POZNAŃ = PEOPLE

LATEST DATA ON BPO/SSC MARKET & STUDENTS IN POZNAN, POLAND





534 000 city residents

1400 000 people in Poznań's metropolitan area

STUDENTS & GRADUATES

Students











24 universities 102 164 students

5 300 foreign students

25 100 graduates

Fields of Studies Important for BPO/SSC Sector





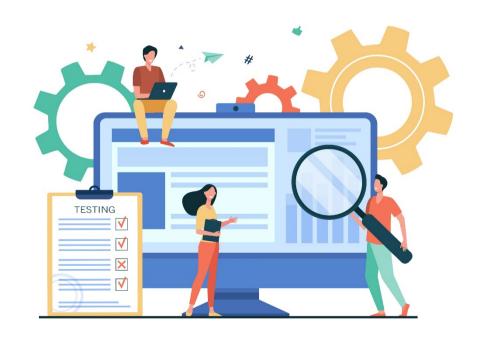
Languages

8 600students1 600graduates



Technical studies

16 200students6 200graduates



IT

6 000students1 500graduates



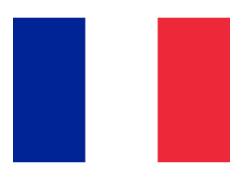
Business&Administration

Language Fields at Universities













1300 students

520 students

