

A stylized, colorful illustration of the Poznań skyline. It features a mix of modern skyscrapers and historic architecture. On the left, a tall, dark blue modern building stands next to a large, orange-brown building with a grid pattern. In the center, the white, ornate facade of the Poznań Cathedral is prominent, topped with a green spire. To its right is a grey, stepped modern building. Further right is a brown building with a large yellow sun-like emblem, and a white building with a triangular pediment. In the foreground, a row of colorful, multi-story houses in shades of orange, green, blue, and red is visible. A white, angular, geometric shape is superimposed over the lower right part of the illustration.

City of POZnań*

Poland

MOVE TO IMPROVE

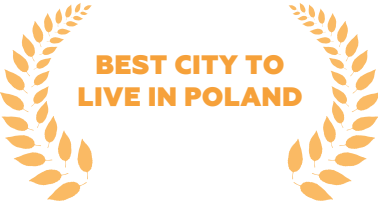
POZNAŃ INVESTMENT POTENTIAL

INDEX

3	Recent awards
4	Infrastructure
5	Compact city
6-9	Human capital and entrepreneurship
10	Diversified economy
11-12	Growing business services sector
13	Strong IT sector
14-15	Attractive real estate offer
16-17	Tailor-made investor support
18	Creative sector of the future
19	Together we create a smart city
20-21	Vibrant city with high quality of life
22-23	Additional contact points



