



Polish Investment  
& Trade Agency  
PFR Group

# THE PHARMACEUTICAL & MEDICAL DEVICES SECTOR

**Poland.** Business Forward





## Poland is an internationally acclaimed destination for:



### Pristine nature

A top 10 country to visit according to Lonely Planet



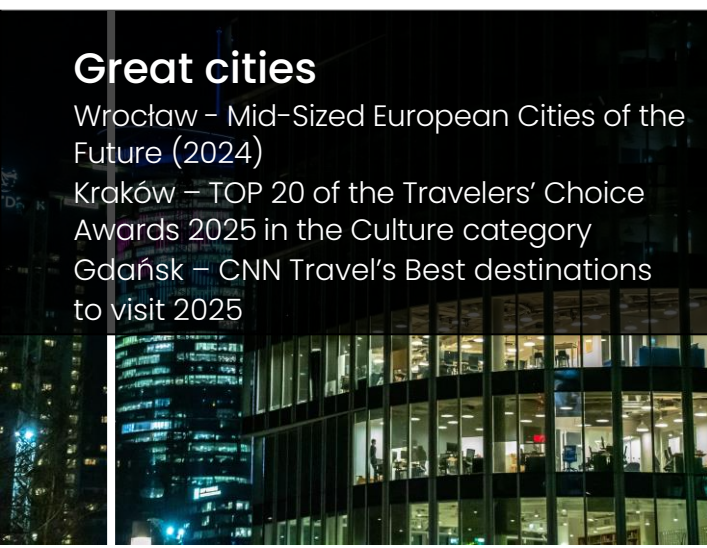
### A place where East meets West

Dynamic business hub at the heart of Europe



### Vibrant food scene

Warsaw among Top 20 Vegan-Friendly Cities in the World (HappyCow 2024)  
Poland ranked 11th in the TasteAtlas awards 24/25 of the 100 best cuisines in the World



### Great cities

Wrocław – Mid-Sized European Cities of the Future (2024)

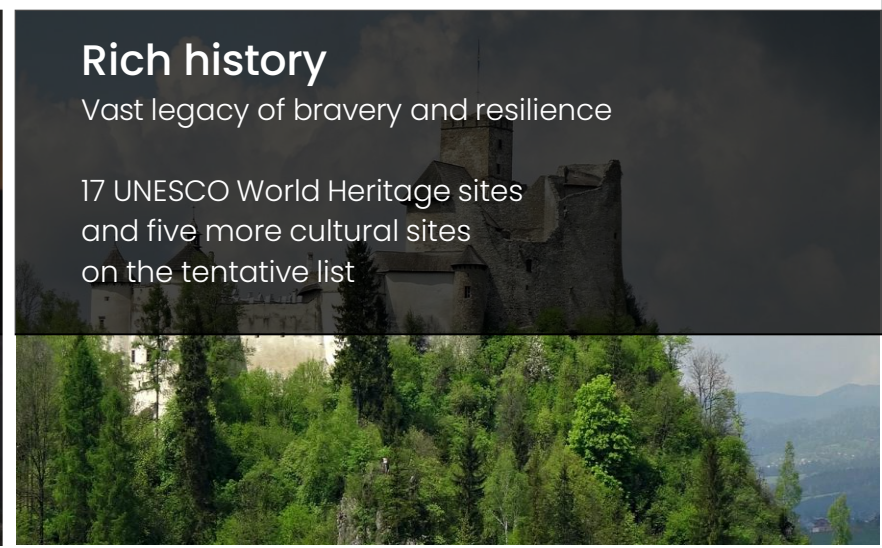
Kraków – TOP 20 of the Travelers' Choice Awards 2025 in the Culture category

Gdańsk – CNN Travel's Best destinations to visit 2025



### Attractive place for expats

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



### Rich history

Vast legacy of bravery and resilience

17 UNESCO World Heritage sites and five more cultural sites on the tentative list





WHY  
POLAND



FACTS ABOUT THE  
POLISH  
PHARMACEUTICAL  
& MEDICAL DEVICE  
SECTOR



WHAT MAKES  
US DIFFERENT



DID YOU KNOW  
THAT



SUPPORT  
INSTITUTIONS



HOW WE CAN  
HELP YOU

## 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

Nearly 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 2023, Poland was ranked highest in the CEE region and sixth in Europe in terms of the number of inward foreign direct investments.

