



POLAND → INDIA

Towards a business partnership



RECOMMENDATIONS:

- While the European Union remains the main point of reference for Poland and its chief area of activeness, the country has global ambitions and is seeking new opportunities and partners. For foreign players, this represents a new potential for building partnerships with one of Europe's strongest economies.
- One area of potential Indo-Polish cooperation is business process outsourcing (BPO). Poland is the third largest BPO centre in the world, after India and China. The leading Polish BPO locations are Warsaw, Wrocław, Kraków and Łódź. Poland has a large supply of well-educated workers (around 26 million), a large number of whom know foreign languages. It is also well located and has relatively low labour and business costs. Thanks to Poland's proximity to Western Europe, Indian companies see it as an excellent hub from which to serve the entire European market.
- Poland is little known in India, and Poles associate India chiefly with tourism and culture. Thus it would be worthwhile for each country to undertake long-term promotion campaigns in the other to increase knowledge of each other's economies and socio-political climate, and to form clear associations, including brand and product recognition.
- The difference in potential and scale between Poland, with its 38 million inhabitants, and India, with over 1.2 billion, could be decreased by a more intense Polish presence in selected states of the Indian Union, particularly in Gujarat (pop. of about 56 million) and Maharashtra (pop. of nearly 97 million), and also by Poland's organisation of a Visegrad Group-India summit (such a form of cooperation already exists with Japan, and there are similar arrangements between other East-Central European countries and China).

A Land of Opportunity at the Heart of Europe

AUTHORS : MAŁGORZATA BONIKOWSKA, PAWEŁ RABIEJ

In the last decade, Poland has considerably strengthened its political position, while its economy has reached a high level of internationalisation. As an active member of the European Union, NATO and the Schengen zone, Poland has not only been a leader of political change in East-Central Europe, but also the Old Continent's healthiest economy and a very close partner of the EU's largest economy – Germany.

While Europe remains one of the wealthiest regions in the world and still has huge growth potential, its image abroad has been dominated by the recent financial crisis. The EU as a whole went through a recession in 2012, with a fall in GDP of 0.3 per cent. Poland was the exception with a GDP growth of 1.9 per cent. During the last 20 years, Poland's growth has been much higher and has fluctuated around 4 per cent. Poland's GDP increase has been notable in the context of crisis-torn Europe. From 2008 to 2011, Poland's cumulative GDP growth was 15.8 per cent – the highest of the entire continent. Such high growth was due to a large domestic market of more than 38 million consumers, but also to rising

15.8%
the
cumulated
Polish GDP
growth rate
in 2008-2011
– the best
result on the
European
continent

exports. This in turn was the result of high labour productivity and the competitiveness of Polish products.

These are impressive achievements and they did not come about by chance. Poland's economic strength is due primarily to its consistent approach to introducing free-market reforms after 1989, thus creating solid foundations for an open and competitive economy; to the explosion of Polish entrepreneurship (which was not possible prior to 1989); to the high level of foreign investment; and to the effects of Poland's integration with the European Union, which Poland joined in 2004. This is an efficient model for growth in the European context when seen in conjunction with Poland's relatively low national debt, the innovative



Poland has successfully carried out political, economic and social transformations, and has created a stable foundation for further stable growth. Poland's foreign partners can make use of Poland's fresh experience in the building of an effective state and a free-market economy.

nature of Polish businesses and labour costs that are still lower than in other EU countries. As foreign investors keep saying, the Poles themselves are the Polish economy's greatest capital – they speak foreign languages, are known for their strict work ethic, are unusually flexible, and at the same time, are still willing to work for lower pay than in Western Europe.

FROM FORMER POWER TO TRAGEDY AND REBIRTH

Poland lies in the geographical centre of Europe, at the crossroads of routes from east to west and north to south, and its location allows it to be an intermediary and connecting point: for centuries it has been adapting models of civilisation taken from the West and East. The history of the Polish state goes back over a thousand years – quite a long time in European terms. In the 16th and 17th centuries the Polish-Lithuanian Commonwealth, an organism formed by Poland and Lithuania, became the largest European state, a multi-ethnic and well-run society with a unique model of government – a gentry democracy. By the 18th century the Polish-Lithuanian Commonwealth was in decline, due in part to a crisis of central authority

and a failure to appreciate external threats. The neighbours – Russia, Prussia and Austria, which had all become powerful absolutist monarchies by that time – took advantage of the situation: they partitioned the territory of the Polish state and wiped Poland off the map of Europe for 123 years. For more than a century, Poles struggled to regain their independence, launching several nationwide insurrections against the partitioning powers.

