

# City of POZnań\*

Poland



MOVE  
TO IMPROVE



**Beneficial  
Location**

4-5



**Investment Climate**

6-7



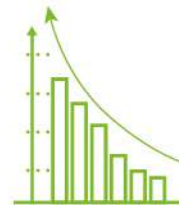
**Skilled  
Human Capital**

8-9



**Diversified  
Economy**

10



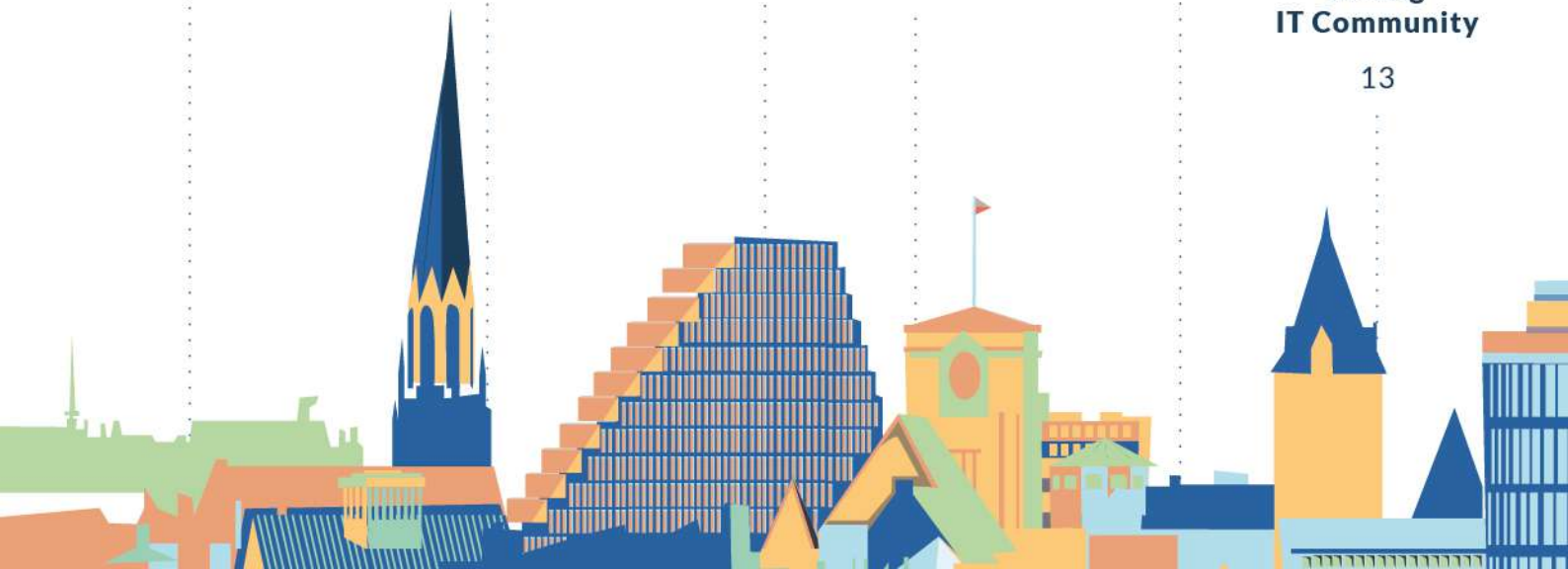
**Growing Business  
Services Sector**

12



**Strong  
IT Community**

13



# Why Poznań?



**Attractive  
Real Estate Offer**

16-17



**Together We Create  
a Smart City**

19



**Tailor-made  
Investor Support**

22-23



**Global Brands  
in Poznań**

14-15



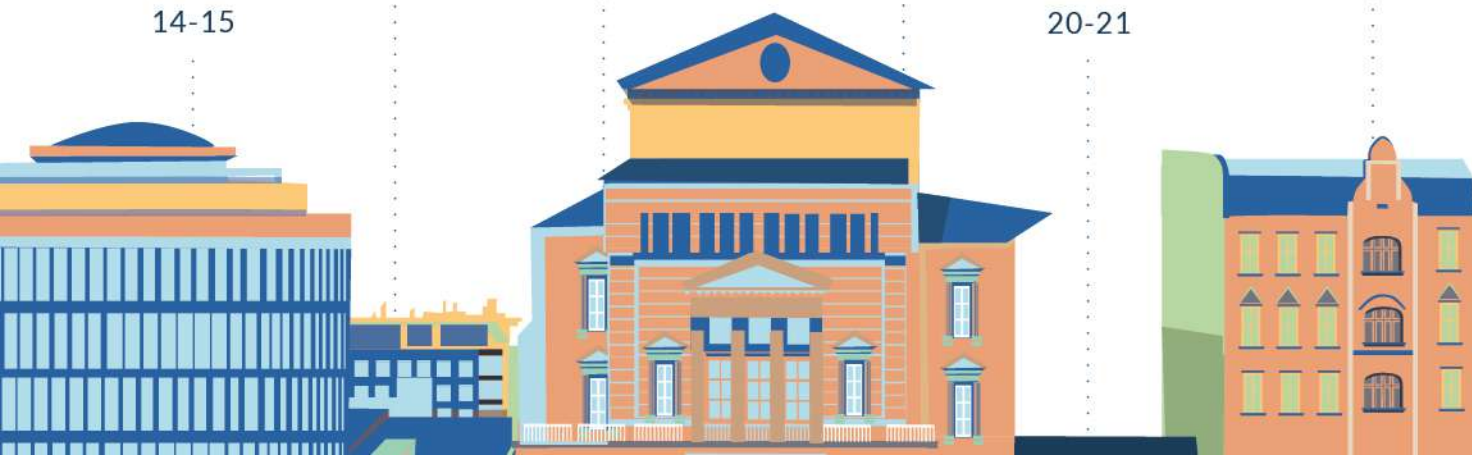
**Creative Sector  
of the Future**

18



**Vibrant City with  
High Quality of Life**

20-21





# INFRASTRUCTURE



A2 highway connection  
with Berlin & Warsaw



Berlin-Poznań, Poznań-Warsaw  
2,5h by train



Poznań Metropolitan Railway



Poznań-Ławica airport



## Weekly direct flights from Poznań-Ławica



LONDON (STN, LTN)  
⌚ 1 h 15 min

PARIS (BVA)  
⌚ 1 h 15 min

FRANKFURT (FRA)  
⌚ 1 h 25 min

MUNICH (MUC)  
⌚ 1 h 20 min

COPENHAGEN (CPH)  
⌚ 1 h 25 min

WARSAW (WAW)  
⌚ 0 h 55 min

HELSINKI (HEL)  
⌚ 1 h 50 min

KYIV (IEW)  
⌚ 1 h 50 min



# COMPACT CITY



## PUBLIC TRANSPORT



1,000 city bikes rented  
more than 320,000  
times in 2021



48 bus lines / 339 buses



19 tram lines / 228 trams



1,500 e-scooters to share



