

SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

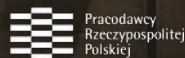
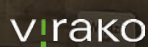
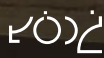
Investment potential of Łódź

Edition 4

Strategic Partners:

City partner:

Honorary Patrons:



Patrons:



SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential

ŁÓDŹ



“

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

ARTUR SKIBA

Foreword

Ladies and Gentlemen,

We are very pleased to present the series of reports from the fourth edition of the Business Environment Assessment Study. This is a comprehensive compilation of data and analysis, enriched with expert commentary.

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

The report reflects the current situation in the market and provides a business perspective, identifying the main trends in the economic development of companies in Poland's largest cities.

The project once again came about through close cooperation between Antal, a leader in HR consulting, and Cushman & Wakefield, a recognized real estate expert and leading international real estate services consultancy.

Our knowledge and experience were crucial in analysing the survey results and creating the report, which is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

1,290
decision-makers

The survey included 1,290 decision-makers, representatives of companies active on the Polish market.

9 cities

The project includes an analysis of the business environment in nine cities, and takes into account important areas such as:

1. the city's overall assessment,
2. infrastructure,
3. office space,
4. government support,
5. education potential,
6. employment potential,
7. business potential and
8. evaluation of the location as a place to live.

- the cost of living,
- housing prices on the secondary and primary markets,
- office rental rates,
- wages offered by employers,
- the number of students and graduates, and
- the number of employed people in the region by sector.

We hope that this report will become a valuable source of knowledge and inspiration for all those interested in business development and investment in the Polish market.

Enjoy your reading.

The report accurately describes the specifics of the Łódź market.

It contains key market information for investors, including:

Artur Skiba
ANTAL PRESIDENT

Krzysztof Misiak
EXECUTIVE PARTNER, HEAD OF POLAND,
CUSHMAN & WAKEFIELD

“

The report is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

KRZYSZTOF MISIAK

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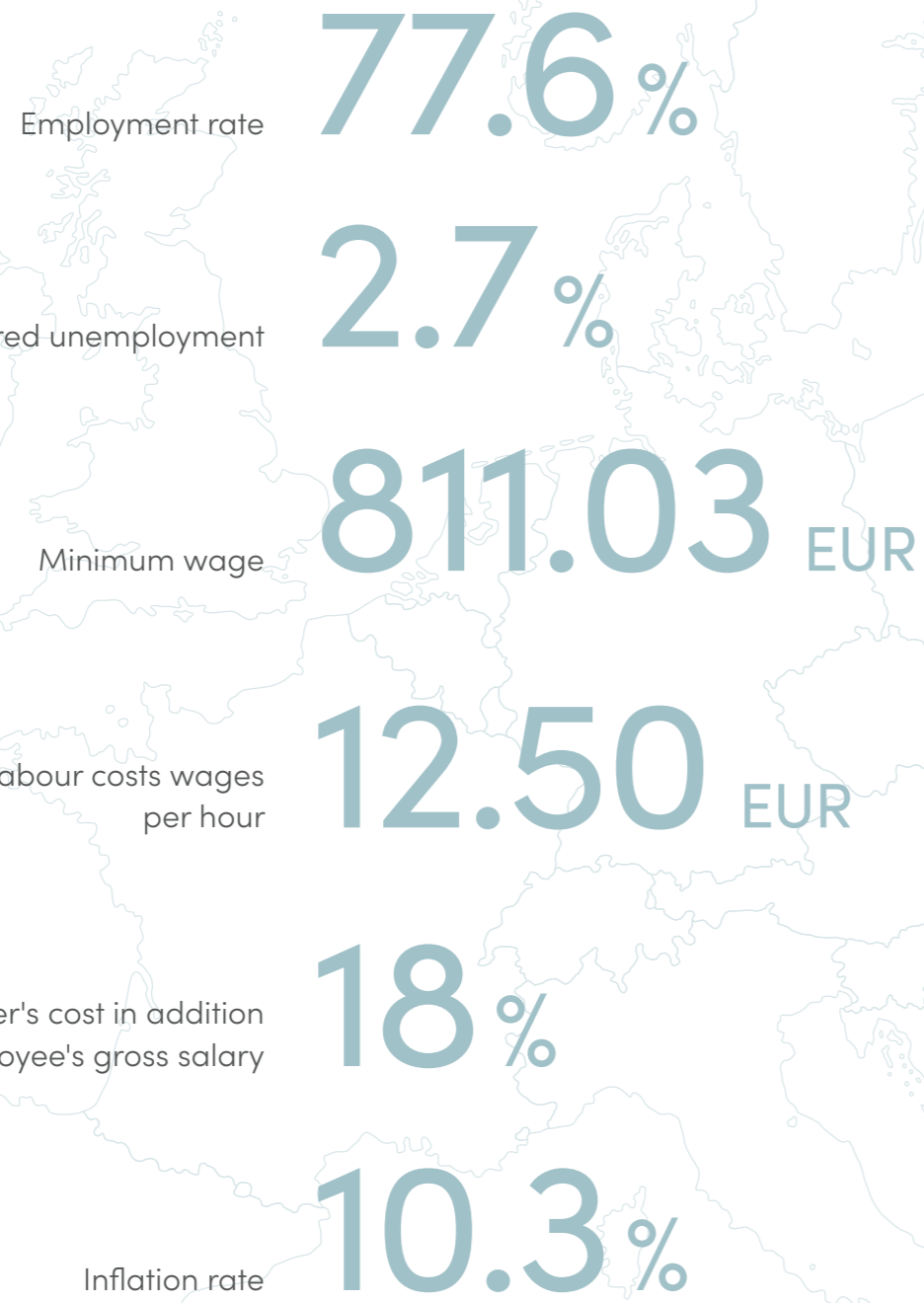


INVESTMENT POTENTIAL

Introduction

Investment potential – introduction

ECONOMIC INDICATORS AND EMPLOYMENT CONDITIONS IN POLAND



POLAND IN COMPARISON WITH SELECTED EUROPEAN COUNTRIES

Country	Employment rate [%]	Registered unemployment [%]	Minimum wage [EUR]	Labour costs wages per hour [EUR]	Employer's cost in addition to employee's gross salary [% of salary]	Inflation rate [%]
UE (27 countries)	75.3%	5.9%		30.50	24.8%	6.1%
Bulgaria	78.1%	4.0%	398.81	8.20	13.3%	7.8%
Czech Republic	81.8%	2.7%	728.67	16.40	24.0%	10.2%
Germany	81.4%	3.0%	1,997.00	39.50	23.3%	6.5%
Hungary	80.6%	3.9%	623.77	10.70	14.2%	17.5%
Poland	77.6%	2.7%	811.03	12.50	18.0%	10.3%
Romania	68.5%	5.4%	604.41	9.50	5.3%	8.9%
Slovakia	77.3%	6.0%	700.00	15.60	27.0%	10.3%
Eurostat data	Q1 2023	June 2023	Q2 2023	2022	2022	July 2023

“

The immediate future for FDI inflows to Poland looks optimistic, but nevertheless maintaining a competitive investment climate has been, is and will always be a challenge.

RADEK PITUCH

INVESTMENT POTENTIAL

Expert commentary

Radek Pituch

MANAGER BSS & TECH PROJECTS, DIRECT INVESTMENTS DEPARTMENT
POLISH INVESTMENT AND TRADE AGENCY (PAIH)

Poland has been maintaining and strengthening its leading position in attracting foreign investments in the CEE region for a long time. This positive trend is reflected in the investment portfolio of the Polish Investment and Trade Agency.

Since 2018, PAIH has recorded record highs in terms of investment outlays and the number of declared, newly created jobs supported projects.