RECENT AWARDS



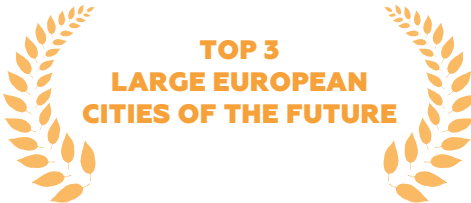
Business Insider
Polska



CEE Investment Awards
by EuropaProperty



CEE Business Services
Summit&Awards



fDi Intelligence
by Financial Times



INFRASTRUCTURE



A2 highway connection
with Berlin & Warsaw
3h by car



Berlin-Poznań, Poznań-Warsaw
2.5h by train



Poznań **Metropolitan Railway**



Poznań-Ławica **airport**



POZNAŃ
AIRPORT



About 3h flight to:
Antalya, Barcelona

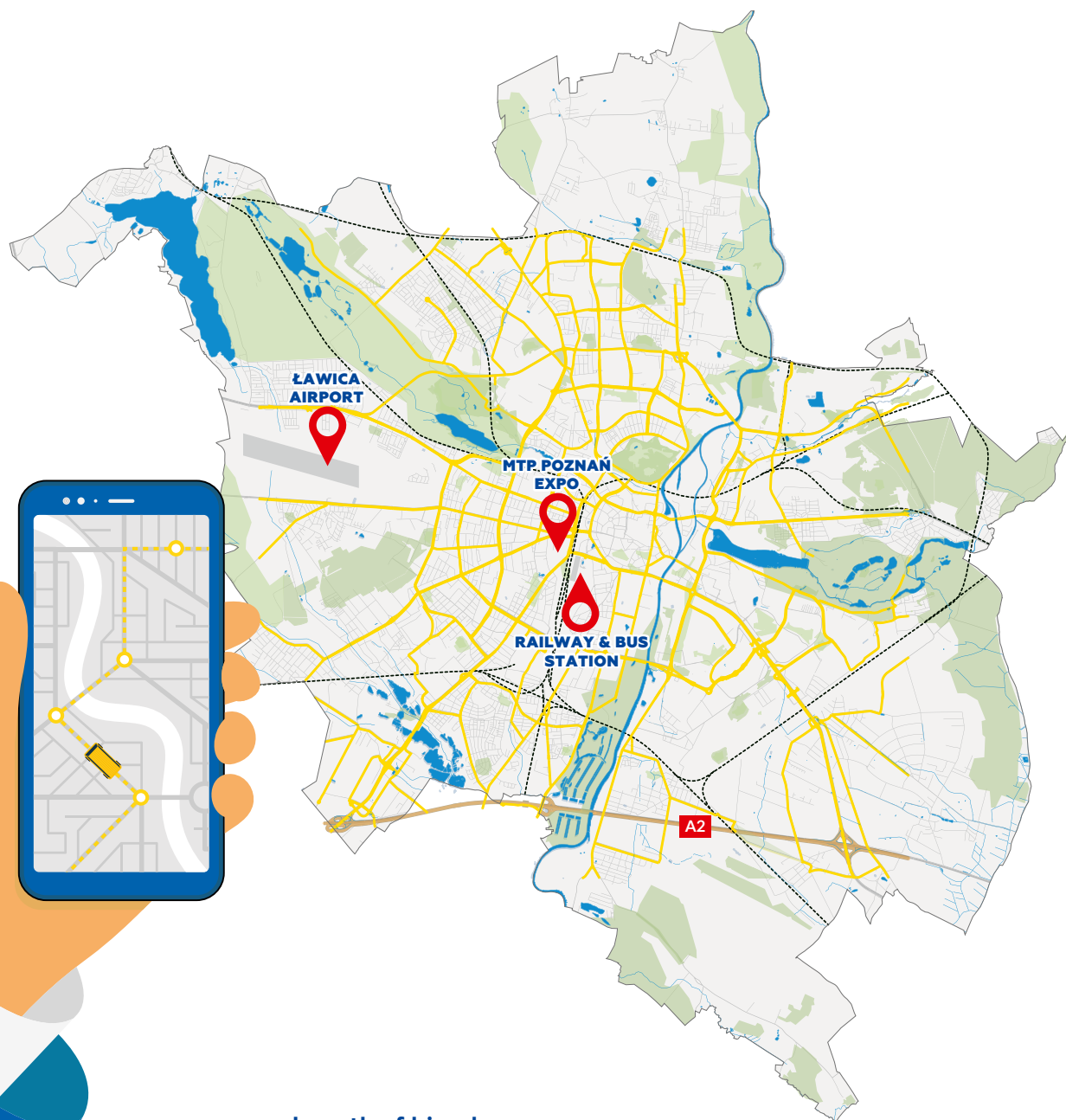
About 1.5h flight to:
Copenhagen, Frankfurt,
Paris, Munich

