

# PolandNOW

Poland as the destination  
for your investment

Warsaw, November 2020



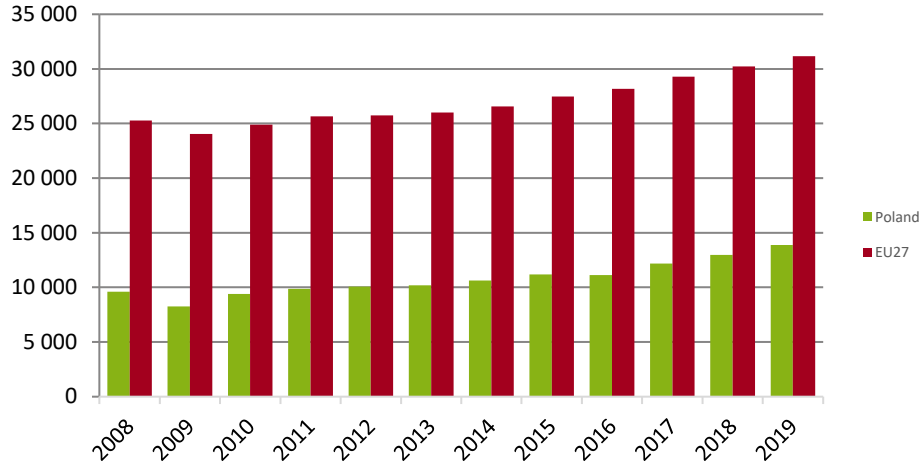
# 7 business reasons to invest in Poland

- Good economic performance
- Business oriented approach
- Attractive cost of doing business
- Customer oriented attitude (with multicultural experience)
- Entrepreneurial culture and business mind-set
- Strategic location in the continental Europe,  
globally comfortable time-zone and balanced climate
- Highly skilled professionals

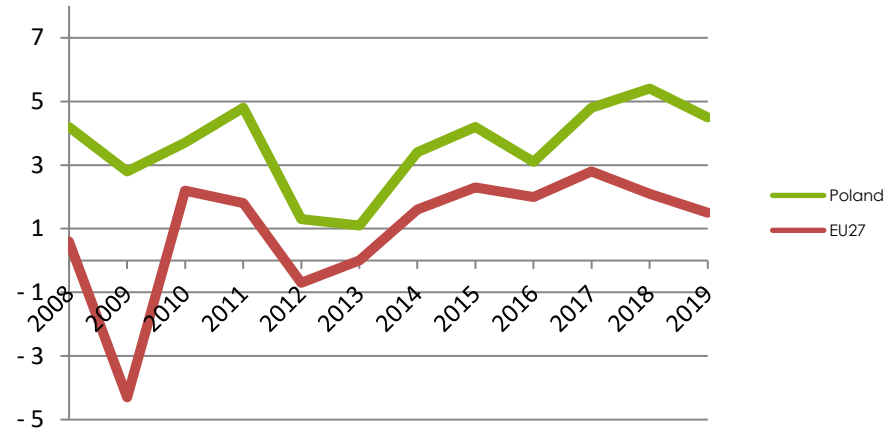
**... and hunger for success NOW!**

# ✓ Good economic performance and stability

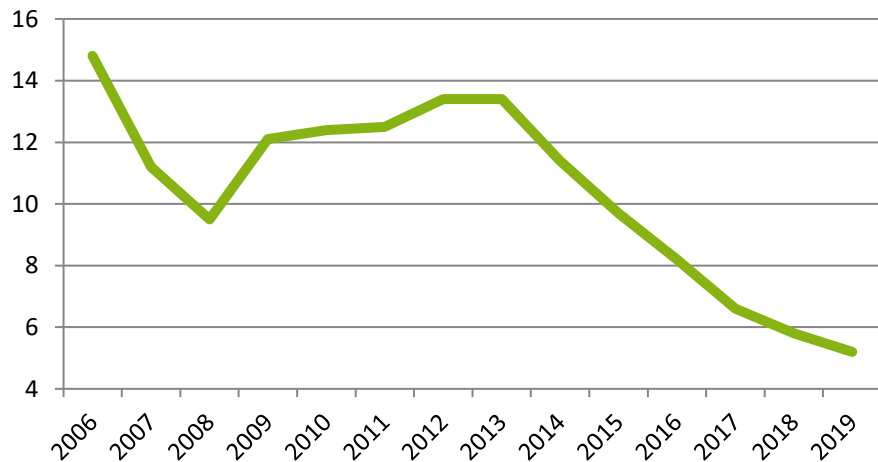
### GDP at market prices (EUR)



