



Investment potential of Poznań

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Investin POZnań







Patrons:

























SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential

POZNAŃ

ANTAL AND CUSHMAN & WAKEFIELD

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.

decision-makers

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

Ocities

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

- 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 Poznań market.

It contains key market information for investors, including:

Artur Skiba

PREZES ANTAL

Krzysztof Misiak

EXECUTIVE PARTNER, HEAD OF POLAND, CUSHMAN & WAKEFIELD

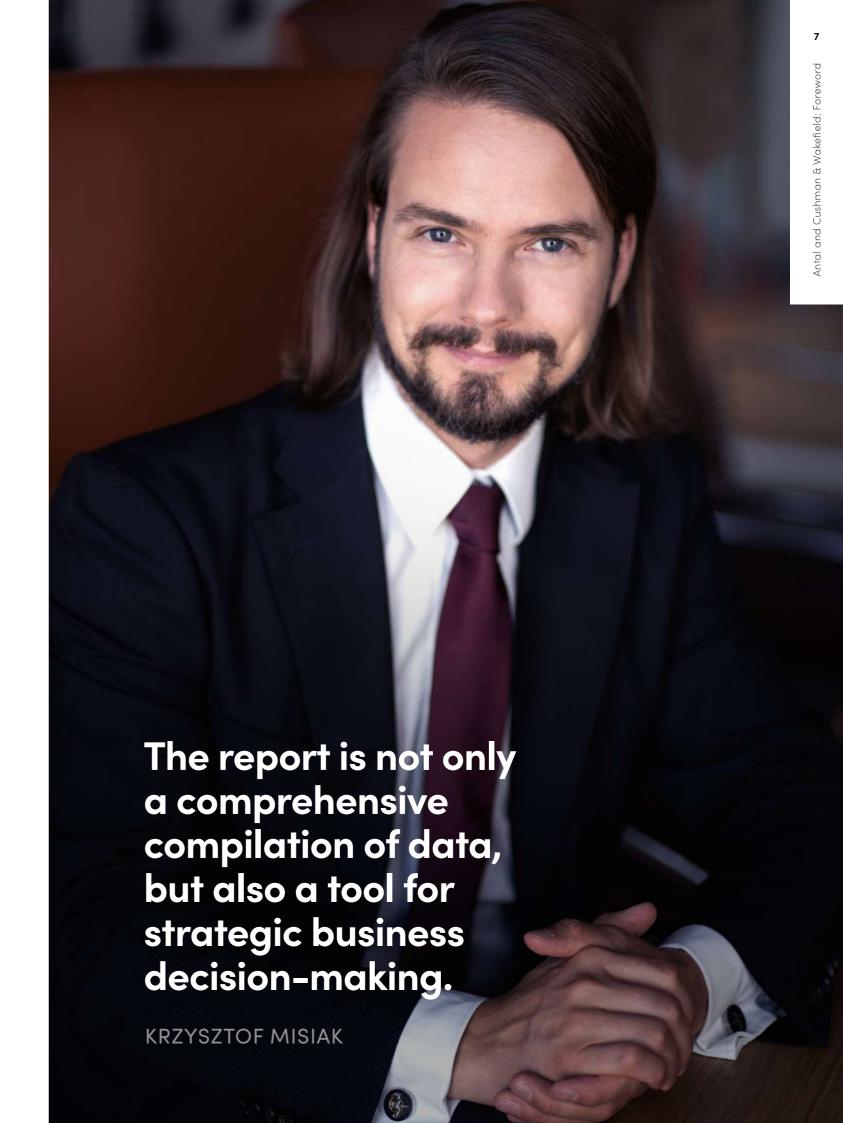


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Investment potential - introduction

ECONOMIC INDICATORS AND EMPLOYMEN CONDITIONS IN POLAND

Employment rate 76%

Registered unemployment

2.7%

811.03 EUR

Labour costs wages per hour 12.50 EUR

Employer's cost in addition to employee's gross salary

10.3%

POLAND IN COMPARISON WITH SELECTED EUROPEAN COUNTRIES

	Country	Employ- ment rate [%]	Registered unemploy- ment [%]	Minimum wage [EUR]	Labour costs wages per hour [EUR]	Employer's cost in addition to emplo- yee'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

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.

terms of investment outlays and the number of declared, newly created jobs supported

The passing months of 2023 were particularly exceptional in this regard. We can speak of effective support for the placement of 47 new 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 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

undeniable asset. Second, Poland is a country open to innovation and new technologies. This and IT investments over the past two years. excellent range of forms of business support in Poland. Thanks to an amendment to the Program for the Support of Investments of 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 a competitive investment climate has been, is to remain open to new industries, read well the needs and expectations of business and new



1.01.

