



City of POZnań*

Poland

WOLNOŚĆ

MOVE TO IMPROVE

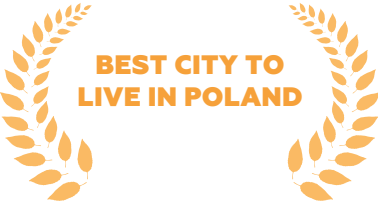
POZNAŃ INVESTMENT POTENTIAL

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RECENT AWARDS



Business Insider
Polska



CEE Investment Awards
by EuropaProperty



CEE Business Services
Summit&Awards



fDi Intelligence
by Financial Times



INFRASTRUCTURE



A2 highway connection
with Berlin & Warsaw
3h by car



Berlin-Poznań, Poznań-Warsaw
2.5h by train



Poznań **Metropolitan Railway**



Poznań-Ławica **airport**



POZNAŃ
AIRPORT



ca. **40**
regular
flights

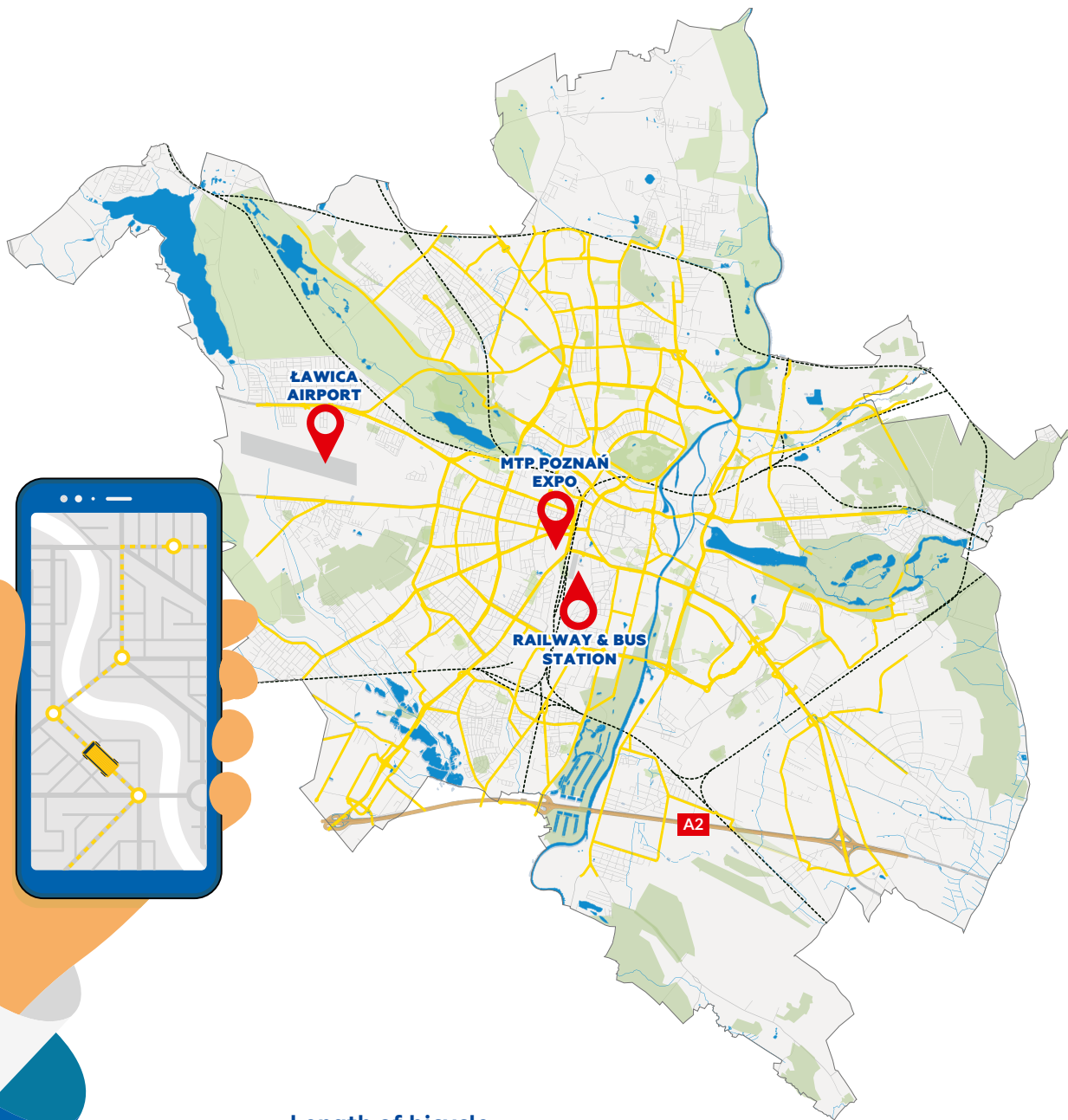
ca. **35**
charters

About 1.5h flight to:
Copenhagen, Frankfurt,
Paris, Munich

About 3h flight to:
Antalya, Barcelona

About 2h flight to:
London, Dublin, Cork,
Amsterdam, Rome

About 7h flight to:
Dubai



Length of bicycle paths – 345,3 km

Bicycle rides make 10% of the total city traffic.



