

# FOCUS ON

Created by **Pro Progressio**

*Poznan*



 January 2020

 Pro Progressio

**4/** City

**5/** Education

**6/** Transport

**12/** Real Estate

**14/** Business

**20/** Salaries

**22/** Culture,  
entertainment,  
recreation



Krzysztof Senger, PhD  
Board Member, PAIH

For years, Poznan has been cited as one of the best and most dynamically developing locations for the BSS sector in Poland. The continued interest in the city displayed by foreign investors from the sector, despite the low unemployment and intense competition on the labor market, is caused primarily by the city's attractive offer of office space, the developed infrastructure and the thriving academic environment. Poznan's convenient location halfway between Warsaw and Berlin also plays an enormous role.

Taking into account the priority treatment of the BSS sector in the city's economic and investment policy, the prospects for its future in this regard can be described as positive. In the portfolio of projects currently served by the Polish Investment and Trade Agency (PAIH), Poznan mostly attracts investors from the IT field. Moreover, the businesses served by PAIH that are already located in the city display an eagerness to expand their activities, deciding more and more frequently to move the most advanced processes to Poznan.



Wiktor Doktor  
CEO, Pro Progressio

Poznan, the capital of Wielkopolska Region in Poland, has been a strong business center for the modern business services sector for almost two decades. The development of BSS investments is stable here, and despite the very low unemployment rate, several new BPO, GBS or IT projects appear in Poznan every year. Also the natural operational development of existing BSS investments is continued.

The office real estate market in Poznan has also gained momentum, and the modern office spaces created in Poznan, meet all the expectations of both smaller and larger BSS investments.

Poznan has been a laureate of the „Outsourcing Star” statuette for years, which objectively confirms the investment assets and attractiveness of the city as one of the best BSS locations in Poland.

The city belongs to one of the few in which the increase in the number of students and graduates of key fields of study is continually registered, after which graduates are hired by the modern business services sector.

You are welcomed to Poznan!

Hereby I invite you to read *Focus on Poznan* Report.