## Top-notch infrastructure

5th longest highway network in the EU  
Over 5,205 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 2024

## Competitive, well-developed cities

European Cities of the Future 2024 (fDi Intelligence):  
Warsaw – 4th position overall (ahead of Paris and Munich)  
and 2nd in the business friendliness category among major cities;  
The Silesia region ranked 3rd in the “cost-effectiveness” category;  
Western Pomerania – European Entrepreneurial Region in 2022–2023,



# FACTS ABOUT THE POLISH PHARMACEUTICAL & MEDICAL DEVICE SECTOR

## Dynamically growing exports

The value of Polish exports in the pharmaceutical industry in 2023 was €4.8 billion, recording an increase 9% over the previous year.

Poland remained the 22nd pharmaceutical exporter in the world, with a share of 0.6% in 2023. The Polish biotechnology and pharmaceutical industries have continued to experience one of the most significant economic growth rates among European countries.

## Highly qualified staff

More than 39 institutes of Higher Education in Poland provide biotech-related degrees

1st in the CEE and 5th in all of Europe - Number of graduates with biopharma-related degrees

## Main export destinations for Polish pharmaceuticals and medical devices in 2024

	Germany	€1 535 m.
	United States	€1 354 m.
	France	€539 m.
	United Kingdom	€496 m.
	Denmark	€456 m.

Sources:

Statistics Poland. CN codes: 3003-3005, 4014, 5803, 7017, 8713, 9018 to 9022  
International Trade Centre, 2024

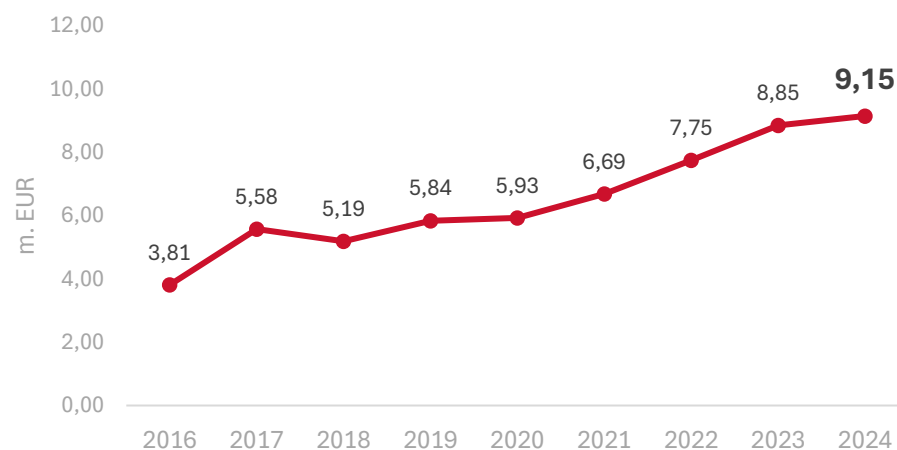
[www.wspieramyeksport.pl/raporty-branzowe/BI.8/produkty-farmaceutyczne](http://www.wspieramyeksport.pl/raporty-branzowe/BI.8/produkty-farmaceutyczne)

## The strategic importance of the medical device sector

The total export value of Polish medical devices and equipment sector amounted to **€5.65 bn** in 2023 and €5.37bn in the first eleven months of 2024.

Poland's medical devices constituted **around 1.6%** of the country's total exports in 2023.

## Export of Polish pharmaceuticals, medical devices and equipment more than doubled since 2016



# WHAT MAKES US DIFFERENT

## Excellent quality

The Polish medical equipment and devices sector is known for:

- high production quality,
- low failure rate,
- the low costs of operation, service and spare parts,
- high durability,
- compatibility with equipment made by other manufacturers
- excellent quality-to-price ratio.

## Long scientific tradition

Physics, medicine, chemistry, pharmacology and pharmaceuticals, alongside mathematics, are the highest-ranking scientific fields in Hirsche index for Poland. Alongside a dynamic IT sector, this provides a good foundation for the development of medical technologies.

Through institutions such as NCBR, PARP or PFR Ventures, Poland also offers various forms of financial and non-financial support to medical start-ups. In fact, 25% of venture capital in Poland was allocated to businesses from the Health Care sector.

## A dynamic startup ecosystem

- 13% of all startups in the country are in the healthcare sector, which remains at the forefront of Polish Venture Capital investments.
- Over the past few years, Polish start-ups, from the telemedicine sector, have targeted the AI, machine learning and medical devices sectors.

