszynek Lake

  25 min 
 48 min

Kiekrz Lake





Stare
Miasto

STRZESZYNEK
LAKE

Jeżyce

AIRPORT

RUSAŁKA
LAKE

POZNAN MAIN STATION

INVESTOR RELATIONS
DEPARTMENT CITY OF POZNAN

MALTA LAKE

Grunwald

Wilda

WARTA

A2

Nowe
Miasto

Offices

Total existing A/B+ Class office space	579 900 sq m
Total A/B+ Class office space under construction	74 000 sq m
Total A/B+ Class office space planned	140 000 sq m
A/B+ Class office spaces	96
A/B+ Class office spaces under construction	3
Planned A/B+ Class office spaces	13
Minimum rent in A/B+ Class	EUR 13,6 /sq m/month
Maximum rent in A/B+ Class	EUR 15 /sq m/month
Average services fees in A/B+ Class	19 PLN//sq m/month

Selected office spaces

BUILDING	ADDRESS	OWNER	EXISTING SPACE	SPACE UNDER CONSTRUCT.	PLANNED SPACE
Nowy Rynek	ul. Matyi 1	Skanska Property Poland	30 700 sq m	35 800 sq m	24 000 sq m
Pixel	ul. Grunwaldzka 182/196	Garvest Real Estate	17 800 sq m	-	17 000 sq m
Andersia	Pl. Andersa	Polski Holding Nieruchomości S.A. /DEKA Immobilien/ Von der Heyden Group	22 100 sq m	35 000 sq m	-
Business Garden	ul. Kolorowa 2-10	Cromwell European REIT Management / Vastint Poland	86 700 sq m	-	-

Warehouses

Total existing warehouse space:	2 462 500 sq m
Total warehouse space under construction	102 200 sq m
Total planned warehouse space	1 800 000 sq m
Avarage rent in warehouses (city and environs)	EUR 2,80-3,60 sq m/month (prime)

Selected warehouses

BUILDING	ADDREDS	LANDLORD	EXISTING SPACE	PPLANNED SPACE
CLIP Poznań	Swarzędz	CLIP	270 000 sq m	-
SEGRO Logistics Park Poznań, Komorniki	Komorniki / Plewiska	SEGRO & JV Partners	193 200 sq m	15 000 sq m
P3 Poznań	Gądki	P3	189 600 sq m	-

Shopping malls

Number of shopping malls	20
Total existing space	605 000 sq m
Total empty space	49 000 sq m
Average rents in prime spaces	EUR 45-55 sq m/month

Selected shopping centers

BUILDING	ADDRESS	DEVELOPER	EXISTING SPACE
Posnania	ul. Pleszewska 1	Apsys	101 000 sq m
Stary Browar	ul. Półwiejska 42	RREEF Investment	47 500 sq m
Homepark Franowo	ul. Szwedzka 10	Ingka Centres / Pradera	66 500 sq m
Avenida	ul. Matyi 2	Resolution Real Estate Fund IV / ECE	60 000 sq m
King Cross Marcelin	ul. Bukowska 156	EPP	45 600 sq m

