

POLAND – one of the most attractive investment locations in the world

Poland is a perfect place for investment and business expansion. According to the report of European Attractiveness prepared by Ernst & Young, in the next three years Poland will be the second in Europe (after Germany) most attractive country for investment, overtaking UK, France and Russia. The report highlighted a **very stable macroeconomic situation of Poland. As the strengths of Poland, the experts have mentioned the availability of well qualified and productive employees, business friendly climate and transparent tax and legal systems.** Also in “2013 Global Manufacturing Competitiveness Index” from Deloitte and U.S. Council on Competitiveness Poland ranks 14th as the competitive manufacturing nation in the world. As European countries, besides Poland, only Germany (2) and UK (15). are included in the top fifteen global manufacturing competitiveness index. The report found that access to talented workers is the top indicator of a country’s competitiveness – followed by a country’s trade, financial and tax system, and then the cost of labor and materials. According to UNCTAD’s World Investment Report 2012 Poland is the 14th most attractive investment location in the world for 2012-2014. The report confirms Poland’s strong position on the international investment scene. The investment attractiveness of Poland is confirmed also by thousands of foreign companies that already profit from investments in different sectors on the Polish market. The key reasons why they have decided to do business here are: strategic location, investment potential and human resources. Another important factor that increases the competitiveness of the Polish economy are investment incentives.



Dynamic growth

The most visible factor speaking in favor of Poland’s economy is the fact that due to its strong and well planned economic policy, as the only country in Europe, it was not affected by the economic recession. What is more, in 2011 Poland was one of the fastest growing countries in the EU. According to EUROSTAT in 2011 **Poland’s GDP increased by 4.3%, while the GDP of all 27 EU countries grew at an average pace of 1.5%.** The forecasted growth rates for the next years are also optimistic. Also in terms of the Polish foreign trade, Poland recorded dynamic growth. In the years 2001–2011 according to Central Statistical Office Polish exports increased by over 277% and imports by 202% (when calculated in Polish currency PLN). Poland has been named the biggest winner of rating of the 20 most valuable national brands, because of the highest percentage increase in brand value in 2012 (75%) - from USD 271 to 482 billion, moving up from 24th to 20th place. The authors of the “Nation Brand 100 report” perceive the reasons of success in positive economic growth predictions. “Poland’s economy just keeps growing” - the report says.

Land of opportunities

Poland is one of the biggest EU member states, the 6th most populated country in the Union and the biggest market in the region of Central and Eastern Europe. The Polish market is not only numerous and varied but it is much more dynamic than other markets in the region. Here, in the very centre of Europe, entrepreneurs may establish business activity and not only sell products in Poland but also gain vast export opportunities and sell to big markets situated both in the West and East of the continent – but always within easy reach from Poland! Furthermore **Poland benefits from the largest amount of EU funding then other EU member states.** No less important, from the investor’s point of view, are the aspects of the quality of life and everyday conditions. Poland is in the group of countries with the highest degree of social development and is the leader among Central European countries in terms of the level of optimism. Poles are also among the most satisfied with their life nations in Europe.

Heart of Europe

Poland’s convenient location at the junction of the East-West and North-South communication routes, makes the country a perfect investment destination for enterprises targeting both Western and Eastern, as well as Northern and Southern part of Europe. **The central location of Poland and its importance as a gateway to the European Union is a major incentive in attracting foreign companies** which aim at slashing time of order realization for customers in the markets in Eastern Europe. The fact that foreign entrepreneurs invest in creating logistic centres in Poland results from dynamic growth in demand, development of trade co-operation within the frame of the extended European Union and also from the even more attractive domestic suppliers market in Poland. Poland is the biggest politically and economically stable country in CEE, and thus creates chances for successful long-term investment. Poles account for 24 percent of the region’s population and produce nearly 40 percent of its GDP. That is an indicator of the Polish economy’s potential