When Poland's independence was restored after the First World War in 1918, its territory was much smaller. After a twenty-year period during which Poland consolidated its statehood and economy, the country was attacked by Hitler's Germany, and thus the Second World War started. When it ended in 1945, Poland and other East-Central European countries found themselves in the Soviet sphere of influence, behind the Iron Curtain, cut off from the rapidly developing West. An inefficient centrally-planned economy and reduced sovereignty prevented the Polish state from fully exploiting its development potential after the war. During this time, Western Europe was quickly rebuilt from the ruins and started to form communities and began to work towards creating a single European market.

Still, Poland enjoyed relative freedom and autonomy among the countries in the Soviet Bloc: the country escaped the collectivisation of agriculture and various social experiments. The Catholic Church played a strong social role, unlike in other Eastern Bloc countries. This role increased further when the Pole, Karol Wojtyła, became Pope John Paul II. When the Soviet Bloc began to fall apart at the end of the 1980s, Polish opposition leaders, working with the Solidarity trade union movement created in 1980 and headed by Lech Wałęsa, reached an agreement with the government during the Round Table talks. Both the regime and the opposition aimed to preserve the state's stability and sovereignty. The agreement paved the way for peaceful political and economic transformations in Poland and precipitated change throughout Central Europe, including the much celebrated tearing down of the Berlin Wall, the symbol of the division of Europe.

Poland's first non-communist government, inaugurated in September 1989, drew up a radical plan of reforms, which was implemented in a mere 111 days and provided the framework for a free-market economy as well as the foundations

Far-reaching economic and socio-political transformations have changed Poland into the world's 23th largest economy and an influential member of the European Union. The country's present aspirations are global.

Poland has been revising its development strategies and looking for new opportunities and partnerships.



More and better the condition of the Polish economy would not be possible without the active and dynamic work of Polish companies in international markets. Evidence of this even a systematic increase in the ratio of exports to GDP in the last decade. (...) We stress the importance of global market challenges for the development of Polish economy, which also require new tools to shape economic order. Development of the social model of the economy is necessary to preserve the stability of the Polish economy. Requires not only deliberate legislative action, but also changes in citizenship.

Janusz Piechociński,
Deputy-Prime Minister
and Minister of Economy of Poland

PHOTO: WWW.MG.GOV.PL

resourcefulness and took matters into their own hands with great zeal. The businesses they founded initially had to operate in difficult conditions, which rapidly made them competitive. Poland's new businesspeople had to show boldness and initiative, find capital and information – both of which were scarce at the time – and learn the best practices in Europe and around the world, including modern management standards. The strength of contemporary Poland is due to this mass economic revolution.

AN INVESTMENT DESTINATION IN THE CENTRE OF EUROPE

Another factor that led to rapid growth was the development of the financial sector and the capital market. The Warsaw Stock Exchange was reactivated as early as 1992, and it is the largest exchange in Central Europe today, larger than the one in Vienna, both in terms of trade volume, number of companies listed and debuts. The privatisation of state enterprises provided funds for the state budget but also made it possible to attract foreign investors, thus helping to modernise most sectors of the Polish economy.

The value of foreign direct investment in Poland since the beginning of transformations has exceeded 230 billion USD. It has mostly come from other European countries. Foreign investors have appeared in almost all economic sectors. Initially, foreign investors only intended to gain a share of the large Polish market and invested mostly in production and retail. Over time, however, the businesses set up by foreign investors began to expand to other European countries. Investments in the manufacturing of innovative products and in services (automotive assembly, manufacture of electronic goods and high-tech and advanced design CVA products) also began to appear.

For a number of years Poland has been one of the world's most attractive markets for advanced business service centres, including research and development and shared service ones. Owing to its location in a time zone that allows for trade with the entire world and to its highly trained workers with knowledge of foreign languages, Poland has been competing successfully as an offshoring destination with Asian countries such as India, the Philippines and China. Today this sector is made up of more than 400 companies and employs more than 100,000 people. A report by Everest Group shows that Poland has become the European country that is best prepared for the transfer of business processes from other countries. It is the only country in Europe that is part of the group of countries that serve as a location for more than fifty centres for the largest global corporations. Kraków was named one of the top ten offshoring locations in the world in the *Tholons* ranking (coming higher than Singapore).