/Business

111 700

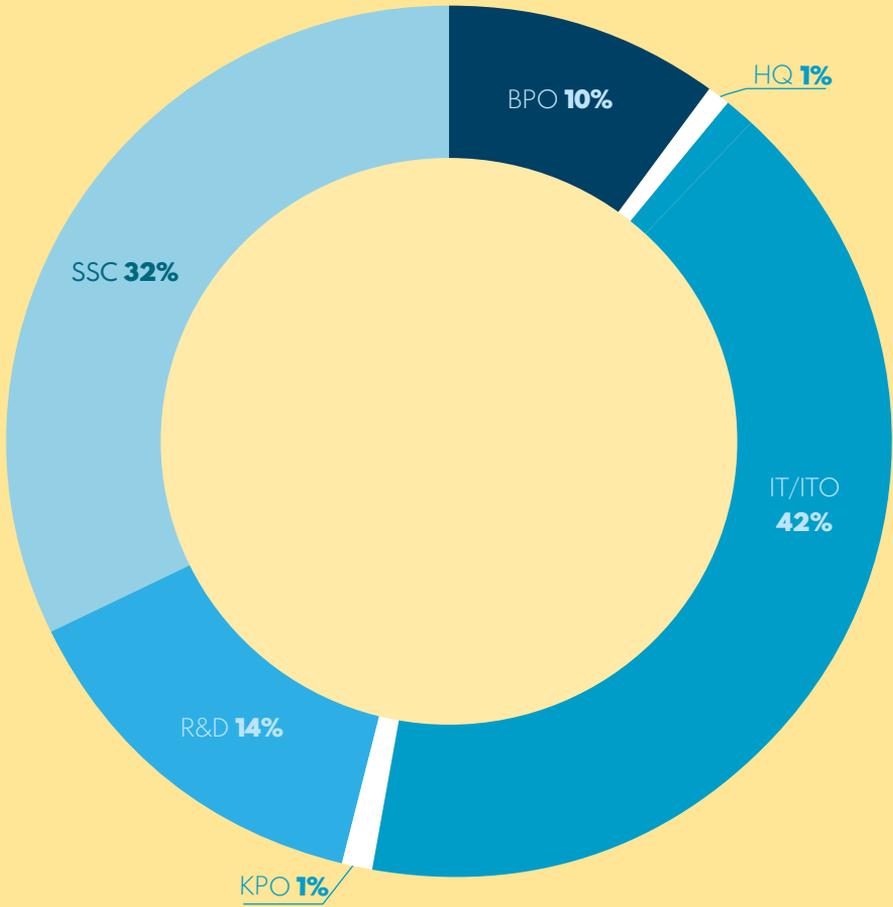
Total number of business entities

Examples of institutions supporting entrepreneurship

- Investor Relations Department
- +Jeden Poznan Coworking Space (available for free)
- Wielkopolska Investment Support Center
- Poznan Science and Technology Park
- Poznan Technology and Industry Park
- Eureka Technology Park, Dopiewo near Poznan
- Nobel Tower Science and Technology Park
- Wielkopolska Investors Relations Center
- Poznan Supercomputing and Networking Center
- Wielkopolska Region Development Fund
- The Chamber of Industry and Commerce of the Wielkopolska Region
- The Wielkopolska Agency for Enterprise Development Ltd. in Poznan
- Wielkopolska Centre of Advanced Technologies
- PUT's Centre of Innovation, Development and Transfer of Technology
- The University Centre of Innovation and Technology Transfer Adam Mickiewicz University
- Poznan Science and Technology Park UAM Foundation
- Academic Business Incubator of Poznan University of Technology
- Netherlands-Polish Chamber of Commerce
- British-Polish Chamber of Commerce
- Polish-German Chamber of Commerce
- Scandinavian-Polish Chamber of Commerce
- Polish-German Business Club in Poznan

Number of centers in which the language is used

 English: 110	 Norwegian: 6
 Polish: 85	 Slovak: 4
 German: 48	 Finnish: 3
 French: 31	 Greek: 2
 Spanish: 22	 Flemish: 2
 Italian: 22	 Arabic: 2
 Russian: 17	 Estonian: 2
 Swedish: 13	 Slovenian: 1
 Danish: 11	 Chinese: 1
 Dutch: 10	 African languages: 1
 Czech: 10	 Lithuanian: 1
 Portuguese: 9	 Japanese: 1
 Hungarian: 8	 Latvian: 1
 Ukrainian: 7	 Croatian: 1