The passing months of 2023 were particularly exceptional in this regard. We can speak of effective support for the placement of 47 new investments in Poland, many of which are carried out by well-known global brands from various sectors of the economy, from financial services, through the automotive industry, to semiconductors. In addition, PAIH's portfolio includes nearly 150 active projects that the agency is seeking to locate in Poland.

A number of factors are contributing to the continued growth of investment rates in Poland. First of all, it is necessary to point to the human resources potential – the wide availability of qualified and experienced talent. Poland has the largest population potential among CEE countries, and is one of the largest academic centres in Europe.

In the current market conditions, this is an undeniable asset. Second, Poland is a country open to innovation and new technologies. This is evidenced by some 100 newly created R&D and IT investments over the past two years. Third, an invaluable investment magnet is the excellent range of forms of business support for companies deciding to locate their capital in Poland. Thanks to an amendment to the *Program for the Support of Investments of Significant Importance to the Polish Economy for 2011-2030*, applying for a cash grant, of which PAIH is the operator, is even more transparent than before.

The immediate future for FDI inflows to Poland looks optimistic, but nevertheless maintaining a competitive investment climate has been, is and will always be a challenge. It is necessary to remain open to new industries, read well the needs and expectations of business and new investors, and actively promote the potential of the Polish economy internationally.



PART 1

Łódź – introduction

ŁÓDŹ

Average rating

7.2

1.01.

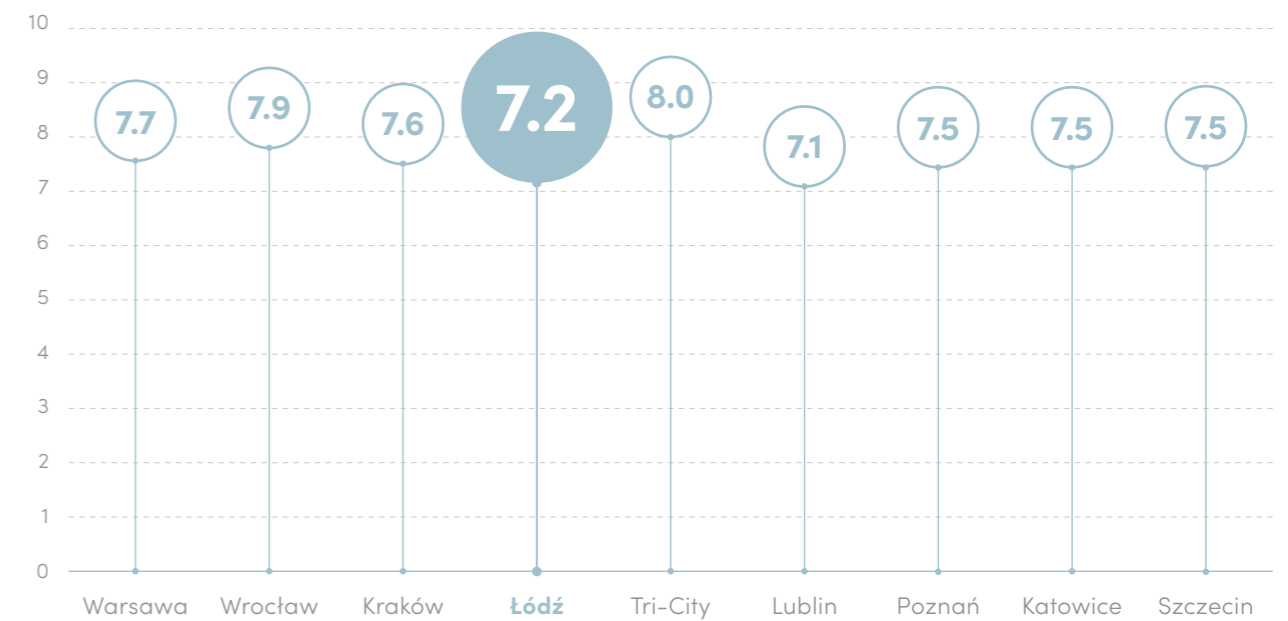
Łódź assesment

The Business Environment Assessment Study highlighted the main aspects influencing companies' investment decisions.

Respondents were asked to assess the business environment in the cities in which they operate. By compiling several indicators for each area, the report presents a comprehensive rating expressed on a scale of 0-10, where 0 is the worst possible rating and 10 is the best.

CHART 1.1.

Average rating of all factors for Łódź



Łódź is one of the most interesting regions in Poland for new investments.

The city hall's initiatives, the innovative Special Economic Zone, a very good location and transportation infrastructure mean that the city will continue to grow rapidly for the foreseeable future.

An important aspect is also the staff, trained by respected educational units, as well as increasingly relocating or commuting from nearby locations, including Warsaw.

Łódź is a city of young, creative people, and there are sure to be many pioneering and valuable large-scale projects here.

Find out more at www.investmentpotential.pl

“

The key factors for companies are location and a skilled and competitive workforce, which has a lot to offer in Łódź.

MATEUSZ SIPA

ŁÓDŹ – INTRODUCTION

Expert commentary

Mateusz Sipa

PERFORMING THE DUTIES OF DEPUTY DIRECTOR OF THE OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL COOPERATION, ŁÓDŹ CITY HALL

Today, Łódź is a significant and rapidly growing economic hub in the CEE region.

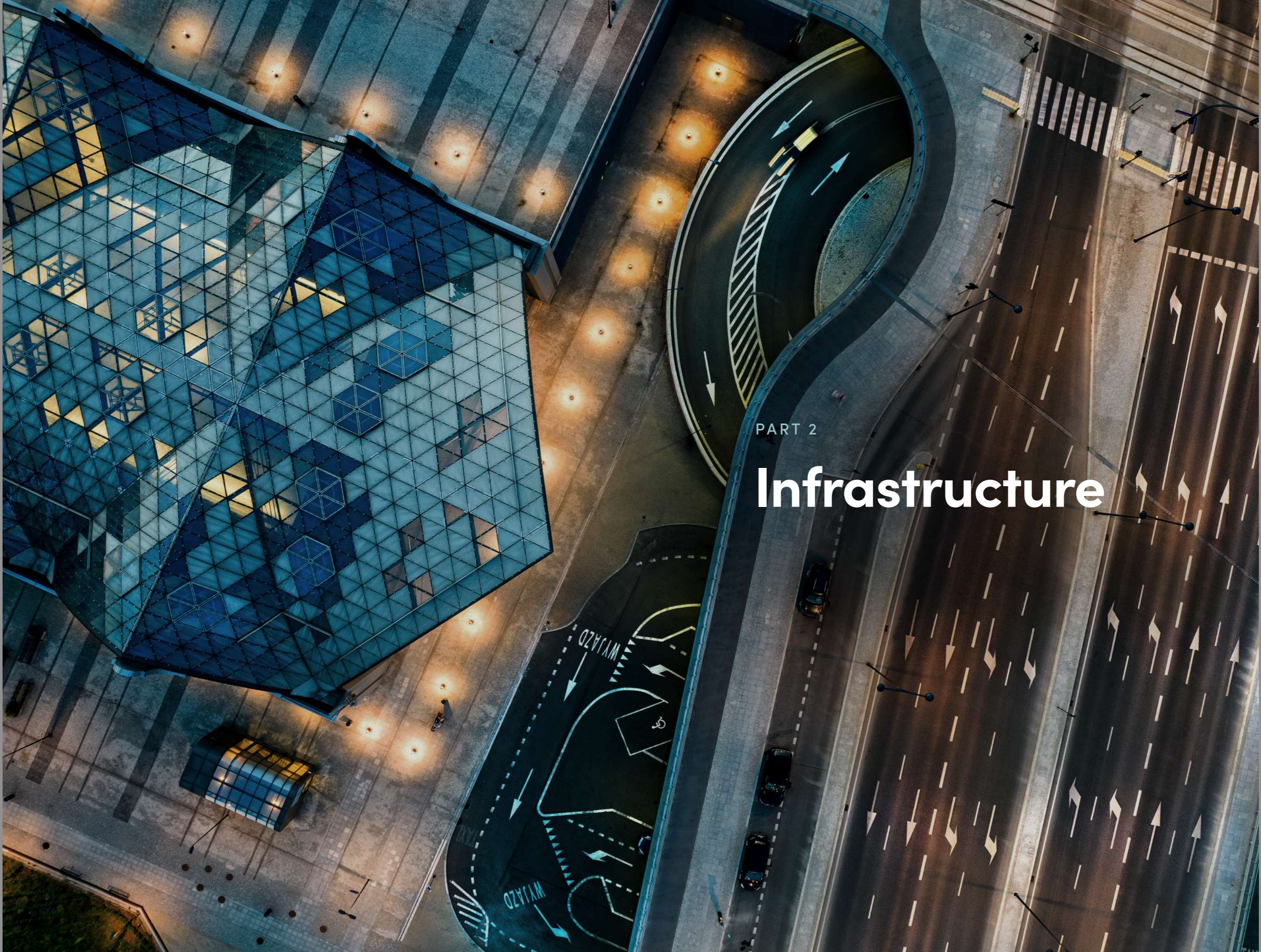
The central location gives the city's development momentum and makes it attractive to current and potential investors.

