



Wielkopolska
The power of possibility



WIELKOPOLSKA
REGION

We are the second largest region in Poland by area and the third largest by population. Poznań - our centrally located capital - is halfway between Warsaw and Berlin.

Population: 3 484 177
Area: 29 826 km²
Capital city: Poznań
Larger cities: Kalisz, Leszno, Piła, Gniezno,
Ostrów Wielkopolski, Konin



1 690 000

working population
(IV quarter of 2024)



520 949

number of business
entities (March 2025)
third in Poland

Smart specialisations



Bio-based raw materials and
food for informed consumers



Interiors of the future



Industry of tomorrow



Specialised logistics processes



ICT-based development



Modern medical technologies



3,3%

unemployment rate
(March 2025)
lowest in Poland



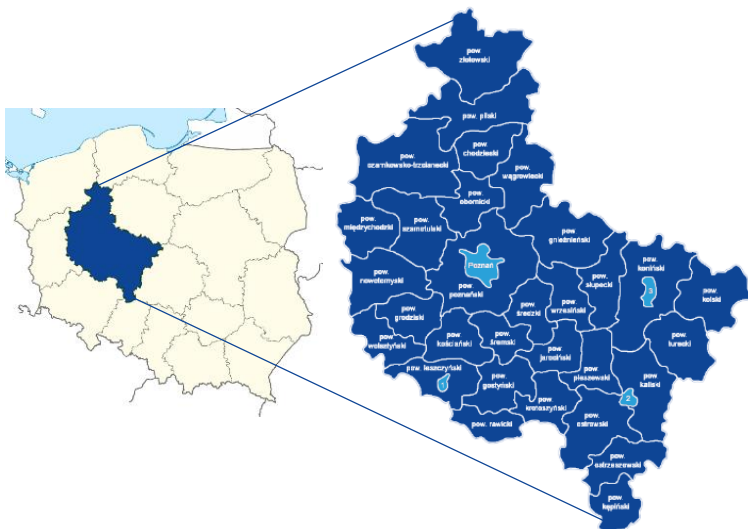
**333,6 bn PLN /
83,6 bn USD**

GDP of the region (2023)
third in Poland
ca. 10% of national GDP



**aiming for NET ZERO
emissions**

Member of





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Economic assets of Wielkopolska Region

A-

long-term national rating



well-developed and diversified economy
including energy sector (H₂)



developed road and railway infrastructure



international airport with 65 connections



the largest trade fair center in Poland
and leading in Central and Eastern Europe



automotive hub (Volkswagen, Bridgestone, Solaris)



modern agriculture and agrifood industry
(Dino, Colian, Jeronimo Martins, Lidl, Unilever, Mondelez, Lisner, Kraft Heinz)



ICT hub (2 AI factories: Poznań Supercomputing and Networking Center, Beyond.pl
Wielkopolska ICT Cluster)



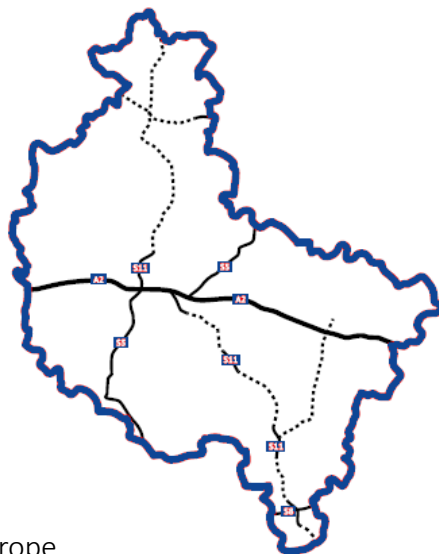
logistics (Amazon, CLIP Group, Raben, Kuehne+Nagel, Panattoni)



design & furniture



strong academic background, qualified human resources



Students in region: ca. 110 000

Foreign students: 9 600



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