20 tram lines / 229 trams



68 buses lines / 346 buses

POZNAŃ IN NUMBERS

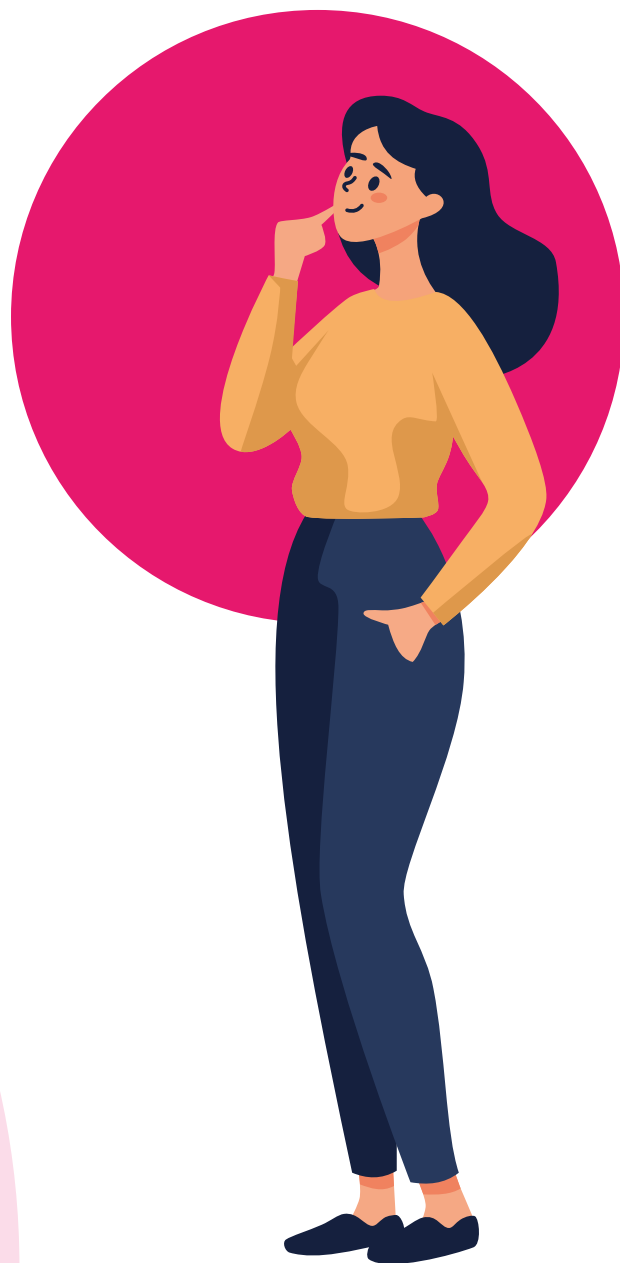
716,800
POPULATION

1,100,000
POPULATION OF POZNAŃ
AGGLOMERATION

942,700
NUMBER OF PEOPLE PRESENT
IN POZNAŃ DURING THE DAY

79,300
NUMBER OF FOREIGNERS
FROM OVER 100 COUNTRIES

**FOREIGNERS ACCOUNTED
FOR 11% OF POZNAŃ RESIDENTS**





ca. 135,000

BUSINESS ENTITIES OPERATING IN POZNAŃ

32,400 € – PER RESIDENT
FOREIGN DIRECT INVESTMENTS

688 EMPLOYED
PER 1,000 RESIDENTS

270 R&D ENTITIES

ca. 1.1% UNEMPLOYMENT RATE

ca. 2,200 € – AVERAGE GROSS SALARY
IN THE CORPORATE SECTOR

BIG BRANDS

Amazon, Bridgestone, Beiersdorf,
Solaris, Volkswagen, Wrigley

MTP POZNAŃ EXPO

The most recognisable centre
of congresses and conferences
in Poland

TALENT POOL



24
UNIVERSITIES
IN POZNAŃ

ca. 100,000
STUDENTS

23,200
STUDENTS

BUSINESS,
ADMINISTRATION
AND LAW

6,400
STUDENTS

ENGINEERING
AND TECHNICAL
STUDIES

12,000