The key factors for companies are location and a skilled and competitive workforce, which has a lot to offer in Łódź – considering all career levels – both high- and mid-level managers, as well as students and graduates.

This is influenced by the many activities supported by the city to create good living and development conditions.

The city's higher education institutions deliver thousands of graduates in economics, information technology and foreign language philology to the job market every year, the majors most in demand among employers in the business services sector.

In response to investors' needs, in 2023, together with business, we launched a new postgraduate course – FinTech (at the University of Łódź), an “IT Executive Masterclass” program in cooperation with CIONET, and a full-time postgraduate course at the University of Łódź in AML Analyst – counteracting money laundering.



PART 2

Infrastructure

INFRASTRUCTURE

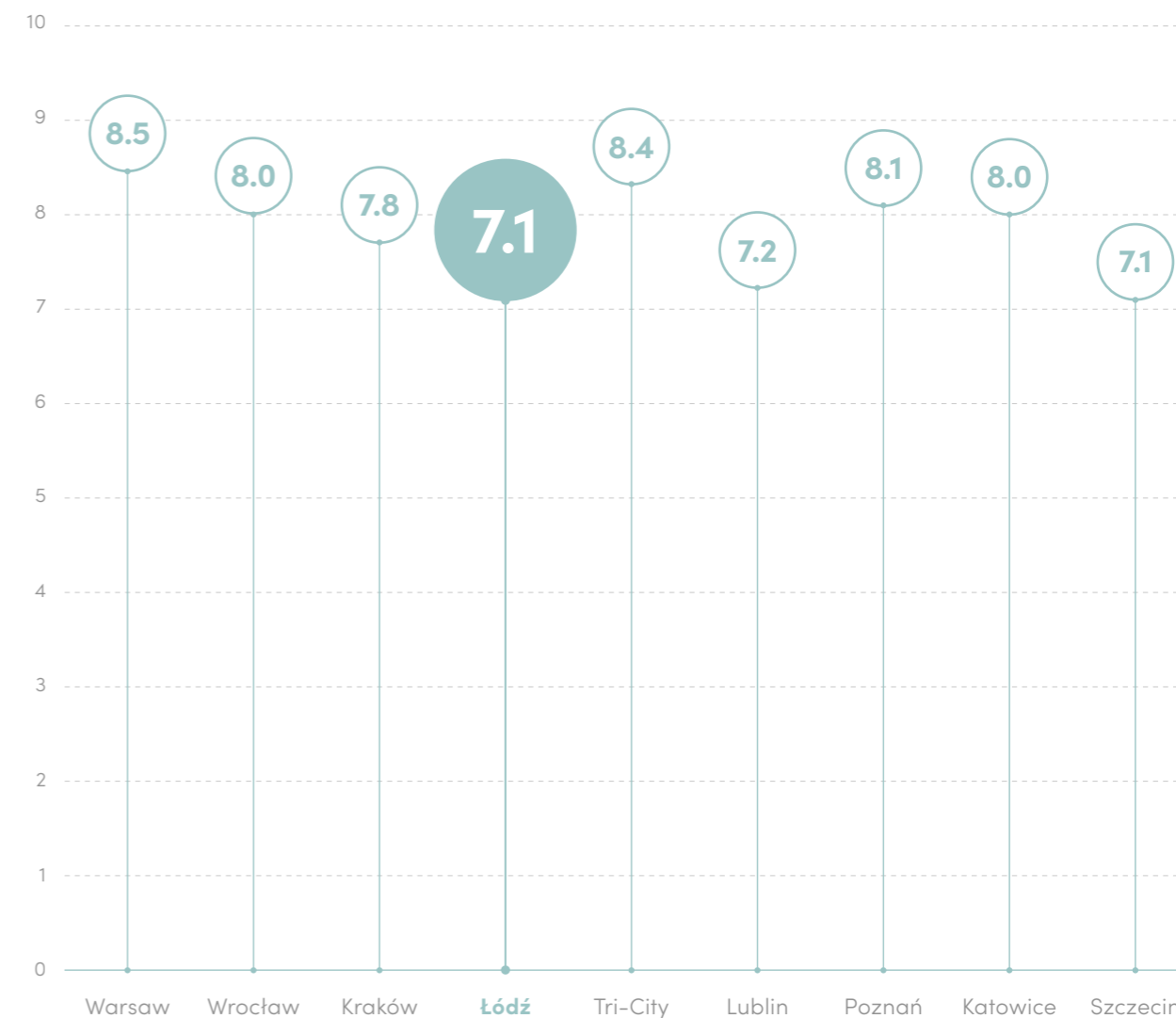
Average rating

7.1

2.01.
Infrastructure

CHART 2.1.

Average infrastructure rating for Łódź



Łódź's favourable economic situation is influenced primarily by its central location, which, combined with its well-prepared infrastructure (airport, intersection of the trans-European motorways A1 and A2, extensive network of

railroad connections, railroad station – Łódź Fabryczna), translates into attractive business development opportunities especially in the logistics sector.

Find out more at www.investmentpotential.pl

“

The city has seen incredible growth in the logistics and transportation sectors. We are also seeing improvements in employment and living conditions, which has had a positive impact on the service industry.

ZUZANNA KRECH

INFRASTRUCTURE

Expert commentary

Zuzanna Krech

ASSOCIATE, REGIONAL DIRECTOR CENTRAL POLAND, CUSHMAN & WAKEFIELD

For a long time, the residents of Łódź have heard a consistent message regarding major investment changes in transportation infrastructure and quality of life. Today we are seeing the final stage of these projects. Both residents and investors are beginning to make real use of the new facilities.

The construction of the cross-city tunnel, which began in 2020, is underway – a strategic investment by the city to connect its neighborhoods and enable long-distance train travel. The project includes several stages, which will result in shorter travel times from Łódź to Warsaw, Wrocław or Poznań.

The airport remains a challenge for local authorities. A modern airport with an expanded route network would attract more companies looking for logistics facilities, which means even more jobs.

Despite this, the city has seen incredible growth in the logistics and transportation sectors. We are also seeing improvements in employment and living conditions, which has had a positive impact on the service industry.

Łódź's capital is increasingly mature, but there is still space in the city to introduce new business.