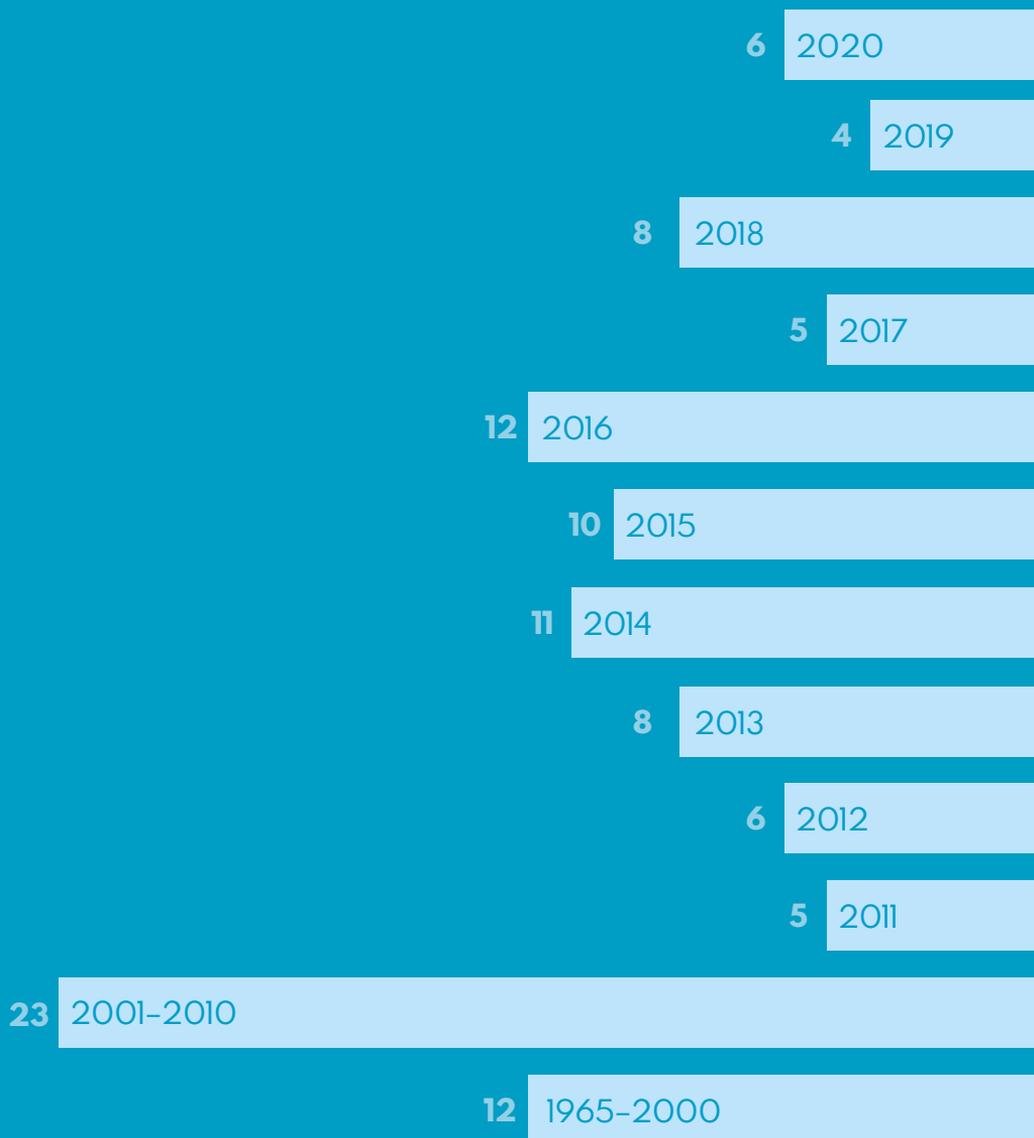
Type of business operations

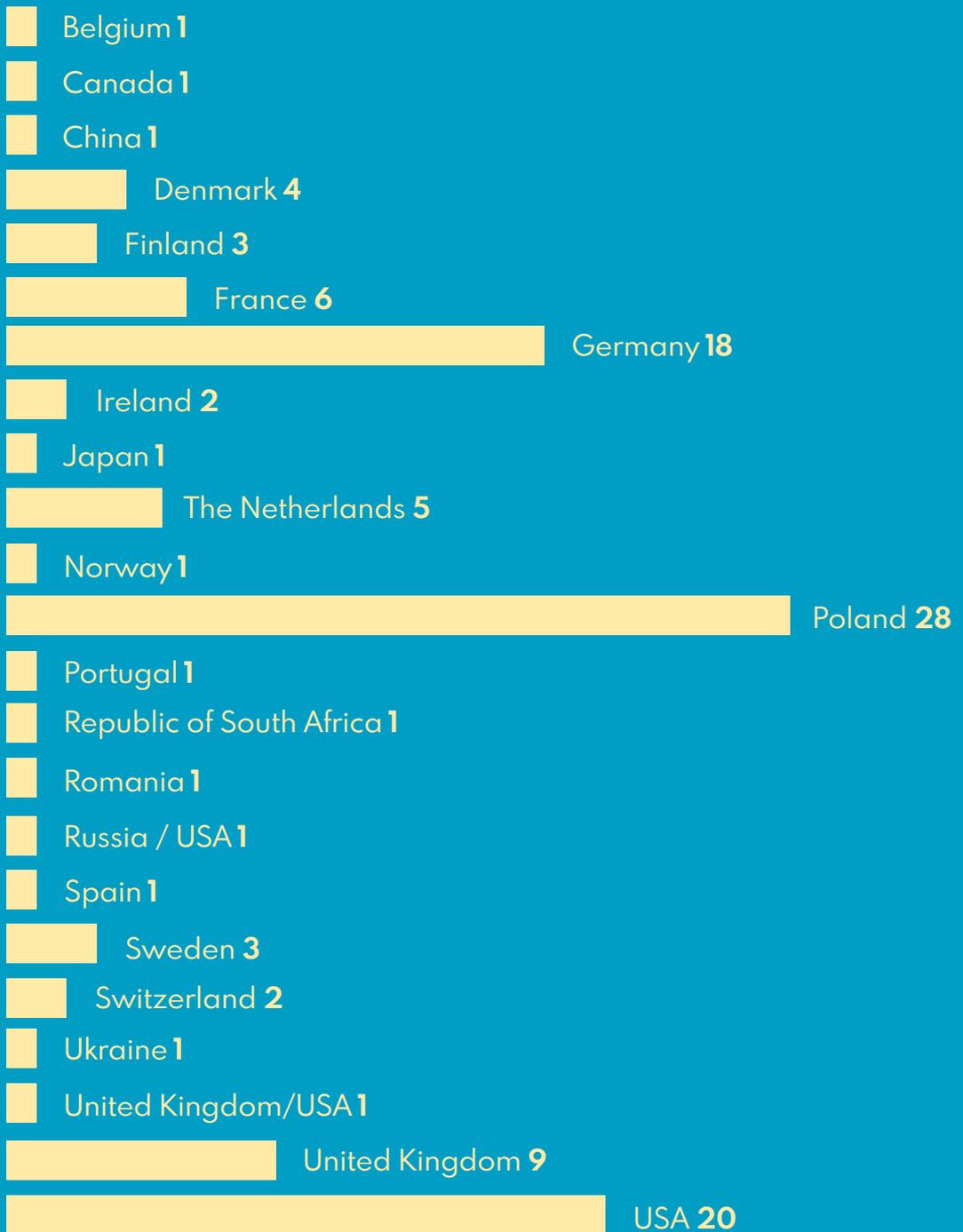
COMPANY	TYPE
ADB	IT
Addconnect Contact Center	BPO
ADM Poland	SSC
Allegro	IT
Alma Systemy Informatyczne	IT
Alphanumeric Systems Europe	ITO
Analx	KPO
Apzumi	IT
Arvato Supply Chain Solutions Polska	BPO
Asseco	IT
ASTEK	ITO
BAE Systems Poland	IT
Banach Outsourcing	BPO
Bluesoft	IT
Bridgestone EBS	SSC
Britenet	IT
British American Tobacco	R&D
Call4You	BPO
Capgemini Software Solution Center	IT R&D
Carl Zeiss	SSC
Carlsberg Shared Services Centre	SSC
CEDC International	SSC
Cleeng	R&D
Cognifide	IT
Comarch	IT
Computacenter	ITO
Conectys	BPO
Contact Center	BPO
DFDS	SSC
DomData	IT
Duni EFF	SSC/BPO
Egnyte	R&D
ENEA	SSC
Etteplan	R&D
Euroflorist	SSC
EXIDE Technologies SSC Sp. z o.o.	SSC
Fabres	ITO/SSC
Fandom powered by Wikia	R&D
FEV GROUP	R&D Automotiv