Poznań 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 Poznań

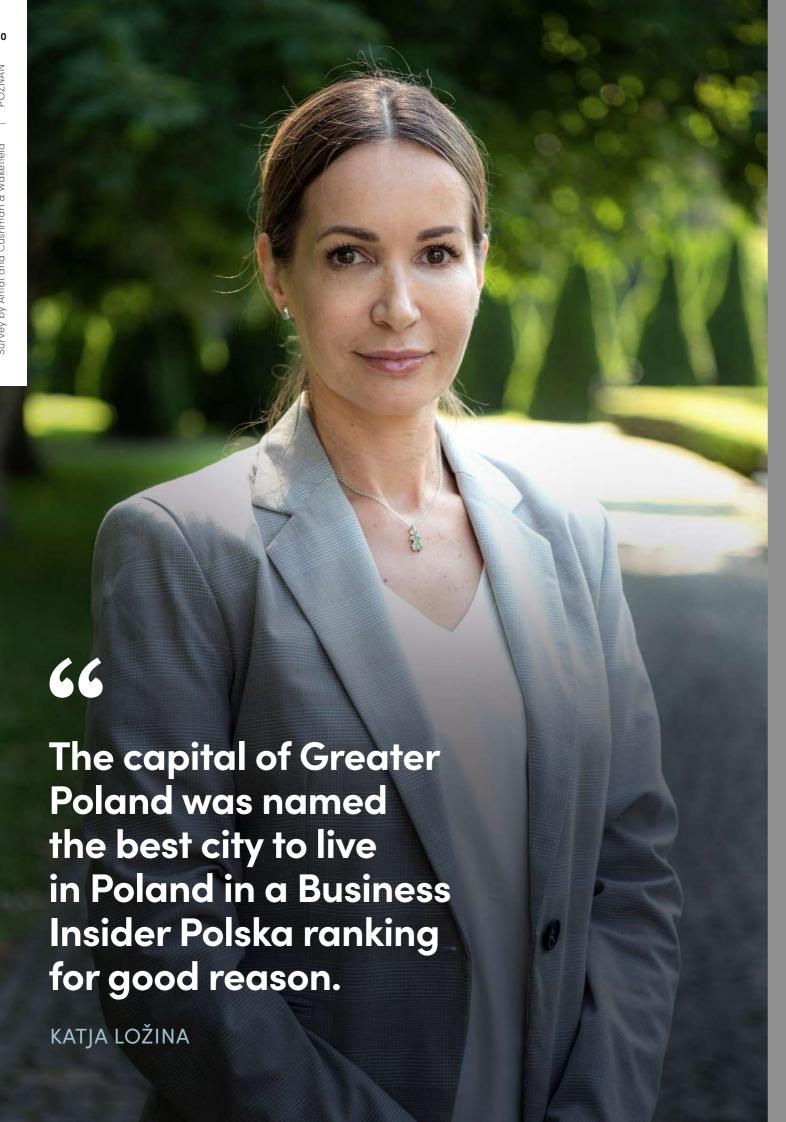


Poznań, one of Poland's oldest and largest cities, is also a major transportation hub.

The capital of Greater Poland is at the same time a powerful academic and scientific centre, among the top in Poland. The city has 26 higher education institutions, including eight public ones, educating nearly 104,000 students.

The scientific activities of universities are complemented by dozens of research and development facilities.

The capital of Greater Poland offers excellent conditions for relaxation, sports, participation in culture and tasting specialities of regional and international cuisinej.



POZNAŃ - INTRODUCTION

Expert commentary

Katja Ložina

DIRECTOR OF INVESTOR SERVICES OFFICE

Poznań remains one of the most attractive places to invest in Poland. The city follows current trends, responding to the contemporary needs of its residents, but also employers.

As a strong academic centre, we provide access to qualified specialists in various fields.

A rich talent pool is the key to low unemployment and happy investors.