270 students

272 students 319 students

BUSINESS SEVICES SECTOR

Big Brands

























Modern Services Sector





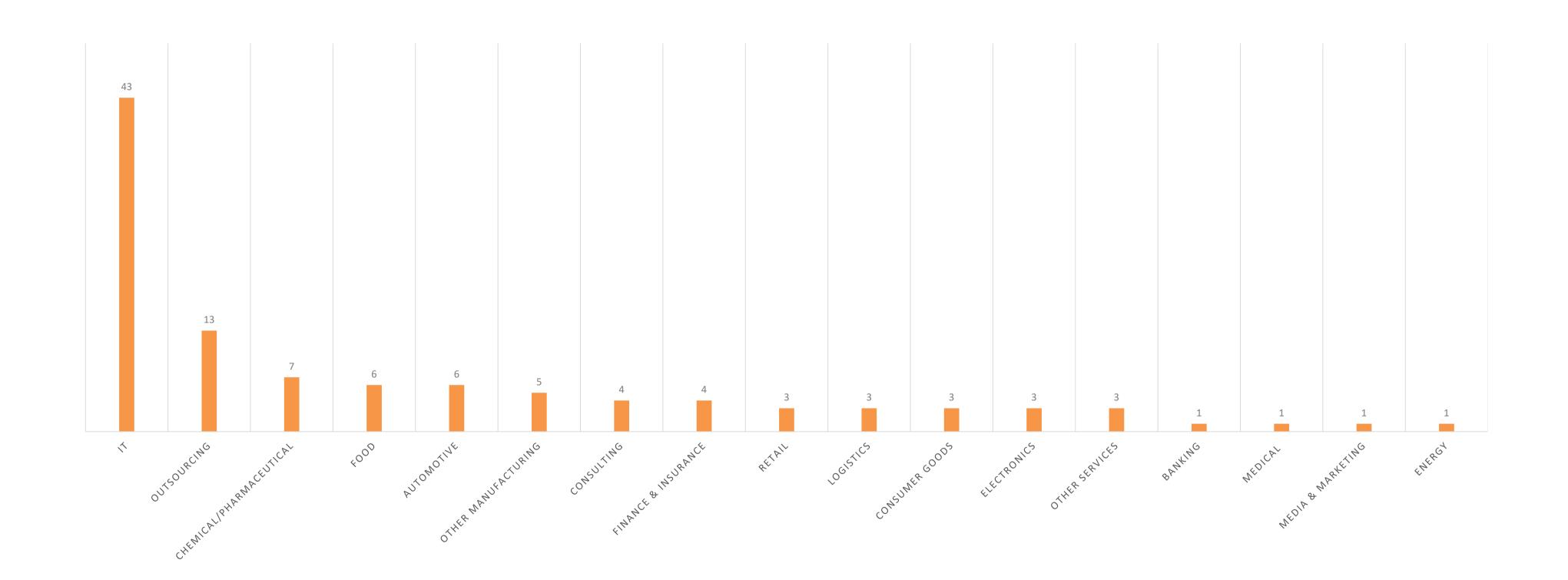
120 services centres



21 500 employees

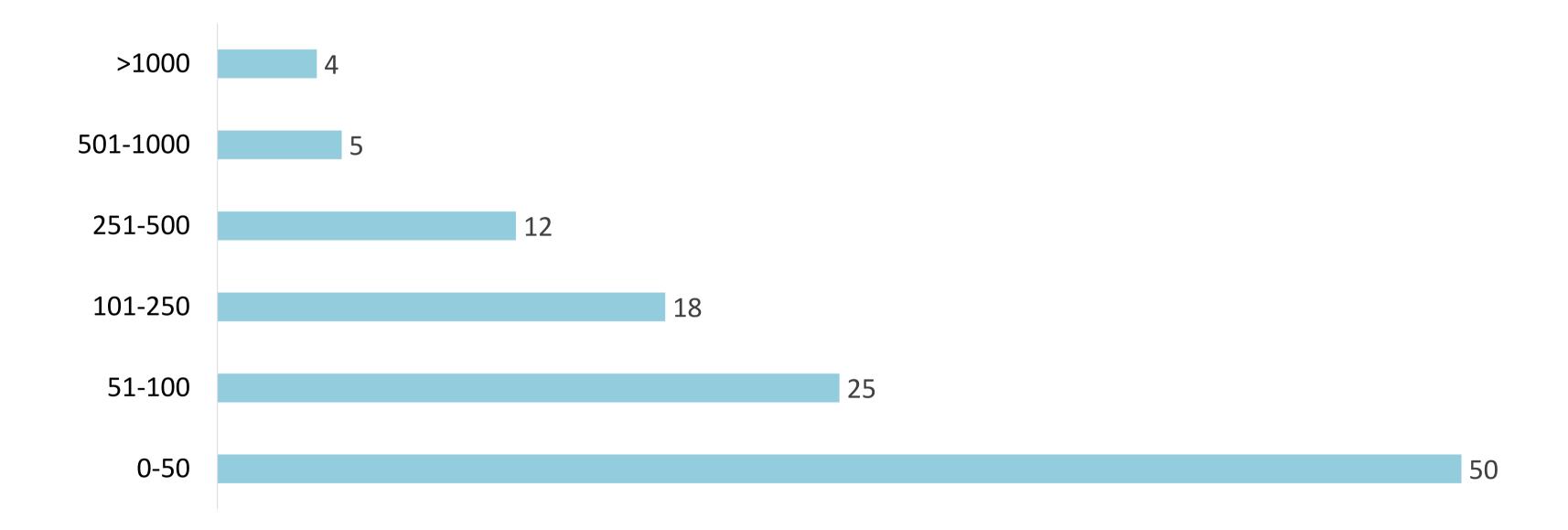
Parent Companies Industries





Centers - Breakdown by Number of Employees







BSS MARKET

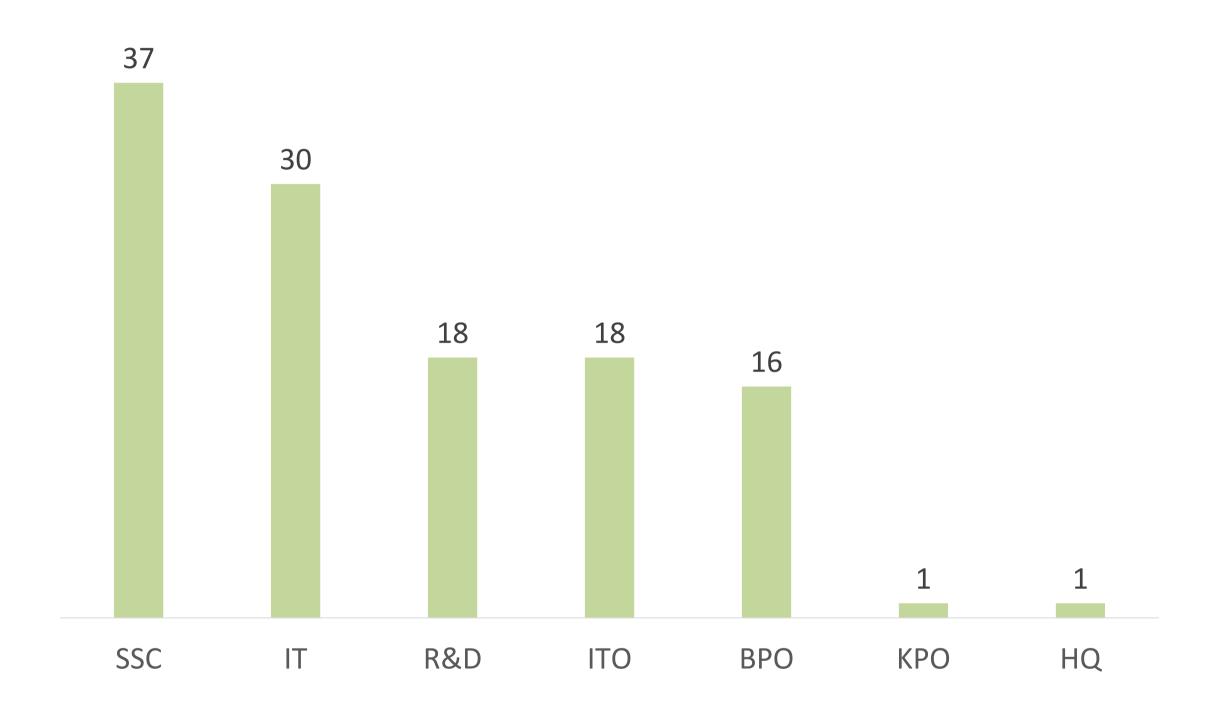
Division of centers by country of origin

Country	Number of Centers
PL	28
USA	22
GER	18
UK	10
FRA	5
NED	5
DEN	4
SWE	3
FIN	3
SWI	2
IRL	2

Country	Number of Centers
BEL	1
RUS	1
ROM	1
NOR	1
CHN	1
POR	1
CAN	1
RSA	1
SPA	1
JAP	1
UKR	1











