

SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential of Warsaw

Edition 4 | 2023

Main Partners:

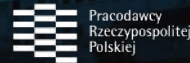
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City partner:



Honorary Patrons:



Patrons:



SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

Investment potential

WARSAW

2023



“

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 Warsaw market.

It contains key market information for investors, including:

Artur Skiba
ANTAL PRESIDENT

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



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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

WESTIN

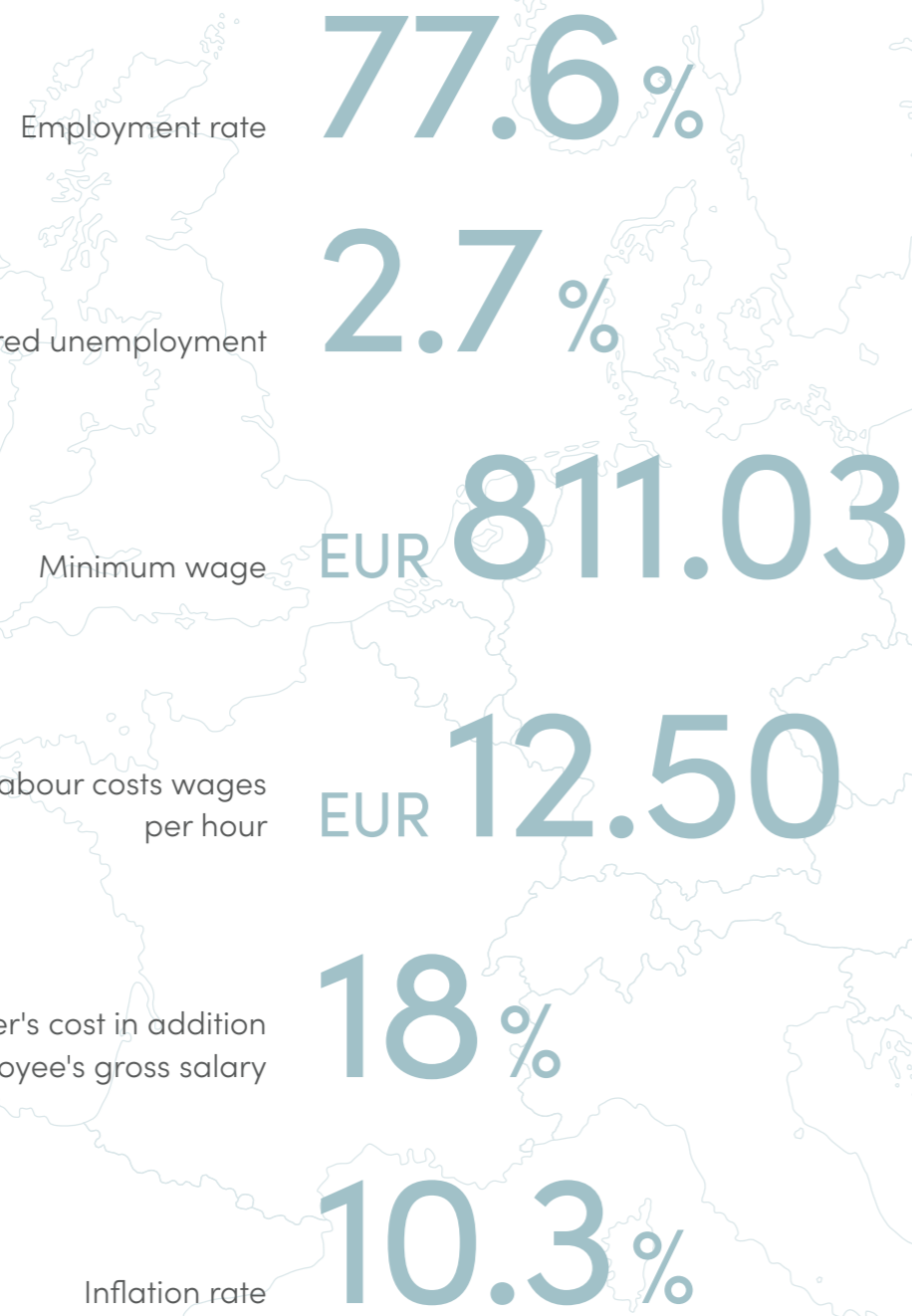
WESTIN

ZNAJDUJ
SWOJE MIEJSCE
W WARSZAWIE

EY

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 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

Warsaw – introduction

WARSAW

Average rating



1.01.