About 7h flight to:
Dubai

About 2h flight to:
London, Dublin, Cork,
Amsterdam, Rome

ca. **40**
regular
flights

ca. **35**
charters



**Length of bicycle
paths – 345,3 km**

**Bicycle rides make 10%
of the total city traffic.**



20 tram lines / 229 trams



68 buses lines / 346 buses

POZNAŃ IN NUMBERS

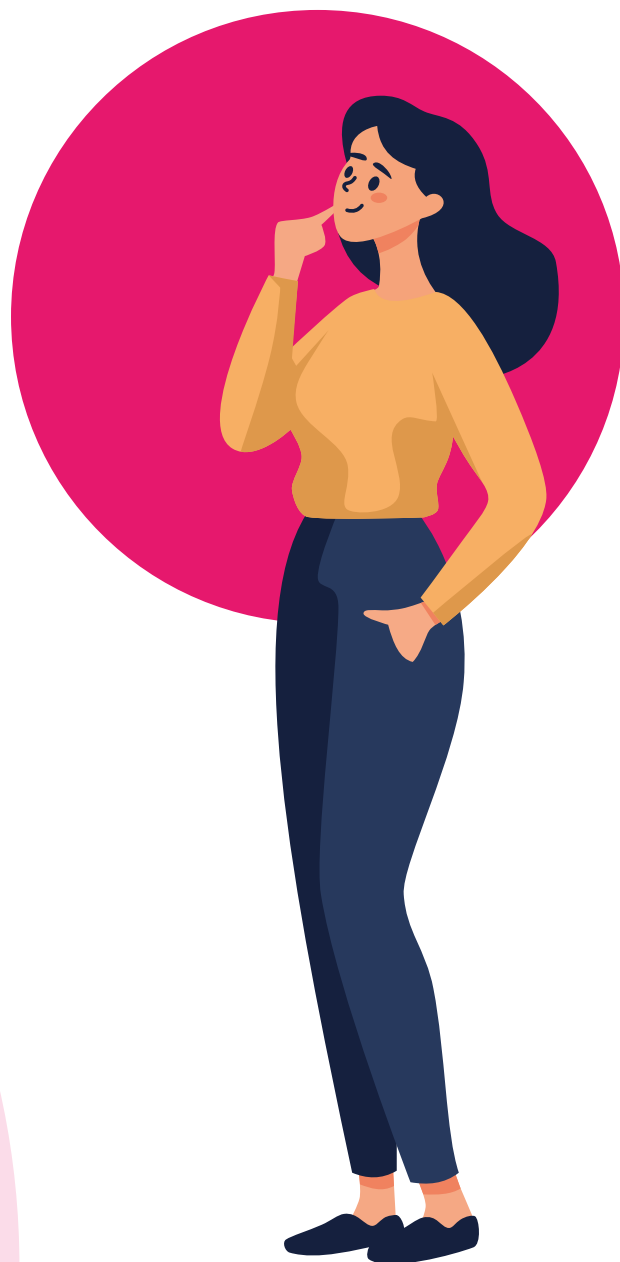
716,800
POPULATION

1,100,000
POPULATION OF POZNAŃ
AGGLOMERATION

942,700
NUMBER OF PEOPLE PRESENT
IN POZNAŃ DURING THE DAY

79,300
NUMBER OF FOREIGNERS
FROM OVER 100 COUNTRIES

**FOREIGNERS ACCOUNTED
FOR 11% OF POZNAŃ RESIDENTS**





ca. 135,000

**BUSINESS ENTITIES
OPERATING IN POZNAŃ**

32,400 € – PER RESIDENT
FOREIGN DIRECT INVESTMENTS

688 EMPLOYED
PER 1,000 RESIDENTS

270 R&D ENTITIES

ca. 1.1% UNEMPLOYMENT RATE

ca. 2,200 € – AVERAGE GROSS SALARY
IN THE CORPORATE SECTOR

BIG BRANDS

Amazon, Bridgestone, Beiersdorf,
Solaris, Volkswagen, Wrigley

MTP POZNAŃ EXPO

The most recognisable centre
of congresses and conferences
in Poland

TALENT POOL



24
UNIVERSITIES
IN POZNAŃ

ca. 100,000
STUDENTS

23,200
STUDENTS

BUSINESS,
ADMINISTRATION
AND LAW

6,400
STUDENTS

ENGINEERING
AND TECHNICAL
STUDIES

12,000
STUDENTS

BIOLOGICAL
AND MEDICAL
STUDIES,
ENVIRONMENTAL
SCIENCES

8,500
STUDENTS

LANGUAGES

- English: 2,300
- German: 730
- Korean: 480
- Japanese: 420
- Spanish: 330
- French: 270
- Sinology: 250
- Scandinavian: 210
- Italian: 180
- Dutch: 100
- Arabic: 80
- Hebrew: 60
- Turkish: 50