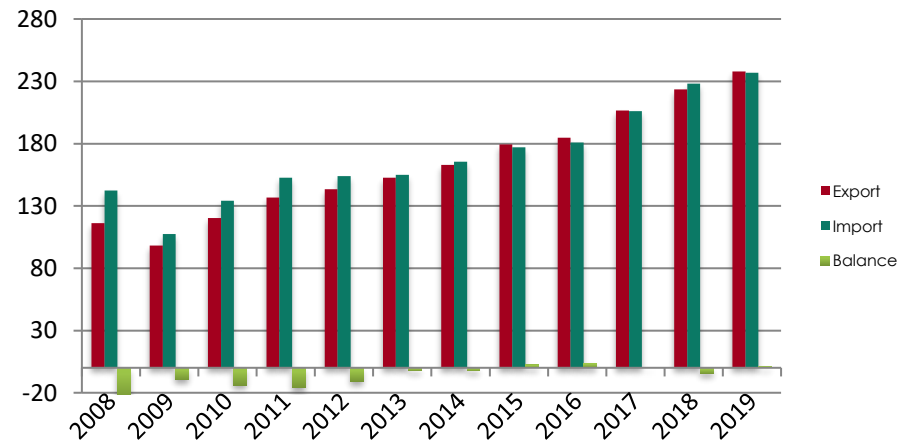
### Real GDP growth per capita (%PA)



### Unemployment rate (%)



### Trade balance (EUR)



Poland's reference rate stays at low level –  
**Fitch affirms Poland at „A-” (stable outlook)**

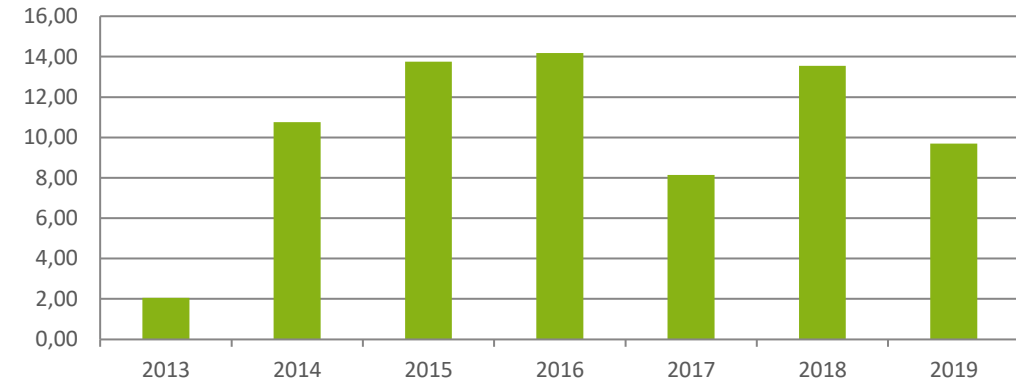
Spectacular development of **Polish export** - 105% growth since 2008

# ✓ Political maturity and business-oriented approach

## Structured support for investors:

- ✓ **Polish Investment and Trade Agency (PAIH)** provide rapid access to the complex information relating to legal and business matters regarding the investments, help in finding the appropriate partners and suppliers, together with new locations
- ✓ Nationwide web of regional **Investor Assistance Centers (IAC)**, which ensure the complete service to the investors at a regional (voivodeship) level
- ✓ **Local Regional Development agencies (RDA)** support economic development of the area where they operate
- ✓ **The Pro Progressio Group** is the organization supporting entrepreneurship growth in Poland with special focus on modern business services sector including such areas like BPO, SSC, R&D, Call Contact Center, etc.

