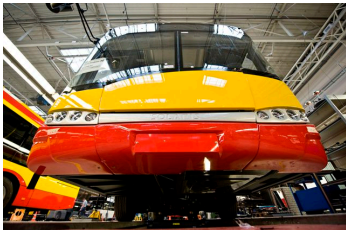


## Economy

As far as the economical aspect is concerned, Wielkopolska is one of the most developed regions of Poland. In this part of Poland the concentration of foreign capital involvement as well as investment expenditure per capita are high. The economic situation in this area results from uniform development combined with a high degree of industrialization and technology. Good conditions concerning local human capital as well as suitable communication links, extensive business environment and the tradition concerning industrial and commercial culture are the factors attributable to rapid economic development.



There are **448 670** national economy entities operating in the Wielkopolska Region (as of 31.03.2020), excluding people running individual agricultural farms. Natural persons running business activity continue constituting a leading group of the national economy entities (76%). Commercial companies constitute nearly 12%, while civil law partnerships – 6,5%.

The Wielkopolska Region significantly contributes to domestic production in reference to numerous industries, this includes 28% of beverage production, 23% of textile production, 22% of electrical equipment production, etc. What is more, Wielkopolska is a major producer of furniture, clothing and food products.

The Wielkopolska Region ranked number 3 in the country as regards its share in the creation of GDP - 9.8% (PLN 207.1 billion in 2018, namely EUR 48.6 billion). GDP per capita amounted to PLN 59 355 in 2018. The value of PBK of the Wielkopolska Region is comparable to or even higher than GDP of a number of European Union countries (Bulgaria, Lithuania or Slovenia) and developed European regions (Picardy/France, Marche/Italy or Styria/Austria).

In reference to Wielkopolska, the main role in stimulating economic development is attributed to human capital. The aforementioned capital is created by people equipped with knowledge and skills, experience, competences, creativity, namely the features that can prove useful in practical activities as well as in establishing and introducing innovations to the economy.

Science together with business and local governments is transforming Wielkopolska

into an innovative region. It plays a significant role in the dynamic development of the region and the improvement of its economic competitiveness. The aforementioned transformation is realized by developing the region's economy based on knowledge. Wielkopolska develops advanced technologies, among others, in areas such as IT, automotive industry and highly specialized services. Moreover, there have been proposals concerning new development pillars for the region which are to make use of renewable energy sources (wind energy, photovoltaics and zero-emission energy) as well as the application of hydrogen. Challenges resulting from climate change, their economic and social consequences constitute grounds for ongoing restructuring processes corresponding to the region's economic potential. Wielkopolska focuses on electromobility, greater than ever independence from coal and rational usage of other available energy sources.

The self-government of the Wielkopolska Region understands the significant role of private sector investment in creating job opportunities and the growth of a strong economy in this area. Consequently, it focuses on cooperation with a number of national and international socio-economic partners which operate in a low and zero carbon economy in fields such as the hydrogen economy, this includes development of the supply and value chain. The hydrogen economy creates conditions for sustainable economic growth in this part of Poland, establishing the grounds for building a global competitive position.

The term "hydrogen economy" refers to the vision of using hydrogen as a low-carbon energy carrier, especially in reference to heating, seasonal energy storage and long-distance energy transport. Fuel cells and hydrogen can provide crucial environmental benefits to the energy system as a whole.

Socio-economic issues constitute a key aspect, namely the increase of employment in reference to development, production, installation and services sector as well as technology export in addition to the obvious environmental benefits resulting from implementing the objectives connected to the production and use of hydrogen from renewable sources - the so-called green hydrogen. What is more, it provides numerous business opportunities for companies that today do not perceive themselves as a direct part of the supply and value chain as far as this aspect of economy is concerned, but after analyzing the opportunities and their potential they could realize the aforementioned tasks with directional support of the region.



## **Concentration of economic development in the areas of smart specialization in the region**

The study devoted to the existing economic potential as well as the possibilities concerning the improvement of the discussed aspect, resulted in the identification of specialization areas in reference to which this potential may constitute the strength of the region. The economic development of Wielkopolska focuses on the following smart specialization areas:

1. The production of bio-raw materials and food is connected not only to our strong position on the market, but also to good quality of raw materials, the application of modern methods and technologies, effective sales techniques and distribution as well as proper waste management.
2. Interiors of the future thanks to the furniture and interior design industry as well as industrial models and design.
3. The industry of tomorrow with the production and repair of machinery, the automotive industry, the aviation industry and rail vehicles as the focal areas.
4. Specialized logistics processes (logistics, transport and warehouse management resulting from a good location of the region which increases its investment attractiveness).
5. ICT-based development corresponding to the potential concerning the production of computers and electronics, information and communication technologies and automated systems designated for business.
6. Modern medical technologies as the society is aging slowly and the increasing occurrence of civilization diseases.

