



Polish Investment
& Trade Agency
PFR Group

Invest in Poland

Investment climate and public aid

Poland. Business Forward



20+ years of
experience

70+ markets

150+ experts globally

Who We Are

- An institution operating in the business environment within the Polish Development Fund Group.
- A leader in export and investment consultancy, operating in dozens of markets around the world.
- A modern, global organization whose activities work to build the recognition of Poland in the world, as an attractive and reliable business partner.
- We offer comprehensive services for entrepreneurs, combining industry competencies and international experience.
- We provide free consulting to grow and promote Polish businesses.

Who We Support

Key areas

Export

Supporting Polish Exports with particular emphasis on SMEs.

Investment

Facilitating investments in Poland and abroad. Support of FDI in Poland.

Promotion

Cooperation with public administration and business environment institutions in the implementation of joint projects.



Where you can find us

Network of PAIH's Foreign Trade Offices



Our competencies:

- Knowledge of local specifics, culture and business conditions.
- Knowledge of local languages.
- Identification of key industries in individual markets.

PAIH. All the help investors need - in one place, free of charge



The **Investment Support Department** of the Polish Investment and Trade Agency is dedicated to supporting FDIs in Poland.

30 professionals at are the disposal of prospective investors.







Poland. Business Forward

OUR PORTFOLIO

TOP COUNTRIES – NEW POTENTIAL INVESTORS

	Poland (31)
	USA (32)
	China (13)
	Germany (7)
	Spain (6)
	France (6)

TOP SECTORS – NEW POTENTIAL INVESTORS

	Energy (14)
	BSS (10)
	Electromobility (9)
	Building materials (8))
	Metal(7)
	Chemical (7)



- Working with a network of **150+ experts** in the fields trade and investment, based in Poland and abroad
- 10+ languages spoken:** Bulgarian, Chinese, Czech, English, French, German, Japanese, Polish, Portuguese, Romanian, Russian, Ukrainian, Spanish,
- 1 200+ offers** in a centralized database of investment sites (plots, warehouse & office space)