## Total FDI net inflows (bn EUR)



Source: Gekko advisoryNOW based on National Bank of Poland

Total **FDI net inflows in Poland** amounted **EUR 9.7 bn** in 2019

Total **FDI net inflows from EU28** amounted **EUR 8.0 bn** in 2019 (83% of total inflows)

The highest **FDI net inflows** was recorded from:

- ✓ Germany: **EUR 2.8 bn**
- ✓ The Netherlands : **EUR 2.5 bn**
- ✓ Luxembourg: **EUR 1.4 bn**
- ✓ Belgium: **EUR 0.71 bn**
- ✓ Italy: **EUR 0.45 bn**

# ✓ Attractive cost of doing business – labour cost

## ✓ Average salaries in Poland are still significantly below the EU average level

The average monthly gross salary in enterprise sector in Poland amounted to EUR 1 261 in December 2019

## ✓ Growth of wages in Poland has followed economic growth in recent years

The average monthly gross salary in enterprise sector in Poland increased by 5,85% since December 2018

### Monthly gross salaries in FMCG and B2B (PLN)

	Min	Max
Marketing Director	23000	40000
Sales Director	20000	40000
Marketing Supervisor	10000	17000
Product Supervisor	8000	12000
Sales Analyst	8000	11000
Marketing Specialist	5000	9000
Sales Specialist	4500	7500

### Monthly gross salaries in finance and accounting (PLN)

	Min	Max
CFO	25000	55000
Finance Director	20000	35000
Finance Executive	9000	15000
Business Analyst	10000	14000
Senior Consultant	9000	12000
Senior Accountant	7000	12000
Consultant	7000	9000
Accountant	6000	7500
Junior Consultant	4500	5500
Junior Accountant	4000	5500

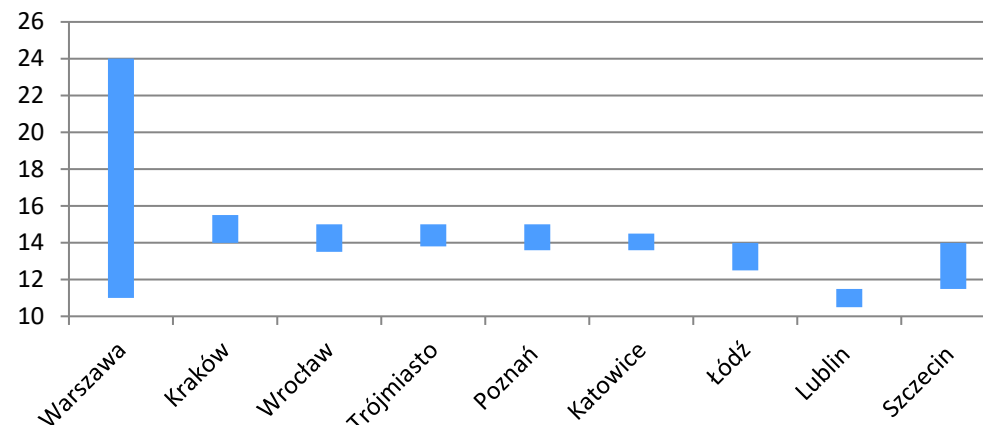
### Monthly gross salaries in law and tax (PLN)

	Min	Max
Law Dept. Director	15000	40000
Senior Lawyer	10000	45000
Lawyer	7000	25000
Tax Advisor	6500	18000
Tax Specialist	7000	12000
Junior Lawyer	5000	10000
Law Assistant	3500	8000

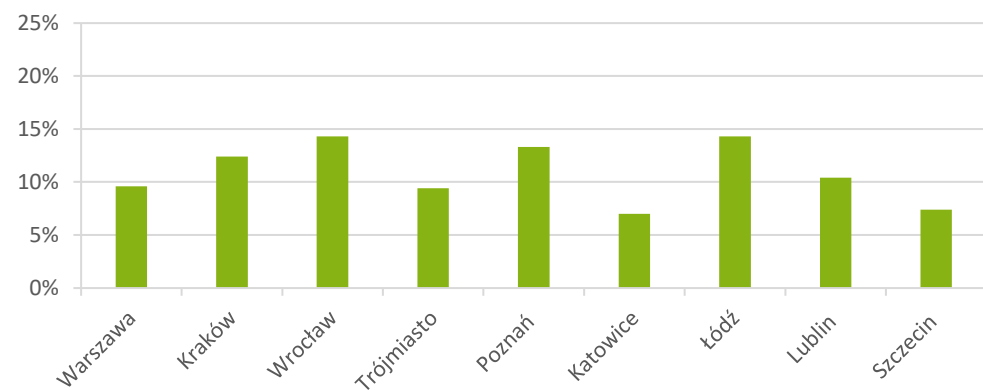
# ✓ Attractive cost of doing business – office space