Apart from investing in international services, R&D, financial services, programming, and logistics, foreign investors also invest in the automotive, machinery, aviation, electronic goods, pharmaceuticals and biotechnology sectors. **According to the UNCTAD World Investment Report 2014, Poland is currently the 13th most attractive economy in the world for investment.** Furthermore, according to the consultants Ernst&Young, while it is true that investors mention Germany first when asked to name the optimal location for investment in Europe, Poland comes second.

STRATEGIC COURSE – THE EUROPEAN UNION

Since the economic transformations began, the most important point of reference for Poland has been the European Union, and the most important goal has been to be part of a united continent. At the beginning of the 1990s, Europe was completing work on the single market and reviewing the founding treaties of the European Communities with respect to creating the European Union and preparing for a common currency. The European Treaty signed in 1991, stated that Poland's strategic political and economic goal was to become a fully fledged EU member.

During a five-year period (1999-2004), Poland prepared for accession to the European Union by carrying out administrative and institutional reforms and harmonising the Polish legal system with EU law. This was the deciding factor in changing both the public and business sectors. At the public administration level, this resulted in modernisation and greater transparency. The reforms also prepared Polish companies for stiff competition on the EU market and led them to be more innovative and professional in their operations. The period just prior to EU accession saw the establishment of a large number of powerful Polish exporters, such as Selena, Atlas, Mokate,

ca.
160
billion
EUR
in EU funds
allocated
to Poland
for 2007-2020,
over two 7-year
financial
perspectives,
as part of
the European
Cohesion
Policy

Comarch, Asseco, Nowy Styl, Maspex and LPP. Their high-quality goods began to appear not only in Poland but also on foreign markets, where they were quite successful. There was also a 'technological bonus' which helped Polish businesses to develop: as many companies and institutions in Poland were created from scratch, from the outset they sought and implemented the latest technological solutions.

Poland became a member of the European Union in 2004. This opened the European market to Polish business and, in time, to Polish workers. At the same time, Polish companies had to compete with more powerful ones in Western Europe. The EU funding for Polish infrastructure and innovative projects caused a tremendous surge in economic development: over 100 billion USD was infused into a broad range of development projects in the first 10 years of EU-membership.

In recent years, Poland has continued to grow and strengthen its role in the EU and Euro-Atlantic structures (Poland joined NATO in 1999). Poland's per capita GDP rose to more than 60 per cent of the EU average (by comparison, it was at about 50 per cent in the year of EU accession). Today, Poland is an important and increasingly valued player in the now 28-member European Union. **For the moment, Poland, like the United Kingdom, will remain outside the eurozone, of 19 EU countries (since January 2015).** On the political stage, Poland is a proponent of greater economic integration with the EU and of abolishing the remaining barriers to a truly free market. It is also working intensively to develop relations with the EU's eastern neighbours through the Eastern Partnership – an EU policy initiated by Poland and Sweden and directed at the ex-Soviet states of Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.



LESZEK BALCEROWICZ



Several months before the fall of the Berlin Wall, in June 1989, Poland held the first free elections in East-Central Europe after the Second World War. The government of Tadeusz Mazowiecki that they led to introduced far-reaching reforms proposed by Leszek Balcerowicz, its minister of finance. A year later, Lech Wałęsa, leader of the Solidarity trade union and Nobel Peace Prize winner, was elected president. They are the two most important individuals of the beginnings of Poland's transformations. In 2013, 30 years after Wałęsa won the Nobel Peace prize, Warsaw hosted the World Nobel Prize Winners' Summit.

POLAND'S STRATEGY FOR FUTURE GROWTH

In 2009, for the second time, Poland came second, behind Finland, in the *European Growth and Jobs Monitor* ranking of developing countries as defined by the Lisbon Strategy, which sets out European development goals until 2020. This means that Poland has been developing not only rapidly but also innovatively. This success rests upon four solid pillars: a high level of productivity in relation to labour costs (this indicator is almost twice that in Western European countries); a young, educated and ambitious workforce; stable finances and a strong position in the European Union.