132

CURRENTLY ACTIVE PROJECTS

25+

YEARS OF SERVICE FOR FORGEIN INVESTORS LOOKING TO INVEST IN POLAND

1000+

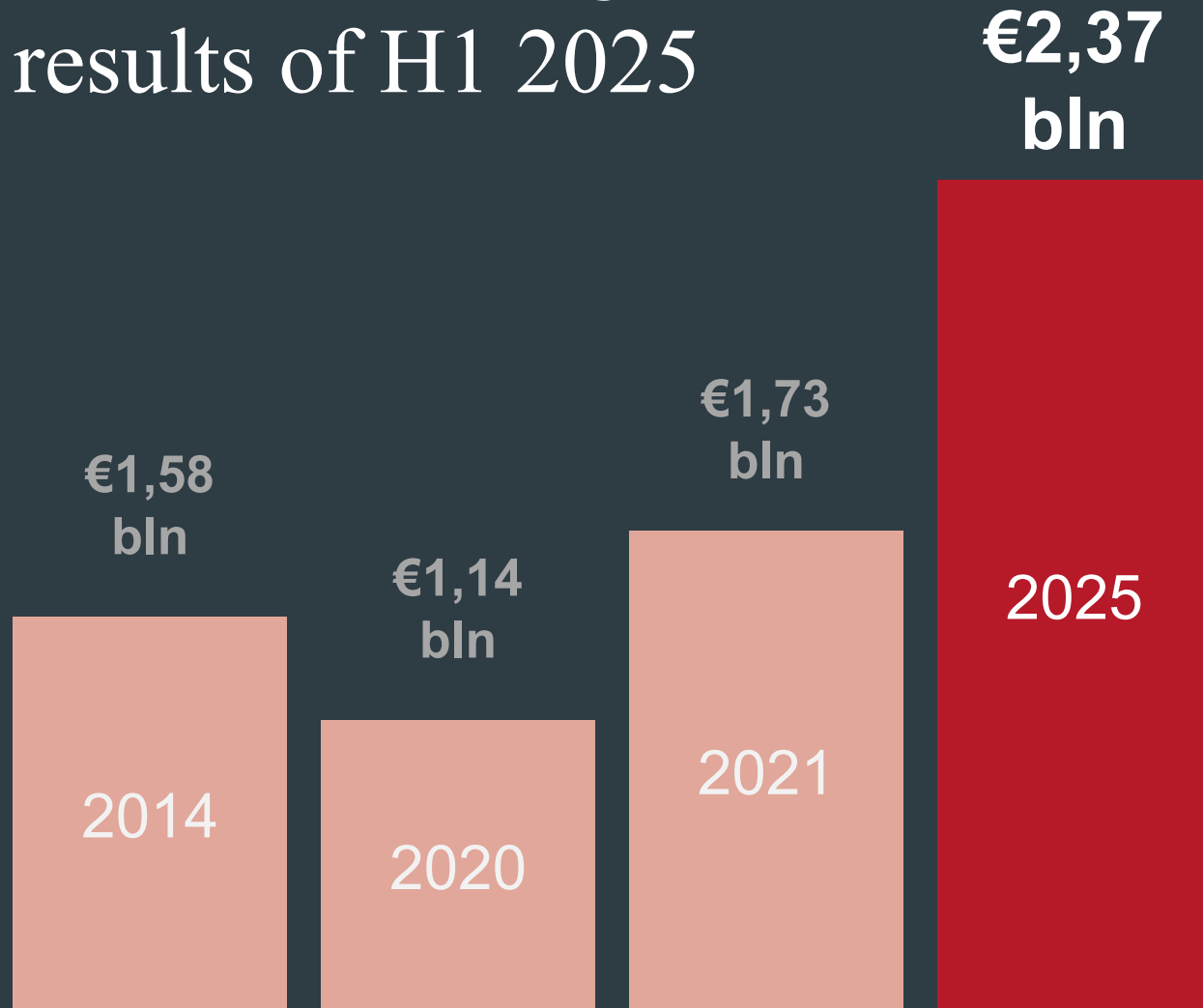
TOTAL PROJECTS COMPLETED IN POLAND

30

bn EUR

TOTAL ESTIMATED FINALIZED PROJECTS VALUE, PLEDGED TO CREATE OVER 250 THOUS. NEW WORKPLACES

Record breaking results of H1 2025



H1 2025 breaks the record:

€2.37 billion