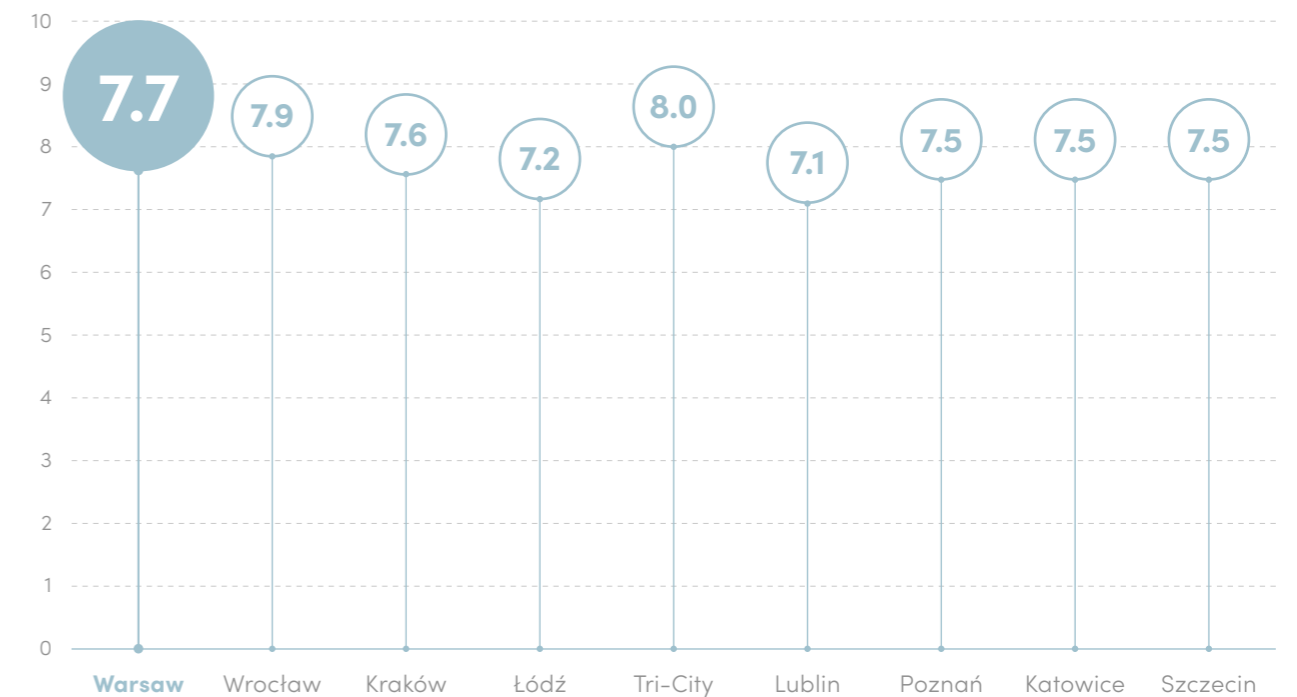
Evaluation of Warsaw

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 Warsaw



Warsaw is a thriving city that combines tradition with modernity.

It is an important scientific, cultural, political and economic centre. It has great investment potential, as shown by its rating of 7.7.

The capital is home to many leading companies in the Polish and foreign markets.

The number of residents in the entire Warsaw metropolitan area reaches 3.5 million. Warsaw was identified as a location under consideration for investment for 2023-2025 by 29% of respondents.

Find out more at www.investmentpotential.pl

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the magnet for investors is the large availability of highly educated specialists. Warsaw offers them the opportunity for rapid professional development and a high quality of life.

KAROLINA ZDRODOWSKA

WARSAW – INTRODUCTION

Expert commentary

Karolina Zdrodowska

DIRECTOR COORDINATOR FOR ENTREPRENEURSHIP AND SOCIAL DIALOGUE
OFFICE OF THE CAPITAL CITY OF WARSAW

A highly qualified workforce, a leading academic centre, and a wide range of office properties are all factors that make Warsaw a thriving city and a leader in investment in Central and Eastern Europe.

Among other things, the magnet for investors is the large availability of highly educated specialists. Warsaw offers them the opportunity for rapid professional development and a high quality of life.

In a global study by the Boston Consulting Group on quality of life, Warsaw outranked cities such as, Stockholm, Zurich and Dublin. From the same publication we learn that in the area of "adaptation of the city to the speed of change" our capital ranked among the world leaders, leaving New York and London behind.

Warsaw is the regional leader in the office market. Nearly 7 out of 10 are so-called green certified buildings.

The capital's current office portfolio stands at 6.25 million sqm, with another 265,000 sqm still under development. In response to the growth of startups, as well as investors present

in Poland, more and more mixed-use projects and coworking offerings are popping up in the city.

Regardless of the size of the investment or the type of industry, Warsaw remains a desirable destination offering development on many levels and a high European quality of life.



PART 2

Infrastructure

INFRASTRUCTURE

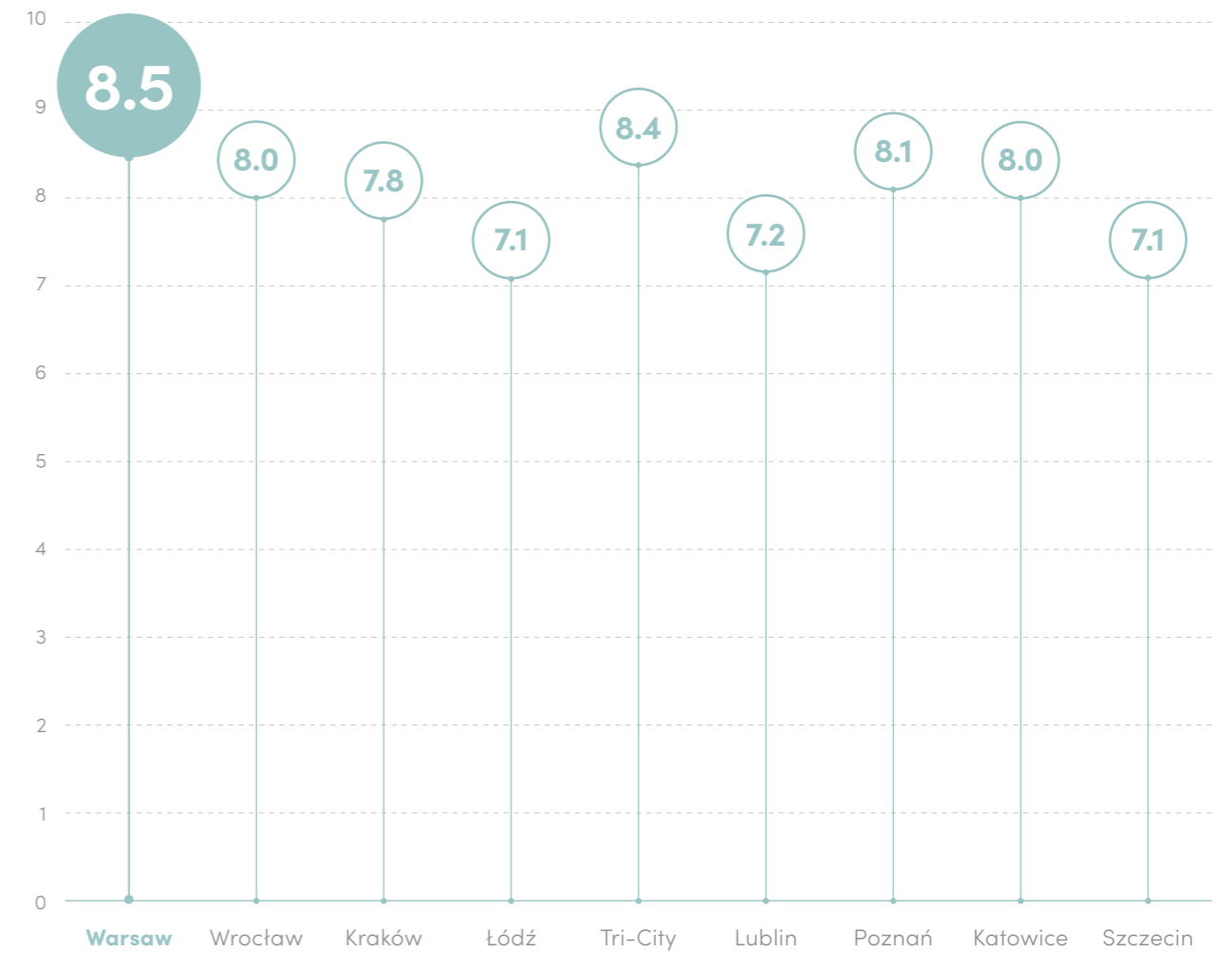
Average rating

8.5

2.01. Infrastructure

CHART 2.1.