Cooperation between the academic and business communities allows for the development of modern technologies, such as the quantum computer located in Poznań Jointly organised events and conferences attract visitors from all over Europe.

Poznań is also one of the leaders in the modern services sector and shared service centres in Poland. Many global companies operate here, which creates a competitive business environment The City Hall actively supports investment and business development. Thanks to the involvement of the city's economic units or institutions, entrepreneurs can count on comprehensive assistance for their operations.

In addition to work, the city also offers a rich cultural life.

The capital of Greater Poland was named the best city to live in Poland in a Business Insider Polska ranking for good reason.



2.01.

Infrastructure

CHART 2.1.

Average infrastructure rating for Poznań



Poznań is an important node of 7 roads of interregional and international importance.

Within the city limits, 15 minutes from the centre, is Poznań-Ławica International Airport, offering connections to major European hubs.

The port is located on the route leading to the main points of Poznań - the site of the Poznań International Fair, the railway station and the route to Berlin and Warsaw.

The city is investing in public transportation and developing the tram network, so the quality of life in the city is really high.



INFRASTRUCTURE

Expert commentary

Zuzanna Krech

ASSOCIATE, REGIONAL DIRECTOR CENTRAL POLAND, CUSHMAN & WAKEFIELD

Poznań is distinguished from other large Polish cities by its location between Warsaw and Berlin and its compactness. The city is easily accessible by any means of transportation.

There is an international airport that operates flights to major European cities. Efficient travel is also ensured by rail and road transportation - thanks to Poznań's location at an important junction of international and interregional roads.

Such an attractive location positions the capital of Greater Poland as an important business centre.

modern public transportation and bicycle transportation, expands its cultural offerings, and stands out for the amount of green space, as high quality of life and resident satisfaction are among the priorities for local authorities.

Poznań residents enjoy visiting cinemas, theatres, galleries, restaurants and cafes, attending sports events and music festivals. The city's positive image is also reflected in its close cooperation with universities and investors, activity on social media, and ongoing dialogue with residents and students. This in turn attracts not only new investments to the city, but also people relocating here from other regions of Poland.



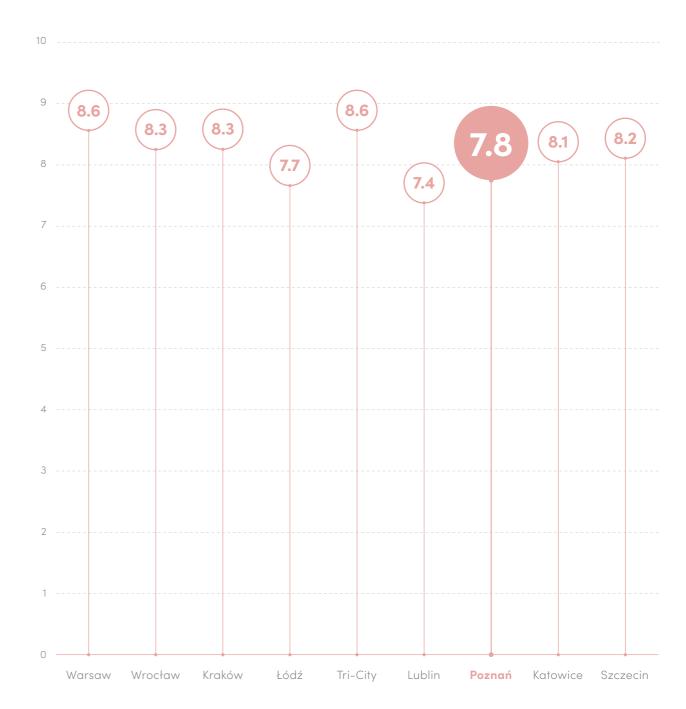


3.01.

Office space

CHART 3.1.

Average office space rating for Poznań



31

3.02.

Real estate in Poznań

BASIC DATA ABOUT THE REAL ESTATE MARKET

13.50-15.50 EUR/m²/month

Asking rents

103

Number of existing office buildings

62,500 m²

Office space under construction

32,400 m²

New supply

21,800 m²

Gross demand

12.7%

Vacancy rate

654,300 m²

Total stock of office space

OFFICE SPACE STOCK BY AGE

174,500 m²

0-5 years

180,600 m²

6-10 years

 $299,200_{\,\mathrm{m}^2}$

over 10 years





OFFICE SPACE

Expert commentary

Grzegorz Bobrowski

MANAGER, CUSHMAN & WAKEFIELD

Despite the rise of the hybrid work model, Poznań's office market continues to develop very steadily with steady, moderate dynamics. Comparing Poznań to other major regional cities, stable development seems to be much more important than high growth rates.