## Talent pool

Poland is home to world class pharmaceutical specialists and a large pool of talented scientists. This being one of the country's key assets when attracting foreign investors from the medical, biotech and pharma sector.

In 2023, Poland was home to 195 biotechnological companies, marking a 4.3% increase from 2022.

## Strong cooperation

Polish companies actively participate in international events (CPhI, BioConvention) and co-created BioForum ([www.cebioforum.com](http://www.cebioforum.com)) – a Central European cooperation platform for biotech and pharma companies.

Sources:

Medical Devices and Equipment in Poland, PARP Report 2024; PFR Ventures Report: Polish VC market outlook 2020, January 2021 ;

PAIH – Technology & Innovation Hub in Central Europe: MedTech

Top Disruptors in Healthcare 2024 Report

# DID YOU KNOW THAT



## AI in radiology

The Polish company BrainScan created a tool that aids radiologists in making the preliminary diagnosis thus minimising the risk of misinterpretation of test results. The AI employed by Brain-Scan makes the correct diagnosis in 9 out of 10 cases, whereas radiologists can make mistakes in up to 15%. Meanwhile a pilot study for Radiology AI programme was introduced at the Copernicus Memorial Hospital in Łódź in 2024 to encouraging results in mammogram image assessment.



## A revolution in the care of wounds

A Polish start-up has patented SmartHeal. Thanks to their special wound dressing, the healing process is significantly shortened. The dressing has a special electrochemical sensor which detects changes in pH value – thus indicating inflammation. The sensor provides the patient or doctor with information on the progress of treatment. The project won the prestigious James Dyson competition in 2022.



## Data-driven medicine

The medical start-up market is one of Poland's fastest developing areas. In recent years it has been characterized by rapid development and growing potential, especially in the area of medical innovation. The increasing number of respondents in "Top Disruptors in Healthcare 2024" report is another indicator of a dynamically developing start-up scene. In addition, according to the aforementioned report, as many as 64% of start-ups participating in the survey say they are developing their company in the area of artificial intelligence and machine learning.



## Specialised equipment

Two categories account for the vast majority of Poland's medical device industry's exports, namely „orthopedic equipment, apparatus, prostheses, and hearing aids” is one, while „the medical and veterinary instruments” as the other. They accounted for €2,502 mln and €1,404 mln worth of exports, respectively in 2023.



## Polish Champion

The Polish company Adamed, is one of the largest Polish innovators as reflected by the sheer number of their patent applications. According to the EPO Patent Index, Adamed is at the forefront of Polish applicants. The company in total owns almost 200 patents in most countries of the world.

Sources:

Top Disruptors in Healthcare 2024 Report

[www.jamesdysonaward.org/pl-PL/2022/project/smartheal/](http://www.jamesdysonaward.org/pl-PL/2022/project/smartheal/)

The biotechnology sector in Poland: overview for investors and industries [http://www.bioforum.pl/files/The\\_biotechnology\\_sector\\_in\\_Poland.pdf](http://www.bioforum.pl/files/The_biotechnology_sector_in_Poland.pdf)

Statistics Poland. CN codes: 3005, 4014, 5803, 7017, 8713, 9018 to 9022, 9619

# 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**



# SUPPORT INSTITUTIONS

## TECHNOMED Medical Industry Organization

TECHNOMED acts on behalf of its associates, voicing their needs and concerns at Government level, providing opinions on legislative processes and aiding the business environment centred around the health care sector.



## The Polish Chamber of Commerce of Medical Devices POLMED

Founded in 2003, the Polish Chamber of Commerce of Medical Devices POLMED is the biggest organization representing manufactures and distributors of medical devices in Poland. POLMED represents its members' matters to the Government, self-governing bodies and other institutions. POLMED presents opinions on economic practices and legal measures to all the aforementioned institutions. The Chamber also provides training, information and advice.



## The Ministry of Health

The Ministry of Health is a policymaker and regulatory body responsible for the National Health Policy, major capital investments in healthcare, medical science and education, introducing regulations governing the functioning of the health care system.



## The Employers' Union of Innovative Pharmaceutical Companies INFARMA

The Employers' Union of Innovative Pharmaceutical Companies, INFARMA, represents 25 leading companies in the pharmaceutical sector operating in Poland that conduct research & development and produce innovative drugs.

INFARMA is a member of EFPIA, the Employers of Poland, and the Polish Chamber of Commerce.



# 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

---

Strategy and Analysis Division  
Promotion Department  
2025



Polish Investment  
& Trade Agency  
PFR Group

**Poland.** Business Forward