Average infrastructure rating for Warsaw



Warsaw is the most developed city in Poland in terms of infrastructure.

A network of tramcar and bus lines efficiently connects the two sides of the Vistula River. Chopin Airport, located in the district of Włochy, is the largest airport in Poland and the main base of LOT Polish Airlines. It offers a large number of connections to major European capitals.

Find out more at www.investmentpotential.pl

“

Among planned infrastructure investments, the city's priority is the expansion of the subway.

MARCIN MIAZEK

INFRASTRUCTURE

Expert commentary

Marcin Miazek

ASSOCIATE OFFICE DEPARTMENT, CUSHMAN & WAKEFIELD

Warsaw is the largest and most important meeting place for scientific and business events. In 2022, over 2.3 thousand of them took place here, which means a 48% increase compared to the previous year and the industry's recovery after the pandemic.

The development of business tourism is possible thanks to a wide base of hotel facilities – there are more than 30,000 beds in 100 categorised hotels.

Another advantage of Warsaw is the presence of Chopin Airport, which offers more than 140 flight connections.

Nearly 14.4 million passengers were handled here in 2022, accounting for more than 35% of Poland's total passenger traffic, up more than 90% year-on-year.

Thanks to the network of roads and highways (A2 or S7, S8 and S17), Warsaw is very well connected with the rest of the country and foreign markets. The opening of the final section of the Warsaw Southern Ring Road in December 2021 has improved transit traffic in the city.

Among planned infrastructure investments, the city's priority is the expansion of the subway.

In 2022, 5 new stations of Line II were put into service, and the last 3 stations of the western section are scheduled for completion by 2026.

According to the city's preliminary concept, a total of five lines are expected to be built by 2050.



PART 3

Office space

OFFICE SPACE

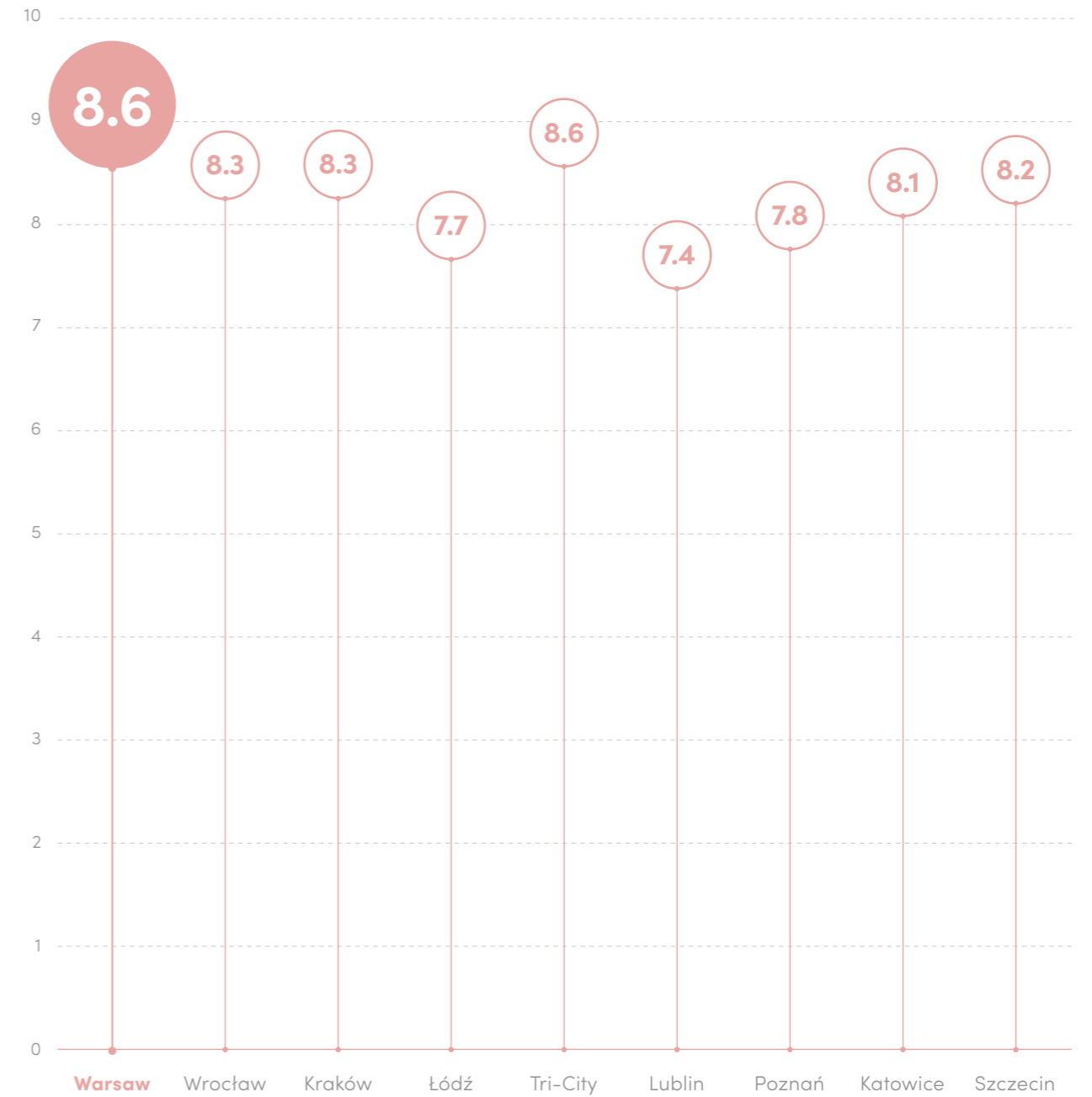
Average rating

8.6

3.01. Office space

CHART 3.1.