**532,000**  
POPULATION

**1,000,000**  
POPULATION OF POZNAŃ  
AGGLOMERATION

**2,031**  
POPULATION PER 1 KM<sup>2</sup>

**346,042**  
people employed in the enterprise  
sector in companies of over 9 employees

**47%**



 **7,700** FOREIGNERS  
FROM OVER 100 COUNTRIES\*

85% from Europe, (including 13% from  
the European Union countries)  
5,900 foreign students

\*Registered for stay longer than 3 months



52% Ukrainians  
13% Belarusians  
3% Russians  
3% Germans  
29% Other



53%

# 122,700

## BUSINESS ENTITIES OPERATING IN POZNAŃ



14,300 € – PER RESIDENT  
FOREIGN DIRECT INVESTMENT

223 BUSINESS ENTITIES  
PER 1,000 RESIDENTS

650 EMPLOYED PER 1,000 RESIDENTS

230 R&D ENTITIES

1,6% UNEMPLOYMENT RATE



1,300 €  
AVERAGE MONTHLY SALARY

POZNAŃ REAL GDP  
GROWTH RATE (2004 - 2019)

134%



### BIG BRANDS

AMAZON, BRIDGESTONE, NIVEA,  
SOLARIS, VOLKSWAGEN, WRIGLEY



MTP Poznań Expo  
THE MOST RECOGNISABLE CENTRE  
OF CONGRESSES AND CONFERENCES IN POLAND

# ACADEMIC 2020



**20%**  
BUSINESS  
AND ADMINISTRATION  
/ 21,000 STUDENTS



**7%**  
TECHNICAL  
AND ENGINEERING  
/ 7,500 STUDENTS



**9%**  
MODERN LANGUAGES  
/ 9,000 STUDENTS

ENGLISH 2,100 students / 23%  
GERMAN 580 students / 6%  
ROMAN 240 students / 3%  
SPANISH 340 students / 4%  
SINOLOGY 100 students / 1%  
OTHER 5,640 students / 63%