This is confirmed by one of the lowest vacance rates in Poland, which is currently at 12.7%.

The decisions made by tenants here are very thoughtful and careful.

Only 8% of our respondents expressed a desire to expand their current resources, and nearly half (45%) envision using the office space they currently occupy.

The stability of the market is also confirmed by the balanced growth in supply from year to year. New supply recently totalled 32.4 thousand square meters, bringing the total stock of modern office space to 654.3 thousand square meters. Meanwhile, another 62,500 sqm is under construction.

The Poznań office market has weathered well the turbulence of recent years related to, among other things, the pandemic, the change in labour patterns, the war in Ukraine, the sharp increase in costs (both utilities and general construction) and remains in good shape.





4.01.

Public administration support

CHART 4.1.

Average rating of public administration support for Poznań



The Investor Service centre at City Hall of Poznań has a group of experts who are well acquainted with the needs and requirements of investors in the BSS sector.

The unit takes measures to stimulate the economic activity of the city and directly supports investors wishing to locate their investments in Poznań.

There is also the Wielkopolska Investment Support Center (pol. Wielkopolskie Centrum Wspierania Inwestycji) in the city; the company's goal is to develop entrepreneurship in Poznań, including running the Poznań Technology and Industrial Park.



EDUCATIONAL POTENTIAL

Average rating



5.01.

Educational potential understood as the availability of future employees

CHART 5.1.

Average assessment of educational potential for Poznań



Poznań is a powerful academic and scientific centre, among the top in Poland.

Nearly 120,000 students study at Poznań's 26 universities, and nearly 30,000 graduates annually supply the local labour market.

Poznań universities are eager to cooperate with business in the context of their educational offerings, and the scientific activities of higher education institutions are complemented by dozens of research and development facilities. The most popular majors in Poznań are computer science, psychology, management, law and economics.

AVAILABILITY OF **FUTURE EMPLOYEES**IN POZNAŃ

26

Number of universities

113,848

Number of students

27,332

Number of graduates

NUMBER OF STUDENTS BY AREA
OF KNOWLEDGE

5,923

6,649

Finance

Engineering

8,254

4,756

ΙT

Philologies







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Vastint Poland is part of the Vastint Group, an international real estate organization operating on the European market for over 30 years. The cornerstones of our operations are the management of portfolio properties and the development of office, residential and hotel projects that provide comfortable and sustainable living, working and leisure environments.



EDUCATIONAL POTENTIAL

Expert commentary

Marieta Brzykcy

EAM LEADER, ENGINEERING & OPERATIONS ANTAL

We have noticed a very clear trend of seeing the city of Poznań as one of the major knowledge centres. In Poznań, we have been observing for years the development of higher education institutions, which in their development strategies list as important goals the increase in quality and innovation of education, which allows to attract the greatest number of students and develop cooperation between the scientific and business communities.

Poznań is perceived as a city that guarantees the opportunity to study at prestigious universities with a high degree of internationalization, scientific potential or very good facilities for students, a resource that is particularly important for the city's development.

Universities are adapting their offerings to the needs of business and students by introducing new and additional fields of study.

Such activities respond to changing development needs.

Twenty-six higher education institutions, including the Adam Mickiewicz University, Poznań University of Technology, the School of Banking or the University of Economics guarantee a rich competence base.

High openness to cooperation between academia and business means that students, completing their education, already have internships, often in organizations with an international profile, thanks to which they go out to the labour market with a baggage of interesting competencies.





6.01.

Employment potential

CHART 6.1.