STUDENTS

BIOLOGICAL
AND MEDICAL
STUDIES,
ENVIRONMENTAL
SCIENCES

8,500
STUDENTS

LANGUAGES

- English: 2,300
- German: 730
- Korean: 480
- Japanese: 420
- Spanish: 330
- French: 270
- Sinology: 250
- Scandinavian: 210
- Italian: 180
- Dutch: 100
- Arabic: 80
- Hebrew: 60
- Turkish: 50

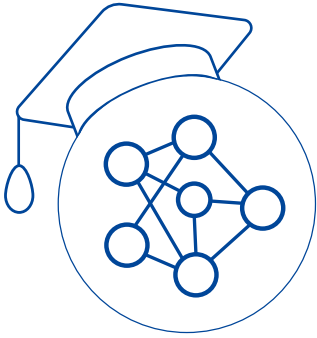
6,700
STUDENTS

IT AND
RELATED

4,000
STUDENTS

ARCHITECTURE
AND CONSTRUCTION





**NEW ACADEMIC
SPECIALITY:**
QUANTUM COMPUTING,
QUANTUM PHYSICS

**24,500
GRADUATES**

**6,200
GRADUATES**

BUSINESS,
ADMINISTRATION
AND LAW

**1,700
GRADUATES**

ENGINEERING
AND TECHNICAL
STUDIES

**2,100
GRADUATES**

BIOLOGICAL
AND MEDICAL
STUDIES,
ENVIRONMENTAL
SCIENCES

**2,200
GRADUATES**

LANGUAGES

**1,500
GRADUATES**

ARCHITECTURE
AND CONSTRUCTION

**1,500
GRADUATES**

IT AND RELATED



DIVERSIFIED ECONOMY IN POZNAŃ

ca. 135,000 BUSINESS ENTITIES
REGISTERED IN POZNAŃ IN 2024
(1ST PLACE IN POLAND,
EXCEPT WARSAW).