in value of projects completed
in H1. Previously, the barrier of
€1 billion was exceeded only in
2014, 2020 and 2021.




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Why Poland

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Poland – your place to invest

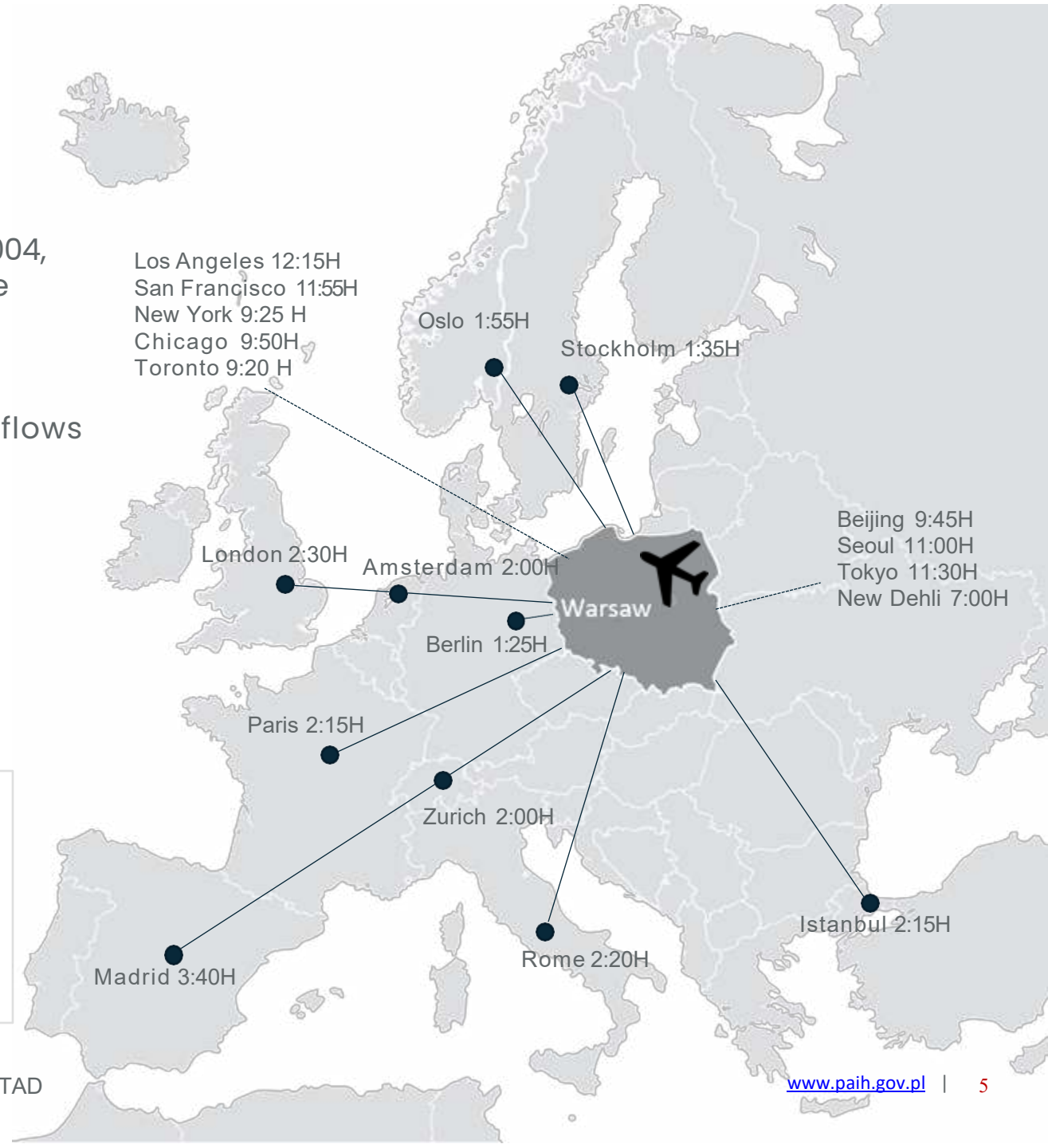
 **37,56mn** inhabitants, 5th largest in the EU