PART 3

Office space

OFFICE SPACE

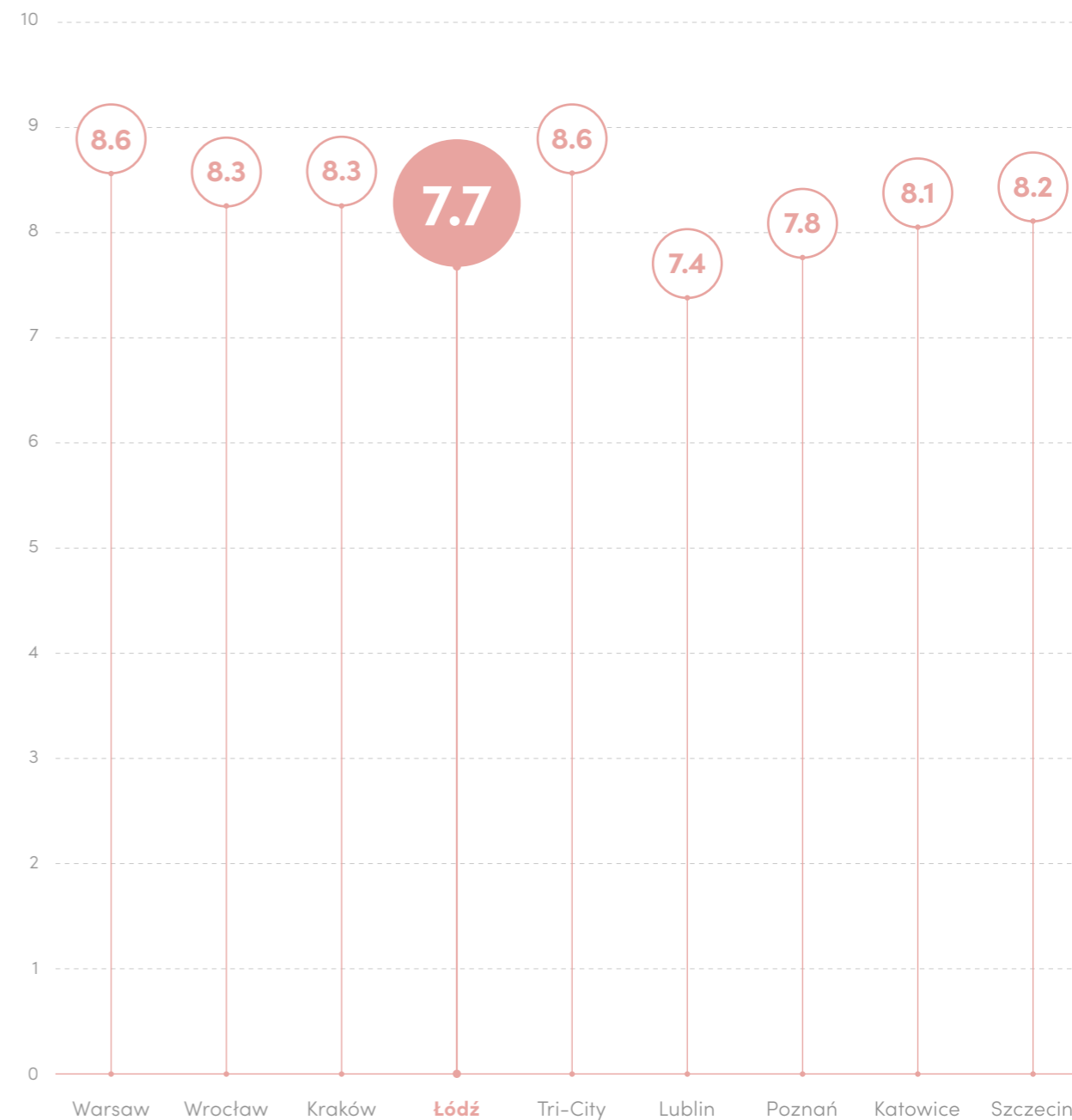
Average rating

7.7

3.01. Office space

CHART 3.1.

Average office space rating for Łódź



Find out more at www.investmentpotential.pl

3.02. Real estate in Łódź

BASIC DATA ABOUT THE REAL ESTATE MARKET

12.50-13.50 EUR/ m² / month

Asking rents

102

Number of existing office buildings

48,000 m²

Office space under construction

1,900 m²

New supply

30,700 m²

Gross demand

23.4%

Vacancy rate

635,400 m²

Total stock of office space

OFFICE SPACE STOCK BY AGE

164,300 m²

0-5 years

185,400 m²

6-10 years

285,800 m²

over 10 years

CUSHMAN &

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WAKEFIELD

“

A peculiarity of the degree of maturity of the Łódź real estate market is the high susceptibility of the larger individual projects commissioned to the market to the formation of market data.

ANNA SZUREK

OFFICE SPACE

Expert commentary

Anna Szurek

NEGOTIATOR, CUSHMAN & WAKEFIELD

Łódź is fighting with great determination for new investors, convincing them of its uniqueness and potential talent pool while providing quality living and working space.

As a result of their consistent efforts, the following companies have recently decided to enter Łódź: Alorica, Onwelo and First Derivatives.

However, new investors do not always translate directly into a reduction in vacancies. Some of these entities are opting for intermediate, more business-assured options, such as serviced offices.

Investors in flex space have recognised the potential in Łódź and have recently been developing their portfolio of flexible offices.

The total volume of office space in Łódź is already more than 635,000 sqm with nearly 48,000 sqm currently under construction.

A peculiarity of the degree of maturity of the Łódź real estate market is the high susceptibility of the larger individual projects commissioned to the market to the formation of market data.

According to plans, the WIMA Widzewska Manufaktura (Cavatina) project is scheduled to be delivered to the market in Q2 2024, which will be a relatively large injection of modern office space.

We can therefore expect another increase in the vacancy rate in 2024.