**6%**  
INFORMATION  
AND COMMUNICATIONS  
TECHNOLOGIES  
/ 6,500 STUDENTS

**105,000  
STUDENTS**

**58%**  
OTHER  
/ 61,000 STUDENTS



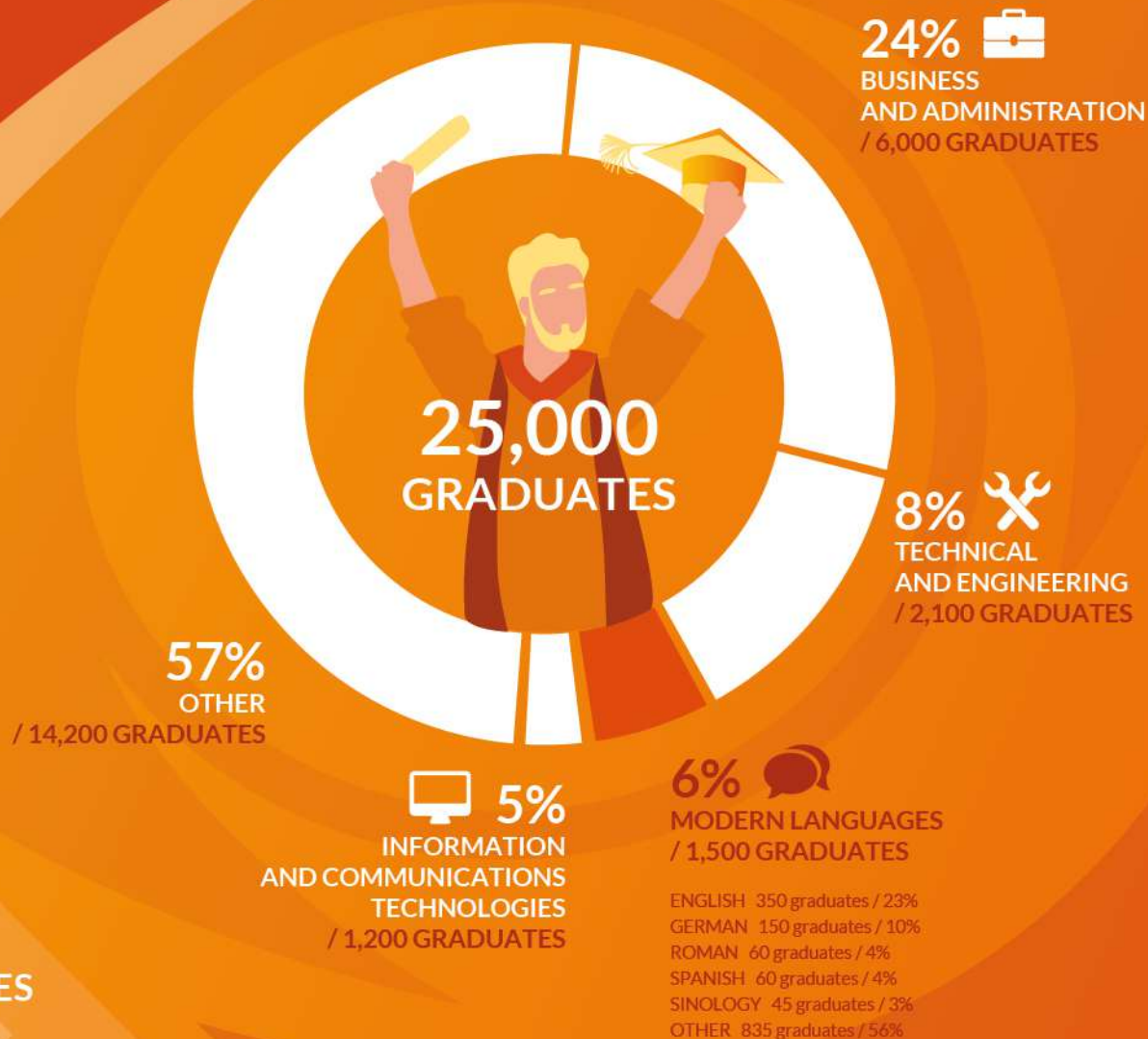
**24**



YEAR  
2021



UNIVERSITIES  
IN POZNAŃ



# DIVERSIFIED ECONOMY IN POZNAŃ

122,700 business entities registered in Poznań in 2021  
(1st place in Poland, except Warsaw).