- ✓ **11,55 mln m2 of modern office space** - the availability of modern office space and attractive rental conditions remain key factors in order for business to develop
- ✓ Office market in Poland is **unique in terms of the number of office locations** when compared with other CEE countries, where almost all the stock is concentrated in one city
- ✓ **Warszawa, being the most mature office market in Poland**, has by far the largest availability of locations with widest price range. The total value of office space in the capital city just exceeded 5,8 mln m2, which resulted from the commissioning of over 100,000 m2 of office space in 2019
- ✓ **Growing demand generates growing supply** – there is almost 1,6 mln m2 of office space currently under construction in Poland
- ✓ **New trends in the design of office space**, which is characterized by exceptional care for the appropriate productivity of employees which translates directly into the financial results of a company

**Price range of office space to rent  
(EUR/m2/month)**



**Vacancy rate**



# ✓ Attractive cost of doing business – cost of living

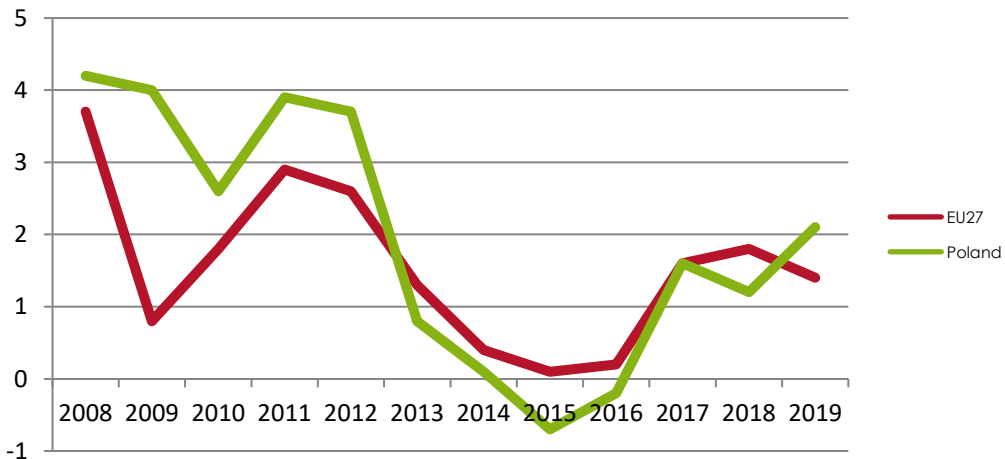
**Annual consumer price growth in Poland remains moderate** - this is attributable to still low inflationary pressure related, on the one hand, to only gradually rising domestic demand pressure, and on the other hand, to slow import price growth. At the same time, food price growth is markedly higher than in previous quarters, while energy prices are rising

Historically inflation rate in Poland averaged 8.05% from 1992 until 2020, reaching an all time high of 46.50% in April of 1992 and a record low of -1.60% in February of 2015

**The cost of living in Poland is among the cheapest in the EU** - in Mercer's cost of living survey (2019) Warszawa (Poland's most expensive city) was ranked 173th out of 209 locations worldwide