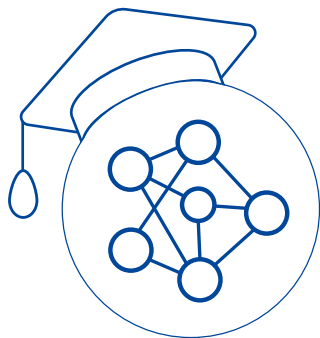
6,700
STUDENTS

IT AND
RELATED

4,000
STUDENTS

ARCHITECTURE
AND CONSTRUCTION





**NEW ACADEMIC
SPECIALITY:**
QUANTUM COMPUTING,
QUANTUM PHYSICS

**24,500
GRADUATES**

**6,200
GRADUATES**
BUSINESS,
ADMINISTRATION
AND LAW

**1,700
GRADUATES**
ENGINEERING
AND TECHNICAL
STUDIES

**2,100
GRADUATES**
BIOLOGICAL
AND MEDICAL
STUDIES,
ENVIRONMENTAL
SCIENCES

**2,200
GRADUATES**
LANGUAGES

**1,500
GRADUATES**
ARCHITECTURE
AND CONSTRUCTION

**1,500
GRADUATES**
IT AND RELATED



DIVERSIFIED ECONOMY IN POZNAŃ

ca. 135,000 BUSINESS ENTITIES
REGISTERED IN POZNAŃ IN 2024
(1ST PLACE IN POLAND,
EXCEPT WARSAW).



IT and R&D

Allegro / All for One Poland /
Capgemini / DomData /
GFT Poland / IC Solutions /
Merixstudio / Next Technology /
Nordcloud / Siemens / Sii /
STX Next / summ-it /
VikingCloud / VML

Business Services Sector

ADM / Carlsberg Shared Services /
Duni EFF / Franklin Templeton
Investments / GSK / Jeronimo Martins /
Lumen Technologies / McKinsey EMEA
Shared Services / Miele Global Services /
Newell Brands / ROCKWOOL GBS /
Sennheiser

Made in Poznań:

Allegro / APART / Beyond.pl /
DomData / IC Solutions / IT.integro /
Komputronik / NOVOL / PROTiM /
Ster / StethoMe / summ-it /
VOX / Żabka

POZNAŃ

Pharma:

Biofarm / Delpharm / GSK /
Haleon / Herbapol / Masters
Pharm / Selvita / Ziotolek

Advanced Manufacturing

Bridgestone / Beiersdorf Manufacturing
Poznań / Duni Poland / Exide Technologies /
John Deere / Kompania Piwowarska /
Lisner / Mars Wrigley / Mondelēz /
Pekabex / Sinoboom / Solaris Bus
& Coach / TUOPU / Unilever /
Volkswagen Poznań

Warehousing and Distribution (Operators)

7R / GLP / MLP / P3 / Panattoni /
Prologis / Raben / Segro

BUSINESS SERVICES SECTOR

MORE THAN 160

BPO, SSC, IT and R&D
centres in Poznań

10 BUSINESS
SERVICES CENTRES
using at least 10 languages

MORE THAN
30,000 EMPLOYEES

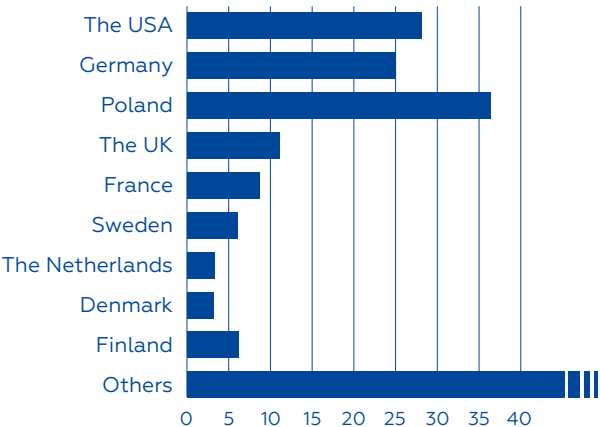
in BSS sector

Major growth in employment
in BSS between 2017-2024

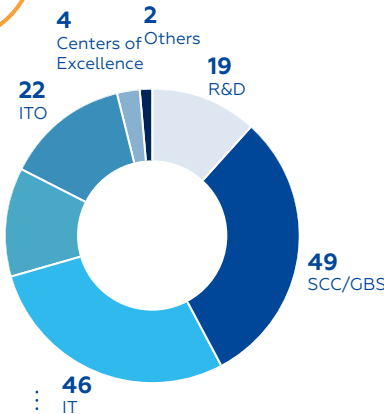
FROM 15,000
TO OVER 30,000



WHERE DO THE INVESTORS
COME FROM?