IT and R&D

Allegro / All for One Poland /
Cappgemini / DomData /
GFT Poland / IC Solutions /
Merixstudio / Next Technology /
Nordcloud / Siemens / Sii /
STX Next / summ-it /
VikingCloud / VML

Business Services Sector

ADM / Carlsberg Shared Services /
Duni EFF / Franklin Templeton
Investments / GSK / Jeronimo Martins /
Lumen Technologies / McKinsey EMEA
Shared Services / Miele Global Services /
Newell Brands / ROCKWOOL GBS /
Sennheiser

Made in Poznań:

Allegro / APART / Beyond.pl /
DomData / IC Solutions / IT.integro /
Komputronik / NOVOL / PROTIm /
Ster / StethoMe / summ-it /
VOX / Żabka

POZNAŃ

Advanced Manufacturing

Bridgestone / Beiersdorf Manufacturing
Poznań / Duni Poland / Exide Technologies /
John Deere / Kompania Piwowarska /
Lisner / Mars Wrigley / Mondelēz /
Pekabex / Sinoboom / Solaris Bus
& Coach / TUOPU / Unilever /
Volkswagen Poznań

Warehousing and Distribution (Operators)

7R / GLP / MLP / P3 / Panattoni /
Prologis / Raben / Segro

Pharma:

Biofarm / Delpharm / GSK /
Haleon / Herbapol / Masters
Pharm / Selvita / Ziotolek

BUSINESS SERVICES SECTOR

MORE THAN 160

BPO, SSC, IT and R&D centres in Poznań

10 BUSINESS SERVICES CENTRES

using at least 10 languages

MORE THAN 30,000 EMPLOYEES

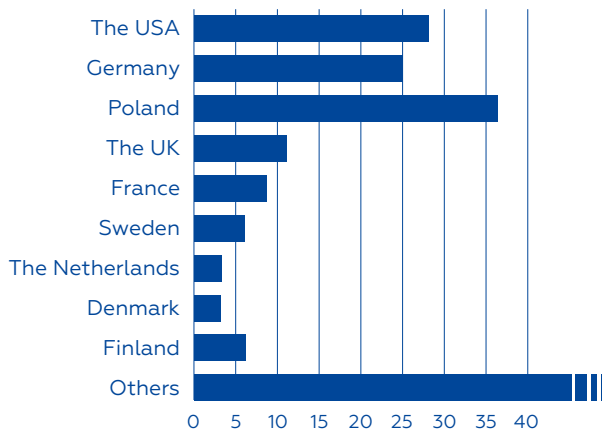
in BSS sector

Major growth in employment in BSS between 2017-2024

FROM 15,000 TO OVER 30,000

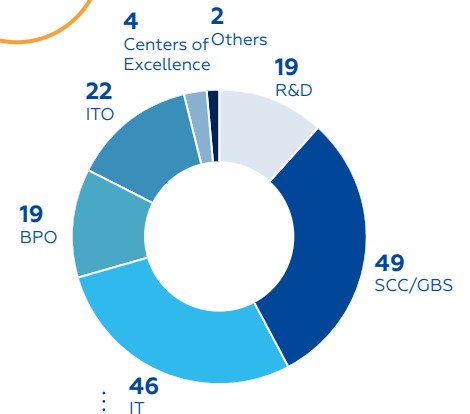


WHERE DO THE INVESTORS COME FROM?