 **Warsaw** – the capital, 3.1m citizens in the metropolitan area

 Currency: Polish **Złoty (PLN)**
1EUR ~ 4,3 PLN
1USD ~ 3,8 PLN

 **EU** member since 2004, **NATO** member since 1999

 **USD10,9bn** inward FDI flows



New York
6:15



London
11:15



Warsaw
12:15



Seoul
19:15

Strategic Location in the Heart of Europe



4 Pan European Corridors



2 Trans-European Transport Network projects (road/rail)

- Baltic-Adriatic Corridor
- North Sea-Baltic Corridor



Belt & Road connection to Chengdu (**New Silk Road**)



Rapidly developing internal highway infrastructure

- **5th longest highway network** in Europe
- **1 263,7 km** of motorways & expressways under construction



Central-Eastern European Air Travel Hub

- **16,6 million passengers** in 2021
- **13** airports with regular European flights
- **4** airports serving major intercontinental routes



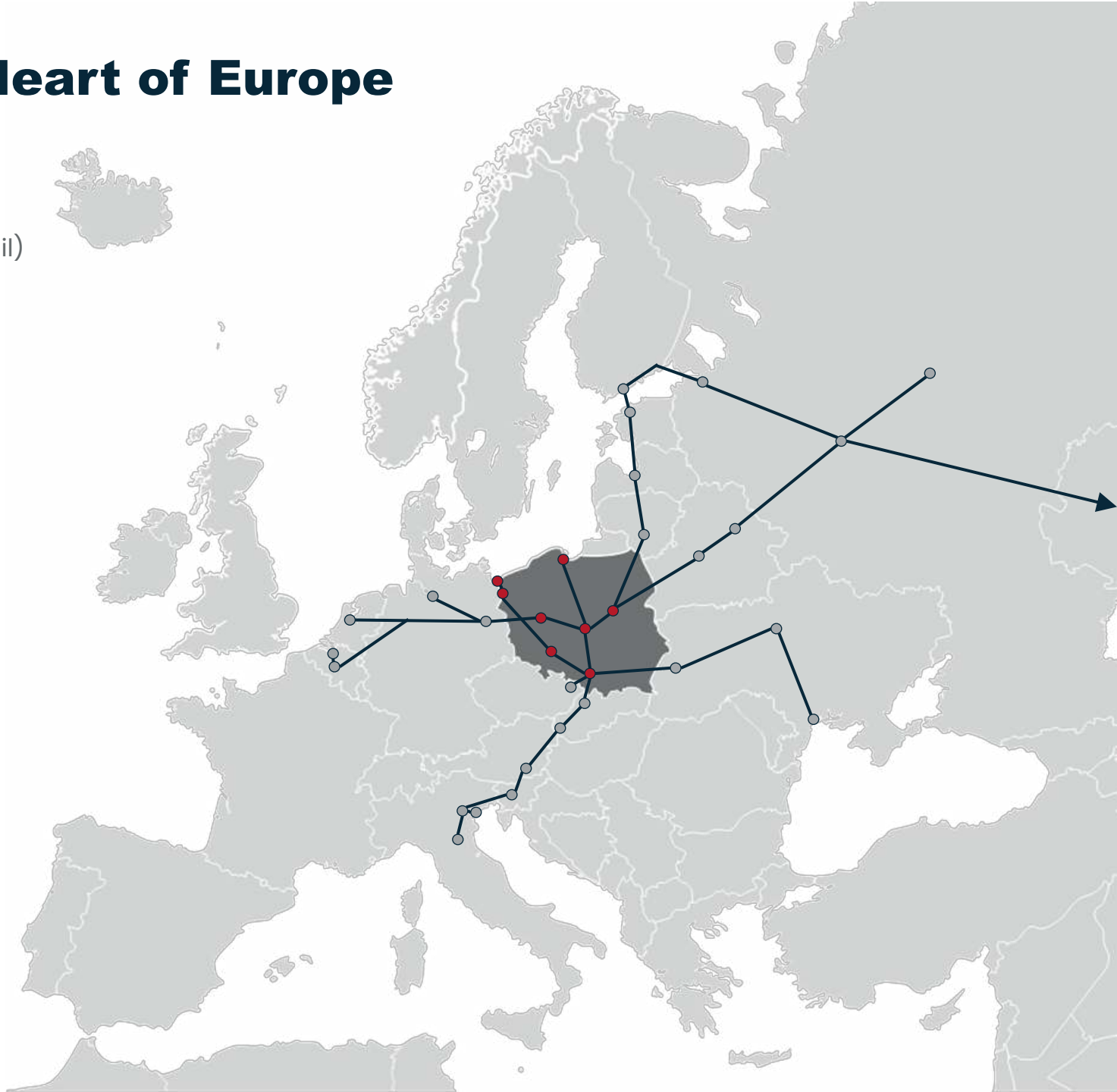
Access to sea freight transport

- **4** large seaports
- **96,7 mn tons** cargo turnover in 2021
- **Deepwater Container Terminal** in Gdańsk



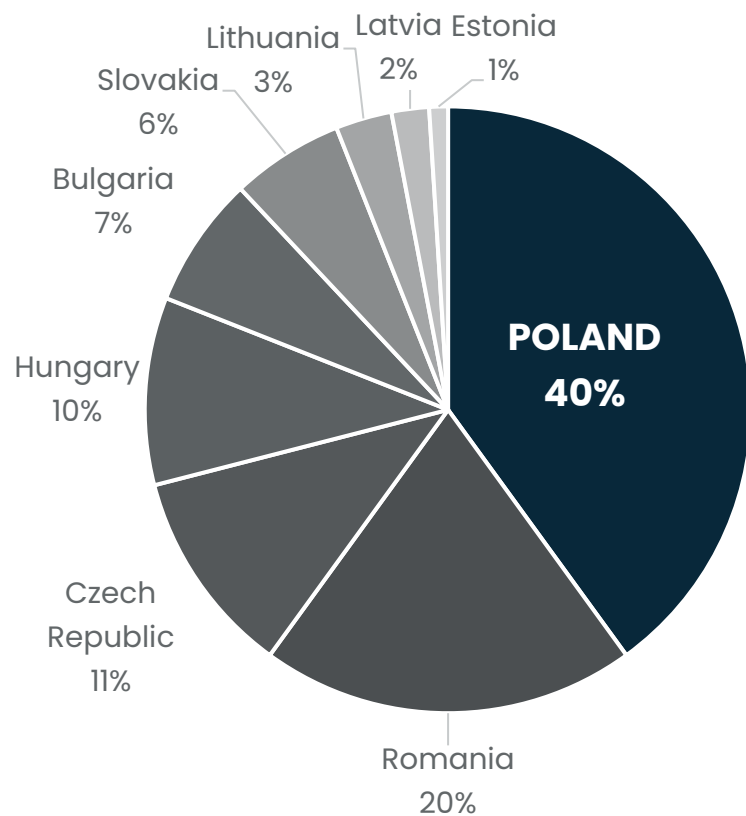
41 intermodal terminals (6 sea, 35 land)*

Location of intermodal terminals can be seen [here](#)



Poland's Human Resources

Population of CEE countries



Largest country
in Central Eastern Europe



Population **37,6 mln**
(**5th** in EU)



60% of the population
live in cities



23 mn of Poles in working
age



39 number of cities
above 100,000
inhabitants

Poland's Human Capital



Vast pool of highly skilled labor

35% of the working population with higher education



Well educated

1.2 million students (25% in engineering related subjects)
Poland is ranked high in EU regarding **STEM Graduates**, and as a leader of female in STEM



Knowledge of foreign languages

13th globally in English proficiency
6th place for Poland among OECD countries in terms of students' mathematical and language competencies



Young Population

63% of the population in production age



Innovative consumers

Progressive consumers, open to tech innovations and fond of modern banking solutions