## **Intensification of foreign investments in Wielkopolska:**

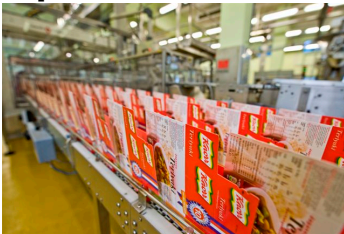
Recognized global and European companies operate in the economic landscape of our region. There are **6044** commercial companies with foreign capital in Wielkopolska (as of 31.03.2020). As far as the number of entities with foreign capital is concerned, the region ranks number three in Poland. Taking the type of economic activity into consideration, the largest group is created by the representatives of the following sections: trade, repair of motor vehicles, industrial processing, professional, scientific and technical activities, construction and real estate market services.

The Wielkopolska Region is one of the leading areas characterized by the highest investment attractiveness in Poland. In this context, the size and quality of labour market resources, market absorption, transport accessibility, developed economic infrastructure and the overall level of economic development constitute the strengths of the region.

Wielkopolska belongs to the group of most developed industrial regions in Poland. One can notice a strong position of food industry in the industry structure of the Wielkopolska Region (20% of the value of sold products in reference to the entire industry in case of the discussed area in 2019 was attributed to the production of food products). Moreover, the production of motor vehicles, trailers and semi-trailers (14%), production of electrical equipment (7%), furniture (8%) as well as rubber and plastic products (6%) stand out as well. As a significant industrial region of Poland, the Wielkopolska Region holds a key share in domestic production as regards many types of industry.

The Wielkopolska Region is characterized by an above-average national overall investment attractiveness. What was stated above is proved by awarding the region with class C indicator of potential investment attractiveness (PAI2) in reference to the national economy. What is more, the region received high ratings as regards the potential investment attractiveness in case of the capital-intensive and labour-intensive industries (class C), trade and repairs (class C), accommodation and catering (class C) as well as professional, scientific and technical activities (class C).

## Export



In recent years (2016-2019), the European Union countries have been the most significant recipients of goods exported by companies from Wielkopolska: the Federal Republic of Germany (11.8% on the national level), France (12.5%), the Netherlands (12.7%), Great Britain (9.7%) and Sweden (14.0%). The value of export of the Wielkopolska Region is characterized by a stable upward trend. The leading groups of export goods include the products of the following branches of industry - machinery (automotive) industry, furniture, wooden goods and their derivatives, foodstuffs as well as chemical and pharmaceutical products, plastics in primary forms, plates, sheets, pipes and plastic profiles, cast iron, steel and ferroalloys, lighting equipment and electric lamps, metal products, paper and cardboard, aluminium and aluminium products.

The self-government of the Wielkopolska Region supports the development of pro-export activity of local entrepreneurs through, among others organization of trade missions, joint trade and exhibition stands which are aimed at the presentation of

offers and opportunities for commercial cooperation (COIE (Centra Obsługi Inwestora i Eksportera – Service Centres for Investors and Exporters), [www.markaw.pl](http://www.markaw.pl), [www.iw.org.pl](http://www.iw.org.pl)).

### **Expansion of subzones of Special Economic Zones in Wielkopolska and business support centres**

The greatest amount of investment funds is allocated to the industrial sector. Nevertheless, the production of motor vehicles, machines, electrical equipment and furniture serves a significant function as well. Full use of the region's potential is possible, among others due to the presence of subzones within Special Economic Zones as well as the activity of local investment parks allowing investors to benefit from excellent logistics and technical facilities catering for their business activities. Moreover, the aforementioned entities can make use of tax relief. A total of 36 subzones of five Special Economic Zones (SEZs) operate in the Wielkopolska Region - Kamienna Góra SEZ, Kostrzyńsko - Słubicka SEZ, Łódź SEZ, Pomeranian SEZ and Wałbrzych SEZ "Invest Park".

Innovation centres and entrepreneurship incubators play a significant role in supporting economic initiatives in the region. The network of the aforementioned facilities in the Wielkopolska Region consists of 14 units (technology transfer centres, entrepreneurship incubators, technology incubators, academic entrepreneurship incubators and science and technology parks).

### **Investment offers**

Wielkopolska is one of the most developed regions in Poland as far as economy is concerned and is characterized by high concentration of foreign capital involvement. The region's economic situation results from uniform development combined with a high degree of industrialization and advanced technological level. Fitch Ratings, an international rating agency, confirmed the national long-term rating for the Wielkopolska Region as "AAA (pol)" level in 2020. Additionally, the investment attractiveness of the discussed area is confirmed by large investments taking place here. The described situation is influenced by factors such as a high level of specialist education provided by Wielkopolska universities as well as the number of potential partners and suppliers.

Entrepreneurs interested in conducting their business activities in Wielkopolska have numerous well-prepared investment areas at their disposal. Information on investment offers can be found on the following websites [www.eboi.umww.pl](http://www.eboi.umww.pl), [www.investinwielkopolska.pl](http://www.investinwielkopolska.pl)

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Dziękujemy za odwiedzinę i zapraszamy ponownie

[bezpośredni link do strony www](#)