Average employment potential rating for Poznań



LABOUR MARKET INDICATORS OF THE GREATER POLAND VOIVODESHIP

3,493,577

Population

858,816

Average employment in the enterprise sector

Unemployment rate

Average gross monthly salary

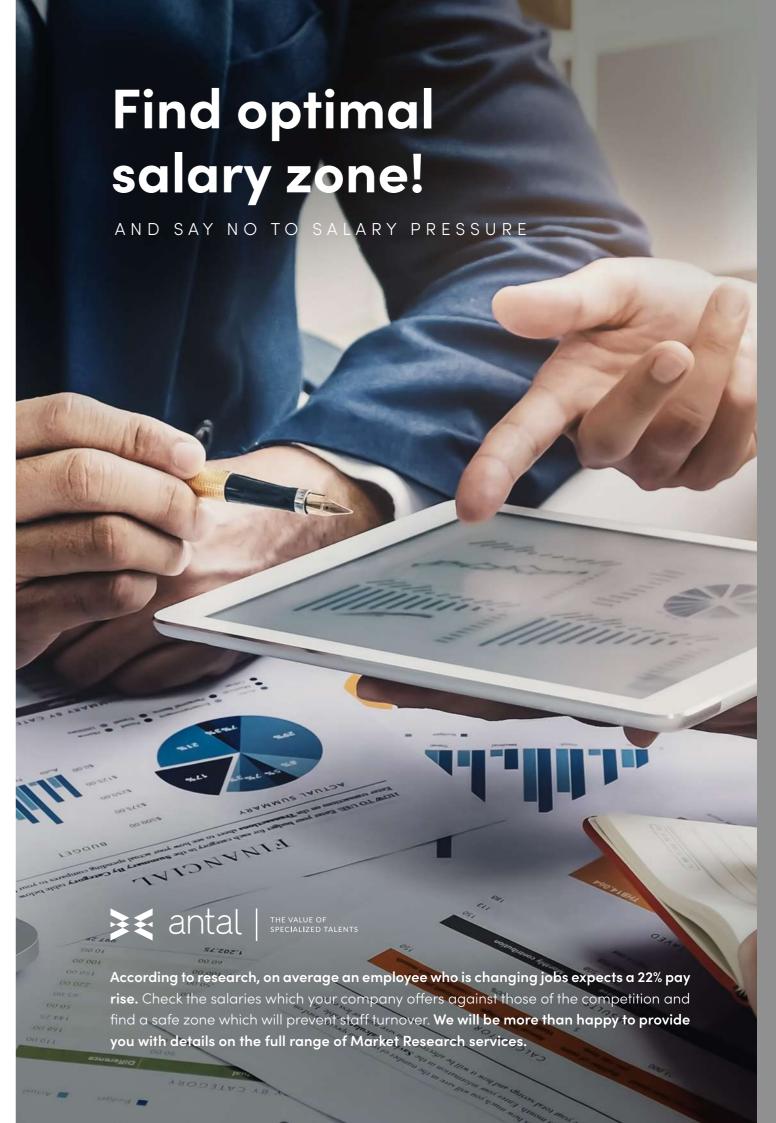
in the enterprise sector

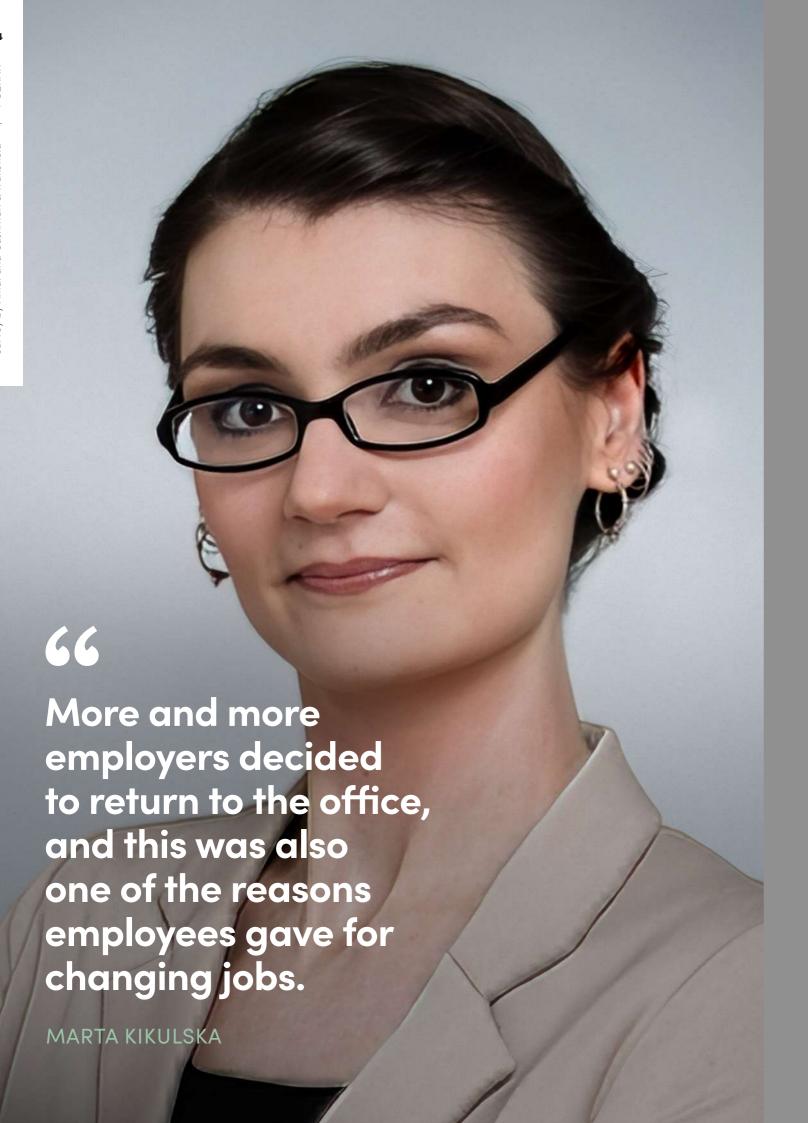
6.02.