Average office space rating for Warsaw



Find out more at www.investmentpotential.pl

3.02.

Real estate in Warsaw

BASIC DATA ABOUT THE REAL ESTATE MARKET

13.50–26.00 EUR/ m² / month

Asking rents

565

Number of existing office buildings

221,000 m²

Office space under construction

18,700 m²

New supply

325,700 m²

Gross demand

11.4%

Vacancy rate

6,253,800 m²

Total stock of office space

OFFICE SPACE STOCK BY AGE

1,049,500 m²

0-5 years

1,474,500 m²

6-10 years

3,729,900 m²

over 10 years

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LIFE IS WHAT **WE** MAKE ITCUSHMAN &
WAKEFIELD

As a global leader in commercial real estate services, we make the most of every opportunity life offers—for our people, clients, communities and planet. With nearly five billion

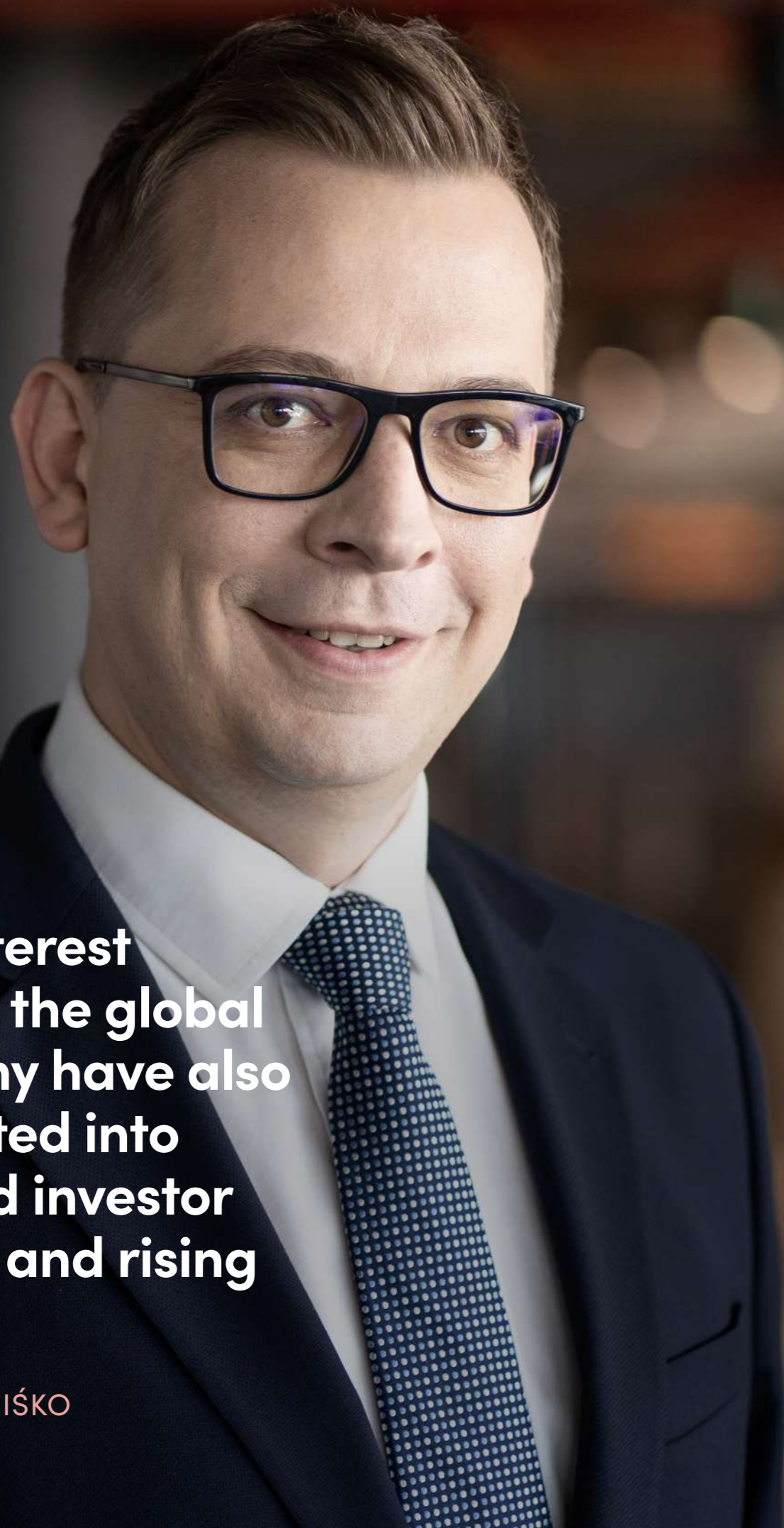
square feet of property under management and 50,000 employees in 60 countries, we make an impact around the world. Explore more at cushmanwakefield.com.

WAKEFIELD

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High interest rates in the global economy have also translated into reduced investor activity and rising yields.

KACPER REMIŚKO



OFFICE SPACE

Expert commentary

Kacper Remiśko

ASSOCIATE OFFICE AGENCY, CUSHMAN & WAKEFIELD

In Warsaw, which has half of the country's modern office stock, we are seeing markedly reduced developer activity. This is a result of the pandemic, as well as the current economic situation with high financing and construction costs.

High interest rates in the global economy have also translated into reduced investor activity and rising yields.

This year, only 66,000 sqm will be delivered to the Warsaw market. GLA - the least in more than 25 years with the prospect of the supply gap continuing even until 2026.

On the other hand, as tenant activity continues to increase, the vacancy rate in H1 2023 continued its downward trend and stood at 11.4%.

What is worth noting is that the market parameters for properties in central locations are diametrically opposed to those in other neighbourhoods, especially older, substandard buildings.

The vacancy rate in the centre is 9.9%, outside the centre - an average of 12.7%, and in the Służewiec area - 20.6%.

The observed upturn, especially from the point of view of developers, is due to foreign investors' perception of Poland as an economically and geopolitically safe country.