# YOUR OFFICE SPACE IN THE HEART OF POZNAŃ

Where business meets culture

A new creative space at the premises of MTP Poznań Expo will appear above the underground car park which will be made available to residents and tourists. Between halls 1, 2 and 12 an attractive square surrounded by greenery will be created with places for recreation and leisure. It will accommodate more than 10,000 people and will be perfect for outdoor cultural events, concerts and happenings. Numerous restaurants and cafes will be opened within the square.

**Discover new perspectives at the MTP Poznań Expo.**

Phone: (+ 48) 609 297 544  
e-mail: [info@grupamtp.pl](mailto:info@grupamtp.pl)



**mtp**  
GRUPA



# BUSINESS SERVICES SECTOR

**MORE THAN 120**

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

**10 BUSINESS  
SERVICES CENTRES**

using at least 10 languages

**13 NEW  
PROJECTS**

in business services  
sector in 2021

**WHERE DO THE INVESTORS  
COME FROM?**



**ABOUT 25,000 EMPLOYEES**

in BSS sector

Major growth in employment  
in BSS in 2021

**CA. 3,000 NEW JOBS**

ITO 16

IT 33

SSC 39

HQ 1  
KPO 1

BPO 16

R&D 20

**31**

**NUMBER  
OF LANGUAGES**

used in centres in Poznań

**NUMBER OF BSS  
CENTRES  
PROVIDING  
RESPECTIVE TYPES  
OF SERVICE**



# STRONG IT SECTOR

**26%** of service centres in Poznań are IT-related service centres  
**about 7%** IT employees in Poland working in Poznań



- 4** public universities in Poznań offering IT-related studies
- 3** private universities in Poznań offering IT-related studies
- 6,500** IT students (2020/2021)
- 1,200** IT graduates (2020/2021)

## THE BIGGEST EMPLOYERS IN IT SECTOR IN POZNAŃ:

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

# POZITIVE TECHNOLOGIES CONFERENCE

The **Pozitive Technologies conference** was created on the initiative of the City of Poznań in cooperation with companies from the IT industry. This is a one-day online event focused on the most innovative trends in the IT sector.

**3** editions already

**5** thematic tracks, which are the combinations of the city districts' names and IT specializations' titles:

- GrunSec (Grunwald and Security),
- PiątkOps (Piątkowo and DevOps),
- Jeżyce ++ (Jeżyce and Full Stack),
- WildData (Wilda and Big Data),
- NaraMobile (Naramowice and Mobile).

**62** speakers (12 are from abroad)  
 main scene speeches, **2** debates,  
**50** lectures and presentations

**>1,000**  
**participants:**

- seniors **48%**
- mid **28%**
- juniors **23%**
- participants from abroad: **21%**