PART 4

Public administration support

PUBLIC ADMINISTRATION SUPPORT

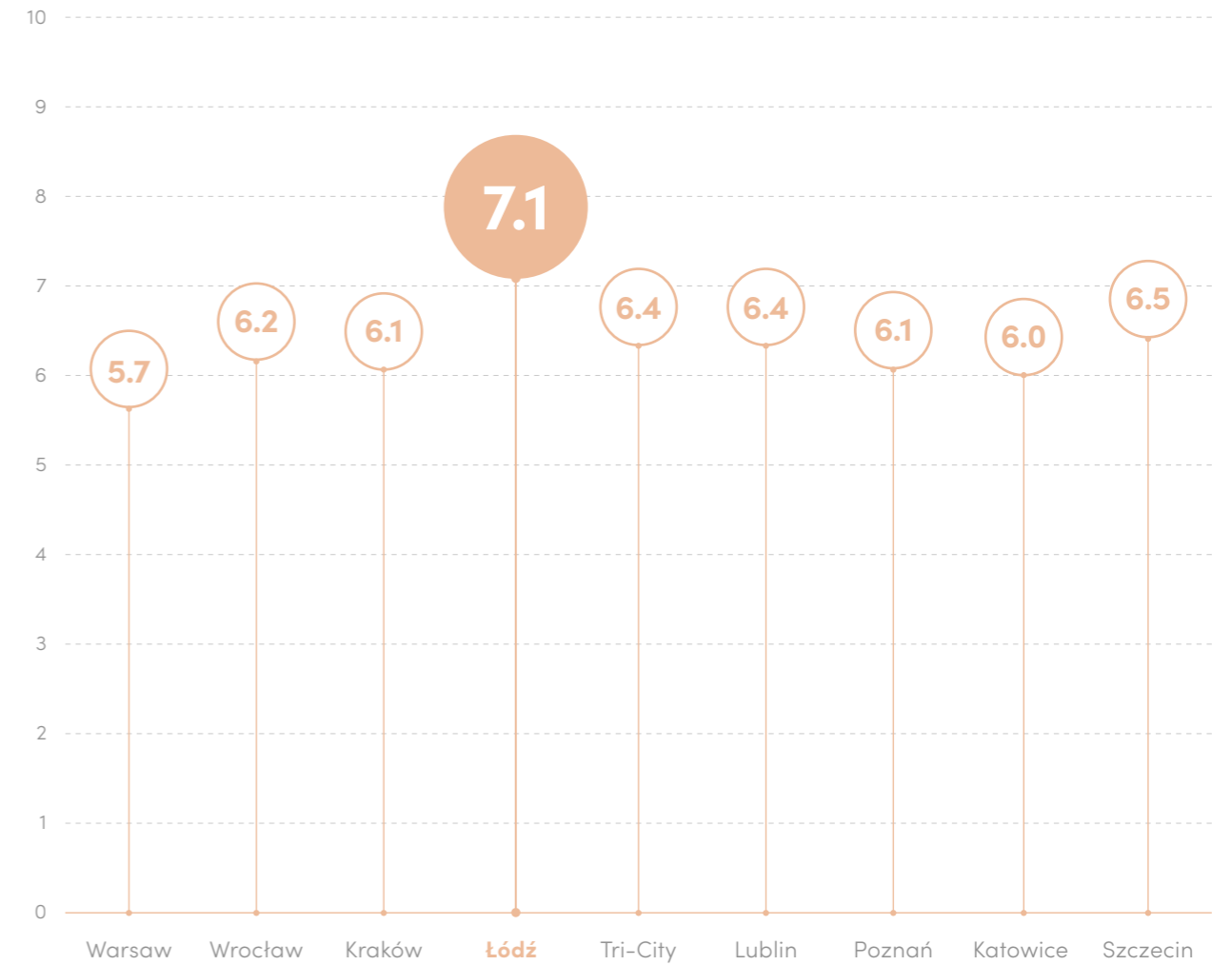
Average rating

7.1

4.01. Public administration support

CHART 4.1.

Average rating of public administration support for Łódź



The city's Office of Investor Service and Foreign Cooperation operates within the city, supporting businesses already located in the city, as well as entrepreneurs considering new investment.

Entrepreneurs are also actively supported by the District Labour Office (pol. Powiatowy Urząd Pracy), the Łódź Special Economic Zone, the Investor and Exporter Service centre and the Łódź Agency of Regional Development.

Find out more at www.investmentpotential.pl



PART 5

Educational potential

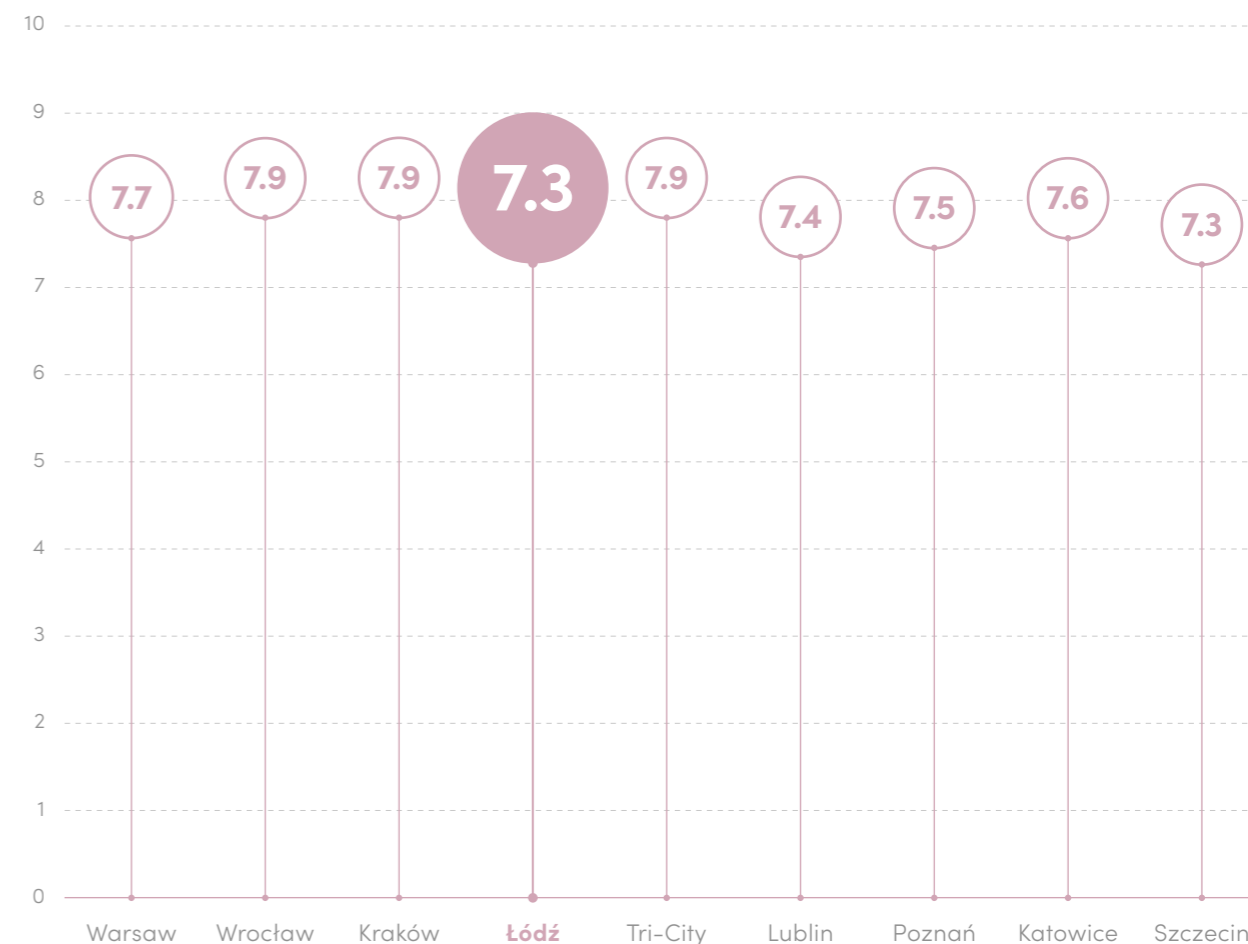
EDUCATIONAL POTENTIAL

Average rating

7.3

5.01. Educational potential understood as the availability of future employees

CHART 5.1. Average assessment of educational potential for Łódź



Łódź is one of the most important academic centres in Poland.

More than 70,000 students study there, nearly a quarter of whom are visitors from different parts of the country and abroad.

A total of 19 higher education institutions, 7 public and 14 non-public, and 30 research and development institutions are located in the city.

Find out more at www.investmentpotential.pl

AVAILABILITY OF FUTURE EMPLOYEES
IN ŁÓDŹ

21

Number of universities

71,691

Number of students

17,042

Number of graduates

NUMBER OF STUDENTS BY AREA
OF KNOWLEDGE

2,915

Finance

5,037

Engineering

5,986

IT

1,782

Philologies



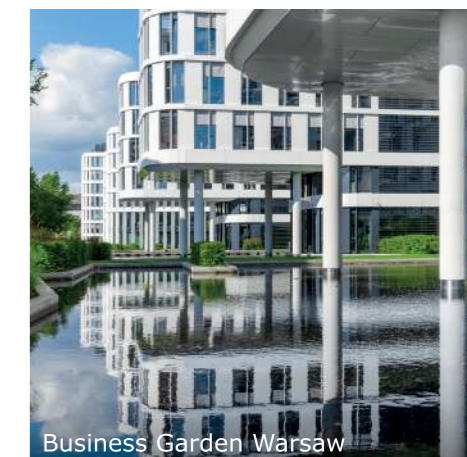
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Business Garden Warsaw



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VASTINT

www.vastint.eu

“

The best universities in Łódź provide high scientific and teaching activity. They are growing dynamically and achieving excellent results.