Demand for office space is bolstered by rationalising approaches to remote work.

The return to office (RTO) policy, first implemented by corporations and public institutions, now covers most of the market.



Business Garden Warszawa

Project by **VASTINT**
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We are part of the Vastint Group, an international real estate organization with over 30 years of experience. The cornerstones of our operations are development of commercial and residential real estate for further active management. Our portfolio consists of office buildings and complexes, residential properties, hotels, and mixed-use properties, in which we combine functions to create an intriguing environment where everyone enjoys working, living and being. Our goal is to embrace well-being of users while caring for the environment and creating added value to cities.

VASTINT

www.vastint.eu

PART 4

Public administration support



PUBLIC ADMINISTRATION SUPPORT

Average rating

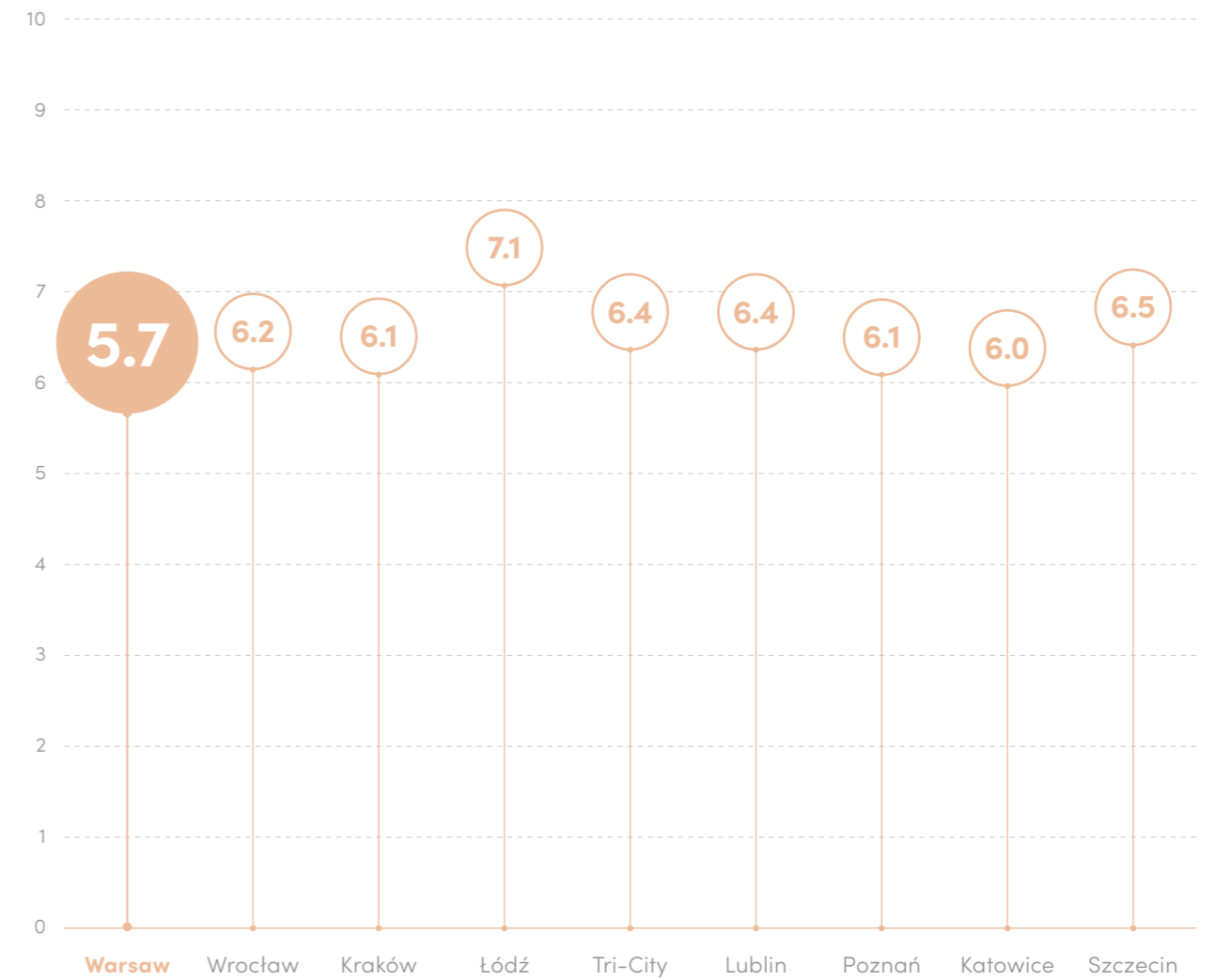
5.7

4.01.

Public administration support

CHART 4.1.

Average rating of public administration support for Warsaw



Entrepreneurs can count on the support of a number of business-related institutions.

They provide entrepreneurs with economic and trade information on foreign markets, among other things, and foreign investors with information on the conditions and legal regulations for doing business on Polish territory.