>30 NUMBER OF LANGUAGES

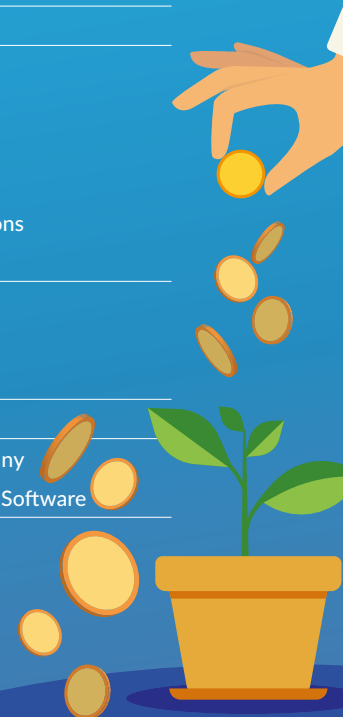
used in centres in Poznań



NUMBER OF BSS CENTRES PROVIDING RESPECTIVE TYPES OF SERVICE

POZNAŃ BSS COMPANIES - EXAMPLES

BPO	ALTEN Polska	SSC	Volkswagen Group Services
BPO	Arvato Supply Chain Solutions	SSC	Wavin Shared Services
BPO	Grant Thornton	SSC/BPO	Duni EFF
BPO	Teleperformance	IT	Allegro
Customer Service	NEXT Technology	IT	BAE Systems
Customer Service	Transcom	IT	DomData
SSC	ADM	IT	GFT Poland
SSC	B.Braun Business Services	IT	Haleon
SSC	Beiersdorf Shared Services Poland	IT	NetReveal Poland
SSC	Bridgestone SSC	IT	PSI Polska
SSC	Carlsberg Shared Services	IT	SOFTSWISS
SSC	DFDS Polska	IT	STX Next
SSC	Dürr Group Services	IT	summ-it
SSC	EXIDE Technologies SSC	IT	VML
SSC	Franklin Templeton Investments	IT R&D	Capgemini
SSC	GSK	ITO	All for One Poland
SSC	INGKA Business Service Center	ITO	Computacenter Poland
SSC	John Deere Business Service Center	ITO	Conectys Poland
SSC	Lidl	ITO	Lumen Technologies
SSC	LyondellBasell	ITO	NTT Data Business Solutions
SSC	McKinsey EMEA Shared Services	ITO	Sii
SSC	Miele Global Services	R&D	Egnyte Poland
SSC	Newell Poland Services	R&D	Fandom
SSC	O-I Business Service Center	R&D	Pekabex BET
SSC	Phoenix Contact Wielkopolska	R&D Automotive	FEV Polska
SSC	Raben Management Services SSC	R&D IT	Nordcloud, an IBM Company
SSC	Rehau Business Services	R&D IT	Siemens Digital Industries Software
SSC	Roche Global IT Solution Centre	HEADQUARTERS	Pepco
SSC	Rockwool Global Business Service Center		
SSC	Sennheiser		
SSC	SKF Polska		



STRONG IT SECTOR

30,000 PROGRAMMERS WORK IN THE POZNAŃ AGGLOMERATION

6th biggest IT market in Poland

100 BSS centres in Poznań are IT-related service centres

7 universities offering IT-related studies

6,700 IT students

1,500 IT graduates

IBM QUANTUM HUB

the first quantum hub in Central and Eastern Europe was established in Poznań. Located in Poznan Supercomputing and Networking Center, heart of Poznań innovation

THE BIGGEST EMPLOYERS IN IT SECTOR IN POZNAŃ:

Allegro | GSK Tech Center | Capgemini | GFT Poland | NTT Data Business Solutions | Talex | Sii | STX Next | Żabka



technology conference held in Poznań, bringing together IT professionals, digital transformation experts and technology enthusiasts.



OFFICE SPACE

675,139 m² total modern office stock
58,800 m² under construction
71,700 m² demand
13,2% vacancy rate

Base rents (A-class)