COMPANY	TYPE
Franklin Templeton Investments	SSC
F-Secure	IT
Getsix	outsourcing
Gfi becomes Inetum	IT
GFT Poland	IT
Grant Thornton	BPO
GSK Finance Hub	SSC
GSK Tech Center	SSC
HedgePole	F&A
Hicron	ITO
Holiday Check	R&D
Homag	R&D
Huawei	R&D
INGKA Business Service Center Sp. z o.o. (Ikea Business Service Center)	SSC
Intitek	BPO/ ITO/R&D
IT Kontrakt	ITO
IT.integro	IT
itelligence	ITO
Jcommerce	outsour- cing IT
Jeronimo Martins Polska S.A.	SSC
John Deere	SSC
Kennametal CEE	SSC
LiNA Medical Polska	SSC
Lorenz Services	SSC
Lumen	ITO
Lyondellbasel	SSC
Majorel Polska Sp. z o.o.	BPO
MAN Shared Services Center sp. z o.o.	SSC
Mars Financial Services	SSC
McKinsey EMEA Shared Services	SSC
Mentor Graphics a Siemens Business	R&D
Mexichem Shared Services Europe - Wavin	SSC
Miele Global Services	SSC
Milengo	BPO

COMPANY	TYPE
Mirantis	IT
Mobica	IT
Mtab	IT
Nanolabs (venturedevs)	IT
Newell Poland Services	SSC
NEXT: IT powered by FlexDev	R&D IT
Nordcloud	R&D
O-I Business Service Center	SSC
Open Text	R&D
Osram	SSC
Paymentwall	ITO
Pearson	IT
Pekabex BET	R&D
Pepco	HQ
Polaris Laboratories	R&D
Raben Management Services	SSC
Rehau	SSC
Roche Polska Sp. z o.o.	SSC
Rockwool	ssc
Santander (BZ WBK)	SSC
Seargin	ITO
Selvita	R&D
Sii	ITO
SKF	SSC
SNP Poland (formerly BCC)	ITO
SoftServe	IT
Sollers Consulting	IT
Sonalake	IT
Starter Sp. z o.o.	BPO
STX Next	IT
Summ-it	IT
Synet Global Solutions	IT
Talex	IT i ITO
TomTom	R&D IT
Transcosmos	BPO
Transition Technologies	IT
Veolia Centrum Usług Wspólnych	SSC
ViaVox Call Contact Center	BPO/ITO
Visa	IT
Volkswagen Group Services	SSC
ZETO	ITO

The year of inauguration of BSS companies in Poznań





Country of origin of companies
from the BSS sector

/Salaries

Call Center

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior Consultant	3 800	4 300
Consultant	4 500	5 500
Senior Consultant	5 500	6 500
Team Leader	7 000	9 000
Supervisor	9 000	11 000
Manager	10 000	14 000

IT

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Net Developer	8 000	13 500
C++ Developer	8 000	14 000
Help desk	4 500	6 000

Gross average monthly salary
in PLN in Poznan

5 700

Accounts Payables / Accounts Receivables

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior accountant	4 200	4 800
Accountant	5 000	6 000
Senior Accountant	6 000	7 000
Team Leader	8 000	9 000
Supervisor	9 000	11 000
Manager	11 000	15 000

General Ledger

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior accountant	5 000	6 000
Accountant	6 500	7 500
Senior Accountant	7 500	9 000
Team Leader	9 000	10 000
Supervisor	10 000	12 000
Manager	12 000	16 000