Find out more at www.investmentpotential.pl



PART 5

Educational potential

EDUCATIONAL POTENTIAL

Average rating

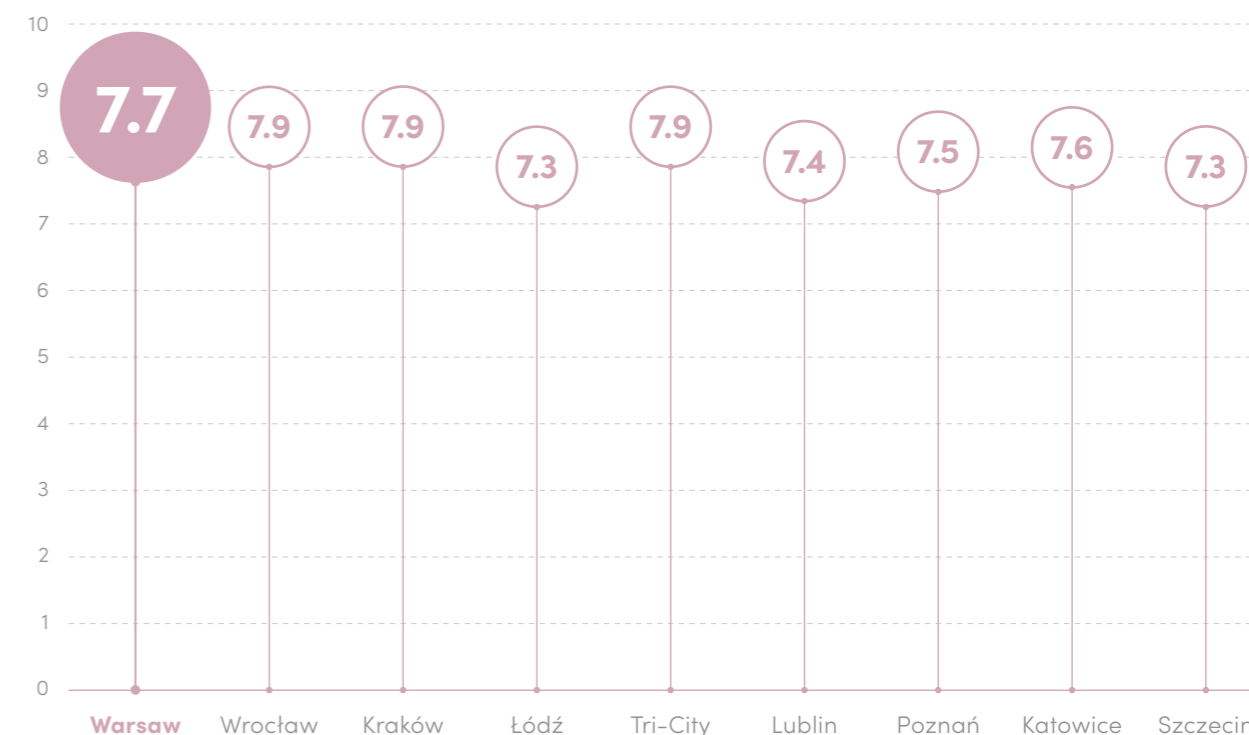


5.01.

Educational potential understood as the availability of future employees

CHART 5.1.

Average assessment of educational potential for Warsaw



Warsaw is a strong academic centre, educating nearly 250,000 students annually.

The largest and one of the two best universities in Poland is the University of Warsaw, annually positioned at the top of the Perspektywy magazine's ranking of higher education institutions.

In every university you will find business-related units. An example is the UWRC sp. z o.o. special purpose vehicle, established to

commercialise the results of scientific research and development work conducted at the University of Warsaw.

The School of Economics, on the other hand, has international accreditations such as: European Quality Improvement System, The Association of Chartered Certified Accountants.

It is also a member of prestigious international networks and organisations – International Project Management and Partnership In International Management.

Find out more at www.investmentpotential.pl

AVAILABILITY OF FUTURE EMPLOYEES
IN WARSAW

67

Number of universities

246,313

Number of students

48,767

Number of graduates

NUMBER OF STUDENTS BY AREA
OF KNOWLEDGE

14,004

Finance

16,056

Engineering

21,325

IT

10,101

Philologies

An employee comes to a company, but leaves a boss

WHAT IS IT LIKE AT YOUR COMPANY?



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.

“

Warsaw's educational potential is an important part of the region's development, attracting investment, educating future business leaders and fostering innovation.

FABIAN PIETRAS

EDUCATIONAL POTENTIAL

Expert commentary

Fabian Pietras

BUSINESS UNIT DIRECTOR, IT SERVICES ANTAL

As Poland's capital, Warsaw is characterised by its enormous educational potential, which attracts students, investors and entrepreneurs from all over the country and abroad.

The city is the cradle of many prestigious universities, including the University of Warsaw, the Warsaw University of Technology and the Warsaw School of Economics, which are gaining national and international recognition.

Also noteworthy is the growing number of private universities and business schools, which increases the variety of educational programs available.

A developed educational infrastructure plays a key role in the region's investment attractiveness.

Access to a skilled workforce is crucial for entrepreneurs and investors, and Warsaw offers access to educated graduates in a variety of fields. The proximity of universities to business centres and technology parks fosters innovation and knowledge transfer between universities and businesses. Many postgraduate courses are being created that follow the development of business and the economic situation. Among such we can include cyber security, big data, AI, business analyst, digital media, management – agile etc.

Warsaw's educational potential is an important part of the region's development, attracting investment, educating future business leaders and fostering innovation. This city is becoming not only Poland's educational centre, but also a major player on the international stage, attracting talent and capital from around the world.



PART 6

Employment Potential

EMPLOYMENT POTENTIAL

Average rating

7.4

6.01. Employment potential

CHART 6.1.

Average employment potential rating for Warsaw



LABOUR MARKET INDICATORS OF THE MAZOWIECKIE VOIVODESHIP

2,296,641

Population

4.2%

Unemployment rate

1,588,788

Average employment in the enterprise sector

PLN 8,340.42

Average gross monthly salary in the enterprise sector

Find out more at www.investmentpotential.pl

6.02.

Sample salaries in Warsaw

GROSS MONTHLY SALARIES (PLN)

Manufacturing and Logistics Sector	min.	max.
Production worker (unskilled)	3,800	5,500
Production worker (skilled)	4,500	6,000
Shift Manager	6,000	11,000
Logistics specialist	7,000	9,500
Logistics manager	12,000	18,000
Production engineer	6,000	13,000
SSC/BPO Sector	min.	max.
GL Accountant (2-3 years of experience)	9,000	12,000
GL Senior Accountant (over 3 years of experience)	11,000	14,000
GL Team Leader (team of 5-15 people)	13,000	17,000
AP/AR Accountant (2-3 years of experience)	7,000	9,000
AP/AR Senior Accountant (over 3 years of experience)	9,000	11,000
AP/AR Team Leader (team of 5-15 people)	12,000	15,000
CS Junior Specialist (no experience)	5,500	7,000
CS Specialist (over 1 year of experience)	7,000	9,000
CS Team Leader (team of 5-15 people)	10,000	15,000
Payroll Specialist (1-3 years of experience)	6,000	10,000
Senior Payroll Specialist (over 3 years of experience)	9,000	14,000
Payroll Team Leader (team of 5-15 people)	13,000	16,000
IT Sector	min.	max.
1st Line Support (2 years of experience)	7,000	10,000
2nd Line Support (2 years of experience)	8,000	12,000
3rd Line support (2 years of experience)	9,000	13,000
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

Find optimal salary zone!