>30
NUMBER
OF LANGUAGES
used in centres in Poznań

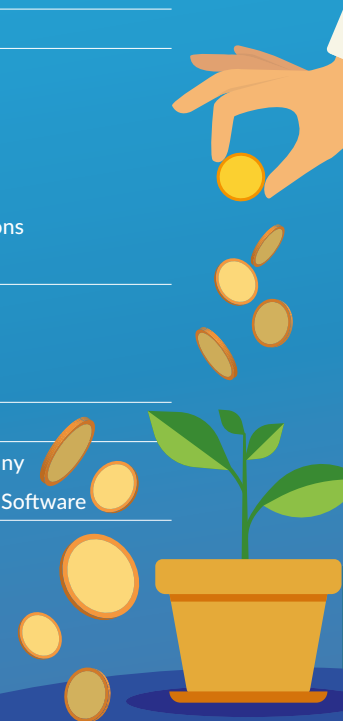


NUMBER
OF BSS
CENTRES
PROVIDING
RESPECTIVE
TYPES
OF SERVICE

POZNAŃ BSS COMPANIES - EXAMPLES

BPO	ALTEN Polska
BPO	Arvato Supply Chain Solutions
BPO	Grant Thornton
BPO	Teleperformance
Customer Service	NEXT Technology
Customer Service	Transcom
SSC	ADM
SSC	B.Braun Business Services
SSC	Beiersdorf Shared Services Poland
SSC	Bridgestone SSC
SSC	Carlsberg Shared Services
SSC	DFDS Polska
SSC	Dürr Group Services
SSC	EXIDE Technologies SSC
SSC	Franklin Templeton Investments
SSC	GSK
SSC	INGKA Business Service Center
SSC	John Deere Business Service Center
SSC	Lidl
SSC	LyondellBasell
SSC	McKinsey EMEA Shared Services
SSC	Miele Global Services
SSC	Newell Poland Services
SSC	O-I Business Service Center
SSC	Phoenix Contact Wielkopolska
SSC	Raben Management Services SSC
SSC	Rehau Business Services
SSC	Roche Global IT Solution Centre
SSC	Rockwool Global Business Service Center
SSC	Sennheiser
SSC	SKF Polska

SSC	Volkswagen Group Services
SSC	Wavin Shared Services
SSC/BPO	Duni EFF
IT	Allegro
IT	BAE Systems
IT	DomData
IT	GFT Poland
IT	Haleon
IT	NetReveal Poland
IT	PSI Polska
IT	SOFTSWISS
IT	STX Next
IT	summ-it
IT	VML
IT R&D	Capgemini
ITO	All for One Poland
ITO	Computacenter Poland
ITO	Conectys Poland
ITO	Lumen Technologies
ITO	NTT Data Business Solutions
ITO	Sii
R&D	Egnyte Poland
R&D	Fandom
R&D	Pekabex BET
R&D Automotive	FEV Polska
R&D IT	Nordcloud, an IBM Company
R&D IT	Siemens Digital Industries Software
HEADQUARTERS	Pepco



STRONG IT SECTOR

30,000 PROGRAMMERS WORK IN THE POZNAŃ AGGLOMERATION

6th biggest IT market in Poland

100 BSS centres in Poznań are IT-related service centres

7 universities offering IT-related studies

6,700 IT students

1,500 IT graduates

IBM QUANTUM HUB

the first quantum hub in Central and Eastern Europe was established in Poznań. Located in Poznan Supercomputing and Networking Center, heart of Poznań innovation

THE BIGGEST EMPLOYERS IN IT SECTOR IN POZNAŃ:

Allegro | GSK Tech Center | Capgemini |
GFT Poland | NTT Data Business Solutions |
Talex | Sii | STX Next | Żabka



technology conference held in
Poznań, bringing together IT professionals,
digital transformation experts
and technology enthusiasts.