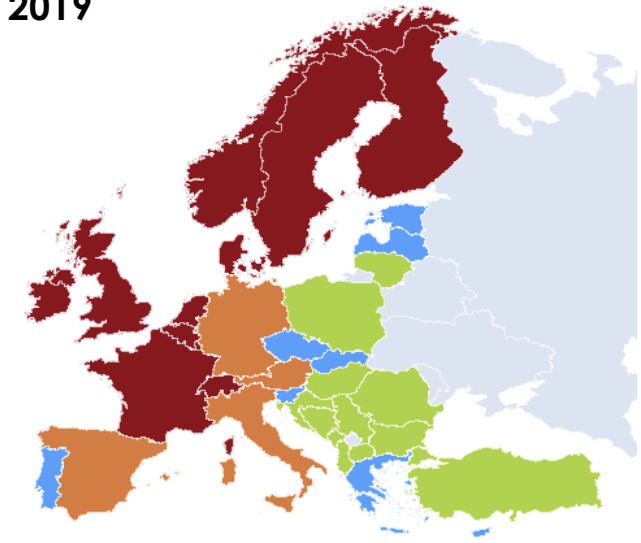
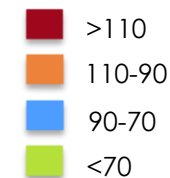
**The cost of living varies considerably between the cities and the rural areas with Warszawa being by far the most expensive location** - however, when compared with other capital cities in the CEE region, the cost of living is quite reasonable and less expensive than other Western European capitals

Inflation rate (%)



Source: Gekko advisoryNOW based on Eurostat

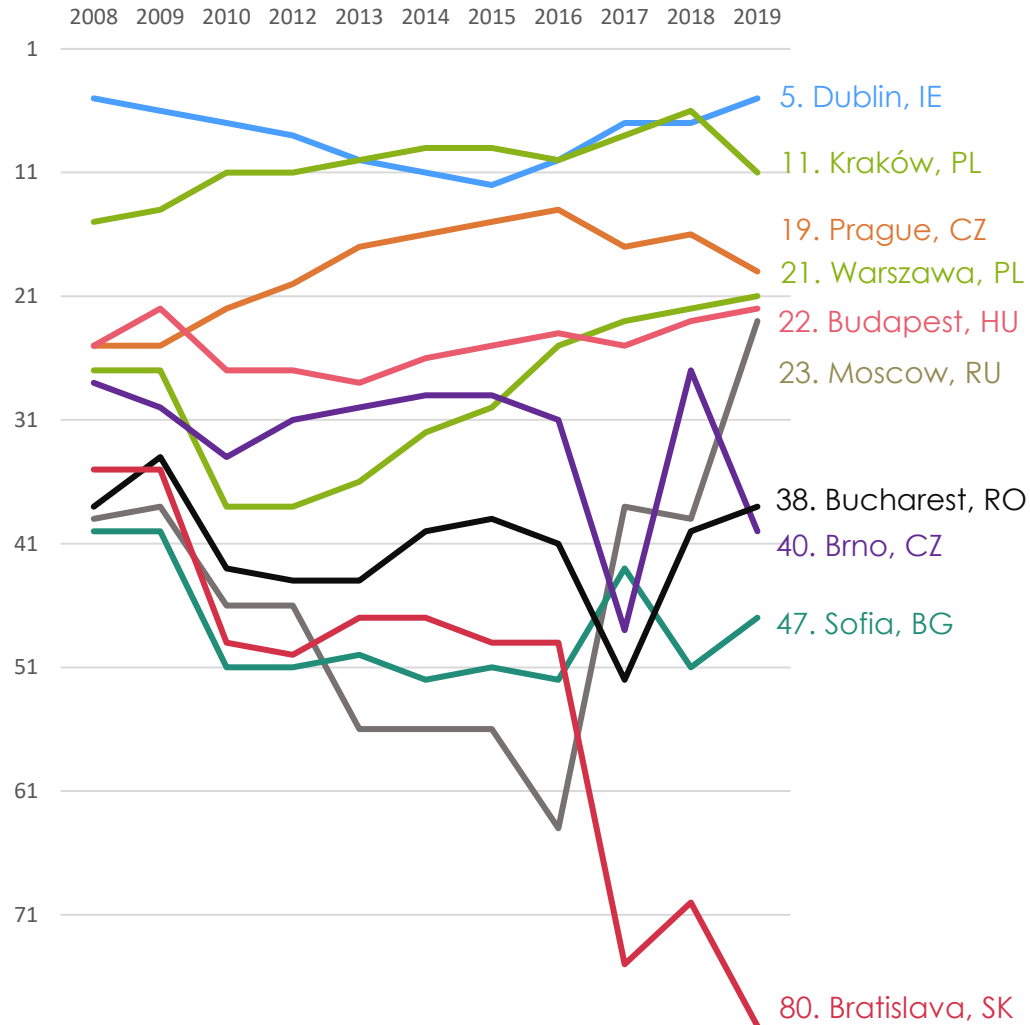
Price level index in 2019  
(EU 27 = 100)