Asking rent: 15.00-17.00 €/m²
Effective rent: 13.25-15.00 €/m²

108 number of existing modern office buildings

SELECTED OFFICE BUILDINGS

MALTA OFFICE PARK

28,300 m²

NOWY RYNEK

84,800 m²

BUSINESS GARDEN

88,000 m²

AND2

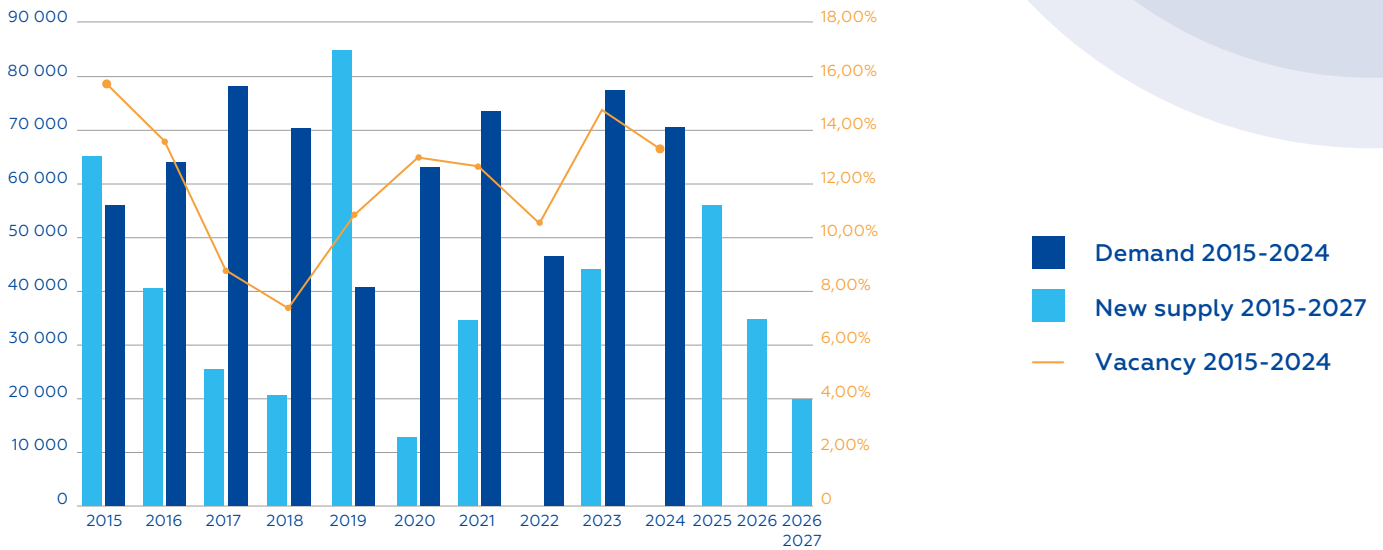
40,000 m²

UNDER CONSTRUCTION

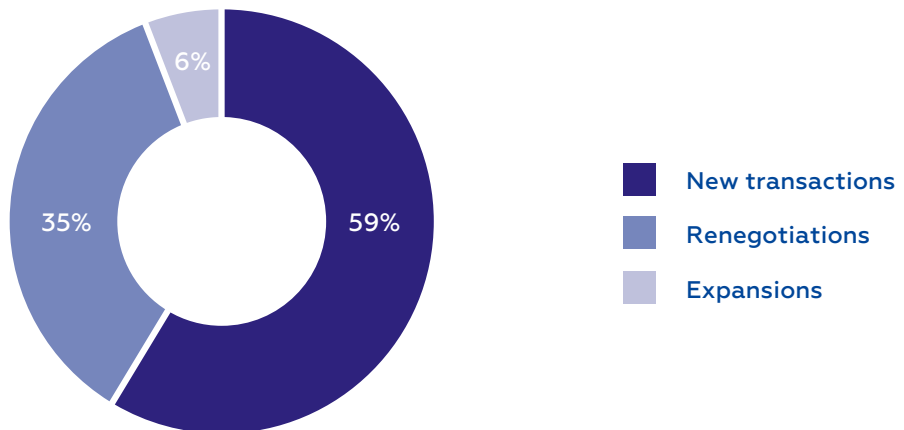
BAŁTYK

15,000 m²

POZNAŃ OFFICE MARKET



DEMAND STRUCTURE 2024



COMPREHENSIVE INVESTOR SUPPORT



1. CHOICE OF INVESTMENT LOCATION

PROJECT MANAGER

- A person dedicated to the project
- Assistance throughout the investment preparation and implementation process