The size of the Polish market will certainly be a major growth factor. **The World Bank has described the Polish economy as a high-income economy. With a population of more than 38 million people (7.6 per cent of the EU's population) and a per capita GDP of 23,275 USD (PPP), it is the EU's 6th largest economy and the world's 23th.** Poland continues to be named in several rankings as one of the most attractive European markets for foreign direct investment. According to the FDI Report 2013, Poland is one

of only two EU countries that drew more green-field investments in 2012 than in the previous year. Investment incentives offered by the government, regions, special economic zones, industrial zones and technological parks are additional factors drawing investment. **The average hourly cost of labour in Poland, at 11 USD, is still two to three times lower than in Western Europe (34 USD in France and 32 USD in Germany). Although it is higher than in the newest EU member countries (Romania and Bulgaria), it is attractive to investors in conjunction with the high quality of labour.**

The solid position of Polish businesses that are leaders in their respective market segments also create potential for mergers and acquisitions. After two decades of growth, many Polish businesses are seeking areas of expansion and capital ties. Exports, which have grown by an average of over 15 per cent per year over the last 10 years, are one of the factors hastening this process. During this latter period, the value of Polish exports has more than quadrupled – from 42 billion USD

to 183 billion USD. The type of exported products and services is also changing, from cheap goods and goods of commodity-driven businesses to high-quality CVA goods. Poland's share of global exports is increasing, while that of the 'old' EU countries is dropping (over the last five years, Greece's share in global exports has fallen by 20 per cent, Italy's and France's by 19 per cent, and Germany's by 8.3 per cent). The increasing importance of exports has led Polish businesses to look for close alliances in key markets.

In the coming years, the factors spurring Poland's growth will be continued European integration, public investments supporting development, comprehensive funding of innovation and creation of CVA goods, the public's yearning for prosperity, and digitisation and metropolisation.

Rising exports and a greater inclination on the part of Polish companies to expand abroad is one of the driving forces behind Poland's economic growth. It is understandable that Poland is focused, economically and politically, on Europe but recently this horizon has been widening thanks to, among other things, the greater maturity of the Polish economy and businesses, the greater role of exports in the economy, and the competitiveness of Polish products. This is making Polish products popular on the European and other markets, and causing Polish businesses to seek opportunities in various world markets.

DISCOVER NEW PARTNERS AND POTENTIALS

Entering the Indian market – one that is distant and governed by different rules and cultural norms than in Europe – is a challenge for Polish companies. This can be seen in India's negligible share of Poland's foreign trade (0.21 per cent of exports and 0.55 per cent of imports). Nevertheless, **India is one of Poland's most important non-European economic partners** – it comes fifth after



India is a very important partner for the Polish exports and investment, which is why we aim to double our turnover. We also want to cooperate in industrial sectors such as coal mining, energy, sector of agriculture and food products and the environment, and increase our commitment to investment.

Jerzy Witold Pietrewicz,
Deputy Minister of Economy, Poland

PHOTO: WWW.MG.GOV.PL

Poland has become the European country that is best prepared for the transfer of business processes from other countries.

China, the United States, South Korea and Japan – and a positive dynamic can be noticed in Indo-Polish trade. In 2011, bilateral trade rose by 42 per cent, but it grew by only 1 per cent in 2013 (overall trade between the two countries amounted to 1.95 billion USD), but Polish exports rose by 26 per cent, to 524 million USD, and imports rose by 18 per cent, to 1.465 billion USD.

The main Polish goods sold to India in 2012 were base products and base metal products, including iron and steel products, as well as copper and derivatives. An important share was made up by plastics and rubber products, as well as machines, mechanical equipment, and electrical items. Imports were dominated by textiles and textile products, chemical industry products, and mechanical and electrical equipment.

Although trade remains the basis for bilateral economic relations, the value of direct investments is growing. According to the National Bank of Poland, the value of Polish private investments in India at the end of 2012 amounted to 218 million USD, while Indian businesses have invested 92 million USD in Poland. Polish companies which decided to invest in India include TZMO, which produces personal hygiene articles in Toruń, and Can-Pack, which produces cans in Aurangabad. Ingot, a cosmetics producer from Przemyśl, already has ten shops in India operated as a franchise. The investments of Indian entrepreneurs in Poland have mainly been in the sectors of new technologies, IT, outsourcing, cars, machines, steel production and packaging.

PROMISING SECTORS

For India, Poland and the other countries of East-Central Europe are an attractive alternative to contacts with Western Europe.

As foreign investors keep saying, the Poles themselves are the Polish economy's greatest capital.