MONIKA KILIAŃSKA

EDUCATIONAL POTENTIAL

Expert commentary

Monika Kiliańska

TEAM MANAGER, IT SERVICES ANTAL

Łódź is one of the largest academic centres in Poland attracting young people from all over the country. Plenty of students choose this city as a place of high educational potential.

Many young people want to study here not only because of the interesting offer of higher education institutions and their high level of education, but also because the prices of housing and rent are not too high compared to other cities in Poland. On average, we will pay PLN 8,800 per square meter for an apartment on the primary market. On the other hand, a student will have to pay an average of PLN 950 to rent one room.

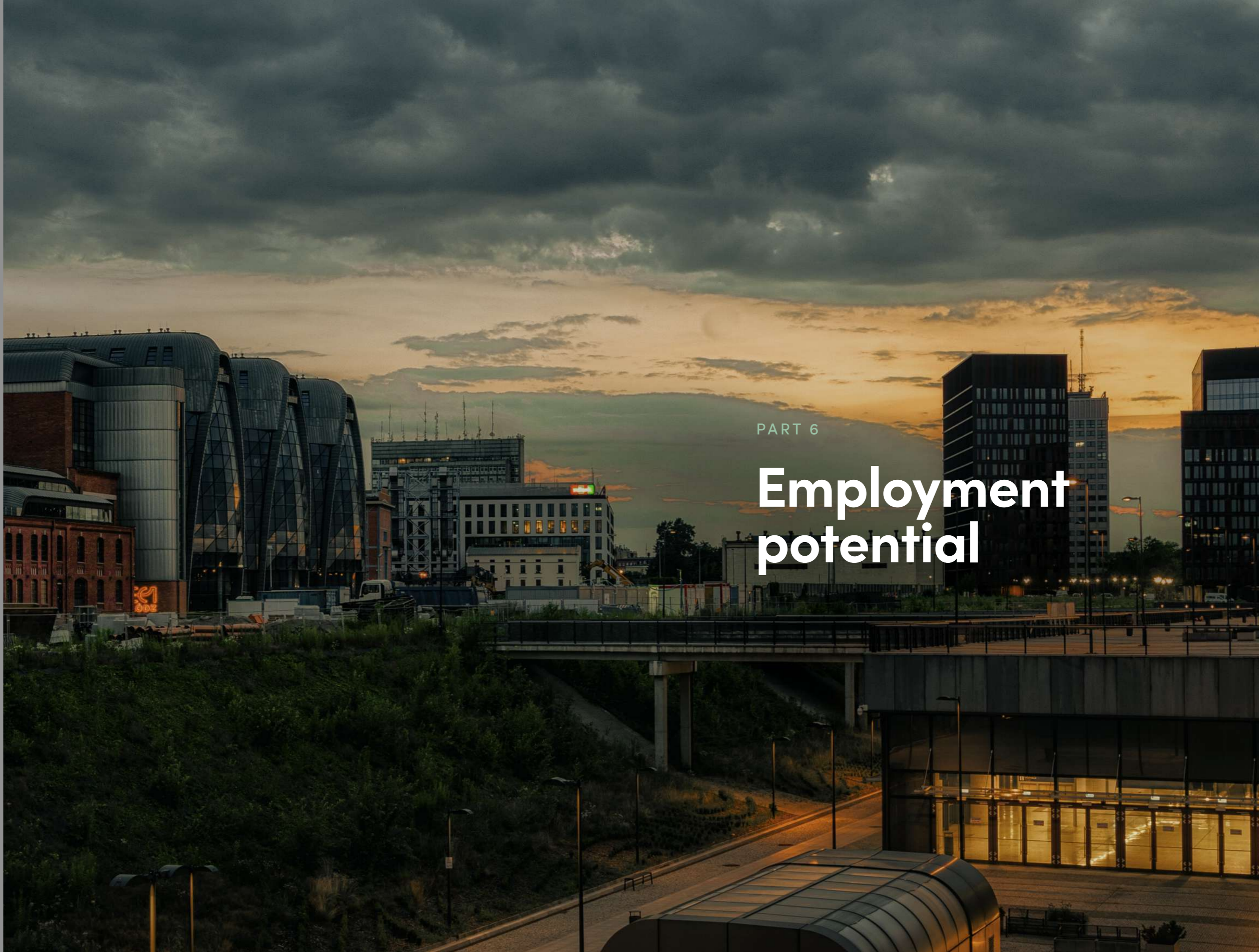
Łódź is home to 21 higher education institutions, with more than 71,000 students. The best universities in Łódź provide high scientific and teaching activity. They are growing dynamically and achieving excellent results, thus showing students that they are worth getting involved with. Most universities in Łódź are active in scientific circles. It is a place that gives students the opportunity to expand their knowledge of their chosen field of study and provides an opportunity to develop their interests.

Scientific Circles offer students a wide range of activities to develop their hobbies, interests, create meetings, organize interesting lectures and scientific trips. Many universities in Łódź have established contacts with European universities, allowing young people to do internships, apprenticeships or part of their studies in other countries. Łódź universities are the leader in terms of the number of students going on foreign internships. Students also have the opportunity to earn a double degree through partnership agreements with universities in various European countries.

Polish and international companies that are partners of many Łódź universities are located in Łódź. The list of companies is long and includes: Fujitsu, Ericpol, Atos, Flint Group, BSH, GFT, Infosys, Solar, Nordea and many others that are actively seeking graduates and helping them start or develop professional careers.

PART 6

Employment potential



EMPLOYMENT POTENTIAL

Average rating

6.6

6.01. Employment potential

CHART 6.1.

Average employment potential rating for Łódź



LABOUR MARKET INDICATORS OF THE ŁÓDŹ VOIVODESHIP

771,268

Population

5.4%

Unemployment rate

351,815

Average employment in the enterprise sector

6,583.33 PLN

Average gross monthly salary in the enterprise sector

Find out more at www.investmentpotential.pl

6.02. Sample salaries in Łódź

GROSS MONTHLY SALARIES (PLN)

Manufacturing and Logistics Sector	min.	max.
Production worker (unskilled)	3,500	5,500
Production worker (skilled)	4,500	6,000
Shift Manager	7,000	11,000
Logistics specialist	6,000	9,000
Logistics manager	10,000	17,000
Production engineer	6,500	12,000
SSC/BPO Sector	min.	max.
GL Accountant (2-3 years of experience)	7,500	9,000
GL Senior Accountant (over 3 years of experience)	9,000	10,500
GL Team Leader (team of 5-15 people)	11,000	14,000
AP/AR Accountant (2-3 years of experience)	7,000	8,200
AP/AR Senior Accountant (over 3 years of experience)	8,200	9,500
AP/AR Team Leader (team of 5-15 people)	10,000	12,500
CS Junior Specialist (no experience)	4,500	5,200
CS Specialist (over 1 year of experience)	5,500	7,000
CS Team Leader (team of 5-15 people)	9,000	11,000
Payroll Specialist (1-3 years of experience)	6,500	9,000
Senior Payroll Specialist (over 3 years of experience)	9,000	10,500
Payroll Team Leader (team of 5-15 people)	10,500	14,000
IT Sector	min.	max.
1st Line Support (2 years of experience)	7,000	10,000
2nd Line Support (2 years of experience)	8,000	11,000
3rd Line support (2 years of experience)	8,000	11,000
IT Administrator (3 years of experience)	12,000	15,000
Business / System Analyst (3 years of experience)	18,000	24,000
Fullstack Developer (3 years of experience)	20,000	25,000
Frontend Developer (3 years of experience)	20,000	24,000
Backend Developer (3 years of experience)	20,000	24,000
Devops (3 years of experience)	18,000	21,000
Manual Tester (3 years of experience)	9,000	12,000
Automatic Tester (3 years of experience)	15,000	18,000
Team Leader (dev) (team of 5-15 people)	27,000	33,000

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“

As many as 56% of employers report an increase of at least 6% in staffing. This is definitely the best ratio compared to other cities.