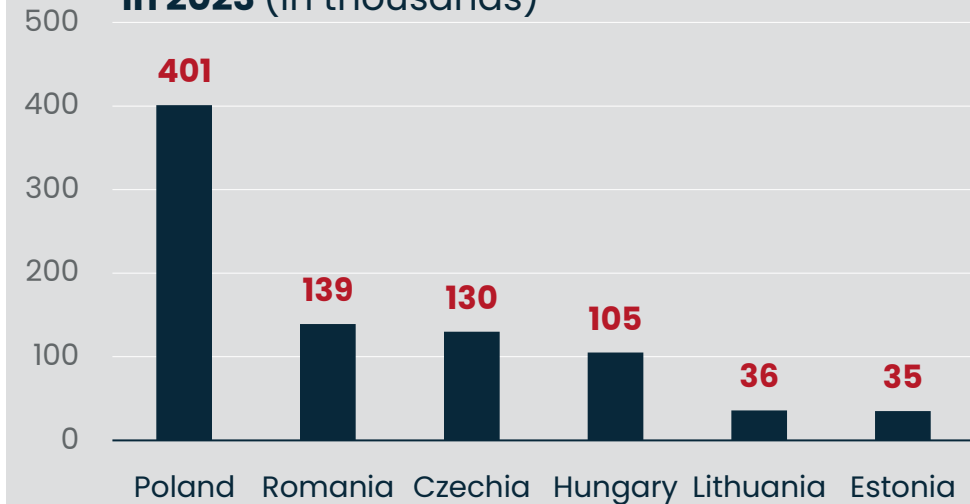
Programming experts

Polish programmers are among the world's best
3rd in Global Developer Ranking of Hacker Rank
554,000 ICT employees in Poland in 2020

1st in CEE
5th in EU
most populous country



Number of software developers in CEE in 2023 (in thousands)



Source:
Statista.com

Higher Education



20 universities
28 technical universities
37 economic universities
200+ private higher education institutions



1,2M students (2023/24)
Most popular disciplines among new students (2024):

- **63k** management and quality sciences
- **55k** ICT
- **54k** Economics and finance
- **44k** Linguistics

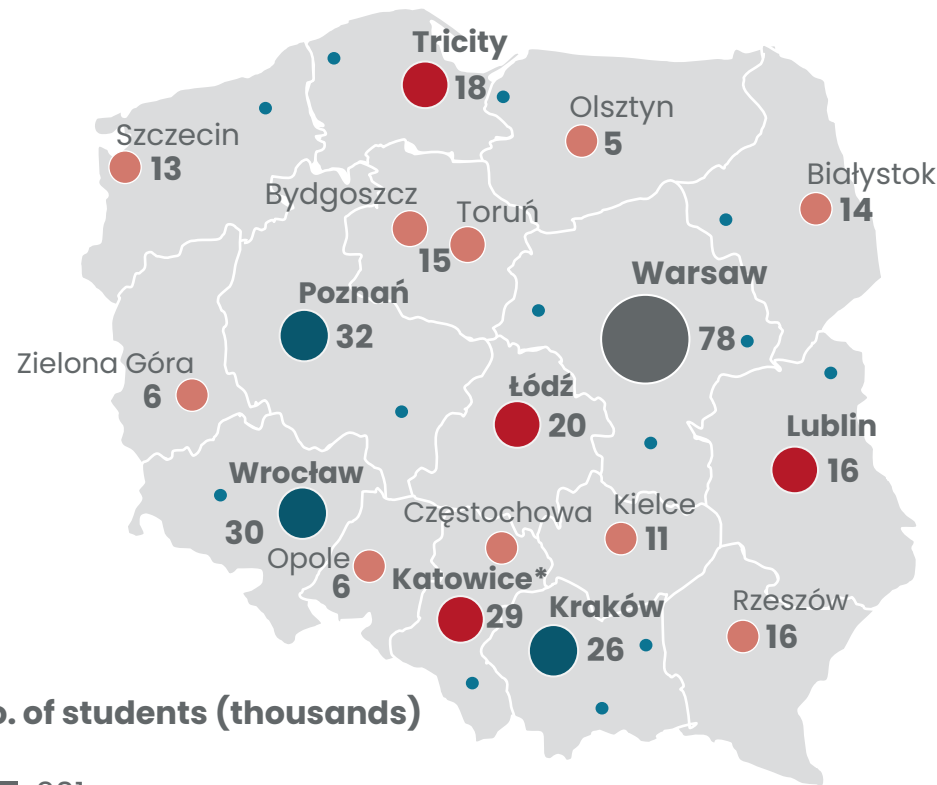


292k graduates (2023)