OFFICE SPACE

675,139 m² total modern office stock
58,800 m² under construction
71,700 m² demand
13,2% vacancy rate

Base rents (A-class)
Asking rent: 15.00-17.00 €/m²
Effective rent: 13.25-15.00 €/m²

108 number of existing modern office buildings

SELECTED OFFICE BUILDINGS

MALTA OFFICE PARK
28,300 m²

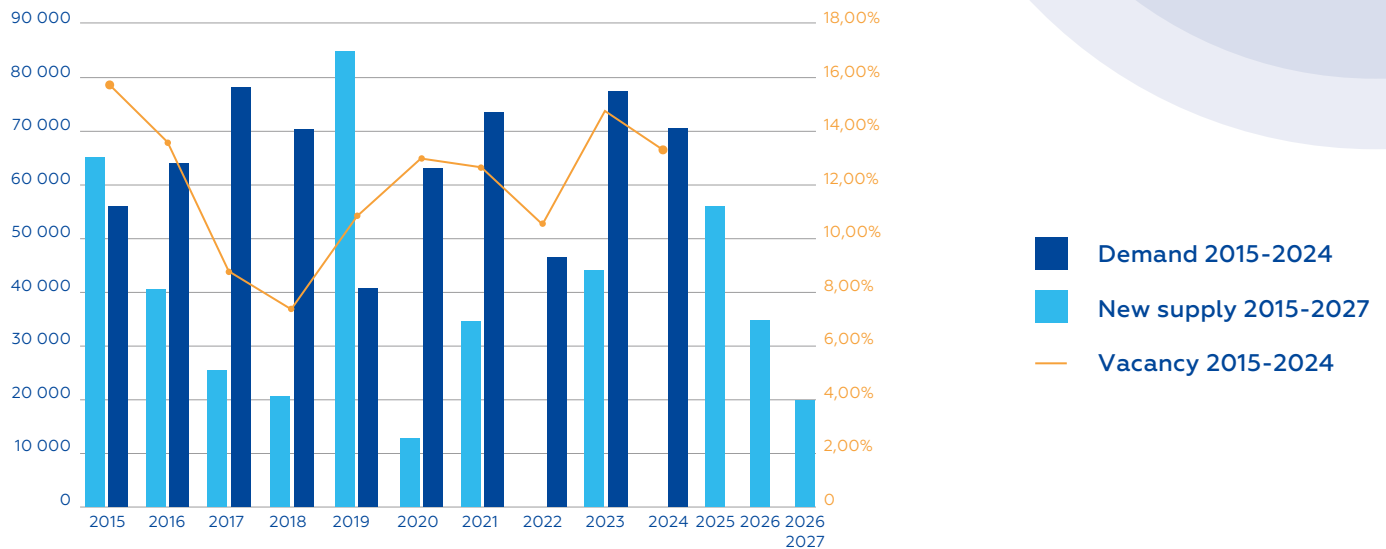
NOWY RYNEK
84,800 m²

BUSINESS GARDEN
88,000 m²

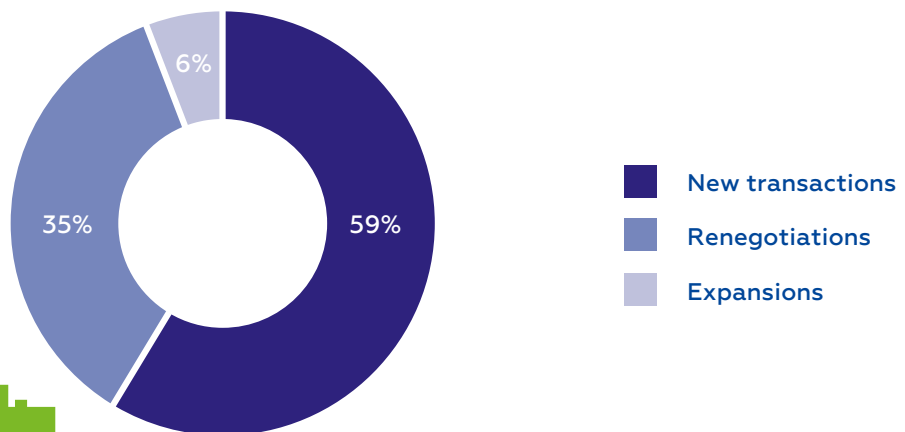
AND2
40,000 m²
UNDER CONSTRUCTION

BAŁTYK
15,000 m²

POZNAŃ OFFICE MARKET



DEMAND STRUCTURE 2024



COMPREHENSIVE INVESTOR SUPPORT



1. CHOICE OF INVESTMENT LOCATION

PROJECT MANAGER

- A person dedicated to the project
- Assistance throughout the investment preparation and implementation process

DATA ANALYSIS

- Labour market, number of students and graduates, unemployment rate, foreign languages proficiency, reports
- Available office and storage premises
- Answering other questions from the investor

INVESTOR VISIT

- Tailor-made visit programme
- Meetings with the city authorities, universities, real estate and HR industry representatives
- Tour around city and potential investment locations

PREPARATION OF THE INVESTMENT

- Gathering real estate offers according to the investor requirements
- Support in obtaining necessary administrative decisions
- Providing conference rooms for recruitment and training needs
- Assistance in obtaining state grants



2. EMPLOYER BRANDING

EMPLOYER BRANDING

- Creating a positive image of the investor as an employer