DATA ANALYSIS

- Labour market, number of students and graduates, unemployment rate, foreign languages proficiency, reports
- Available office and storage premises
- Answering other questions from the investor

INVESTOR VISIT

- Tailor-made visit programme
- Meetings with the city authorities, universities, real estate and HR industry representatives
- Tour around city and potential investment locations

PREPARATION OF THE INVESTMENT

- Gathering real estate offers according to the investor requirements
- Support in obtaining necessary administrative decisions
- Providing conference rooms for recruitment and training needs
- Assistance in obtaining state grants



2. EMPLOYER BRANDING

EMPLOYER BRANDING

- Creating a positive image of the investor as an employer
- Bespoke solutions to recruit the best employees
- Providing a platform for content publishing across social media and the website
- Targeted promotion through specialised publications and reports
- Cooperation with local universities and career offices
- Active engagement in conferences and business initiatives
- Inclusion in the city's promotional newsletter



3. AFTERCARE SUPPORT IN ON-GOING ACTIVITIES

INTANGIBLES

- Engaging investors in CSR activities organised by the City of Poznań
- Other support services in response to investors needs



Invest in POZnań*

INITIATIVES



Cooperation with business

Cooperation with business and trade organisations: Polish Investment & Trade Agency, ABSL Poland, Pro Progressio, chambers of commerce.



BPO/SSC Week

Workshops for high school students on recruitment and on the work of business service centres provided by BPO/SSC sector representatives.



CSR

Actively engaging in CSR activities to strengthen community and help brand communication.



Investor-oriented business events

Organising events that are addressed to Poznań's business environment like press conferences, report premieres, business breakfasts.



International promotion

of the City of Poznań's investment potential on events and fairs.



German language promotion

City of Poznań motivates young people to learn German language.



IT sector support

Driving innovation and growth by supporting the IT sector through strategic initiatives and partnerships.

CREATIVE SECTOR OF THE FUTURE



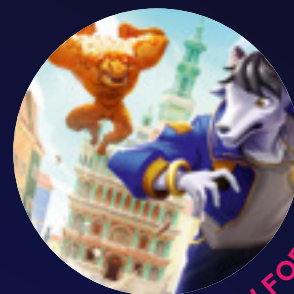
eN STUDIOS

MODERN SPACE FULLY EQUIPPED WITH AUDIO, PHOTO AND VIDEO PRODUCTION AREAS ALONG WITH MOTION CAPTURE FOR GAME PRODUCTION.



LET'S PLAY IN POZNAŃ

CATALOGUE SUPPORTING THE GROWING GAMEDEV INDUSTRY IN POZNAŃ.



POZNAŃ IN FORTNITE

JUMP INTO THE VIRTUAL WORLD OF FORTNITE AND DISCOVER THE SECRETS OF POZNAŃ IN THE UNIQUE EXPANSION "STORY HUNT: POZNAŃ".



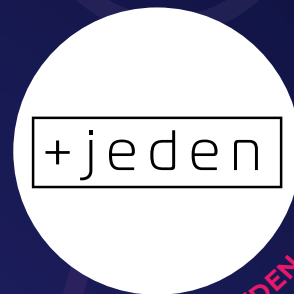
ACADEMIC POTENTIAL

4 GAME DEVELOPMENT RELATED FACILITIES WITH MULTIPLE AREAS OF SPECIALIZATION.



POZNAŃ GAME ARENA

THE LARGEST COMPUTER, CONSOLE AND MULTIMEDIA ENTERTAINMENT FAIR IN CEE. THE EVENT IS ACCOMPANIED BY THE GAME INDUSTRY CONFERENCE



+JEDEN

FREE COWORKING SPACE ADAPTED TO THE HIGHEST NEEDS.

SMART CITY POZNAŃ

SMART CITY POZNAŃ APP*

The city's mobile app helps residents and visitors improve their neighbourhoods and report non-emergency issues.