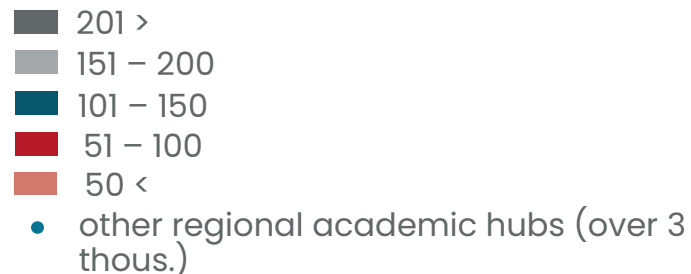
- **71k** business & administration graduates
- **47k** engineering & manufacturing graduates
- **13k** ICT graduates



Over **100 000** foreign students (2022/23)



No. of students (thousands)



**Data for the entire Silesian Metropolis*

Poland in rankings

CEE, Europe, the world

#1

in CEE
in terms of
FDI attractiveness

#1

in EU
in Emerging Innovators of
the European Innovation
Scoreboard 2024

#1

in Europe
in Best innovation zones -
Global Free Zones of the
Year 2024 (Cracow)

#3

in Eastern Europe:
Quality of Life
Index 2025

#7

in the world:
FDI Confidence Index
among emerging markets

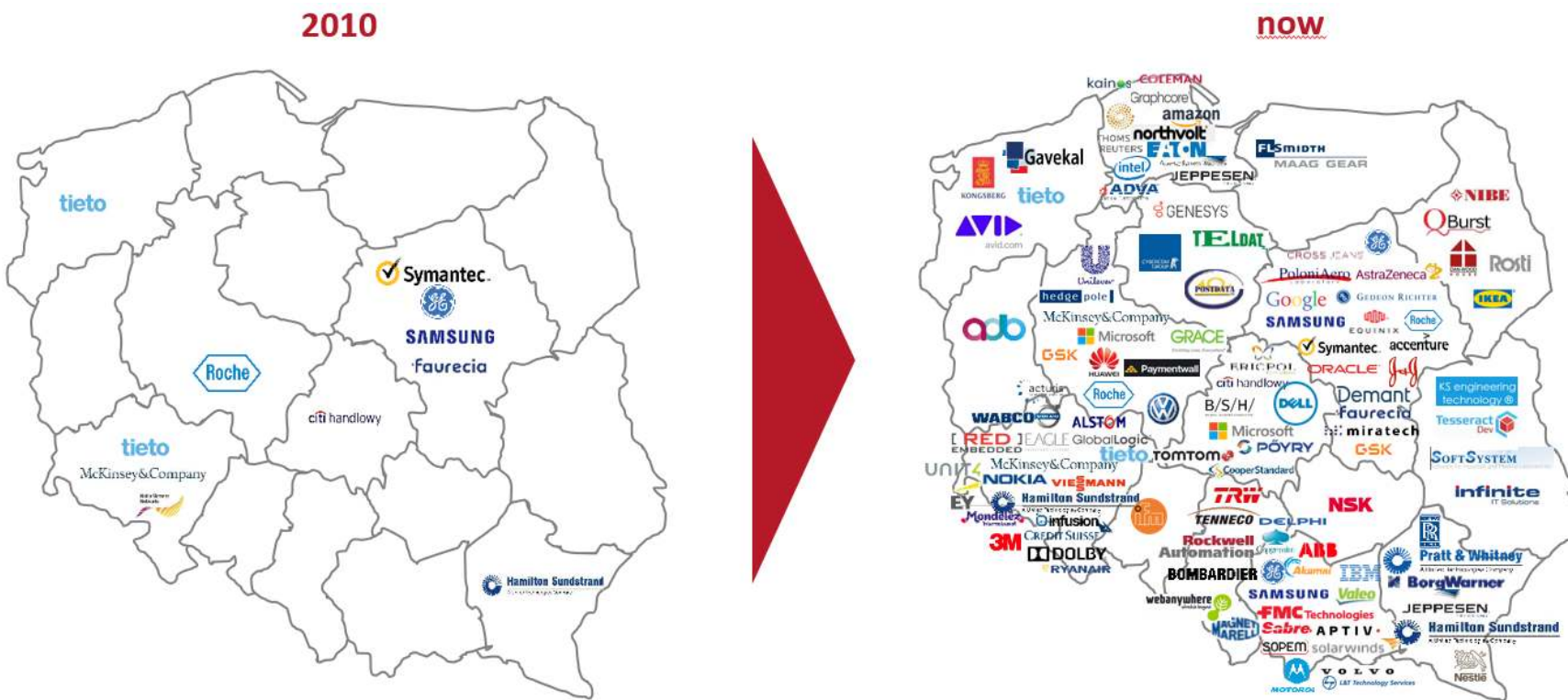
#1

in Europe
in Best industrial zones -
Global Free Zones of the
Year 2024 (Katowice)

Poland consistently punches above its weight in international league tables, topping the Emerging Innovators group and placing in the OECD's top tier for engineering talent and near-shoring appeal. Together, these rankings show a country that has become an FDI magnet, a growing tech hub, and a key manufacturing bridge between Western Europe and the East.