Poland, as the largest country of the region and an influential member of the EU, could provide a gateway for Indian companies wishing to expand in the EU and Russia. It is also an ideal place to set up service centres, particularly in the ICT and BPO sectors. At the political level, Poland, which is strengthening its position and wishes to play a greater role in international relations, could be an important strategic ally in the EU for Indian business.

An area in which Poland and India could cooperate in both the economic and political spheres is energy and the related issue of the international climate change regime. Both states largely use coal to produce electrical power (around 90 per cent in Poland and 70 per cent in India) and are striving to shape future agreements on limiting global carbon dioxide emissions in a way that wouldn't hamper economic growth.*

These converging interests were apparent during the recent climate control summit in Warsaw, when India turned out to be Poland's best ally in working out a compromise. Furthermore, both countries' great dependence on oil imports make diversification of supplies a priority. India also faces a great electrification challenge (25 per cent of Indians have no access to electricity) and ensuring stable supplies. The magnitude of this challenge is reflected in the International Energy Agency's forecast predicting that, by 2035, India's energy needs will grow by 250 per cent; the use of coal and gas by 300 per cent, and oil by more than 200 per cent. Nuclear energy is expected to play an important role in India's energy policy (a production capability of 27,000 MW is planned over the next 10 years); Poland has minimal experience in this field and could be the recipient of Indian expertise.

The situation is different for mining (design, well digging, supply of mining machinery and modernisation of power plants built by Polish companies in the past), quarrying, oil and gas exploration, energy efficiency, non-conventional energy sources (shale gas) or green technology. Another sector that has a chance of becoming a pillar of Indo-Polish partnership is BPO (business processes outsourcing), in which India is a world leader (having 37 per cent of the global outsourcing market); Poland, on the other hand, is becoming a regional leader in this area (Kraków found itself among the first ten countries in *Tholons 2013 top 100 Outsourcing Destinations*). The latest trend among companies active in the Indian market is interest in investments abroad. This also concerns Poland, where Indian companies in the BPO and IT sector – VSNL, Teleglobe International Holdings, KPIT Cummins, Zensar Technologies, Genpact, HCL Technologies, Infosys, Wipro, Irena, Intelnet Global Services and CSS – are already serious players.

India's experience in creating conditions for dynamic growth in these sectors and in establishing local companies to provide services for global players can be fully used in



Polish food is exported to more than 100 countries in the world where it is very appreciated by consumers. Thanks to financial means from the Promotion Funds founded in the middle of 2009, further countries have a possibility to know high quality food values represented by Polish products. After nine months of 2014, the value of export of Polish agro-food products amounted to more than 15 billion EUR. It means that there is a great chance to repeat last year results in this area which means gaining the level of more than 20 billion EUR.

Marek Sawicki,
Minister of Agriculture, Poland

PHOTO: WWW.MINROL.GOV.PL

Poland could be an important strategic ally in the EU for Indian business.

Poland, a country situated at the heart of Europe, with a population of 38 million and with skilled and educated workers who speak foreign languages and have a European mindset.

Taking into account India's other needs and Polish export capabilities, **opportunities for bilateral cooperation also exist in health care (medical and hospital equipment), food processing, the chemical industry (fine chemicals, paint ingredients) and defense (Polish military technology).**

Poland is looking abroad for new business opportunities in renewable energy, heavy engineering, infrastructure, new technologies, environment, waste management, healthcare, education and tourism. Polish businesspeople have noted that



In 10 years of EU membership, Poland has firmly tied its economy to European markets, built a strong economic and political alliance with its neighbour, Germany, which takes in 25 per cent of Polish exports and gave Poland the chance to launch important European projects such as the Eastern Partnership, a part of the European Neighbourhood Policy, or the European Endowment Fund. In the years 2009-2011, Jerzy Buzek, the former Polish prime minister, was President of the European Parliament. In 2014 the Polish Prime Minister Donald Tusk was elected by the leaders of 28 EU member states as a President of the European Council – number 1 top job in the EU.

consumption is growing in India and this is a good reason for them to seek markets beyond Europe. The more so, as Indo-Polish economic relations were very vibrant in the 1960s, 70s and the 80s, when Polish engineers and experts were building factories, water plants and other facilities in socialist India in the days of Nehru and Indira Gandhi. The past hasn't been forgotten and can help generate a good climate for business cooperation today. Poland still exports equipment for India's power plants, mines and railways, as well as chemicals, metals, machinery and arms.