- Bespoke solutions to recruit the best employees
- Providing a platform for content publishing across social media and the website
- Targeted promotion through specialised publications and reports
- Cooperation with local universities and career offices
- Active engagement in conferences and business initiatives
- Inclusion in the city's promotional newsletter



3. AFTERCARE SUPPORT IN ON-GOING ACTIVITIES

INTANGIBLES

- Engaging investors in CSR activities organised by the City of Poznań
- Other support services in response to investors needs





CREATIVE SECTOR OF THE FUTURE



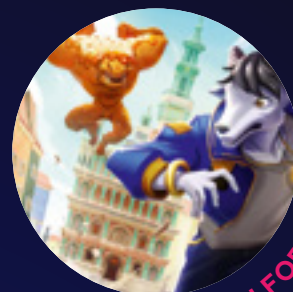
eN STUDIOS

MODERN SPACE FULLY EQUIPPED WITH AUDIO, PHOTO AND VIDEO PRODUCTION AREAS ALONG WITH MOTION CAPTURE FOR GAME PRODUCTION.



LET'S PLAY
in Poznań

CATALOGUE SUPPORTING THE GROWING GAMEDEV INDUSTRY IN POZNAŃ.



POZNAŃ IN FORTNITE

JUMP INTO THE VIRTUAL WORLD OF FORTNITE AND DISCOVER THE SECRETS OF POZNAŃ IN THE UNIQUE EXPANSION "STORY HUNT: POZNAŃ".



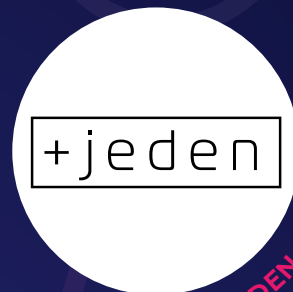
ACADEMIC POTENTIAL

4 GAME DEVELOPMENT RELATED FACILITIES WITH MULTIPLE AREAS OF SPECIALIZATION.



POZNAŃ GAME ARENA

THE LARGEST COMPUTER, CONSOLE AND MULTIMEDIA ENTERTAINMENT FAIR IN CEE. THE EVENT IS ACCOMPANIED BY THE GAME INDUSTRY CONFERENCE



+JEDEN

FREE COWORKING SPACE ADAPTED TO THE HIGHEST NEEDS.

SMART CITY POZNAŃ

SMART CITY POZNAŃ APP*

The city's mobile app helps residents and visitors improve their neighbourhoods and report non-emergency issues.