**AVERAGE**  
**GRADE:**  
**8.8/10**



**SOUNDS INTERESTING?**  
 SEE YOU IN A WHILE, DURING THE  
 NEXT EDITION OF **#POZITIVE.TECH!**

 **pozitive**  
 technologies





ALTEN Polska	BPO	English, German, Polish, French, Italian, Portuguese, Russian, Spanish, Ukrainian
Arvato Supply Chain Solutions	BPO	English, Polish
Grant Thornton	BPO	English, Polish
Infosys	BPO	English, German, Czech, Danish, Dutch, French, Hungarian, Italian, Norwegian, Portuguese, Slovenian, Spanish, Swedish
Majorel Polska	BPO	English, German, Polish, Russian
NEXT Technology	Customer Service	Hebrew
Transcom Poland	Customer Service	English, German
ADM Poland	SSC	English, German, Polish, Dutch, French, Turkish
B.Braun Business Services	SSC	English, German, French, Hungarian, Romanian, Spanish
Bridgestone SSC	SSC	English, German, Polish, French, Italian, Spanish
Carl Zeiss Shared Services	SSC	English, German, Polish, French, Italian, Spanish
Carlsberg Shared Services	SSC	English, German, Polish, Danish, Norwegian, Swedish
DFDS Polska	SSC	English, Danish, Italian, Swedish
EXIDE Technologies SSC	SSC	English, German, Danish, French, Italian, Norwegian, Portuguese, Spanish, Swedish
Franklin Templeton	SSC	English, German, Polish, Czech, French, Italian, Spanish
GSK Finance HUB	SSC	English, Polish
INGKA Business Service Center	SSC	English, German, Polish, Czech, Danish, Dutch, Finnish, French, Hungarian, Italian, Portuguese, Russian, Slovak, Spanish, Swedish
Jeronimo Martins Polska	SSC	English, Polish
John Deere Business Service Center	SSC	English, German, Dutch, French, Greek, Italian, Portuguese, Russian, Spanish, Swedish, Ukrainian
Lorenz Services	SSC	English, German, Polish, Arabic
LyondellBasell	SSC	English, German, Polish, French, Dutch, Italian, Spanish
MAN Shared Services Center	SSC	English, German, Polish, Danish, French, Hungarian, Italian, Russian, Slovenian, Spanish, Turkish
McKinsey EMEA Shared Services	SSC	English, German, Dutch, French, Italian, Nordic, Portuguese, Russian, Spanish
Miele Global Services	SSC	English, German, Danish, Dutch, Finnish, French, Greek, Italian, Portuguese, Spanish, Swedish
Newell Poland Services	SSC	English, German, Polish, Czech, Dutch, French, Hungarian, Italian, Portuguese, Russian, Spanish, Swedish, Ukrainian
O-I Business Service Center	SSC	English, German, Polish, Czech, Dutch, Estonian, French, Hungarian, Italian, Spanish
OSRAM Global Business Services	SSC	English, German, Polish, Italian
Raben Management Services SSC	SSC	English, German, Polish, Dutch
Rehau Business Services	SSC	English, German, Polish, Czech, Dutch, French, Italian, Portuguese, Russian, Slovak, Spanish
Roche Global IT Solution Centre	SSC	English, Polish
Rockwool Global Business Service Center	SSC	English, German, Polish, Czech, Danish, Dutch, French, Hungarian, Italian, Lithuanian, Russian, Spanish, Swedish, Ukrainian
Volkswagen Group Services	SSC	English, German, Polish, French, Portuguese, Slovak, Spanish
Wavin Shared Services	SSC	English, German, Polish, Danish, Finnish, French, Hungarian, Italian, Norwegian, Spanish, Swedish
Duni EFF	SSC/BPO	English, German, Polish, Czech, Danish, Finnish, Flemish, French, Italian, Norwegian, Russian, Spanish, Swedish, (15 languages)







Allegro	IT	English, Polish
BAE Systems (Poland)	IT	English, Polish
Bright Coders' Factory	IT	English, Polish
F-Secure	IT	English, Polish
GFT Poland	IT	English, Polish
GSK Tech Centre	IT	English
Merkeleon P	IT	English
NEXT Technology	IT	English, Polish
Nobl9	IT	English
Sollers Consulting	IT	English, German, Polish, French, Japanese
Sonalake	IT	English, Polish
STX Next	IT	English, Spanish
summ-it® S.A.	IT	English, Polish
Transition Technologies	IT	English, German, Polish, French
Cappgemini Software Solutions Center	IT R&D	English, German
Talex	IT ITO	English, Polish
All for One Poland	ITO	English, German, Polish
Computacenter Poland	ITO	English, German, Polish, French, Italian, Swedish
Lumen Technologies	ITO	English, German, Chinese, French, Italian, Portuguese, Spanish, African languages
NTT Data Business Solutions	ITO	English, Polish
Sii	ITO	English, French
Egnyte Poland	R&D	English, Polish
Fandom	R&D	English, Polish
Pekabex BET	R&D	Polish
FEV Polska	R&D Automotive	English, German
Nordcloud, an IBM Company	R&D IT	English, Polish
Siemens Digital Industries Software	R&D IT	English, Polish
TomTom	R&D IT	English, Polish



# OFFICE SPACE

## POZNAŃ 2021

620,436 m <sup>2</sup>	total modern office stock	73,521 m <sup>2</sup>	gross demand in 2021
61,860 m <sup>2</sup>	under construction	78,585 m <sup>2</sup>	under construction
12.7%	vacancy rate	37,519 m <sup>2</sup>	new supply in 2021
13.50-15.50 €	central business district	90%	of occupancy of newly delivered office projects in 2021
13.50-15.00 €	northern business district	6.2-6.5%	prime office yields in 2021
14.00-15.50 €	eastern business district		
13.00-14.50 €	western business district		
67,500 m <sup>2</sup>	projected pipeline 2021		
26%	share of companies from the business services sector in 2021		
103	number of existing modern office buildings		