WINDS OF CHANGE

The Indian Union and the European Union arose as a result of a great vision. Europe needed peace and stability, while India wanted independence. Today, both unions are at a crossroads, and need to set new strategic goals in order to find a place in the emerging network-based world order.

Both unions can benefit from closer mutual relations: Europe as India's main ally in the western world, India as Europe's strategic partner in Asia. Such an alliance between the world's two largest democracies would significantly reinforce the process of building sustainable and intelligent development in the world. Both unions can learn much from each other by using existing solution models in the spheres of politics, the economy and society, and the experiences derived from their application. Europe can support India in building an efficient democracy and a modern public sector with education, health-care and social assistance systems that include all citizens.

India, in turn, can offer Europe support in the sphere of multi-cultural management and openness for 'otherness at home' and it can teach Europe how to adapt to and absorb differences without domination. India also has valuable economic experience

* Patryk Kugiel, Lidia Puka, 'Potrzeby energetyczne Indii – szanse dla Polski', Biuletyn PISM [India's Energy Needs – An Opportunity for Poland], Polish Institute of International Affairs Bulletin] no. 67 (1043), 24 June 2013.

in new and promising market segments, such as the poor client.

In the last two decades, Poland and India have traveled a similar path – they have rejected the command economy for a free-market system and have joined the global economy. Poland also joined the EU, NATO and the Schengen zone, while India achieved the position of major political and economic player in its region and one of the world's most promising rising powers – a member of the BRICS group. Today, both countries are asking questions about the future. **The celebrations of 60 years of diplomatic relations between the two countries is a good opportunity to strengthen their economic ties.**

It is worth encouraging business ties between the two countries and encourage Indian entrepreneurs to see Poland as a good business destination. In addition to a stable economy and a place of promising business opportunities, India should view Poland as an important EU member. Being the biggest new EU member state, Poland seeks to play the leading role in the CEE region. It hasn't yet decided when to join the eurozone but has committed to doing so in the near future in the EU Accession Treaty. Poles support European integration and consider EU membership to be crucial, both for the present and the future. Poland is strengthening its position within the EU by forging strategic partnerships with other EU members, especially with Germany - Poland's main trading partner and the destination of 25 per cent of Polish exports.



1989

beginning of political and market reforms in Poland

235.1 billion USD

value of direct investment by foreign companies since 1990

Source: NBP, 2014

57.4 billion USD

value of direct investment by Polish firms abroad

Source: NBP, 2014

2004

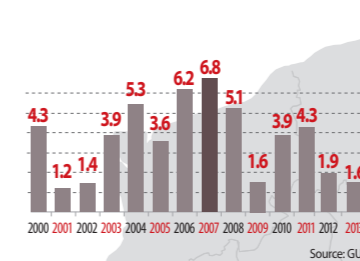
Poland joins the European Union

506 million

people live in the EU 7.6 per cent of whom are Poles

Source: Eurostat, 2014

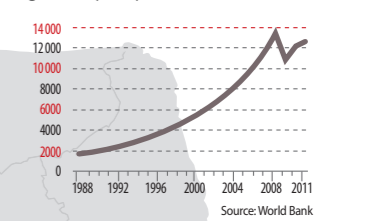
GDP Growth in 2000–2013 (%)



6.8%

Poland's highest GDP growth rate (in 2007)

Unprecedented Growth of Income in the Post-WWII Period

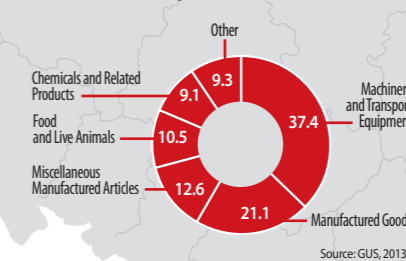


3-fold

is how much the value of Poland's exports has grown from 2002 to 2012 – to 226 billion USD

Source: UNCTAD, 2013

Breakdown of Exports (in %)



76.1%

of Polish exports go to the European Union

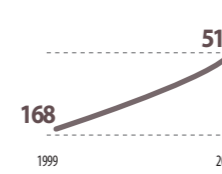
Source: GUS, 2013

971

new companies registered in Poland every day in 2013 (one every 29 seconds)

Source: Centralny Ośrodek Informacji Gospodarczej (Central Economic Information Center), 2014

Gross Domestic Product (in billion USD)