- Approximately 1200 cases reported per month
- Almost 90% solved reports
- Almost 35 000 users
- New application functionalities such as the public transport LIVE timetable, city events module, cemetery search engine and waste collection schedule

*Download for free for iOS and Android



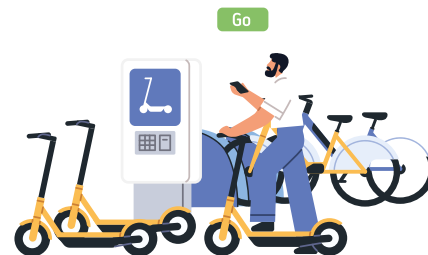
POZNAN 3D MODEL

Providing Poznań residents, investors and officials with easy access to spatial data and progressing digitalisation of greenery in the city.

THE WEBSITE AND APP PROVIDING ACCESS TO OUTDOOR AIR QUALITY DATA.



CITY'S CHATBOT, VOICEBOT AND E-SERVICES.



MICROMOBILITY HOP&GO POINTS

Places dedicated to the return of electric scooters.



37 ELECTRIC BUSES

from Poznań company Solaris

POZNAN CITYLAB*

is the city's innovation lab. It puts residents at the centre of innovation and aims to develop the city and the region through the collaboration of the local ecosystem, resulting from the city's proactive attitude.

*Find more on www.poznancitylab.pl



QUALITY OF LIFE

RECREATION IN A GREEN CITY:

- GREEN AREAS IN THE CITY: 128,3 KM²
- CYCLE PATHS: 345,3 KM
- 4 LAKES WITHIN THE CITY LIMITS
- WARTA RIVER – CYCLE PATH AND CITY BEACHES
- 503 PLAYGROUNDS
- 30 PARKS
- 11 SWIMMING POOLS
- 10 STADIUMS
- 3 ICERINKS
- AQUAPARK

ENTERTAINMENT & CULTURE:

- 40 ART GALLERIES
- 36 MUSEUMS
- 11 CINEMAS
- 8 THEATRES
- 10 MAIN FESTIVALS

FOOD & DRINK:

- A CULINARY CAPITAL OF POLAND
- RESTAURANTS WITH MICHELIN STAR AND RESTAURANTS WITH MICHELIN HONOURS
- 60 RESTAURANTS IN THE GAULT & MILLAU GUIDES

HOTELS:

- SHERATON
- ACCOR
- HILTON
- PURO
- RADISSON



Do you want to know more about tourist attractions in Poznań and the Wielkopolska region? Check [Facebook.com/Poznan.travel](https://www.facebook.com/Poznan.travel)

SOCIAL LIFE

- PYRKON FAN CONVENTION
- POZNAŃ GAME ARENA
- MALTA FESTIVAL
- POZNAŃ ICE FESTIVAL
- POZNAŃ CHRISTMAS MARKET
- ST. MARTIN'S STREET NAME DAY
- #NAWOLNYM CINEMA
- ST. MARTIN'S STREET NAME DAY
- NIGHT OF MUSEUMS
- CAVALIADA
- BITTERSWEET FESTIVAL
- EUROPEAN RESEARCHERS' NIGHT
- INTERNATIONAL ANIMATED FILM FESTIVAL
- SHORT WAVES FESTIVAL
- ETHNO PORT
- WINGS FOR LIFE WORLD RUN

...AND MANY MORE!



ADDITIONAL CONTACT POINTS

- Department of Real Estate Management, Poznań City Hall
- Wielkopolska Voivodeship Office in Poznań
- Marshal Office of the Wielkopolska Region in Poznań
- Invest in Wielkopolska Region



- **Kostrzyn – Słubice Special Economic Zone**
- **Polish Investment and Trade Agency Regional Office**
- **Grupa MTP (Poznań International Fair)**
- **Ławica Poznań Airport**





City of Poznań
Investor Relations Department

Za Bramka 1 Street
61-842 Poznań, Poland

(+48) 61 878 54 28
inwestor@um.poznan.pl
FB: Invest in Poznań

www.poznan.pl