

# 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



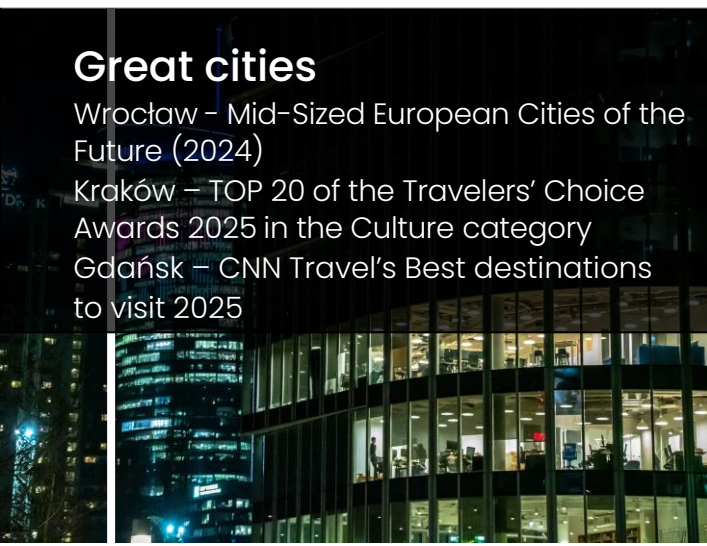
### A place where East meets West

Dynamic business hub at the heart of Europe



### Vibrant food scene

Warsaw among Top 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)

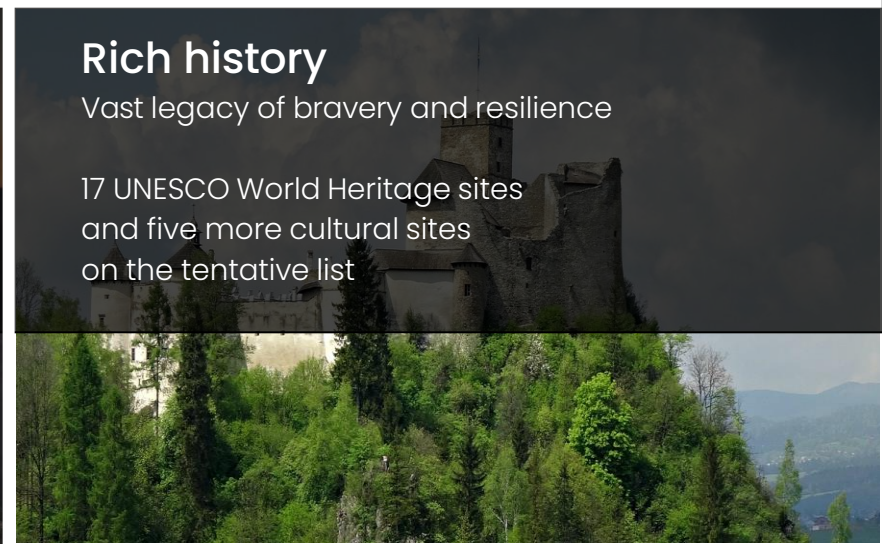
Kraków – TOP 20 of the Travelers' Choice Awards 2025 in the Culture category

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 RAIL VEHICLES  
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

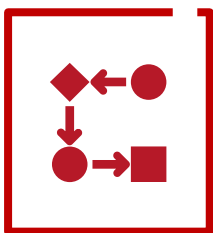
Moody's: A2 , S&P: A-, Fitch: A-, as of the second half of 2024

## 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 PROFESSIONAL ELECTRONICS SECTOR



## Source of added value

The gross value added of industry in the "manufacture of computers, electronic and optical products" section amounted to PLN 16.69 billion in 2023.



## Employment in the sector:

About 63 700 people (2024)



## Number of companies:

Over 470 manufacturers (2023)  
(with over 10 employees, manufacture of computer, electronic and optical products)

## Value of Polish export:

\$4,108.6 m. (2014)



\$8,157.3 m. (2024)

## CAGR (2014 – 2024):

+7.1% annually



### Sources:

Statistics Poland, Statistical Yearbook of Industry – Poland, 2024

Statistics Poland, Foreign Trade Database

Export – industry defined by CN codes: 8470, 8471, 8473

<https://bizblog.spidersweb.pl/branza-it-poszla-w-odstawke-jest-nowy-hit-na-polskim-rynku-pracy>

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



## Access to highly educated workforce



In the academic year 2024/25, there's over 34,700 students studying in at least 55 fields of study related to electronics at universities all over Poland.

## Trade tariffs EU

Production in Poland allows you to avoid customs duties

Examples:

	<b>Production in Asia</b>		<b>Production in Poland</b>
<b>TV</b>	14%	→	0%
<b>Batteries</b>	2,7%	→	0%
<b>Electric bikes</b>	6%	→	0%

Source:

Access2Markets Database (example: import China → Poland)

Statistics Poland, „Higher education in the 2024/2025 academic year”, sector defined as ISCED-F 2013: “0714 Electronics and automation”

# DID YOU KNOW THAT



## The strategic role of a semiconductor sector

The Polish government is considering the importance of the electronics industry for the Polish economy, particularly its most modern segments, such as semiconductors. According to the Ministry of Digital Affairs' document *"Poland in the Game for the Future: Policy for the Semiconductor Sector 2025+,"* published in June 2025, the development of semiconductors will boost the Polish economy, ensure the security of a modern state, and leverage the potential of domestic breakthrough solutions.



## Goodram – the only producer of consumer RAM modules in Central and Eastern Europe

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 Central and Eastern Europe, it also produces electronics for industrial application and servers.



## Poland – prospective market with a great potential

Experts predict that the electronics market will revive in 2025 thanks to Poles' greater willingness to invest in modern equipment. Improved consumer sentiment and economic stability will play a key role in this process. Furthermore, innovative products and a diverse range of sales channels could significantly accelerate this development, making 2025 a breakthrough year for the electronics market in Poland.

Source:

<https://www.pmrmarketexperts.com/wiadomosci/rynek-elektroniki-w-polsce-stabilizacja-w-2024-roku-i-nadzieje-na-dynamiczny-wzrost-w-2025>

<https://www.gov.pl/web/cyfryzacja/polityka-dla-sektora-polprzewodnikow-gotowa-po-konsultacjach>

<https://www.goodram.com/marka>

# 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

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Polish Investment  
& Trade Agency  
PFR Group

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Strategy and Analysis Division  
Promotion Department  
2025



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