

# THE PROFESSIONAL ELECTRONICS SECTOR

**Poland.** Business Forward





**Poland is an internationally acclaimed destination for:**



### **Pristine nature**

A top 10 country to visit according to Lonely Planet



### **A place where East meets West**

Dynamic business hub at the heart of Europe



### **Vibrant food scene**

Warsaw among Top 10 Vegan-Friendly Cities in the World



### **Great cities**

Wrocław – most business friendly medium – sized European city (2022)  
Kraków – a TOP 25 Travellers' Choice 2022  
Łódź – in the „Best of the World 2022” List by National Geographic



### **Attractive place for expats**

Young, increasingly international society, with a very high level of English proficiency



### **Rich history**

Vast legacy of bravery and resilience



## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market share

Poland is the sixth largest economy in the European Union in terms of GDP

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Poland is considered to be one of the most economically stable and fastest developing countries in the world.

## Transparent

Regional leader (2nd in CEE) in the Transparency International Corruption Perceptions Index

## FDI magnet

In 2022, Poland was ranked highest in the CEE region and eighth in Europe in terms of the number of inward foreign direct investments.

## Top-notch infrastructure

5th longest highway network in the EU  
Over 5,115 km total length of motorways and expressways

## Ratings remain high despite the turbulent times

Moody's: A2, S&P: A-, Fitch: A-, as of the second half of 2023

## Competitive, well-developed cities

European Cities of the Future 2023 (fDi Intelligence):

Warsaw – 6th position overall (ahead of Berlin and Stockholm)  
and 2nd in the business friendliness category among major cities;

The Silesia Region – European Entrepreneurial Region in 2021-2022,

among the top ten European regions in terms of attracting FDI and cost-effectiveness





WHY  
POLAND



FACTS ABOUT  
THE POLISH  
PROFESSIONAL  
ELECTRONICS  
SECTOR



WHAT MAKES  
US DIFFERENT



DID YOU KNOW  
THAT

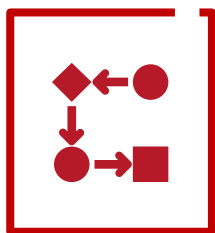


SUPPORT  
INSTITUTIONS



HOW WE CAN  
HELP YOU

# FACTS ABOUT THE POLISH PROFESSIONAL ELECTRONICS SECTOR



## High productivity

Labor productivity in the electronics sector in Poland is 146% of labor productivity of the entire manufacturing sector. The sector is therefore above average.



## Employment in the sector:

About 63 700 people (2021)



## Number of companies:

Over 3460 manufacturers (2021)  
(manufacture of computer, electronic and optical products)

## Value of Polish export:

\$431.69 m. (2012)



\$510.90 m. (2022)

## CAGR (2012 – 2022):

+1.7% annually



Sources:

Statistics Poland, Statistical Yearbook of Industry – Poland, 2022

Statistics Poland, Foreign Trade Database

Export – industry defined by CN code 8473

Other data – industry defined as „Manufacture of computer, electronic and optical products:

Growth icon made by iconixar from [www.flaticon.com](http://www.flaticon.com).

# WHAT MAKES US DIFFERENT

## Central localization

Poland is in the heart of Europe  
and it's a part of European Economic Area



Source:  
Statistics Poland  
Access2Markets Database.

## Access to highly educated workforce



In the academic year 2022/23, there's over 6,900 students studying in at least 27 fields of study related to electronics at universities all over Poland.

## Trade tariffs EU

	Production in Asia		Production in Poland
TV	14%	→	0%
Batteries	4,7%	→	0%
Electric scooter	6%	→	0%

# DID YOU KNOW THAT



## Intel – the biggest in history foreign investment in Poland will be in a field of advanced electronics

In June 2023, it was announced that the American concern Intel, a global leader in the production of integrated circuits, will build its facilities in Poland. The project, worth PLN 20 billion, is currently the largest foreign investment in Poland's history and will strongly link Poland to the newly being developed European value chain of advanced electronics.



## Goodram – the only European producer of consumer RAM modules

Poland is the seat and place of establishment of Wilk Elektronik S.A. – manufacturer of computer memory under the Goodram brand. The company specializes in the production of RAM modules and SSDs, as well as other products. Currently, it is the only manufacturer of consumer RAM modules in Europe, it also produces electronics for industrial application and servers.



## Poland – prospective market with a great potential

For Poland in 2023, the forecast of the turnover dynamics on the electronics market is 4% y/y. This will be the fourth year of growth on this market in Poland. This growth is supported by digital transformation, programs supporting IT spending, the development of cloud technology, favorable legislative changes, increasing access to the Internet and the great importance of the BPO (Business Services Outsourcing) sector, which is a high consumer of electronics.

Source: biznes.pap.pl

# SUPPORT INSTITUTIONS

## **Association of Importers and Producers of Electrical and Electronic Equipment – ZIPSEE “Cyfrowa Polska”**

The association "Cyfrowa Polska" ("Digital Poland") is a non-profit industry organization of employers. It brings together the largest companies from the consumer electronics and IT industries operating in Poland – both manufacturers, importers and distributors of electrical and electronic equipment.

The organization was found on December 16, 2005 with the main goal to establish an industry organization that would take care of the interests of companies (members).



## **Polish Chamber of Commerce for Electronics and Telecommunications – KIGEiT**

An organization associating companies from the industry, whose main goals are: representing the economic interests of the associated companies, in particular before the legislative, executive and regulatory authorities, participation in initiatives and activities related to the creation of the state's economic development strategy, shaping and disseminating the principles of ethics in business including counteracting unfair competition, commercial dishonesty and dishonest advertising, as well as supporting vocational education and improving the qualifications of people working in the sector and conducting educational campaigns related to digital skills.





# The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a Government Agency is:

- To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.



**Information packs**  
macroeconomic, HR,  
legal, sectoral data



**Analysis  
of export  
potential**



**Preparing  
information  
packs**



**Verifying  
business  
partners**



**Organising  
business  
missions**



**Preparing lists  
of possible  
business partners**



**Organising  
B2B meetings**



**Support in contacts  
with Government  
Agencies**

# Contact us

The Polish Investment & Trade Agency

Krucza St. 50  
00-025 Warsaw

NIP: 526-030-01-67  
KRS: 0000109815

Contact FORM:



Service PAIH24: +48 22 334 99 55  
Contact PAIH24: [paih24@paih.gov.pl](mailto:paih24@paih.gov.pl)

Social media:



Polish Investment  
& Trade Agency  
PFR Group

---

Department of Analysis and Market Strategies,  
December, 2023



Polish Investment  
& Trade Agency  
PFR Group

**Poland.** Business Forward