/City

# 262 km<sup>2</sup>

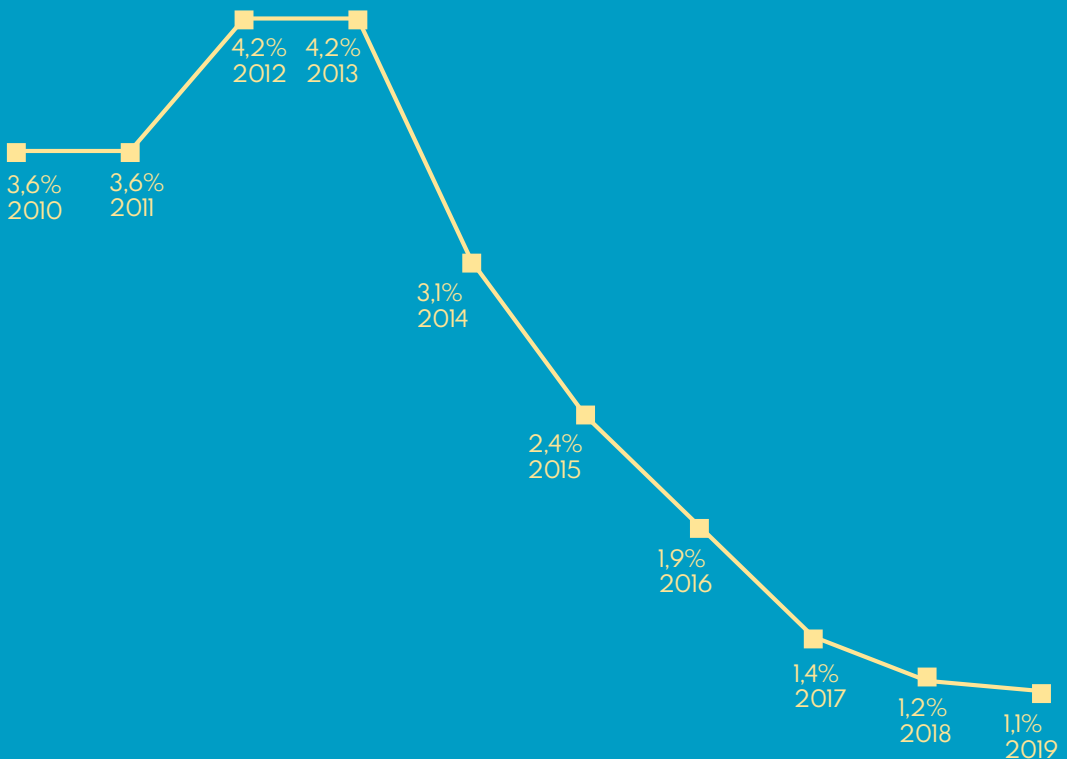
City area

# 540 000

Citizens

## about 1 000 000

Citizens of metropolitan area



Unemployment rate

22



**Universities**

8 public universities  
14 private universities

29 500

113 200

5 600  
foreign students

273



**Kindergartens**

141 public kindergartens  
132 private kindergartens

Primary schools:

**136** 42 000

High schools:

**83** 25 000

Technical schools:

**23**



**SUBJECTS**



8 600*	philology (foreign languages)	1 500*
21 000*	administration, business and law	7 100*
4 400*	IT/ICT	940*
16 200*	engineering and technology	2 900*
4 900*	logistics	1 430*
4 500*	architecture and construction	1 360*

Graduates

Students

\* data for Poznan; source: Main Statistical Office

# /Transport

 **36** Car rentals

 **5** Carsharing companies

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over 250 cars in carsharing

 **28** Taxi companies

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2 725 Number of taxis

PLN 4,95–6,9 Initial charge

PLN 1,82–2,3 / 2,7–6,24 Cost per 1 km

 **82** Bus lines

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63 Day bus lines

19 Night bus lines

 **20** Tram lines



## Public Transport tickets

PLN 3 10-min. ticket price

PLN 5 45-min. ticket price

PLN 7 90-min. Ticket price

PLN 15 One-day ticket price

PLN 115 Monthly ticket price

 **1700** City bikes

**175 km** Length of bicycle routes

**113** Number of city bikes stations

**PLN 2 / h** Rental cost

 **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

## Poznan-Ławica Airport – regular flights

 Zadar (ZAD)	 Warsaw (WAW)
 Billund (BLL)	 Stockholm - Skavsta (NYO)
 Copenhagen (CPH)	 Kharkov (HRK)
 Paris Beauvais (BVA)	 Lviv (LWO)
 Athens (ATH)	 Kyiv Borispil (KBP)
 Kawala (KVA)	 Kyiv Zhuliany (IEV)
 Corfu (CFU)	 Odessa (ODS)
 Kutaisi (KUT)	 Birmingham (BHX)
 Alicante (ALC)	 Bristol (BRS)
 Barcelona Girona (GRO)	 Doncaster (DSA)
 Eindhoven (EIN)	 Edinburgh (EDI)
 Cork (ORK)	 Liverpool (LPL)
 Dublin (DUB)	 London-Luton (LTN)
 Tel Aviv (TLV)	 London-Stansted (STN)
 Malta (MLA)	 Budapest (BUD)
 Frankfurt (FRA)	 Milan - Bergamo (BGY)
 Munich (MUC)	 Rome-Ciampino (CIA)
 Oslo Torp (TRF)	