AND SAY NO TO SALARY PRESSURE



According to research, on average an employee who is changing jobs expects a 22% pay rise. Check the salaries which your company offers against those of the competition and find a safe zone which will prevent staff turnover. We will be more than happy to provide you with details on the full range of Market Research services.

“

Warsaw not only offers attractive business conditions, but also guarantees access to human capital, which is a key element of any successful company.

MICHAŁ BORKOWSKI

EMPLOYMENT POTENTIAL

Expert commentary

Michał Borkowski

BUSINESS UNIT MANAGER, FINANCE & HR, ANTAL

As a key business centre in Central and Eastern Europe, Warsaw is highly regarded by business representatives, as evidenced by a rating of 7.4/10 for the city's potential for hiring professionals and managers.

Many headquarters of global companies are located here, and the developed corporate and innovation ecosystem is characterised by multidimensionality and dynamism.

The city attracts talent from home and abroad, offering attractive living conditions and extensive infrastructure.

The growth of sectors such as fintech underscores Warsaw's innovation. The high level of competence of local professionals fosters a culture of knowledge and experience sharing.

Flexibility and recruiting efficiency is another asset of the capital.

With diverse human resource competencies, companies can adapt quickly to changing market conditions. A rich education and research ecosystem fosters the training of personnel with advanced skills.

Warsaw is definitely a place where the potential for staff employment is one of the highest in this part of Europe. The diversity of industries, the international character of the city and the dynamic development of new economic sectors provide a solid basis for the continued growth and attractiveness of Warsaw as a business centre in the region. Given all these advantages, Warsaw not only offers attractive business conditions, but also guarantees access to human capital, which is a key element of any successful company. Fast and efficient recruitment, access to advanced competencies, and the ability to compose diverse and multicultural teams are just some of the advantages Warsaw offers in terms of hiring specialists and managers.



PART 7

Business potential

BUSINESS POTENTIAL

Average rating

8.5

7.01.
Business potential

CHART 7.1.

Average business potential rating for Warsaw



Warsaw was recognised four times in the FDI 2023 ranking evaluating European cities for foreign direct investment.

In the overall ranking of European Cities of the Future 2023, it ranked sixth, ahead of Berlin and Stockholm, among others.

The capital was also highly rated in the European Business Friendly Cities category, taking second place just after London.

It ranked eighth in Europe in the Economic Potential category and ninth in cost efficiency.

Warsaw is also participating in the Choose Europe international project, which aims to highlight Europe's shared values and differentiate specific strengths in order to strengthen the image of a prosperous European economic model in the eyes of investors.

Find out more at www.investmentpotential.pl

“

The strategy to achieve zero-carbon is increasingly integral to a company's strategy. That's why it's gratifying to see the sustainability initiatives undertaken by the Warsaw authorities.

AGNIESZKA ZIELIŃSKA

BUSINESS POTENTIAL

Expert commentary

Agnieszka Zielińska

MANAGING DIRECTOR, SCANDINAVIAN-POLISH CHAMBER OF COMMERCE

As the capital and largest city in Poland, Warsaw naturally attracts investors. An important role from the point of view of entrepreneurs is played by the mature office real estate market.

As of the second quarter of 2023, the total stock of office space in Warsaw stood at 6.25 million sqm. Among this stock, there is no shortage of high-end certified buildings incorporating ESG criteria, which are increasingly in demand by tenants.

Scandinavian investors pay very close attention to the "green" aspects of their investments when making decisions.

The strategy to achieve zero-carbon is increasingly integral to a company's strategy.

That's why it's gratifying to see the sustainability initiatives undertaken by the Warsaw authorities, such as the cooperation with C40 and the European Bank for Reconstruction under the "EBDR Green Cities" project.

Warsaw's green vision is that of a zero-emission city, close to the idea of a fifteen-minute city, attractive to both investors and residents.

Baker McKenzie delivers integrated solutions to complex challenges.

Complex business challenges require an integrated response across different markets, sectors and areas of law. Baker McKenzie's client solutions provide seamless advice, underpinned by deep practice and sector expertise, as well as first-rate local market knowledge. Across more than 70 offices globally, Baker McKenzie works alongside our clients to deliver solutions for a connected world.

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7.02.

Selected companies in and around the city

Banking

BANK BGŻ
BNP PARIBAS
BANK MILLENNIUM
CITY HANDLOWY
CREDIT SUISSE
GOLDMAN SACHS
JP MORGAN CHASE & CO. POLAND
MBANK
PEKAO SA
PKO BP

Retail

CARREFOUR POLSKA
CASTORAMA POLSKA
LEROY MERLIN POLSKA
MAKRO CASH AND CARRY POLSKA

SSC/BPO

ACCENTURE
ALCON
CBRE CORPORATE OUTSOURCING
CITIGROUP
COLGATE-PALMOLIVE SERVICES
DIEBOLD NIXDORF
DSV
GENERAL ELECTRIC
GOLDMAN SACHS
GOLDMAN SACHS POLAND SERVICES
J.P. MORGAN,
JTI GBS POLAND
LIONBRIDGE
MARSH EUROPEAN BUSINESS SUPPORT CENTRE
METTLER-TOLEDO SHARED BUSINESS CENTER
MODERNA INTERNATIONAL BUSINESS SERVICES CENTER

MONEYGRAM POLAND

NATWEST GROUP
NIELSEN
ORANGE
POINT72 POLAND
PROCTER & GAMBLE
ROCHE GLOBAL IT SOLUTION CENTRE
SAMSUNG
SCHNEIDER ELECTRIC
STANDARD CHARTERED
UPS

IT and Telecommunication

ACTION
ALLEGRO
ATOS
BETACOM
CAPGEMINI
CD PROJECT RED
DELL
EPAM
GOOGLE
IBM
MICROSOFT
NVIDIA
SAGE
SII
ULTIMATE GAMES
VISA

Construction

ALDESA
ASTALDI
BUDIMEX
GÜLERMAK
SKANSKA

Industrial production

ADAMED
COCA COLA HBC POLSKA
GEDEON RIECHTER
HORTEX
INTEREUROPOL
KNAUF INDUSTRIES
LOTTE WEDEL
NOVARTIS
POLFA TARCHOMIN
PROCTER & GAMBLE
RECKITT BENCKISER

