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## About the region

### Wielkopolska, a Region in the Heart of Europe



Wielkopolska combines in itself many elements of contemporary life. It is a place for both business and for charming weekends or longer holidays. Wielkopolska is lakes, forests, monuments and culture with a capital C. Moreover, there is also magical Poznań, with its colleges and universities attracting thousands of young people from all over Poland every year.

The Wielkopolska region is one of the biggest in the country. It has an area of around 30,000 km<sup>2</sup> and its inhabitants number up to 3,500,000. Poznań, the capital city of Wielkopolska, is the biggest city, with Kalisz, Konin, Piła, Ostrów Wielkopolski, Gniezno, Leszno coming next.

### Economic potential of the region



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



The Wielkopolska Region enjoys a significant share in domestic production in reference to numerous branches of the industry, this includes 28% of beverage production, 23% of textile production, 22% of electrical equipment production, etc. Moreover, Wielkopolska is a leading producer of furniture, clothing and foodstuffs. The majority of business entities operating in the Wielkopolska Region represent the private SMEs sector.

The directions of economic development correspond directly to the areas of activity indicated in the intelligent specialization of the region – “Production of bio-raw materials and food”, “Interiors of the future”, “Industry of the future”, “Specialized processes concerning logistics”, “ICT-based development” and “Modern medical technologies”.

Entities with foreign capital serve a significant function in the process of building and strengthening economic potential. As far as the type of economic activity is concerned, entities representing the following branches: trade, repair of motor vehicles, industrial processing, professional, scientific and technical activities, construction and real estate market services are the most numerous group.



The self-government of the

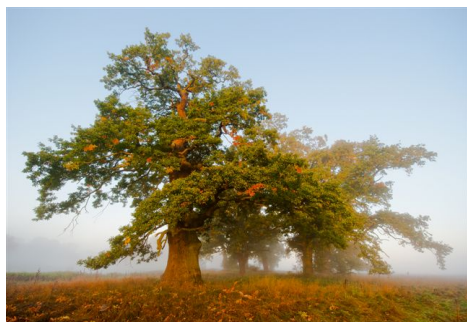
Wielkopolska Region understands the key role of private sector investment in reference to creating jobs and the development of a strong economy in this area. Consequently, it focuses on cooperation with a number of national and international socio-economic partners engaged in low and zero carbon economy in areas such as the hydrogen economy, this includes development of the supply and value chain.

The hydrogen economy is able to create an environment encouraging sustainable economic growth in our region, establishing the foundations for building a global competitive position. It is a transition from energy production based on conventional and fossil fuels to low and zero emission technologies, in particular focusing on hydrogen.

The term “hydrogen economy” refers to a vision of hydrogen serving as a low-carbon energy source – which is to replace gasoline as transport fuel or natural gas as heating fuel. It is the application of hydrogen, in particular, in reference to heating, seasonal energy storage and long-distance energy transport. Fuel cells and hydrogen may provide significant environmental benefits to the entire energy system.

In addition to the most visible environmental benefits, the so-called green hydrogen, socioeconomic issues constitute a key aspect in implementing the objectives of the production and application of hydrogen from renewable sources, namely increase of employment in the sectors such as development, production, installation and services as well as export of technology. Moreover, it means numerous business opportunities for companies hitherto not planning to be involved directly in the supply and value chain connected to this economy which can carry out such tasks with directional support of the region after analyzing the opportunities and their potential.

## **We Choose Education and Tourism**



The opening to the West is also reflected in the field of education. More and more schools and universities offering modern specialisations are being established, attracting students from other countries. The best well-known centre of education is Adam Mickiewicz University in Poznań. The teaching staff there consist of the best specialists in their respective fields, the graduates achieve many successes in their professional life and not infrequently hold important social offices. The prestige and respect the University enjoys now cannot be overrated.

Apart from the dynamic development of infrastructure, Wielkopolska can also pride itself on its picturesque landscapes and numerous tourist attractions. The Warta River flows through the greater part of the region and there are over a thousand lakes in central and northern Wielkopolska. There are forests around them where tourists can walk or cycle along many bicycle paths and enjoy the abundance of berries and mushrooms. To the south of Poznań there is the Wielkopolska National Park, which was established on account of the original post-glacial landscape.

Wielkopolska will surprise you!

Dziękujemy za odwiedziny i zapraszamy ponownie