



Wielkopolska
The power of possibility



WIELKOPOLSKA



**WIELKOPOLSKA
REGION**

Wielkopolska Region is the second region in Poland in terms of area and third in terms of population. Its centrally located capital is halfway between Warsaw and Berlin.

Population: 3 471 302
Area: 29 826 km²
Capital city: Poznań
Larger cities: Kalisz, Leszno, Piła, Gniezno,
Ostrów Wielkopolski, Konin



1 668 000

working population
(IV quarter of 2025)



532 634

number of business
entities (I quarter of 2026)
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



3,8%

unemployment rate
(April 2026)
lowest in Poland



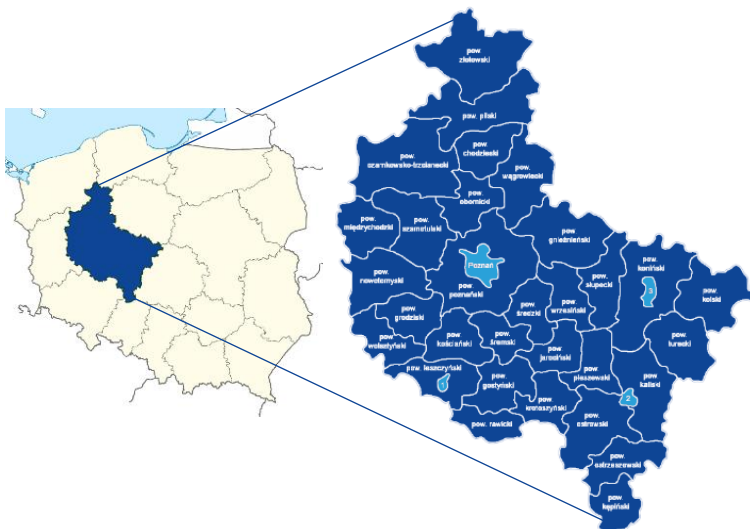
**359.8 bn PLN /
87.7 bn USD**

GDP of the region (2024)
third in Poland
9,8% 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)



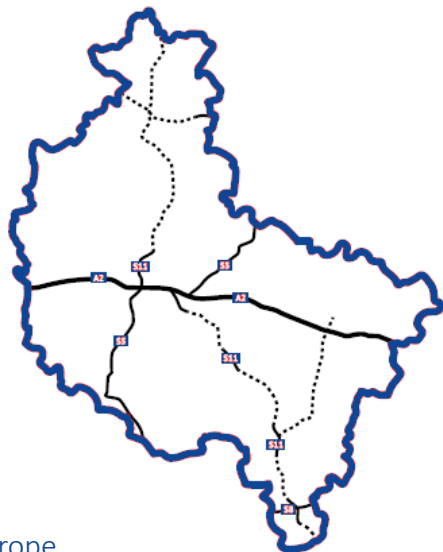
logistics (Amazon, CLIP Group, Raben, Kuehne+Nagel, Panattoni)



design & furniture



strong academic background, qualified human resources



Students in region: ca. 110 000

Foreign students: 9 600



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