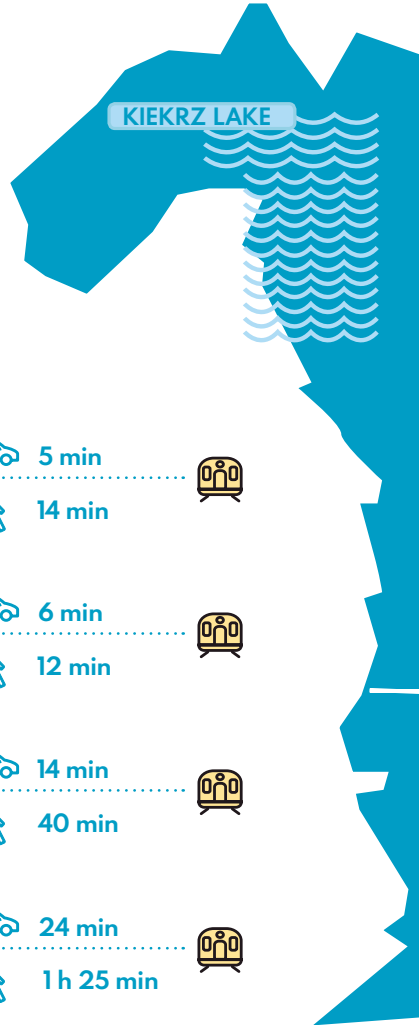
## Poznan-Ławica Airport – charter flights





 Tirana (TIA)	 Kos (KGS)	 Agadir (AGA)
 Burgas (BOJ)	 Rodos (RHO)	 Salalah (SLL)
 Varna (VAR)	 Saloniki (SKG)	 Faro (FAO)
 Dubrovnik (DBV)	 Zakynthos (ZTH)	 Funchal (FNC)
 Pafos (PFO)	 Barcelona (BCN)	 Djerba (DJE)
 Podgorica (TGD)	 Girona (GRO)	 Monastir (MIR)
 Tivat (TM)	 Fuerteventura (FUE)	 Antalya (AYT)
 Hurghada (HRG)	 Tenerife (TFS)	 Bodrum (BJM)
 Marsa Alam (RMF)	 Gran Canaria (LPA)	 Dalaman (DLM)
 Chania (CHQ)	 Lanzarote (ACE)	 Izmir (ADB)
 Heraklion (HER)	 Malaga (AGP)	 Sardinia (OLB)
 Kefalonia (EFL)	 Ibiza (IBZ)	 Sicilia (CTA)
 Corfu (CFU)	 Palma de Mallorca (PMI)	 Calabria (SUF)
		 Ras al-Chajma (RKT)





# Distance from the Poznan Main Station



  15 min   
 26 min

Poznan-Ławica Airport

 12 min   
 24 min

Investor Relations Office

 11 min   
 23 min

Poznan City Office

 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

Rusalka 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

Total existing A/B+ Class office space	555 000 sq m
Total A/B+ Class office space under construction	50 000 sq m
Total A/B+ Class office space planned	170 000 sq m
A/B+ Class office spaces	95
A/B+ Class office spaces under construction	3
Planned A/B+ Class office spaces	16
Minimum rent in A/B+ Class	EUR 10.00 / sq m
Maximum rent in A/B+ Class	EUR 14.50 / sq m
Average services fees in A/B+ Class	PLN 16.00 / sq m

## Selected office buildings

BUILDING	LOCATION	OWNER	EXISTING SPACE	PLANNED SPACE
Poznan Business Garden (B1-B9)	Kolorowa, Poznan	Cromwell/ Vastint	86 700 sq m	
Maraton A&B	Królowej Jadwigi, Poznan	Union Investment	24 850 sq m	
Nowy Rynek	Matyi/Przemysłowa/ Wujka, Poznan	Skanska	21 000 sq m	70 000 sq m
Szyperska Office Center	Szyperska, Poznan	Wechta	18 900 sq m	
Poznan Financial Centre	Andersa, Poznan	Peaksid	17 500 sq m	

Source: Cushman & Wakefield

Total existing warehouse space:	2 046 744 sq m
Total warehouse space under construction	131 066 sq m
Total planned warehouse space	3 172 176 sq m
Average rent in warehouses (city and environs)	EUR 2,90 - 3,50 / sq m

## Selected warehouses

BUILDING	LOCATION	DEVELOPER	EXISTING SPACE	SPACE UNDER CONSTRUCTION	PLANNED SPACE
Panattoni BTS Amazon	Poznanska, Sady	Panattoni Europe	123 000 sq m	-	-
P3 Poznan	Żernicka, Robakowo	P3 Logistic Parks	190 000 sq m	-	260 000 sq m
Goodman Poznan III Logistics Centre	Janikowska, Poznan	Goodman Poland	38 000 sq m	-	80 122 sq m
Panattoni Park Poznan IX	Św. Mikołaja, Swadzim	Panattoni Europe	39 376 sq m	-	44 515 sq m
MLP Poznan West	Polna, Dąbrówka	MLP Group	8 500 sq m	7 560 sq m	57 848 sq m