ROMAN ZABŁOCKI

EMPLOYMENT POTENTIAL

Expert commentary

Roman Zabłocki

BUSINESS UNIT DIRECTOR, ENGINEERING & OPERATIONS, ANTAL

Łódź is developing new economic sectors, such as technology, innovation and services, which are creating demand for workers with specialised skills, affecting the region's employment potential.

Changes in labour market trends, an increase in demand for employees in specific specialisations such as customer service, logistics, data analytics, IT and sales, or changes in employee preferences (e.g., remote working) affect employee availability and demand. As many as 56% of employers report an increase of at least 6% in staffing. This is definitely the best ratio compared to other cities. Nearly 20% say they will maintain their current level at the same level of employment, and only 4% say they will reduce employment in the near future. The unemployment rate of 5.4% continues to indicate an opportunity to attract new workers for upcoming investments.

The city's business potential is confirmed by the numbers. There are more than 100 shared services centres (SSCs) operating in the capital of Łódzkie Voivodeship, and last year, as every year, new international investors joined this group. Łódź also boasts an impressive pool of specialists. There are currently more than 36,000 employees in the SSC sector.

In 2023, new jobs began to be provided by a BPO company, from the business support sector, distinguished by its great central location, modern office infrastructure and providing a range of comprehensive training and know-how for professionals in the Łódź market. We have observed that just as the beginning of the year was less dynamic, from the second quarter until now there has been an upward trend in demand for employees primarily in the areas of customer service and administrative support with foreign languages (German, French, Dutch, Czech and Scandinavian languages).

We are convinced that the city's industrial environment, excellent location at the country's main transportation hubs, as well as the operating Łódź Special Economic Zone will have a positive impact on the creation of new jobs and the retention of current ones. Manufacturing, modern business services (BPO / SSC / IT) and R&D companies can benefit from support in the Zone.



PART 7

Business potential

BUSINESS POTENTIAL

Average rating

7.4

7.01.

Business potential

CHART 7.1.

Average business potential rating for Łódź



Łódź, Poland's fourth-largest city, is a place with enormous business potential.

In the “fDi” ranking of European Cities of the Future, in the category of those of medium size, Łódź took an impressive sixth place¹. The city has consistently developed its economy, following diverse development paths.

Łódź continues to attract companies in the manufacturing and logistics sectors, offering favourable conditions for the development of these industries.

However, the city also aspires to be one of the leading cities in Poland that would be a good location for companies providing modern business services.

Among other things, Łódź owes its success to its central location and significant educational potential, and the availability of a skilled workforce translates into the city's attractiveness in the eyes of investors.

Find out more at www.investmentpotential.pl

¹ fDi Intelligence European Cities and Regions of the Future 2023, „fDi Intelligence”.

“
Lodz's advantage over other cities is its strategic location and excellent transportation links to all major cities in the country.

KRZYSZTOF WITKOWSKI

BUSINESS POTENTIAL

Expert commentary

Krzysztof Witkowski

CEO OF VIRAKO, MONOPOLIS INVESTOR

Lodz, for years associated with the textile industry, today draws strength from the diversification of its economy. On the one hand, it continues to attract and support manufacturing companies and those operating in the logistics sector, while on the other, it aspires to be at the forefront of places that are magnets for modern business services and cutting-edge technology.

Why such a change? There are at least two reasons.

The first is the high level of education of future employees. Lodz is one of the more important academic centres in Poland. A total of 21 universities, 7 public and 14 non-public, and 30 research and development institutions are located in the city. Annually, nearly 72,000 students study at Lodz universities, including 5,000 international students, and about 17,000 graduates receive their diplomas.

Today, business development largely depends on access to talent.

The second reason is the city's good perception among investors, mainly because it lies close to Warsaw, forming a business duopolis with the capital. Lodz's advantage over other cities is its strategic location and excellent transportation links to all major cities in the country.

In addition, the ongoing infrastructure investments in high-speed rail and the cross-town tunnel will be another step after developing highways, strengthening Lodz's attractiveness to investors.

Developed cultural and entertainment facilities, including Atlas Arena with its range of concerts and the recently opened Orientarium, affect residents' quality of life by providing a rich offer to spend leisure time and encourage tourists to visit Lodz.

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7.02.

Selected companies in and around the city

Banking

COMMERZBANK
MBANK
BANK PEKAO
NORDEA
CITIBANK

SSC/BPO

ACCENTURE
ALORICA
ATOS
AXALTA
BARRY CALLEBAUT
BSH
CAPITA
CHANGE OF SCANDINAVIA
CLARIANT SERVICES
COMARCH
CYBERCOM
DELOITTE DIGITAL BPO
ERICPOL
FUJITSU TECHNOLOGY SOLUTIONS
MAREL
MCCORMICK
PHILIPS
PRIMIANT
SOLAR
TAKEDA
TATE & LYLE GLOBAL SHARED SERVICES
TOM-TOM
TRANSITION TECHNOLOGIES
UNICREDIT BUSINESS INTEGRATED SOLUTIONS
UPS GLOBAL BUSINESS SERVICES
WHIRPOOL

IT & Telecommunications

ALLEGRO
ASSECO DATA SYSTEMS
BILLENIUM
BLUERANK
CRAFTWARE
CRYPTIONY
DIGICA
DIGITALK SPÓŁKA Z O.O.
DOCAPOSTE
DXC TECHNOLOGY
EENGINE SOFTWARE HOUSE
EPASSI

ERICSSON
EY
GOODYLABS
HARMAN CONNECTED SERVICES
INCUBLY
INWEDO
KNOWIT
LASOFT
LSI SOFTWARE
MOBICA
ORANGE
PIXEL TECHNOLOGY
SOFTSERVE
T-MOBILE
WESTLAND

Industrial production

ALBEAGROUP
AMCOR FLEXIBLES
AMII
ARMETON
AUGUST FALLER
AVIENT COLORANTS
AZURA POLSKA
BARRY CALLEBAUT
BILPLAST
CERAMIKA PARADYŻ
COKO-WERK
COMPIN POLSKA
DELL TECHNOLOGIES
DR. SMITH POLSKA
DRAHTZUG STEIN
EKO-VIT
ERBI
FIORE
GILLETTE POLAND
GREINER MULTIFOAM (OZORKÓW)
HAERING POLSKA
HIRSCH POROZELL
HTL STREFA
HUTCHINSON POLAND
INDESIT COMPANY POLSKA
JTI POLSKA
KELLOG'S
LENORA
MIELE
P&G
PELION

PROFILPAS
STORA ENSO POLAND
SUWARY
SWM POLAND
TRUVANT
UMA INVESTMENTS
VANDEMOORTELE
WOLCZANKA

Energy & Heat

PGE
VEOLIA

Pharmacy

ADAMED
AFLOFARM
BIOCEUM/FANT
BIOMATGEL
BIONANOPARK SP. Z O.O.
BIOTECH CONSULTING SP. Z O.O.
CELATHER POLSKA SP. Z O.O.
DELFARMA
EXAL BONE
FAMED
FANT SP. Z O.O./BIOCEUM SP. Z O.O.
HAMMERMED MEDICAL POLSKA SP. Z O.O. S.K. A
HARTMANN
LEK SA (NALEŻY DO GRUPY NOVARTIS)
LIW CARE TECHNOLOGY
MABION
MOLECURE SA (ONCOARENDI)
MORATEX
NAPIFERYN BIOTECH SP. Z O.O.
NUTRACEVIT
PERSONATHER
PHARMENA SA (DERMENA)
POLPHARMA SA
PROBIOTICS POLSKA
SALVE MEDICA
SMART SOFT SOLUTIONS
SOMIGRO
THE HEALTH COMPANY POLAND SP. Z O.O.
TRICOMED SA
TRIMEN
WOERWAGPHARMA
WÖRWAG PHARMA OPERATIONS SP. Z O.O. (SENSILAB)

SPIRIT *of* ŁÓDŹ



2020
WINNER
BEST MIXED-USE
DEVELOPMENT
30
mipim
AWARDS

NATIONAL
GEOGRAPHIC
TRAVELER
CU
DA
POLSKI
2023

MONOPOLIS

Offices/Restaurants/Theatre/Art Gallery/Services

An employee comes to a company, but leaves a boss

WHAT IS IT LIKE AT YOUR COMPANY?



 antal | THE VALUE OF
SPECIALIZED TALENTS

Leadership is the number one challenge for HR departments in Poland and across the world.