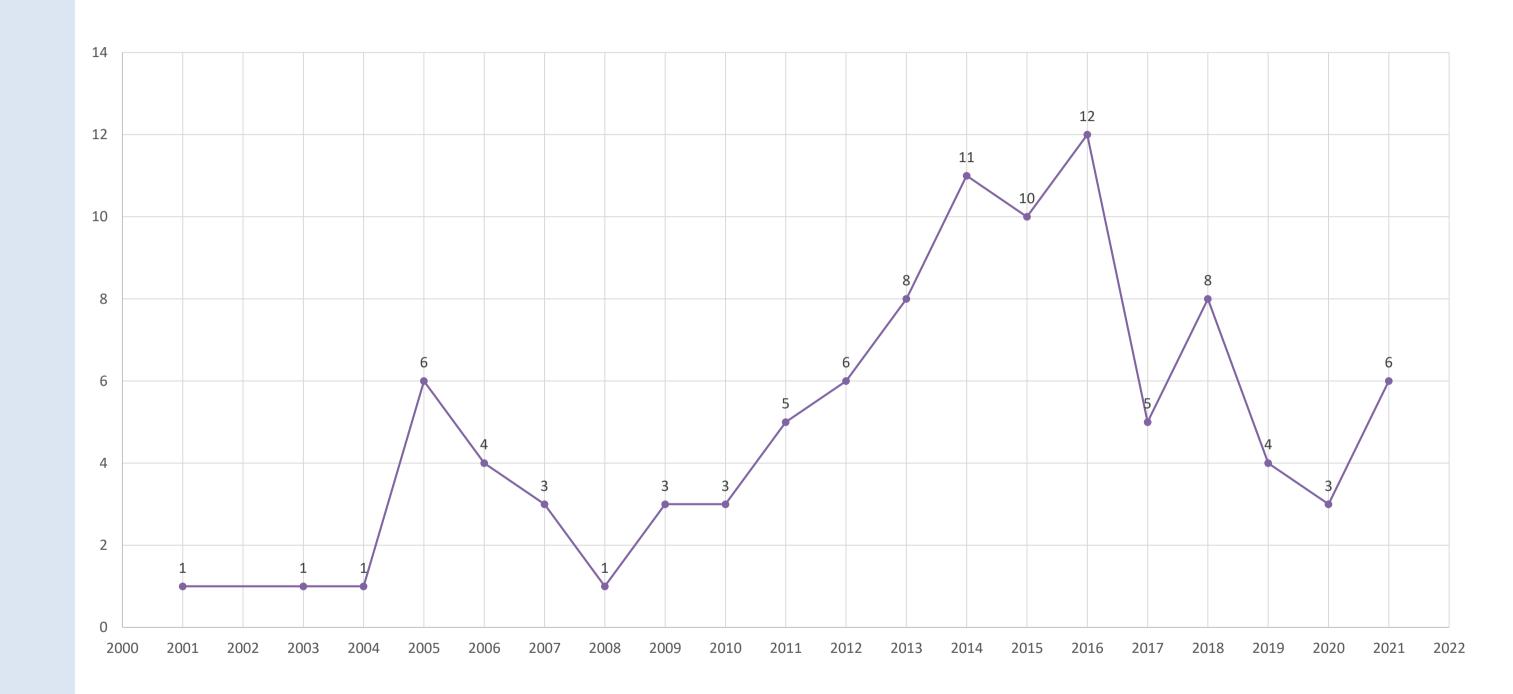
At the beginning

1965	1
1989	1
1991	1
1993	1
1994	2
1995	3
1999	2
2000	1

First center in Poznań was established in 1965.









Number of Centers Supporting Individual

Business Processes

IT Help Desk 32 Software Development 32 Data Center 27 **Financial Services** 14 HR 24 **Customers Services** 30 50 **Supply Chain** 11 Research & Analysis 13 E-Commerce 2 14 Payroll Data & Document Managment 16 Marketing 9 **Legal Services** 8 18 R&D **Business Analysis** 3 **Cyber Security** HCM Consulting Master Data Procurement Controlling 6 SAP IT Video Solutions