Number of shopping malls	21
Total existing space	730 000 sq m
Total empty space	40 000 sq m
Average rents in prime spaces	EUR 30-40 / sq m

## Selected shopping centers

BUILDING	LOCATION	DEVELOPER / OWNER	EXISTING SPACE
Posnania	Pleszewska, Poznan	Apsys Polska	99 000 sq m
Avenida	Matyi, Poznan	TriGranit / ECE European Prime Shopping Centre Fund, Resolution Property	58 000 sq m
King Cross Marcelin	Bukowska, Poznan	King Cross Group / EPP	45 600 sq m
Stary Browar	Półwiejska, Poznan	Fortis / Deutsche Asset & Wealth Management	47 500 sq m
Poznan Plaza	Družbickiego, Poznan	Plaza Centers / Klepierre	29 500 sq m

Source: Cushman & Wakefield

/Business

**111 700**

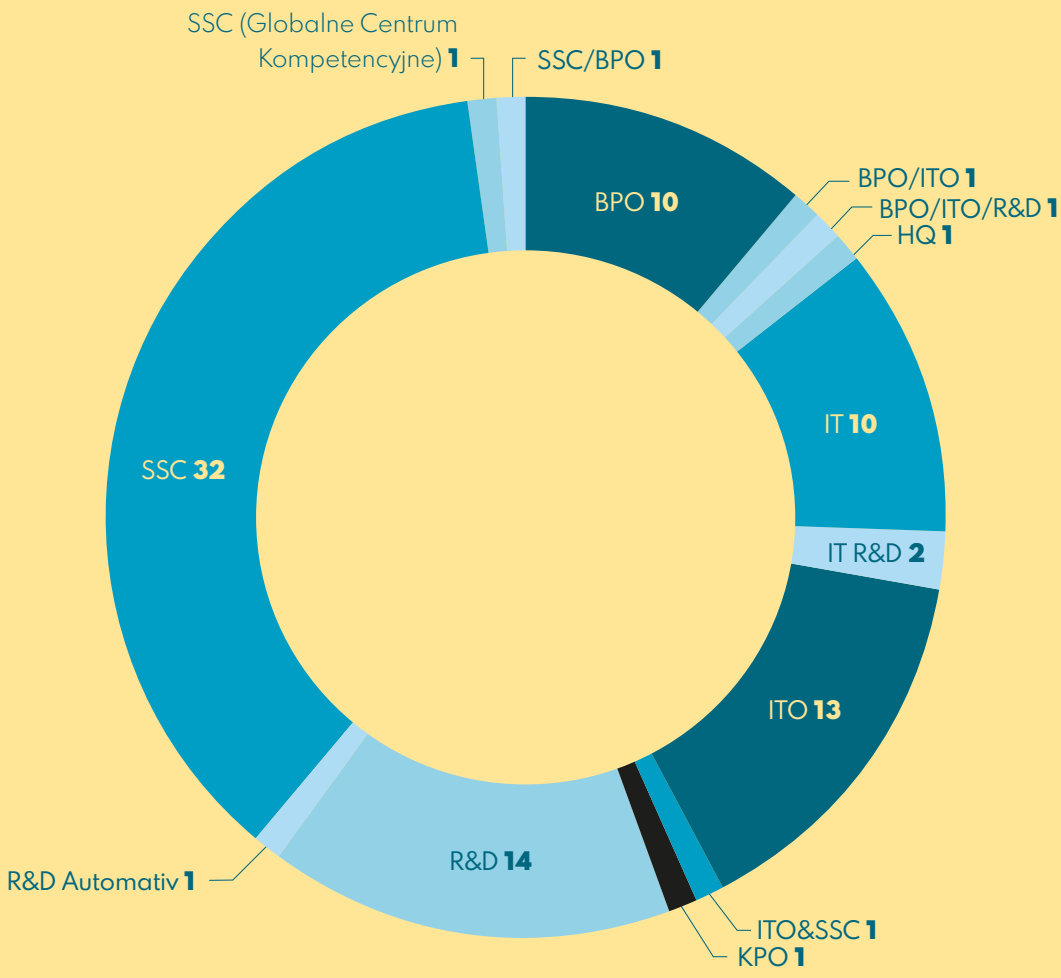
Total number of business entities

## Examples of institutions supporting entrepreneurship

- Investor Relations Department
- Poznan Science and Technology Park
- Poznan Technology and Industry Park
- Eureka Technology Park, Dopiewo near Poznan
- Nobel Tower Science and Technology Park
- +Jeden Poznan Coworking Space
- Wielkopolska Investors Relations Center
- Poznan Supercomputing and networking center
- Wielkopolska Region Development Fund
- Wielkopolska Investment Support Center
- 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

## Outsourcing centres using foreign languages

 Polish: <b>42</b>	 Swedish: <b>7</b>
 English: <b>76</b>	 Dutch: <b>11</b>
 German: <b>41</b>	 Czech: <b>6</b>
 Spanish: <b>15</b>	 Turkish: <b>2</b>
 French: <b>20</b>	 Greek: <b>2</b>
 Italian: <b>14</b>	 Arabic: <b>2</b>
 Russian: <b>13</b>	 Bulgarian: <b>1</b>
 Hungarian: <b>5</b>	 Slovak: <b>4</b>
 Ukrainian: <b>4</b>	 Portuguese: <b>3</b>
 Danish: <b>9</b>	 Serbian: <b>1</b>
 Finnish: <b>2</b>	 Estonian: <b>1</b>
 Norwegian: <b>5</b>	 Croatian: <b>1</b>