Source: Gekko advisoryNOW based on Eurostat, Central Statistical Office, OECD, Mercer

# ✓ Customer oriented attitude – Business Services

**Tholons Services Globalization City Index - Europe**



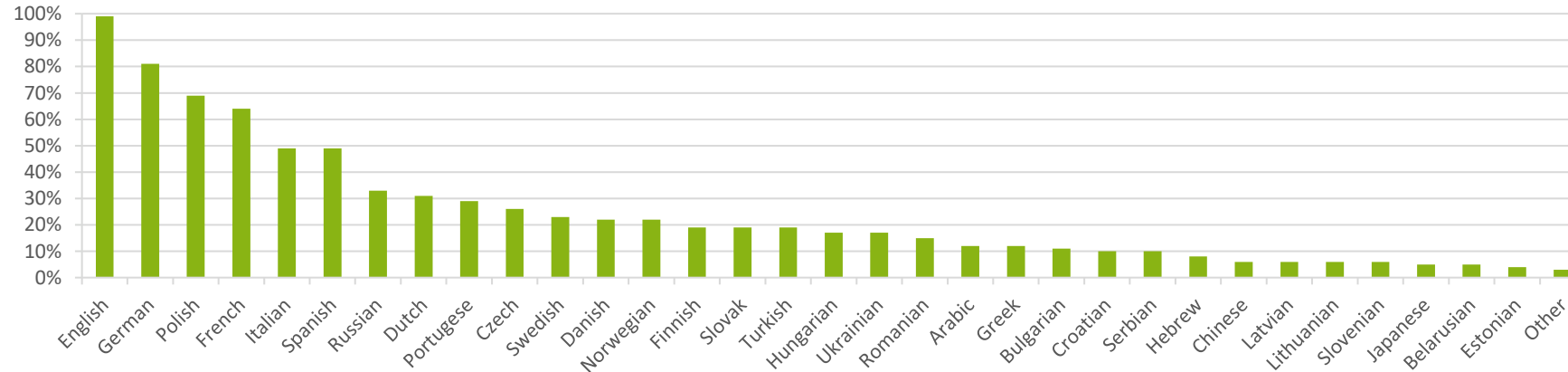
**Tholons Services Globalization Country Index (digital nations ranking)**





# ✓ Customer oriented attitude – foreign languages

Languages used in BSS



Source: Gekko advisoryNOW based on *Business Service Sector in Poland, ABSL*

During the past 25 years of the free-market economy Poles significantly improved their knowledge of foreign languages:

- ✓ According to Eurostat **68% of employees declared knowledge of at least one foreign language and 22% knowledge of two foreign languages**
- ✓ Over **51% of employees declared English** knowledge on at least semi-average level
- ✓ Almost **10% of employees declared German or Russian** knowledge on at least semi-average level

- ✓ Business Services Centers located in Poland use **38 different languages**
- ✓ **95% of the centers use English and 76% use Polish**
- ✓ **30% of business services centers use at least 10 languages**

# ✓ Entrepreneurial culture and business mind-set

## According to the Global Entrepreneurship Index Poland is ranked:

3<sup>th</sup> in CEE region

17<sup>th</sup> in Europe

29<sup>st</sup> globally

## Strongest areas of entrepreneurship and business mind-set in Poland are:

- ✓ Internationalization
- ✓ Start-up skills
- ✓ Product innovation
- ✓ Risk capital
- ✓ Human capital
- ✓ Cultural support