44

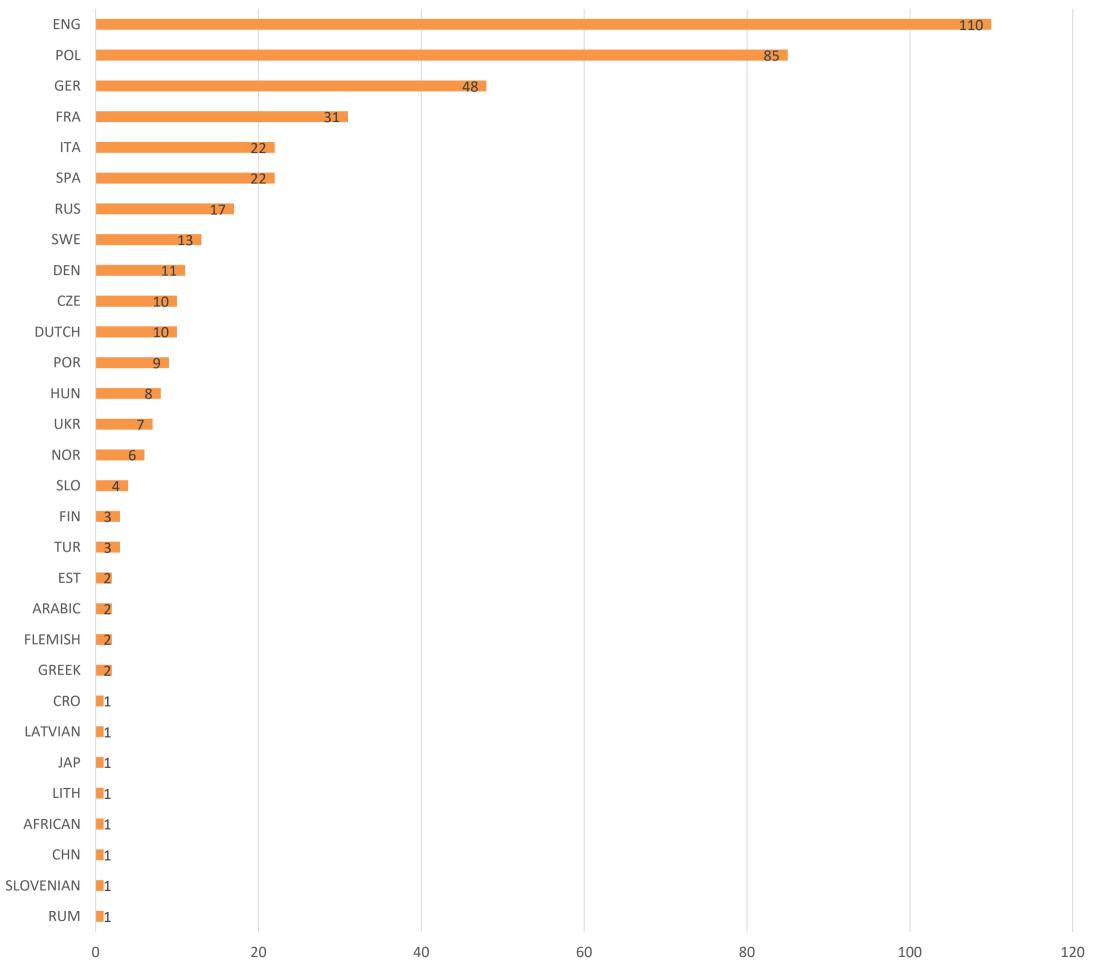
F&A

Infrastructure Management	1
Contact Center	3
Fund Management	1
Audit	1
Reporting	4
Assistant Services	1
Credit Analysis	1
Travel & Expanses	1
Online Payments Security	1
Chemical Analysis	1
Back Office	2
Translations Services	1
Banking Operations	1
Biotechnology	1
Telemarketing	1
Integreation Systems	1
Tax Services	1
Implementations	1
Big Data	2
Al	1
Machine Learning	1
Risk Management	1
Call Center	2
Visualisation	1
Business Intelligence	2



Number of languages used in centers

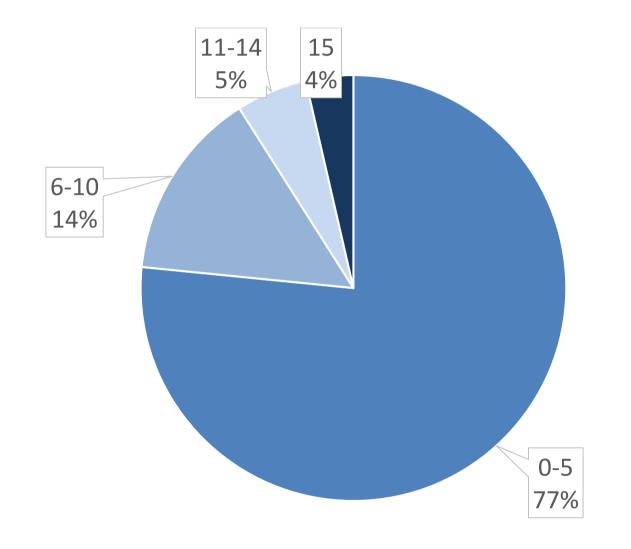








Number of languages used in centers



No. of Languages	No. of Centers
0-5	88
6-10	18
11-14	6
15	4

Comprehensive investors support



Individual support of project manager

 a person dedicated to the project, providing assistance during the whole preparation and implementation of the investment. Preparation of the investment

- presenting the most important data,
- organizing the investor's visit to Poznan,
- organization of meetings with representatives of local government, universities, other companies from the industry, etc.
- current information on available incentives and investment grants.

Start operations

- presentation of the current offer of office space,
- support in obtaining the necessary administrative decisions.

Recruitment assistance

- employer branding by organizing press conferences, distributing materials to local media, through social medial and on the website,
- cooperation with career offices of universities.

Post-investment care

- regular meetings to learn investors' needs and current market challenges,
- student scholarships for internships in Poznań companies,
- cooperation on CSR projects.



INVESTOR RELATIONS DEPARTMENT

City of Poznań, Poland

+ 48 61 878 5428 inwestor@um.poznan.pl

poznan.pl/invest facebook.com/investinpoznan