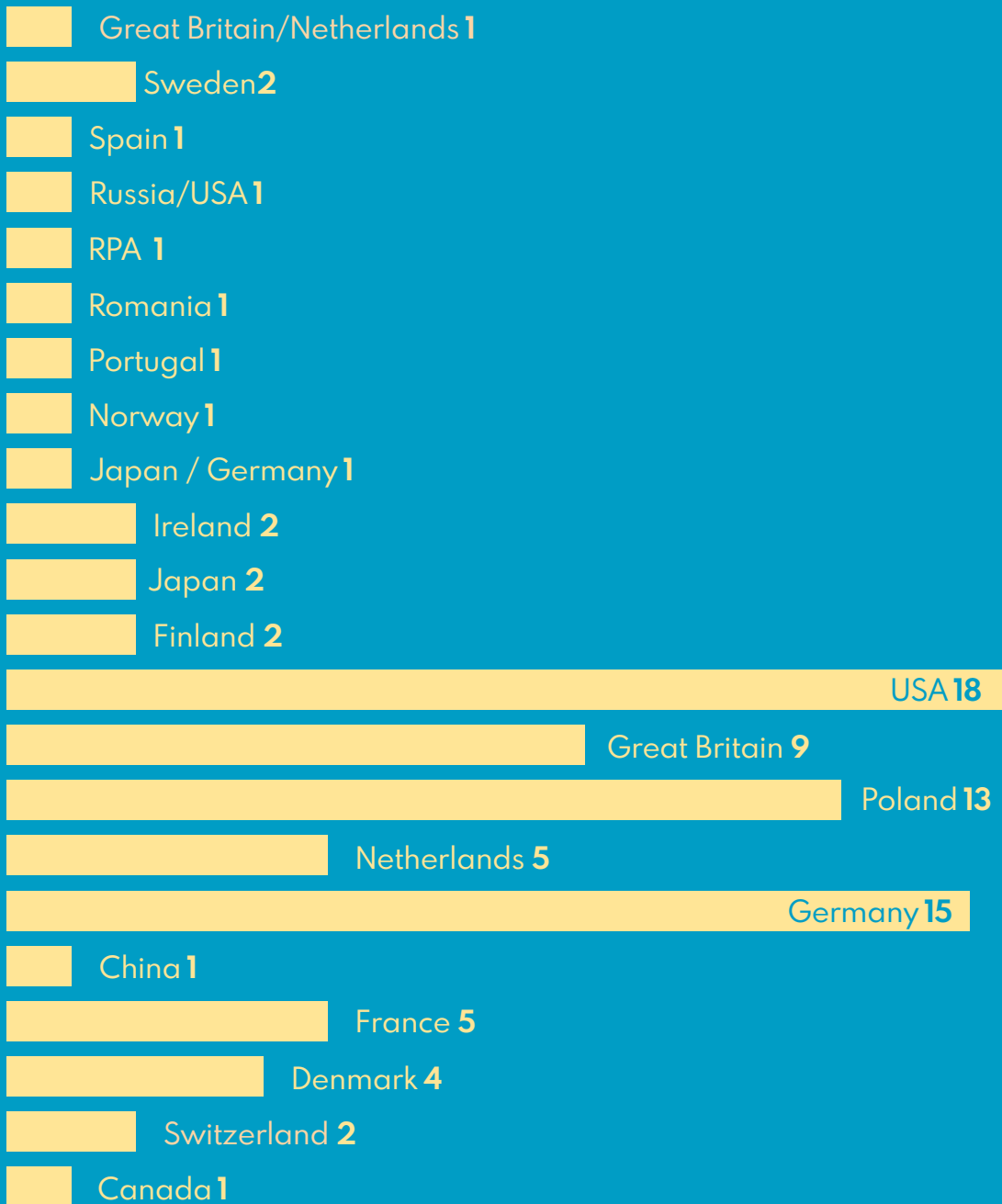
Type of operation



COMPANY	TYPE	COMPANY	TYPE	COMPANY	TYPE
A. Schulman	SSC	Franklin Templeton Investments	SSC	Open Text	R&D
Addconnect Contact Center	BPO	GFT Poland	ITO	Osram	SSC
ADM	SSC	Grant Thornton	BPO	Paymentwall	ITO
Allegro	IT	GSK Finance Hub	SSC	Payworks	IT
Alphanumeric Systems Europe	ITO	GSK Services	SSC	Pekabex	R&D
Analyx	KPO	Hicron	ITO	Pepco	HQ
Apzumi	IT	Holiday Check	R&D	Polaris Laboratories	R&D
Arvato Polska (usługi SCM - logistyka i AFS - usługi finansowe)	BPO	Homag	R&D	Raben Management Services	SSC
BAE Systems Poland	IT	Huawei	R&D	Rehau	SSC
Banach Outsourcing	BPO	INGKA Business Service Center Sp. z o.o. (Ikea Business Service Center)	SSC	Roche Polska Sp. z o.o.	SSC
Bridgestone EBS	SSC	Intitek	BPO/ ITO/ R&D	Rockwool	SSC (Global Competence Center)
Call4You	BPO	IT Kontrakt	ITO	Santander (BZ WBK)	SSC
Capgemini Software Solution Center	IT R&D	itelligence	ITO	Seargin	ITO
Carl Zeiss	SSC	Jeronimo Martins Polska S.A.	SSC	Selvita	R&D