/Culture, entertainment, recreation

13  cinemas

23  theatres

21  shopping malls

30  museums

10  festivals

Examples of business, cultural and sports events

- SSC/BPO Week
- positive technologies
- Poznan Biznes Partner / Poznan Business Days
- Short Waves Music Festival
- Poznan Malta Festival
- Enea Spring Break Music Festival
- Aquanet Jazz Festival
- Pырkon Fan Convention
- Night of Museums in Poznan
- Half Price Poznan
- Night of Scientists Poznan
- The Extraordinary Film Festival
- Ethno Port Music Festival
- Poznan Young Jazz Festival
- International Animated Film Festival Animator
- Poznan Fortress Days
- Summer in Porta Posnania
- Poznan Crime Novels Festival Granda
- European Heritage Days
- Poznan Old Jazz Festival
- International Documentary Film Festival OFF CINEMA
- Poznan Game Arena
- St. Martin's Name Day
- Poznan Ice Festival
- International Young Audience Film Festival "Ale Kino!"
- Poznań Bethlehem (Christmas market)
- Celebrations of Wielkopolska Uprising
- Wings for Life Run
- Poznan Bike Challenge
- Super League Triathlon
- Poznan Half-Marathon
- Poznan Marathon
- Poznan Business Run
- Poznan Mentoring Walk
- Startup Poznan
- Competition of Poznan Entrepreneurs - Poznanski Lider Przedsiębiorczości
- Students Fest "Juwenalia"
- Students Barbecue Party "Wielkie Grillowanie UAM"
- EKIDEN PragmatIQ Relay-Race
- World Cycling Championship
- Rowing World Cup
- World Cup in Canoeing
- Challenger ATP Poznan Open
- Cavaliada International Equestrian Competition
- Poznań Music Spring
- Poznań Design Festival
- Enter Music Festival
- Henryk Wieniawski International Violin Competition
- Poznań Festival of Science and Art

78 hotels

2 five-star hotels ****

16 four-star hotels ****

37 three-star hotels ***

15 hospitals

Conference facilities

- Poznan Congress Center (MTP Group)
- Altus Hotel***
- IBB Andersia Hotel****
- Camping Malta Hotel***
- City Park Hotel & Residence****
- City Solei Boutique Hotel****
- DeSilva Premium Poznan Hotel****
- FairPlayce Hotel***
- Grand Royal Hotel****
- HP Park Hotel***
- Poznan Old Town ibis Hotel**
- Ikar Hotel***
- Ilonn Hotel ****
- IOR Hotel - Congress Center***
- Kolegiacki Hotel***
- Korel Hotel***
- Lavender Poznan Hotel***
- Poznan Center Mercure Hotel***
- Moderno Hotel****
- NH Poznan Hotel***
- Poznan Novotel Center Hotel****
- Poznan Malta Novotel Hotel***
- Royal Hotel***
- Safir Hotel***
- Sheraton Poznan Hotel*****
- Poznan Center Topaz Hotel***
- Hampton by Hilton***
- Park Inn by Radisson****
- Hotel Moxy 3***
- Hotel Puro Poznań Old Town***
- Traffic Hotel**
- Vivaldi Poznan Hotel****
- Włoski Hotel***
- Artis Auditorium
- Bazar Poznanski (Poznan Bazaar)
- Museum of Archeology
- Pałac Działyńskich (Działyński Palace)
- Fort VI Poznan Fortress
- Poznan Opera House
- University Auditorium
- Poznan Arena
- Poznan Kinopolis Cinema City
- The Medical University Congress and Education Center
- Concordia Design
- BI7 Musical Center
- Młyńska 12
- Malta Training and Conference Center
- Nobel Tower
- Ogrodowa 12 - Conference Center
- GARDENcity restaurants & catering
- SALEOMEGA.pl
- SPOT.
- Poznan Stadium
- Malta Therms
- World Trade Center
- TAMA Club

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Pro Progressio - foundation supporting growth and promotion of outsourcing industry in Poland. The foundation cooperates with the public and private sector as well as with the international organisations operating in the outsourcing sector. Pro Progressio is a publisher of outsourcing sector media that is with OutsourcingPortal and *Outsourcing&More* magazine.

Pro Progressio manages the Pro Progressio 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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