

Poznań



Polish Cities
– unlocking
the potential



Polish Investment
& Trade Agency
PFR Group



Introduction



Monika Grzelak

Director
Investment Support Department
The Polish Investment and Trade Agency

Dear Sir/Madam,

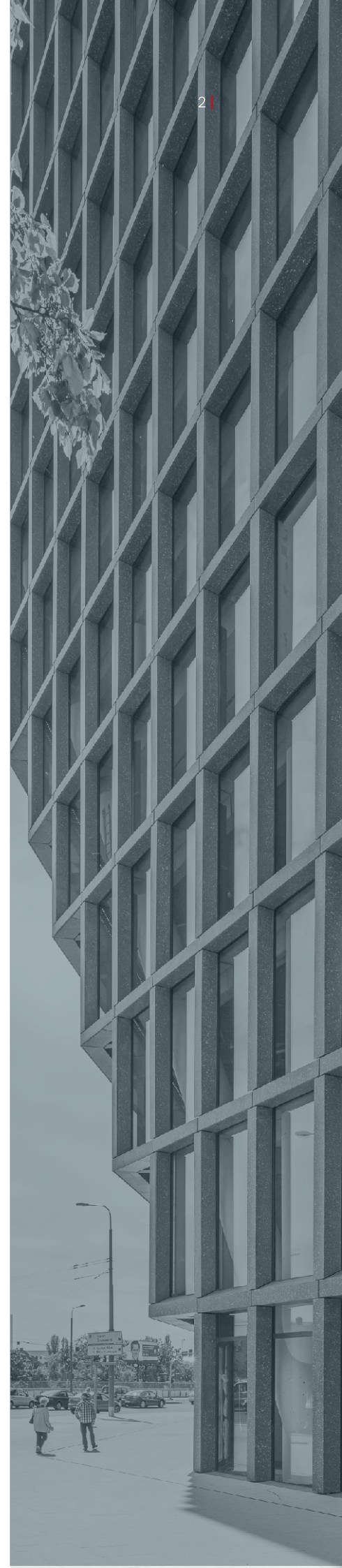
Poznań, as the fifth largest city in Poland, serves as a dynamic academic, business, and investment centre. Thanks to strategic investments in infrastructure, the dynamic growth of the IT and advanced technology sectors, a strong academic base, and active support for local business initiatives and foreign investors. Poznań offers unique opportunities for business development and expansion.

Poznań's strategic location on the map of Poland is ensured by access to the A2 motorway, expressways S11 and S5, as well as proximity to the international Poznań-Ławica Airport, enabling easy connections to major cities in Europe and worldwide.

Poznań focuses on the development of technologically advanced sectors, such as IT, BPO, SSC, and R&D, supported by the city's development strategy.

The city offers investors not only excellent infrastructure and access to a skilled workforce but also a high quality of life. Good education facilities, and a rich cultural offer, make Poznań an attractive place to live and do business in.

We encourage you to explore this publication and consider Poznań as a location for your investment.



**Jacek Jaśkowiak**

Mayor of the City of Poznań

Ladies and Gentlemen,

Poznań consistently attracts investors from around the world. For several years, we have maintained the position of a business leader on the national stage. This is evidenced not only by excellent economic data but also by high places in prestigious rankings, both Polish (Business Insider Polska) and international (fDi Intelligence; Oxford Economics).

It was here in Poznań that the first quantum hub in Central and Eastern Europe was established. Such a significant distinction highlights our city's importance to the IT industry. The newly installed, highly powerful computer will serve scientists and companies from across Europe, providing opportunities to develop new branches of the economy.

We regularly welcome distinguished scientists, politicians, and business leaders to our city. Thanks to the Poznań International Exhibition centre, many important events and international conferences are held in Poznań each year. Among them is Impact, the most prestigious congress in this part of Europe. It's a unique opportunity to meet many renowned figures – this year, the Poznań stage hosted speakers such as Michelle Obama and Sanna Marin.

In Poznań, however, we do not rest on our laurels. Every day, we strive to improve the quality of life for our residents. The changes are visible: iconic city landmarks like the Old Market Square and Saint Marcin's Street have become more beautiful and accessible. New trees and green spots are appearing on areas once covered in concrete, and small forests are being planted. The famous Arena sports and entertainment centre will soon be modernized. We are also working on building new headquarters for the Poznań Philharmonic and the Musical Theater. In this way, we are steadily transforming the city into the place that welcomes everyone and is open to investment.