GLOBAL  
ENTREPRENEURSHIP  
**INDEX**  
powered by GEDI

**2019**

# ✓ Strategic location in the continental Europe

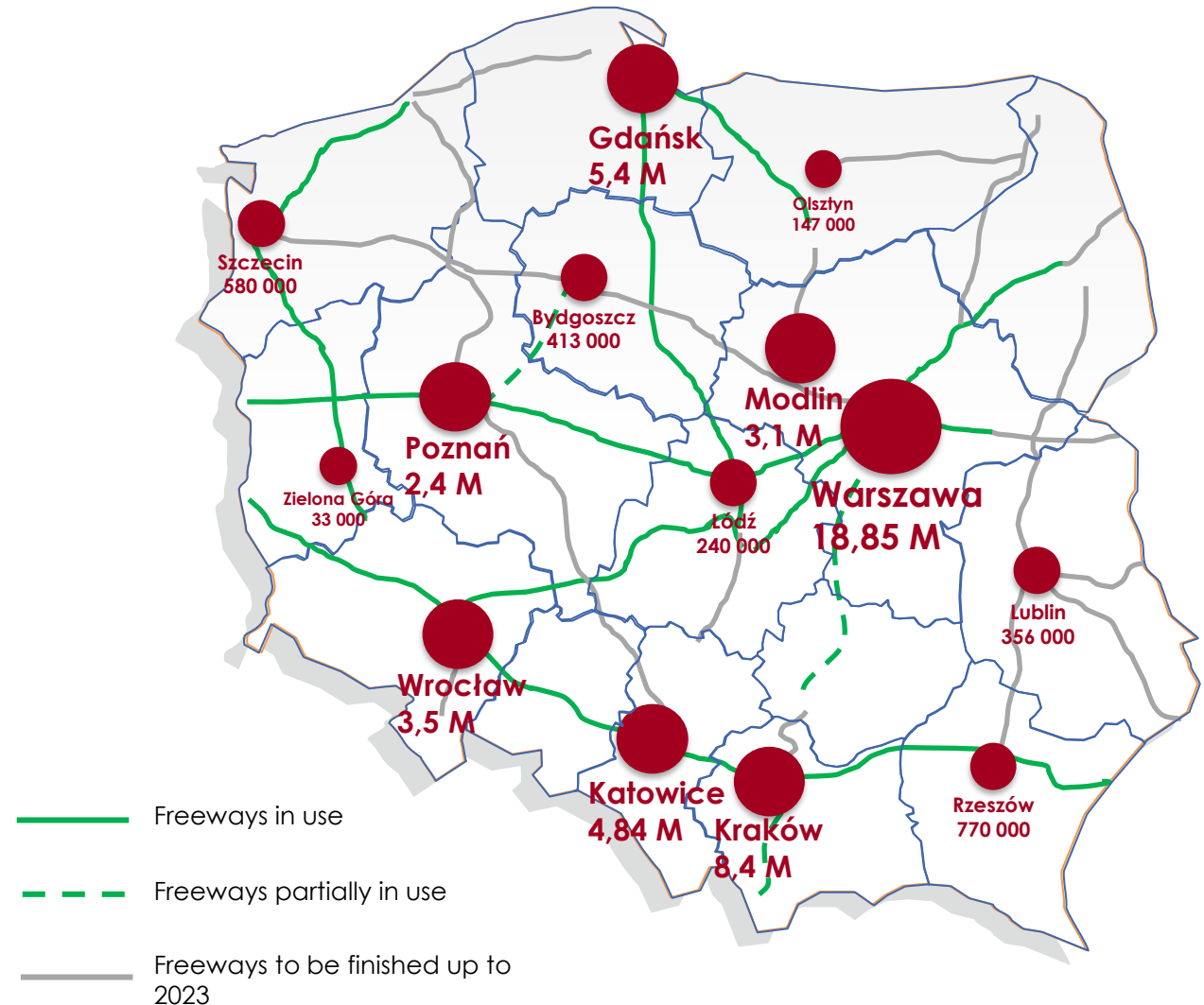
## Key part of Trans-European transport network

The ultimate objective of TEN-T is to close gaps, remove bottlenecks and eliminate technical barriers that exist between the transport networks of EU Member States, strengthening the social, economic and territorial cohesion of the Union and contributing to the creation of a single European transport area

## Developed infrastructure

- ✓ The overall length of freeways in Poland increased over last years to over 4000 km - only four countries in the EU have more expressways than Poland
- ✓ The Frederic Chopin "Okęcie" Airport in Warszawa served 18,85 mln passengers in 2019 and was one of the most important European hubs, providing over 130 routes to over 30 countries worldwide
- ✓ Poland's national railways belong to an international routes connecting Western and Eastern Europe