Over 300%

Poland's GDP increase in 1999–2013

Per Capita GDP of Chosen EU Countries in 2006–2012

	in thousand USD							as % of EU average (PPP)						
	2006	2007	2008	2009	2010	2011	2012	2006	2007	2008	2009	2010	2011	2012
EU	29.7	34.2	36.6	32.6	32.4	34.9	32.8	100	100	100	100	100	100	100
Eurozone	33.0	37.8	41.2	37.5	36.7	39.4	36.5	110	110	110	109	109	109	108
Czech Republic	14.5	17.5	21.7	18.9	19.0	20.6	18.5	80	83	81	83	81	81	81
Germany	35.2	40.3	43.9	40.0	40.2	43.9	41.4	116	116	116	115	120	123	123
Hungary	11.2	13.6	15.4	12.7	12.8	13.9	12.7	63	62	64	65	66	67	67
Poland	8.9	11.1	13.9	11.3	12.3	13.4	12.7	52	55	56	61	63	65	67

Source: UNCTAD, Eurostat, 2014

792.4 billion USD

Poland's GDP (PPP) in 2012

Source: IMF, 2013

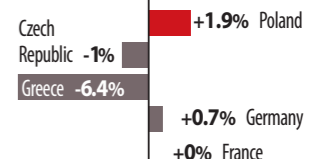
64.2%

of Poles are of working age

Source: GUS, 2013

1.9%

Poland's GDP growth in 2012; it fell in the EU as a whole by 0.4 per cent





Poland has **38.5 million** inhabitants.

Germany has 80.5 million, France – 65.6 million, UK – 63.9 million and Italy – 59.7 million inhabitants

Source: Eurostat, 2014

67% Poland's per capita GDP as a percentage of the EU average

Source: Eurostat, 2014

2012 per Capita GDP (% of EU average)

Poland	67	Luxembourg	262
Hungary	67	United States	153.3
Greece	75	Austria	130
Czech Republic	79	Netherlands	128
Spain	95	Germany	122.3
France	108	UK	110

Poland's Main Trade Partners



Source: GUS, 2013

Poland's Competitiveness

Country	Place
Switzerland	1
Singapore	2
Germany	4
USA	5
Poland	42
Turkey	44
Czech Republic	46
Italy	49
South Africa	53
Hungary	63

Source: Global Competitiveness Report 2013-2014, WEF

13th

place makes Poland one of the world's most attractive places to invest in 2014-2016

Source: UNSTAD, World Investment Report, 2014

1st Investment

Poland's place in the ranking of the most attractive investment locations in Central and Eastern Europe. Voting global firm managers rated Poland as high as Germany.

Source: 2013 European Attractiveness Survey, Ernst and Young

79%

of foreign investments made by Polish firms involved building businesses from the ground up

Source: PAIIZ

Foreign Subsidiaries and Branches of Polish Companies



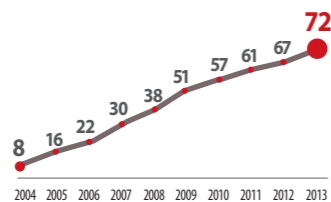
Source: GUS, 2011

Internet **94%**

of Poland's firms have access to the Internet

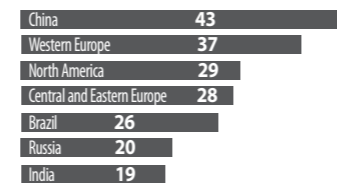
Source: Information society in Poland, Central Statistical Office of Poland, 2013

Networking percentage of the Polish population with access to the Internet in 2004-2013



Source: Eurostat

Which region is the most attractive investment destination? (in %)



Source: 2013 European Attractiveness Survey, Ernst and Young

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A Ph.D. in humanities, she specializes in international relations (with particular emphasis on the European Union foreign policy) and communication in public institutions. EU expert, government consultant and academic fellow, she is author of circa 200 publications and tutor of over 100 BA, MA and post-graduated thesis. Graduated from the Warsaw University (Italian studies), University of Paris-Sorbonne (history and political sciences) and the PWST (history of culture) as well as from two Ph.D. programs in Poland and abroad, she completed her specialization at the School of International and Public Affairs at the Columbia University in New York (Fulbright Program). A TV journalist first, she moved in 1998 to the Office of the Committee for European Information (UKIE). In 2001-2007, she acted as an expert and head of the European Commission Information and Communication Programme in Poland and Bulgaria. She takes part in EU projects in Europe and Asia.



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