Basic information

Poznań is a dynamically developing city in a strategic location. It is one of the leading academic, business, and trade centres in Poland.

This is where the future unfolds.

The capital of the Greater Poland region it is the fifth largest city in the country and an important transportation hub. Excellent connectivity is ensured by numerous rail and air connections. Poznań is home to global players in modern business services and information technology. The city is also known for its high quality of life, with plenty of green spaces and a rich cultural offer. It is a compact metropolis which is a great place to live.



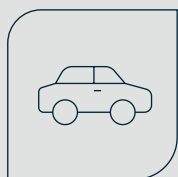
Region

Greater Poland



~545 000

Number of citizens



S5 | S11

Express ways

A2

motorway



Airport name

Poznań-Ławica im. Henryka Wieniawskiego

Road Infrastructure



Key

- existing
- under construction
- out for tender
- planned
- existing national roads

Air transport

Port Lotniczy Poznań-Ławica im. Henryka Wieniawskiego

| Domestic flights



| International flights



Education

Poznań is a powerful academic and scientific centre, ranking among the top in Poland. The city is home to 24 institutes of higher education, including 8 public universities, with over 24,000 graduates. Adam Mickiewicz University is listed among the top 1,000 universities in the prestigious Shanghai Academic Ranking of World Universities. The scientific activities of the higher education institutions are complemented by dozens of research and development facilities.

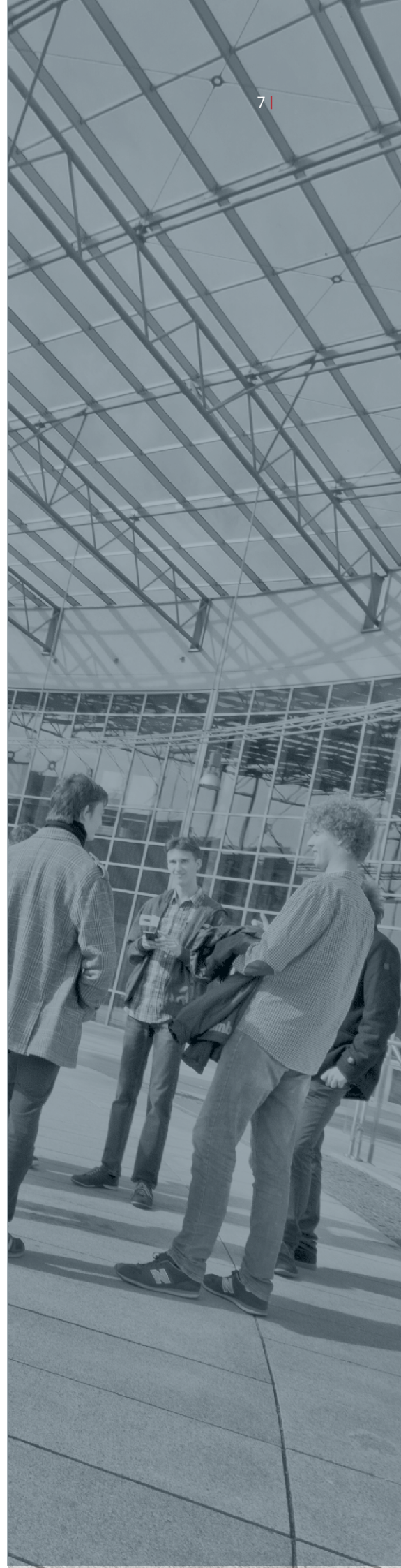
The high level of education ensures a qualified talent pool that meets investors' needs. This result is achieved through collaboration with university career offices and a variety of internship programs. One of the strengths of Poznań's universities is the extensive range of languages taught.