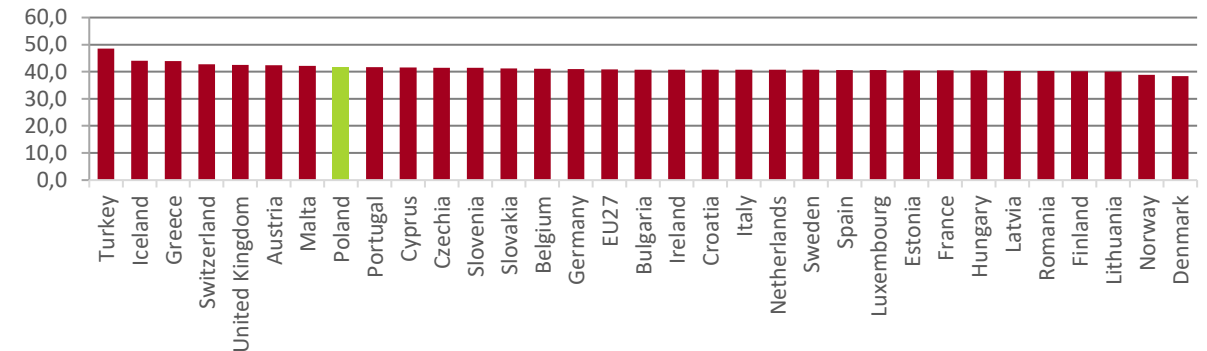
## Balanced time zone and comfortable climate



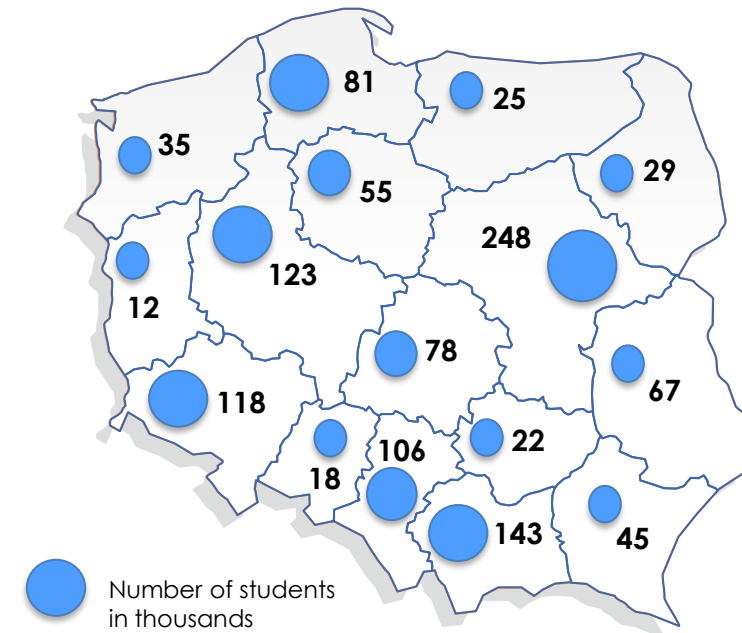
# ✓ Highly skilled professionals

- ✓ **Very large talent pool available for investors** – age group 25 - 49 accounts for 37% (EU27 average equals 33%)
- ✓ **Very large population of students** – above 1.2 mln students at over 390 universities and high education schools in 2019
- ✓ **Around 27% of students studied** at faculties related to: **business and administration or engineering**
- ✓ **Poland ranked 10th in the Global Index of Cognitive Skills and Educational Attainment (3rd when it comes to educational attainment)** - ahead of Austria, Germany, USA, Sweden, Slovakia, Czech Republic and many others
- ✓ **People work harder than the rest of Europe** - average weekly working time exceeds EU27 (41 hours) average by almost 1h

## Average weekly working time



Source: Gekko advisoryNOW based on Eurostat



Source: Gekko advisoryNOW based on Central Statistical Office





Violetta Malek  
+48 606 564 406  
[violetta.malek@advisorynow.pl](mailto:violetta.malek@advisorynow.pl)

**Gekko advisoryNOW Sp. z o.o.**

Spektrum Tower  
ul. Twarda 18 | 00-105 Warszawa  
tel. +48 22 295 69 60  
[www.advisorynow.pl](http://www.advisorynow.pl)