Sample salaries in Poznań

GROSS MONTHLY SALARIES (PLN)

Manufacturing and Logistics Sector	min.	max.
Production worker (unskilled)	4,000	5,500
Production worker (skilled)	4,500	7,500
Shift Manager	7,000	12,000
Logistics specialist	6,000	9,000
Logistics manager	10,000	15,000
Production engineer	8,000	10,000
SSC/BPO Sector	min.	max.
GL Accountant (2–3 years of experience)	8,000	9,000
GL Senior Accountant (over 3 years of experience)	9,000	11,500
GL Team Leader (team of 5–15 people)	11,500	14,500
AP/AR Accountant (2–3 years of experience)	7,500	8,500
AP/AR Senior Accountant (over 3 years of experience)	8,500	9,500
AP/AR Team Leader (team of 5-15 people)	10,000	12,500
CS Junior Specialist (no experience)	4,500	5,500
CS Specialist (over 1 year of experience)	5,500	7,000
CS Team Leader (team of 5–15 people)	9,000	11,500
Payroll Specialist (1–3 years of experience)	7,000	9,000
Senior Payroll Specialist (over 3 years of experience)	9,000	12,000
Payroll Team Leader (team of 5-15 people)	11,000	16,000
IT Sector	min.	max.
1st Line Support (2 years of experience)	7,000	10,000
2nd Line Support (2 years of experience)	10,500	12,000
3rd Line support (2 years of experience)	12,000	15,000
IT Administrator (3 years of experience)	12,000	17,000
Business / System Analyst (3 years of experience)	14,000	20,000
Fullstack Developer (3 years of experience)	18,000	22,000
Frontend Developer (3 years of experience)	18,000	24,000
Backend Developer (3 years of experience)	17,000	23,000
Devops (3 years of experience)	18,000	22,000
Manual Tester (3 years of experience)	10,000	12,000
Automatic Tester (3 years of experience)	15,000	19,000
Team Leader (dev) (team of 5–15 people)	26,000	33,000





EMPLOYMENT POTENTIAL

Expert commentary

The capital of Greater Poland has been one of the most important business centres in the country for years. In the past year, Poznań has faced numerous challenges and changes within the workforce that spanned every sector.

IT market have also had an impact on our growth, has begun to evaluate and stabilize its demand for employees. Similar trends could be seen in the SSC/BPO, R&D or manufacturing sectors.

a hybrid work model - most noticeably in the SSC/BPO sector. More and more employers decided to return to the office, and this was also one of the reasons employees gave for changing jobs.

maintain its status as an attractive place with

workforce are prompting companies to make new investments - expanding their operations

technology sector and deploying initiatives to

This creates new opportunities for companies.

However, both employers and employees a changing economic environment.

BUSINESS POTENTIAL

Average rating



7.01.

Business potential

CHART 7.1.

Average business potential rating for Poznań



Poznań is among the Polish cities with the highest level of investment attractiveness.