- Approximately 1200 cases reported per month
- Almost 90% solved reports
- Almost 35 000 users
- New application functionalities such as the public transport LIVE timetable, city events module, cemetery search engine and waste collection schedule

*Download for free for iOS and Android



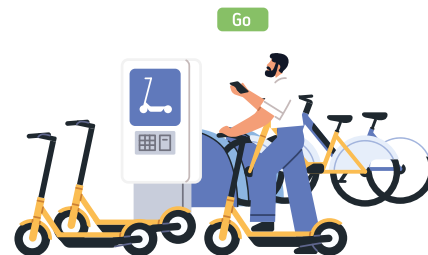
POZNAN 3D MODEL

Providing Poznań residents, investors and officials with easy access to spatial data and progressing digitalisation of greenery in the city.

THE WEBSITE AND APP PROVIDING ACCESS TO OUTDOOR AIR QUALITY DATA.



CITY'S CHATBOT, VOICEBOT AND E-SERVICES.



MICROMOBILITY HOP&GO POINTS

Places dedicated to the return of electric scooters.



37 ELECTRIC BUSES

from Poznań company Solaris

POZNAN CITYLAB*

is the city's innovation lab. It puts residents at the centre of innovation and aims to develop the city and the region through the collaboration of the local ecosystem, resulting from the city's proactive attitude.

*Find more on www.poznancitylab.pl



QUALITY OF LIFE

RECREATION IN A GREEN CITY:

- GREEN AREAS IN THE CITY: 128,3 KM²
- CYCLE PATHS: 345,3 KM
- 4 LAKES WITHIN THE CITY LIMITS
- WARTA RIVER – CYCLE PATH AND CITY BEACHES
- 503 PLAYGROUNDS
- 30 PARKS
- 11 SWIMMING POOLS
- 10 STADIUMS
- 3 ICERINKS
- AQUAPARK

ENTERTAINMENT & CULTURE:

- 40 ART GALLERIES
- 36 MUSEUMS
- 11 CINEMAS
- 8 THEATRES
- 10 MAIN FESTIVALS

FOOD & DRINK:

- A CULINARY CAPITAL OF POLAND
- RESTAURANTS WITH MICHELIN STAR AND RESTAURANTS WITH MICHELIN HONOURS
- 60 RESTAURANTS IN THE GAULT & MILLAU GUIDES

HOTELS:

- SHERATON
- ACCOR
- HILTON
- PURO
- RADISSON



Do you want to know more about tourist attractions in Poznań and the Wielkopolska region? Check [Facebook.com/Poznan.travel](https://www.facebook.com/Poznan.travel)

SOCIAL LIFE

- PYRKON FAN CONVENTION
- POZNAŃ GAME ARENA
- MALTA FESTIVAL
- POZNAŃ ICE FESTIVAL
- POZNAŃ CHRISTMAS MARKET
- ST. MARTIN'S STREET NAME DAY
- #NAWOLNYM CINEMA
- ST. MARTIN'S STREET NAME DAY
- NIGHT OF MUSEUMS
- CAVALIADA
- BITTERSWEET FESTIVAL
- EUROPEAN RESEARCHERS' NIGHT
- INTERNATIONAL ANIMATED FILM FESTIVAL
- SHORT WAVES FESTIVAL
- ETHNO PORT
- WINGS FOR LIFE WORLD RUN

...AND MANY MORE!



ADDITIONAL CONTACT POINTS

- Department of Real Estate Management, Poznań City Hall
- Wielkopolska Voivodeship Office in Poznań
- Marshal Office of the Wielkopolska Region in Poznań
- Invest in Wielkopolska Region



- **Kostrzyn – Słubice Special Economic Zone**
- **Polish Investment and Trade Agency Regional Office**
- **Grupa MTP (Poznań International Fair)**
- **Ławica Poznań Airport**



POZnań*

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