24 Number of Higher Education Institutions

694 Number of Fields of Study

24 500 Number of Higher Education Graduates



Office Market



674 000 m² Available office space

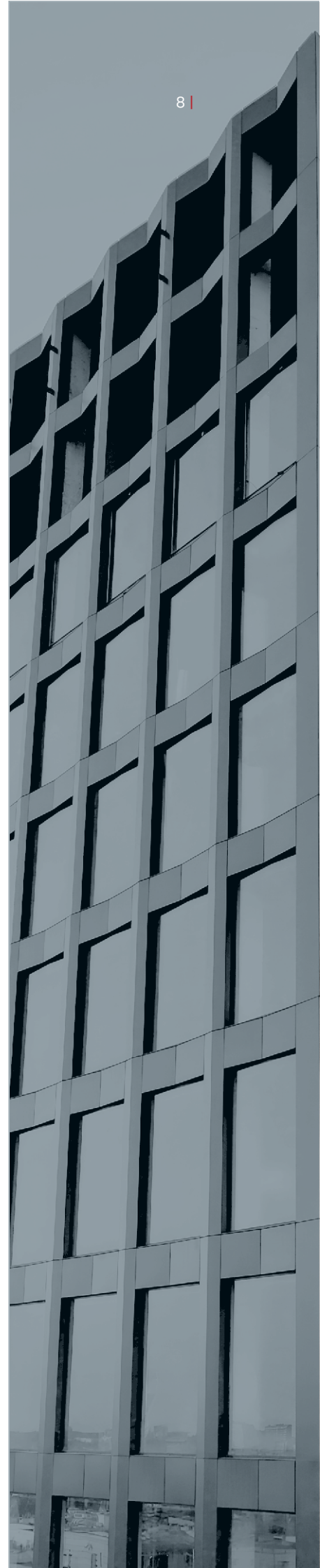
106 Number of modern office buildings

15–18 EUR/m² Monthly office rental cost
Asking rent, class A (PLN and EUR)

13,9% Vacancy rate (%)

| Selected office buildings

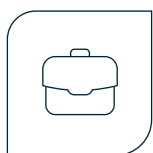
Building Name	Year of Completion	Address	Rental Area (m ²)	Occupancy Rate (%)
Bałtyk	2017	Roosvelta 22	15 100	7
Malta House	2013	Abp. Baraniaka 6	14 700	24
Maraton (A I B)	2016	Królowej Jadwigi 43	24 900	1
Nowy Rynek (A B C D)	2019–2023	Matyi 1	91 600	14
Pixel (IV i V)	2006	Grunwaldzka 184–186	17 800	3



BSS and IT Sector

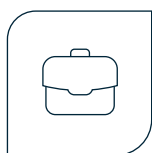
Modern business services and information technologies are priority sectors for Poznań. The city fosters an investment-friendly climate that accommodates both large and small companies. Centres operating here started with simple processes and now manage technologically advanced projects.

Between 2017 and 2023, Poznań was chosen by over 150 companies in the modern business services sector, and the number employed grew from 15,000 to over 30,000. Poznań's BSS centres have started to take on more complex, knowledge-based processes, driving the demand for highly qualified employees.



30 000

total employment
in BSS sector in Poznań



30 000

total employment in IT sector
in Poznań
Poznań's Agglomeration
(GUS, II 2024)



156

number of BSS centres
in Poznań



6 700

Total number of students
on IT-related majors

| Selected IT companies

Allegro, B.Braun, Beyond.pl, Capgemini, Computacenter EgnYTE, Fandom, FEV, GFT, GSK, IC Solutions, IT.Integro, Lumen, NTT Data, Roche, Sii, Siemens, SoftSwiss, Summ-it, Tietoevery



Investments

Poznań remains one of the best locations to start and grow a business in Central and Eastern Europe. For several years, the city has maintained high positions in leading rankings. Comprehensive support from the city authorities ensures the highest level of implementation for ambitious investments at every stage—from project preparation to implementation.

Investors will find modern office space in the heart of Poznań, with complexes tailored to meet the needs of the most demanding clients, addressing contemporary challenges.