### UNDER CONSTRUCTION



### PLANNED PROJECTS

#### ANDERSIA SILVER

39,000 m<sup>2</sup>

Address: Plac Andersa

Estimated delivery date: 2024

#### NOWY RYNEK E

28,500 m<sup>2</sup>

Address: Matyi

Estimated delivery date: 2024

#### PIXEL II

10,600 m<sup>2</sup>

Address: Grunwaldzka

Estimated delivery date: 2024

#### PIXEL III

10,600 m<sup>2</sup>

Address: Grunwaldzka

Estimated delivery date: 2024

## POZNAŃ OFFICE MARKET



## MODERN OFFICE BUILDINGS

620,436 m<sup>2</sup>  
OFFICE SPACE



Source: Colliers, 2021

### STARA RZEŹNIA

20,000 m<sup>2</sup>

Address: Garbary

Estimated delivery date: 2024/2025

### NOWA PALMIARNIA

15,000 m<sup>2</sup>

Address: Matejki

Estimated delivery date: 2024/2025



# STARTUP COMMUNITY

FREE PLACE FOR WORK AND MEETINGS  
AVAILABLE TO EVERYONE IN THE CITY CENTRE

**300** trainings and conferences  
**15,056** participants  
**15,889** guests of coworking zone  
**4,188** participants of the Startup Poznań event

Startup  
POZNAŃ

POZNAŃSKA  
SPOŁECZNOŚĆ  
STARTUPOWA

+jeden

APPROXIMATELY 30 GAME DEVELOPMENT  
STUDIOS THAT MADE ABOUT  
150 GAMES TO THIS DAY.

**PGA**  
POZNAŃ GAME ARENA

THE BIGGEST  
GAMING EVENT  
IN CEE

- 79,000 VISITORS
  - 220 EXHIBITORS
  - 1,600 GAME STATIONS
- (2019)

**GIC**  
GAME INDUSTRY CONFERENCE

GAME INDUSTRY  
CONFERENCE  
WITH MORE THAN

- 3,600 ATTENDEES
  - 640 COMPANIES
  - 160 TALKS
- (2019)



# SMART CITY POZNAN



**37 electric buses**  
from Poznań company Solaris



## Smart City Poznań app\*

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

- approximately 600 cases reported per month
- almost 6,000 solved reports
- almost 10,000 users
- almost 600 ideas and initiatives submitted by residents

\*Download for free for iOS and Android.



## City's chatbot, voicebot and e-services



Easy access to open mobility data



## Extending parking zones

- more space for pedestrians  
more greenery, more safety.

Growing bicycles infrastructure  
and over 1,500 e-scooters to share.