Dynamic growth of R&D centers since 2010

Poland – innovation hub in Central Europe for global players



Increasing investments in R&D and innovations by the global and local players including:

Astra Zeneca, Roche, GE
Healthcare, GSK, Samsung, LG
Electronics, Gedeon Richter,
Selvita, Polpharma, Bayer (Digital
Hub)

Vast variety of key industries and strong client base



Automotive
and
electromobility



Aerospace



Business
Services Sector



Research &
Development



Food
processing



Electronics and
white goods

- **253 000** employed
- **10,5%** total share in manufacturing
- **1000+** automotive companies
- **EU's e-mobility hub**
- **40 000** employed
- **140** aviation companies
- strong **aviation clusters**
- **400 000** employed
- **1800+** BSS centers
- **43%** employment growth in the past 4 years
- **320 000** employed
- **100%** growth in the past 10 years
- **397 000** employed
- **11,3%** of Poland's GDP
- **27 bn EUR** exports value
- **100 000** employed
- **14,2 bn EUR** sales value
- **No. 1 in the EU** producer of large white goods





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Upcoming infrastructure projects

Poland. **Business Forward**

FIRST NUCLEAR POWER PLANT IN POLAND



**3,75
GW**

**THE AMOUNT OF ENERGY
PRODUCED BY THE POWER
STATION**

2035

**PLANNED START OF
OPERATION OF FIRST
REACTOR**

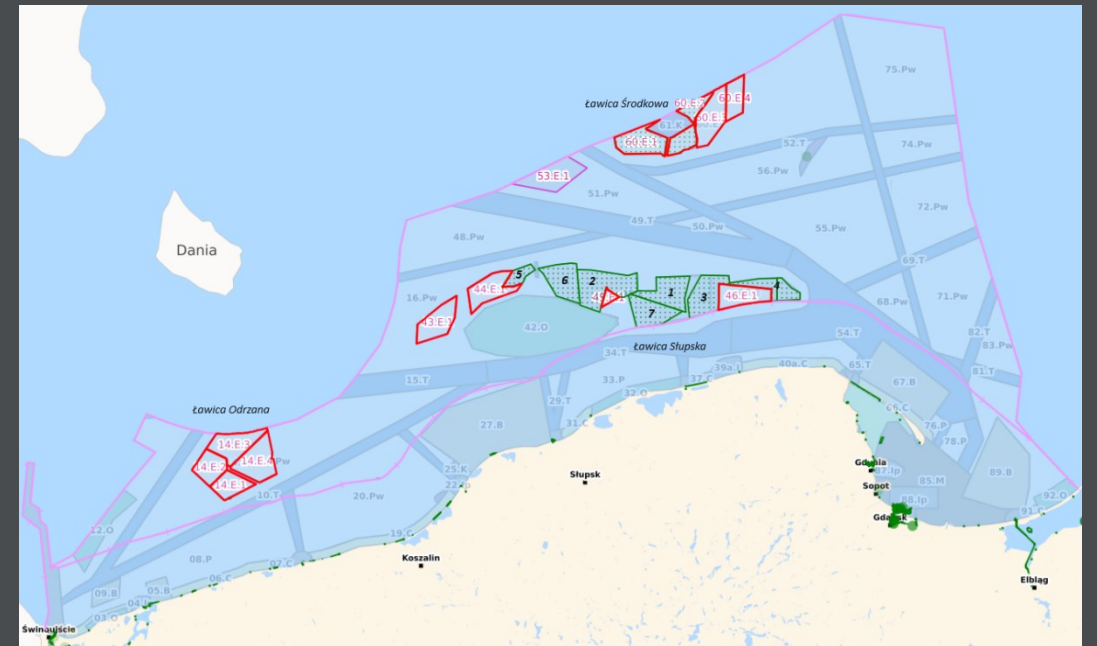
**115
BN PLN**

**ESTIMATED
INVESTMENT COSTS**

WIND ENERGY AS THE FUTURE OF RENEWABLES

By **2030**, offshore wind farms will generate **5.9 GW** of power, or **13%** of Poland's electricity, rising to **19%** by **2040**. The first farms in the Baltic Sea will become operational in **2026**. Investments will amount to **PLN 130 billion** and create **30,000** new jobs.