TCHIBO
TUPLEX

Pharmacy

ADAMED
AMGEN
ASTRAZENECA
BAYER
B. BRAUN
BIOGEN
BOEHRINGER INGELHEIM
CELON PHARMA
GSK COMMERCIAL
MOLECURE
POLFA WARSZAWA
PFIZER POLSKA
ROCHE POLSKA
SANOFI-AVENTIS
TEVA PHARMACEUTICALS
TZF POLFA
USP ZDROWIE



PART 8

Assessing the location as a place to live

ASSESSING THE LOCATION AS A PLACE TO LIVE

Average rating

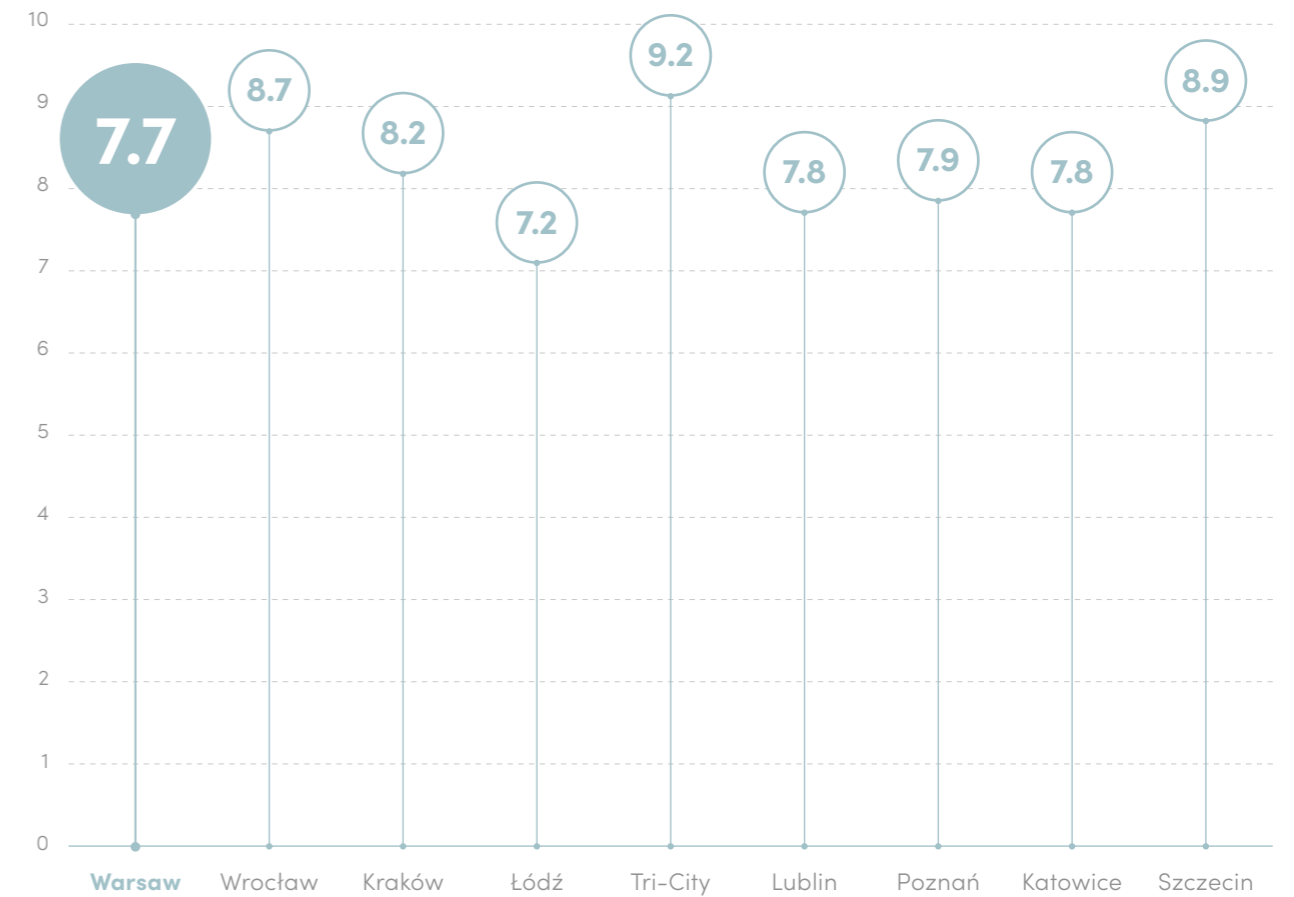


8.01.

Assessing the location as a place to live

CHART 8.1.

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



Warsaw is an attractive place to live.

The plethora of cultural events, theatres, cinemas, concerts, matches gives residents plenty of choices.

The overall image of Warsaw ranks among the top cities analysed.

This is evidenced by the city's strong online presence, as well as its good business image (economic activity of residents).

Find out more at www.investmentpotential.pl

8.02.

Warsaw as a place to live

DATA ON TOURISM AND CULTURAL DEVELOPMENT
OF THE CITY

4,2 MLN TOURISTS

and 29.7% of them
foreign tourists¹

170
tourist accommodation
facilities
(July 2022)

60
More than 60 museums

20,000
hectares of green spaces

1
NO.
Europe's No. 1 destination
to visit²

100
hotels in Warsaw out
of 261 hotels in Mazowieckie
Voivodeship

96
parks, squares and green spaces

¹ Tourism in the capital city of Warsaw in 2022, Statistical Office in Warsaw.

² European Best Destinations 2023

WARSAW 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**.



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

Antal Sp. z o.o
warsaw@antal.pl



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

Cushman & Wakefield
info.poland@cushwake.com

Contact

Agnieszka Wójcik

COMMUNICATIONS & MARKET RESEARCH DIRECTOR, ANTAL

agnieszka.wojcik@antal.pl

Julia Stanisławska

MARKET RESEARCH SPECIALIST, ANTAL

julia.stanislawski@antal.pl

Jan Szulborski

CUSHMAN & WAKEFIELD

jan.szulborski@cushwake.com

www.en.antal.pl