Carlsberg Shared Services Centre	SSC	John Deere	SSC	Sii	ITO
CEDC International	SSC	Kennametal CEE	SSC	SNP Poland (formerly BCC)	ITO
CenturyLink	ITO	LiNA Medical Polska	SSC	Sollers Consulting	IT
Cleeng	R&D	Lorenz Services	SSC	Sonalake	IT
Cognifide	IT	Majorel+ Administration Personnel Services	BPO	Starter Sp. z o.o.	BPO
Computacenter	ITO	MAN Accounting Center	SSC	Sysnet Global Solutions	IT
Conectys	BPO	Mars Financial Services	SSC	Talex	ITO
Contact Center	BPO	McKinsey EMEA Shared Services	SSC	TomTom	R&D IT
DFDS	SSC	Mentor Graphics	R&D	Transcosmos	BPO
Duni EFF	SSC/ BPO	Mexichem Shared Services Europe	SSC	Unilever Polska Sp. z o.o.	R&D
Egnyte	R&D	Mobica	IT	Veolia Centrum Usług Wspólnych	SSC
ENEA	SSC	Newell Poland Services	SSC	ViaVox Call Contact Center	BPO/ ITO
Etteplan	R&D	NEXT: IT	IT	Volkswagen Group Services	SSC
Euroflorist	SSC	Nordcloud	R&D	ZETO	ITO
EXIDE Technologies SSC Sp. z o.o.	SSC	O-I Business Service Center	SSC		
Fabres	ITO/ SSC				
Fandom powered by Wikia	R&D				
FEV GROUP	R&D Auto- motiv				