The city is included in prestigious rankings and surveys including the investment attractiveness of the Institute for Market Economics, in which the Poznań subregion is ranked among the highest attractiveness for high-tech, service and industrial activities, and ABSL research, which shows that the Poznań agglomeration is one of the fastest-growing centres for external business services, particularly in F&A and ITO services.

Undoubtedly, one of the factors influencing the city's positive assessment is its human capital potential.

The surveyed entrepreneurs highly rated the availability of employees with linguistic and sales skills, but also in the areas of HR, administration and finance.

The availability of employees with engineering skills was also well rated as an asset in the eyes of SSC/BPO employers.

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



BUSINESS POTENTIAL

Expert commentary

Krzysztof Wierzchowski

BOARD MEMBER, FRANKLIN TEMPLETON INVESTMENTS POLAND SP. Z O.O

Franklin Templeton, one of the world's leaders in asset management, with more than seventy years of experience, has been present in the Poznań market since 2012.

The dynamic growth of our office over the past decade is due to the constant influx of young and educated people who want to pursue careers with our company.

This is made possible by the fact that Poznań ranks 2nd in Poland in terms of the number of university graduates.

Here we can also attract experienced and qualified employees who bring great value to our organization through their knowledge and skills.

In addition, the city is focused on developing the innovation and technology sector, essential in modern financial services, which is another reason for us to develop our Poznań office.

Poznań's well-developed infrastructure, with an extensive network of roads and public transportation, making it easy for both residents and businesses to get around, helps business run smoothly and access customers

It is really worth investing in Poznań!

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7.02.

Selected companies in and around the city

Banking	lt.Integro	Herbapol		
Santander	Netreveal Poland (SymphonyAI)	Hochland Polska		
SGB Bank SA	NEXT Technology / FlexDev	Kompania Piwowarska SA		
SSC/BPO	NTT Data Business Solutions	Magna Automotive		
ADM Shared Services Centre	PayU	Nivea (Beiersdorf)		
Arvato	SIGMA Software + Sigma Software Labs	Sinoboom		
Atotech an MKS Brand	SIS	Unilever Polska SA		
B.Braun	Sollers Consulting	Volkswagen Poznań		
Carlsberg	Sonalake	Yes		
Duni EFF	STX Next	Energy & Heat		
Franklin Templeton	Summ-it	GK Enea		
Haleon	Tietoevry	Veolia		
John Deere	Tom Tom	Trade		
Lorenz Services	Viking Cloud	Dealz		
McKinsey & Company	Visa by Payworks	Eurocash		
Miele Global Services	Wunderman Thompson Technology	Grupa Muszkieterów		
OLX Group	Construction	Jeronimo Martins		
OSRAM Global Shared Services	Ataner	Komputronik		
Phoenix Contact Wielkopolska	Garvest Sp. z o.o.	Lidl		
Raben Management Services	PEKABEX	Pepco		
Transcom	SKANSKA	Piotr i Paweł		
Volkswagen Group Services	Vastint	Selgros		
Wavin	WPIP	Spar		
IT & Telecommunications	Industrial production	Żabka Polska		
Allegro	Apart	Food industry		
Capgemini	Astra	Kompania Piwowarska		
Fibaro Group	Blum Polska	Lisner		
F-secure	Delpharm	Mars Polska		
IC Solutions	Exide Technologies	Mondelez Polska Production		
Intive	FM Balma SA	Terravita		





8.01.

Assessing the location as a place to live

CHART 8.1.

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



Poznań is one of the largest and most dynamically developing cities in Poland.

The city has more than 600,000 residents, including many students and foreigners.

One advantage of Poznań that entrepreneurs definitely recognize is its location as a place to live. Poznań is distinguished by a large amount of green and recreational areas and a developed cultural offer, according to many the city can also boast the title of Poland's culinary capital.

8.02.

Poznań as a place to live

DATA ON TOURISM AND CULTURAL DEVELOPMENT

807,000

the number of tourists

96,000

in Poznań in 2022.

182

20

POZNAŃ 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 secon- dary 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, NBP, 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

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



Antal – a leading recruitment, HR consulting and outsourcing company. Antal also offers services in the field of market research and employer branding.

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Cushman & Wakefield – a world-leading consulting company providing services to tenants and owners of commercial real estate.

Cushman & Wakefield

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