Test and develop the skills of managers within your organisation, build an effective team, which achieves goals by working together. We will be more than happy to provide you with details on the full range of Antal HR Consulting services.



PART 8

Assessing the location as a place to live

ASSESSING THE LOCATION AS A PLACE TO LIVE

Average rating

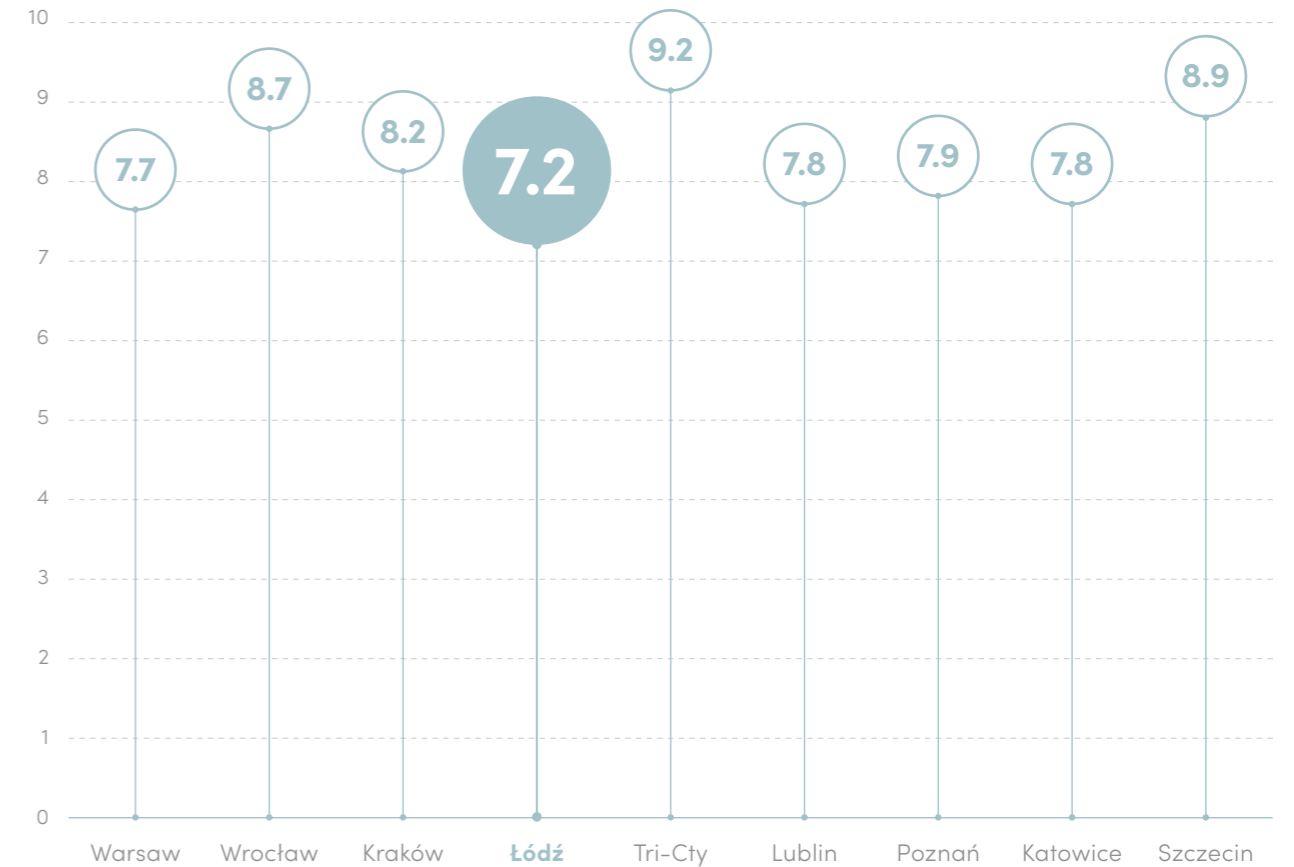
7.2

8.01.

Assessing the location as a place to live

CHART 8.1.

Average rating of Łódź's location as a place to live



Łódź is an extremely important point on the cultural map of the country. The former capital of Polish cinema benefits from its enormous creative potential, offering many attractions and unique events.

A huge variety of concerts of world pop stars, prestigious sports competitions, trade fairs and conferences await residents and visitors.

Thanks to a constantly developing offer of various cultural events from the borderline of many fields of art, Łódź is today known as a city of festivals, with dozens of events of international scope taking place periodically.

Łódź residents also appreciate the greenery, recreational offerings and public spaces in their city.

Find out more at www.investmentpotential.pl

8.02.

Łódź as a place to live

DATA ON TOURISM AND CULTURAL DEVELOPMENT OF THE CITY

2.5 MILLION tourists.

100 DAYS 100 Festival Days at Atlas Arena.

BEST OF THE WORLD Łódź awarded the title of "Best of the World" by "National Geographic".

20 MUSEUMS – including the Museum of the City of Łódź honoured as the Best Tourism Product of 2022.

GREEN SPACES IN ŁÓDŹ More than **30 city parks** and the largest urban forest in Poland – Łagiewnicki Forest.

ŁÓDŹ AS A PLACE TO LIVE

Basket of goods and services in comparison with other urban centres

	Warsaw	Wrocław	Kraków	Łódź	Tri-City*	Lublin	Poznań	Katowice	Szczecin
Prices of apartments on the primary market [PLN/1 sqm] ¹⁾	13,135	11,397	11,669	8,810	11,384	8,856	10,067	9,226	10,748
Prices of apartments on the secondary market [PLN/1 sqm] ¹⁾	12,199	10,234	11,018	6,366	10,899	8,016	8,346	6,482	7,733
Average rental price for the city [PLN] ²⁾	5,037	3,130	3,147	2,247	3,499	2,448	2,437	2,347	2,630
Price of a 1-person room for a student [PLN] ³⁾	1,450	1,400	1,200	950	1,450	900	1,000	1,000	1,100
Number of children in nurseries and children's clubs per 1,000 children under 3 years of age ⁴⁾	314	360	362	242	244	342	291	376	285
Monthly cost of public transport ticket for an adult, without concessions and discounts, for Zone I in case of division [PLN]	110	110	159	168	117	128	149	109	140

¹⁾ Residential real estate price database, NBR, 2nd quarter of 2023

²⁾ Based on the data available at Otodom.pl, average rent prices in selected cities in July 2023

³⁾ PKO BP: PULS NIERUCHOMOŚCI: AAAAA STUDENT SZUKA MIESZKANIA September 28, 2022. – Average market rental prices per room in large-panel blocks of flats (data for the Tri-City is for Gdansk in this case)

⁴⁾ Statistics Poland, 2019 (Tri-City, excluding Gdynia and Sopot)

* Tri-City, excluding Gdynia and Sopot



SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Methodology

Methodology

The Business Environment Assessment Study was conducted using the CAWI method among **1,290 decision-makers** of companies in Poland from **31.07-25.08.2023**.

Sources of data used in the report on the website:
www.investmentpotential.pl



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warsaw@antal.pl



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Cushman & Wakefield
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