Źródło: <https://www.gov.pl/web/morska-energetyka-wiatrowa/program-rozwoju-morskich-farm-wiatrowych>,
<https://biznesiklimat.gazetaprawna.pl/energetyka-i-przemysl/8610014.Morska-Farma-Wiatrowa-Baltica-z-zatwierdzonym-poziomem-wsparcia.html>



CENTRAL COMMUNICATION PORT

LARGEST AIRPORT IN THE REGION

CPK is not only an airport, but also a new network of railway lines, including high-speed rail. The airport will be located 37 km from Warsaw. The central element of the multimodal CPK hub will be an atrium, which will combine passenger transfer space for the airport, an underground railway station and a bus station under one roof. Passengers will also have access to Airport City, which will include a hotel, office and retail area.



34 mn

Number of passengers served
per year in the first phase

2032

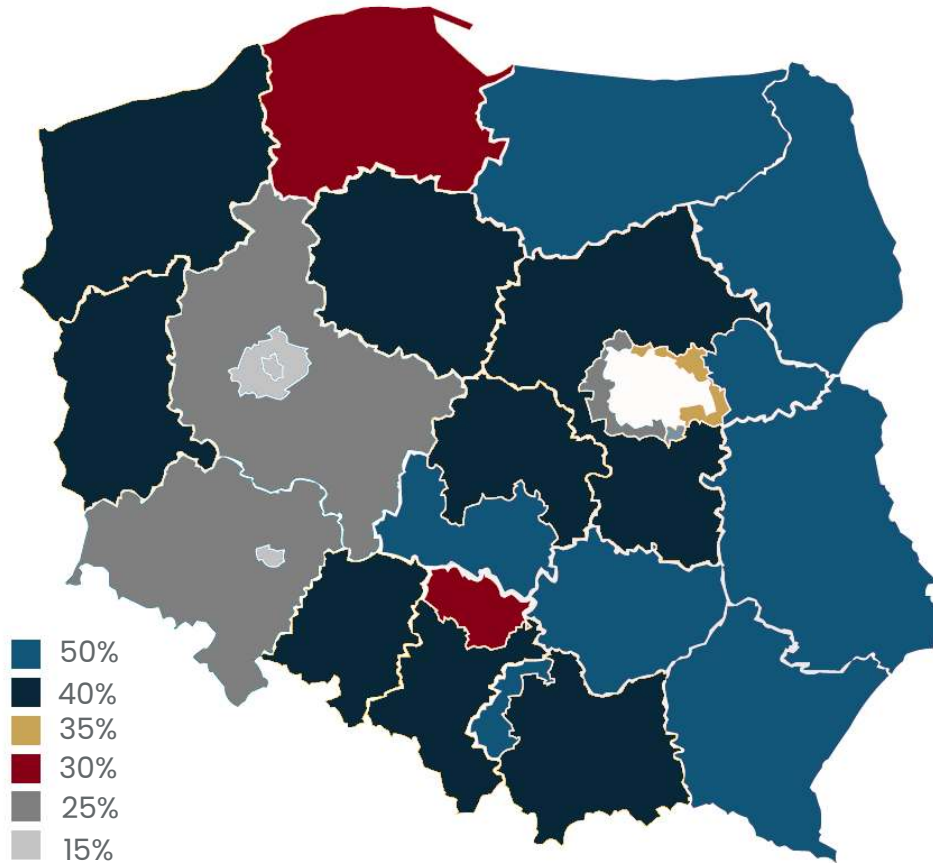
Planned launch date

131,7 bn PLN

Total estimated cost of CPK programme

Regional Public Aid Package to Support New Investments

Maximum levels of support for 2022–2027 in different regions in Poland (large companies)*



Note: In order to avoid notification of the public aid granted to the European Commission (additional bureaucratic procedure), the maximum amount of aid cannot exceed the following limits:

Region with max level of support	15%	20%	25%	30%	35%	40%	50%
Max public aid (mn EUR)	12.38	16.5	20.63	24.75	28.88	33.0	41.25

Support for new investments :

-  **CIT exemption, between 12 and 15 years tax free**
 -  **Cash grants** for strategic projects
 -  **Real estate tax** exemption for up to 5 years
 -  **Financial and training support** from local employment offices
 -  **EU Funds** available for innovative and R&D projects
- } National incentives
} Local incentives
} EU Funds

***SMES:**

- Medium-sized companies can benefit from 10% more support
- Small companies can benefit from an additional +10% (+total 20%)

Contact us

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