Year of inauguration in Poznan



Country of origin

# /Salaries

## Call Center

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior Consultant	4 000	5 000
Consultant	5 500	6 500
Senior Consultant	6 000	7 500
Team Leader	7 500	8 500
Supervisor	7 500	8 500
Manager	11 000	13 000

## IT

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Net Developer	7 000	16 000
C++ Developer	5 000	16 000
Help desk	5 000	11 000

Gross average monthly salary  
in PLN in Poznan

# 5 000

## Accounts Payables / Accounts Receivables

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior accountant	4 000	5 000
Accountant	5 000	6 500
Senior Accountant	6 500	7 000
Team Leader	8 000	12 000
Supervisor	8 000	12 000
Manager	12 000	16 000

## General Ledger

Jobs - English speakers (PLN gross)



POSITION	MINIMUM	MAXIMUM
Junior accountant	5 000	6 000
Accountant	6 000	7 500
Senior Accountant	7 500	8 500
Team Leader	10 000	15 000
Supervisor	10 000	15 000
Manager	16 000	18 000

## /Culture, entertainment, recreation

**13**  cinemas

**23**  theatres

**21**  shopping malls

**29**  museums

**10**  festivals

### Examples of business, cultural and sports events

- SSC/BPO Week
- Poznan Biznes Partner / Poznan Business Days
- Short Waves Music Festival
- Poznan Malta Festival
- Enea Spring Break Music Festival
- Aquanet Jazz Festival
- Pylon Fan Convention
- Night of Museums in Poznan
- Half Price 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!"
- 101st Celebrations of Wielkopolska Uprising
- Wings for Life Run
- Poznan Bike Challenge
- Super League Triathlon
- Poznan Half-Marathon
- Poznan Marathon
- Poznan Business Run
- Night of Scientists Poznan
- Poznan Mentoring Walk
- Startup Poznan
- Competition of Poznan Entrepreneurs - Poznanski Lider Przedsiębiorczości
- Influencer Live Poznan
- Students Fest "Juwentalia"
- 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

**70**  hotels

**3** five-star hotels \*\*\*\*\*

**16** four-star hotels \*\*\*\*

**37** three-star hotels \*\*\*

**100**  fairs

**15**  hospitals

### Conference facilities

- Poznan Congress Center (MTP Group)
- Altus Hotel
- IBB Andersia Hotel
- Blow Up Hall 5050
- 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
- Traffic Hotel
- Vivaldi Poznan Hotel
- Włoski Hotel
- Artis Auditorium
- Bazar Poznanski (Poznan Bazaar)
- Museum of Archeology in Poznan
- Pałac Działyńskich (Działyńscy 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
- B17 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

## Address to the Investor Relations Department



Investor Relations Department  
City of Poznan  
1 Za Bramka St  
61-842 Poznan

☎ phone: (+48) 61 878 54 28  
☎ fax: (+48) 61 878 55 00  
✉ e-mail: [inwestor@um.poznan.pl](mailto:inwestor@um.poznan.pl)

[www.poznan.pl/inwestycje](http://www.poznan.pl/inwestycje)

## Focus on Poznan prepared by:



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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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**Source:** Pro Progressio, Investor Relations Department, City of Poznan, Main Statistical Office, Antal and Cushman & Wakefield.