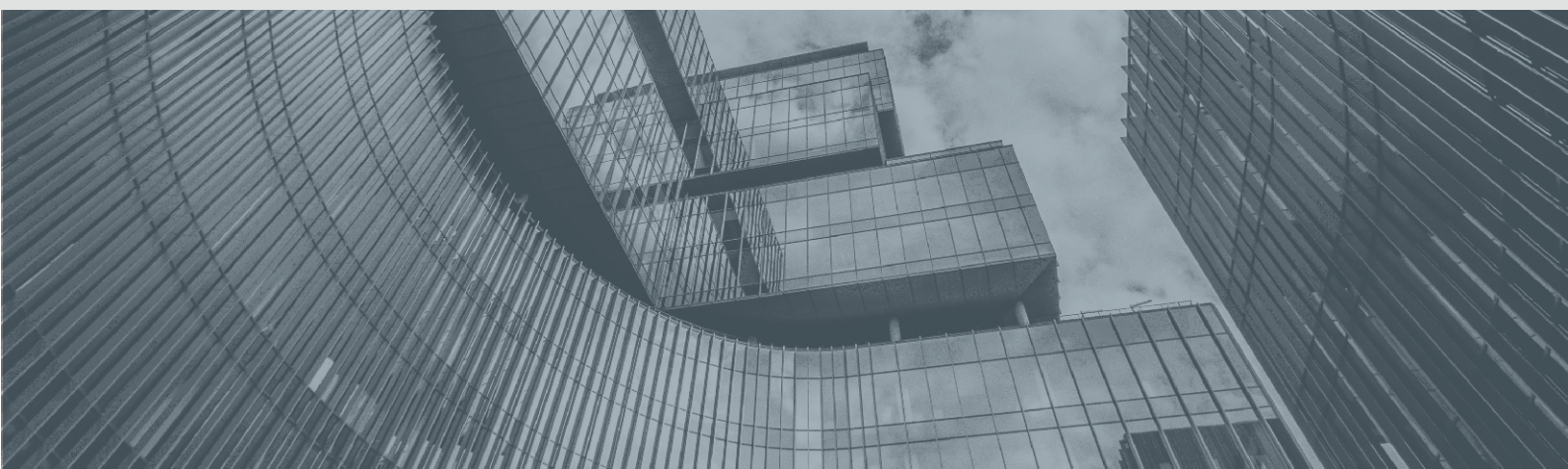
Poznań's strengths also include a rich real estate offer. Most properties are undeveloped land in prime locations, with convenient access to public transport, developed infrastructure, and city exit routes. Another advantage is the location of many properties in areas with local zoning plans already in place.

8,5
billion EUR

Cumulative value of investment
(XII, 2023)

20%

Level of public aid



Case study – Sennheiser

Sennheiser offers top-quality electroacoustic solutions for individual customers, as well as specialized equipment for sound production and execution for large-scale events, television, radio, theater, and film production, as well as commercial installations.

Sennheiser Global Services was established in 2022 with the primary goal of providing global support for the group in areas such as accounting, administration, HR, customer service, and IT, as well as its legal and sales departments. In less than a year and a half, the company has achieved the foundational objectives of process migration and is now pursuing goals beyond the initial plans.

The decision to locate the company in Poznań was driven by its excellent geographic location and the strong potential of a skilled workforce. Poznań boasts a rich academic offer, ensuring specialists for all departments within the company.



Alicja Wybicka

Managing Director
Sennheiser Global
Services

Investors seeking attractive locations can count on not only professional assistance and various forms of support from the City authorities in Poznań but also highly efficient and comprehensive services from recruitment agencies and real estate companies. Thanks to this, during the establishment of our branch in Poznań, we were able to primarily focus on building a team and an organizational culture aligned with the values of a family-owned company like Sennheiser.



About PAIH's Investment Support Department

PAIH's Investment Support Department supports the inflow of foreign direct investment to Poland and the implementation of Polish investments domestically. An experienced, business-oriented team provides comprehensive and free of charge support to investors, ensuring a smooth investment process with the assistance of a dedicated Project Manager and a range of tools such as:



Location advisory



Organisation of site visits for potential investors



Information on investment incentives



Preparation of information packs



Identification of potential business partners



Cooperation with startups and technology providers – B2B meetings



Building connections with research institutes and innovation centres



Support in dealings with administrative authorities



Post-investment support

Contact us:

invest@paih.gov.pl | paih24@paih.gov.pl



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Investor's Tax Service Centre (COPI)

The Investor's Tax Service Centre (COPI) provides assistance to investors on tax-related matters.

The centre offers investors information about the tax system in Poland, presents tax relief and incentives, and provides other information related to the tax laws.

**First-hand Information:**

In coordination with relevant experts, the Centre's staff prepares answers to tax-related questions specific to the investment. The Centre can also organize meetings with experts to help determine the tax situation of the investment.

**Individual Approach:**

The Centre tailors its support to the needs and specifics of the investment. Information can be provided in writing or during meetings—either in-person or online. The Centre can offer information in both Polish and English.

**Direct Assistance:**

A dedicated Centre employee is assigned to the investor. Quick and direct contact can be arranged through the investor's preferred method—by phone, email, or meetings.

**Investment Agreement:**

If the investor requires a binding interpretation regarding the tax implications of the investment, the Centre assists in the process of concluding an investment agreement.

Contact us:

centrum.obslugi.inwestora@mf.gov.pl

CENTRUM
OBSŁUGI
PODATKOWEJ
INWESTORA



Ministerstwo
Finansów



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