## Poznań 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 (Atmosfera dla Poznania)



Air quality monitoring drones



# QUALITY OF LIFE

## RECREATION IN A GREEN CITY

Green area per resident: 151 m<sup>2</sup>

4 lakes within the city limits: Maltańskie, Kierskie, Rusałka, Strzeszynek

Warta Riverside regeneration – cycle path and city beaches

30 Parks

503 Playgrounds

10 Stadiums

Aquapark and Icerinks

## ENTERTAINMENT AND CULTURE

13 Cinemas

10 Festivals

30 Museums

40 Art Galleries

## FOOD & DRINK

A Culinary Capital of Poland

500 Restaurants and Bars

60 Restaurants in the Gaul & Millau Guide

## HOTELS

2 ★★★★★

12 ★★★★★

24 ★★★

6 ★★

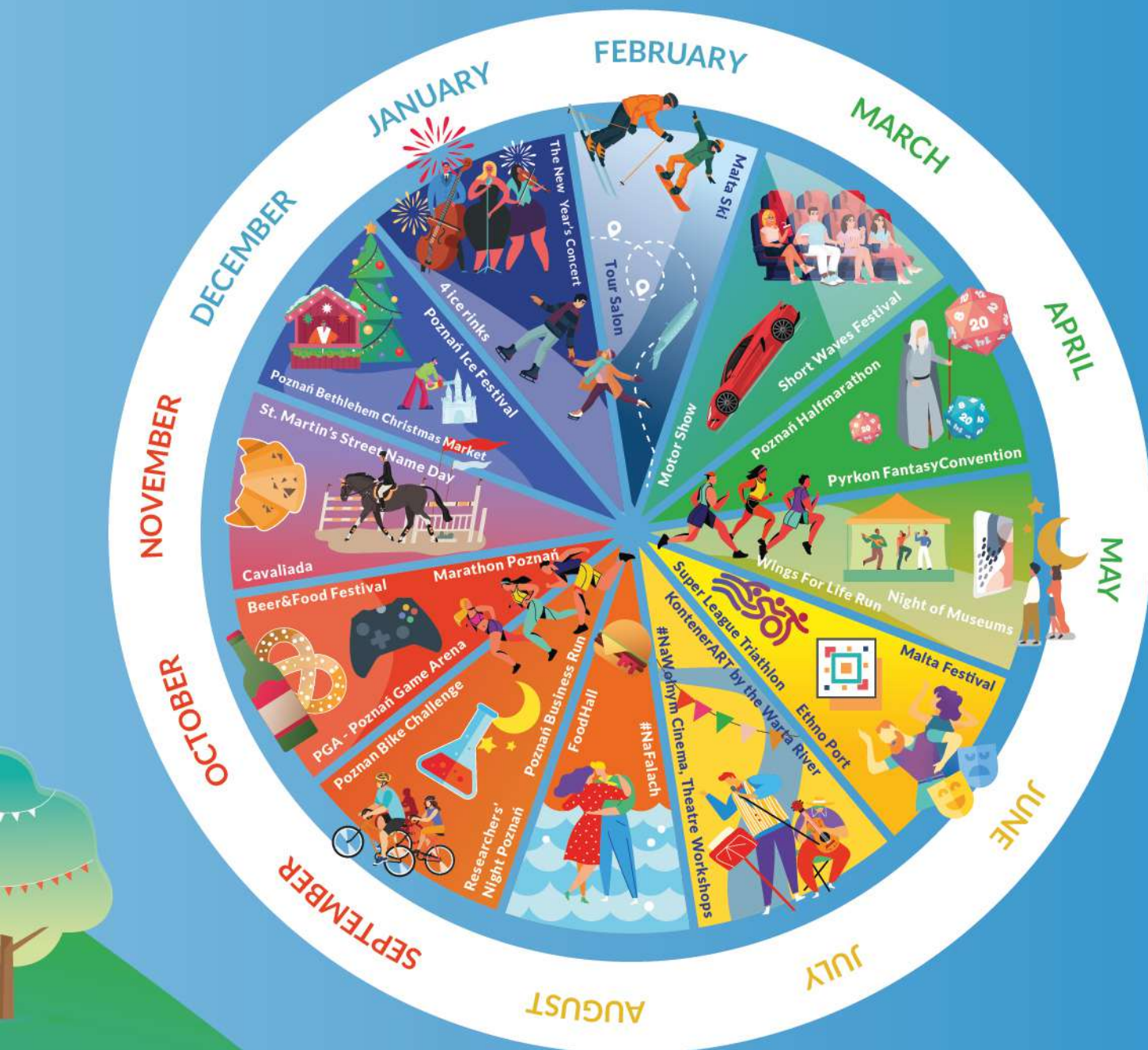
1 ★



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



## COMPREHENSIVE

## INVESTOR SUPPORT

### CHOICE OF INVESTMENT LOCATION

1

#### 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

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 the city and potential investment locations

### PREPARATION FOR STARTING BUSINESS

2

#### 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

#### EMPLOYER BRANDING

Creating a positive image of the investor as an employer

Bespoke solutions in order to recruit the best employees

### AFTERCARE SUPPORT IN ON-GOING ACTIVITIES

3

#### FINANCIAL

Scholarships for student internships at the Poznań-based companies

#### INTANGIBLES

Engaging investors in CSR activities organised by the City of Poznań

Other support services, in response to investors needs





# POZNAN INITIATIVES

## Investor oriented business events

Cocreation of events that reach Poznań's business environment like press conferences, report premieres, business breakfasts.



## BPO/SSC Week

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



## Scholarships

Scholarships may be granted to Poznań university students who are accepted for an internship at a company in Poznań.



## Cooperation with business

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



## German language promotion

City of Poznań motivates young people to learn German language.



## International promotion

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



## Start IT up! in Poznań!

Campaign promoting the most fascinating IT projects straight from Poznań.

Invest in  
**POZnań\***







City of Poznań  
Investor Relations Department

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61-842 Poznań, Poland

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