

POLISH INFORMATION  
AND FOREIGN INVESTMENT AGENCY

**Polish best-practices and experience in taking  
a sector approach in investment promotion**

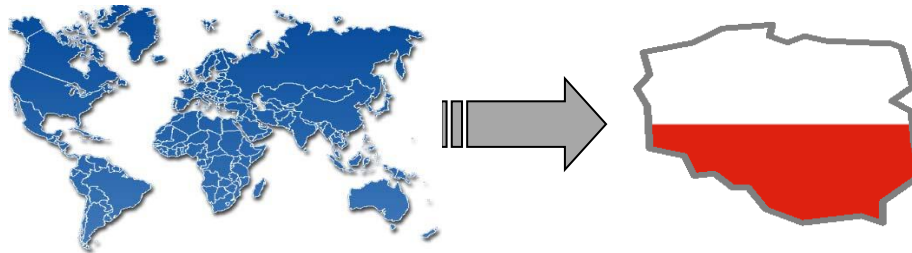
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Bodrum, 3<sup>rd</sup> of July 2009



## Agency PALiZ

PALiZ's mission is also to create a positive image of Poland all over the world, promoting Polish goods and services. Our goal is also to promote foreign investment in Poland



### KEY QUESTIONS:

Which investors are the most valuable for the Polish economy?

What makes us so unique?



## Projects active in June 2009

|                     | USA | CN | DE | FR | GB | ES | BR | KR | IN | Σ  |
|---------------------|-----|----|----|----|----|----|----|----|----|----|
| AUTOMOTIVE          | 2   |    | 1  | 1  | 2  |    |    | 1  | 3  | 17 |
| ELECTRONICS         | 1   |    |    |    |    |    |    |    |    | 1  |
| ICT                 |     |    |    |    |    |    |    |    |    | 1  |
| BPO CENTERS         | 7   |    |    | 2  | 2  | 1  |    |    | 2  | 19 |
| B+R                 | 1   |    | 1  |    |    |    |    | 1  |    | 3  |
| MECHANICAL INDUSTRY |     | 2  |    |    |    |    |    |    |    | 5  |
| AVIATION            |     |    |    |    |    |    |    |    |    | 2  |
| BIOTECHNOLOGY       |     |    |    |    |    |    |    |    |    | 1  |
| RENEWABLE ENERGY    | 2   |    | 4  |    |    |    | 1  |    |    | 10 |
| Σ                   | 16  | 3  | 10 | 4  | 10 | 2  | 2  | 3  | 5  | 82 |

**In June PAIIZ managed 82 projects from 23 countries**

## PALiZ Strategic Priorities

### Priority sectors:

- Automotive
- Aviation
- BPO
- Electronics/ ICT
- Mechanical Industry
- Metals Industry
- R&D
- Renewable Energy



### Why those?

- 1) Maximized added value
- 2) Good work places according to the Lisbon Strategy
- 3) Support for the investors from the Polish government



## Automotive

### Why Poland?:

- large and growing domestic market
- cost effectiveness due to great geographical location
- well skilled, young and cost effective workforce
- small cars + buses = high resistance to the crisis



## BPO

### Why Poland?:

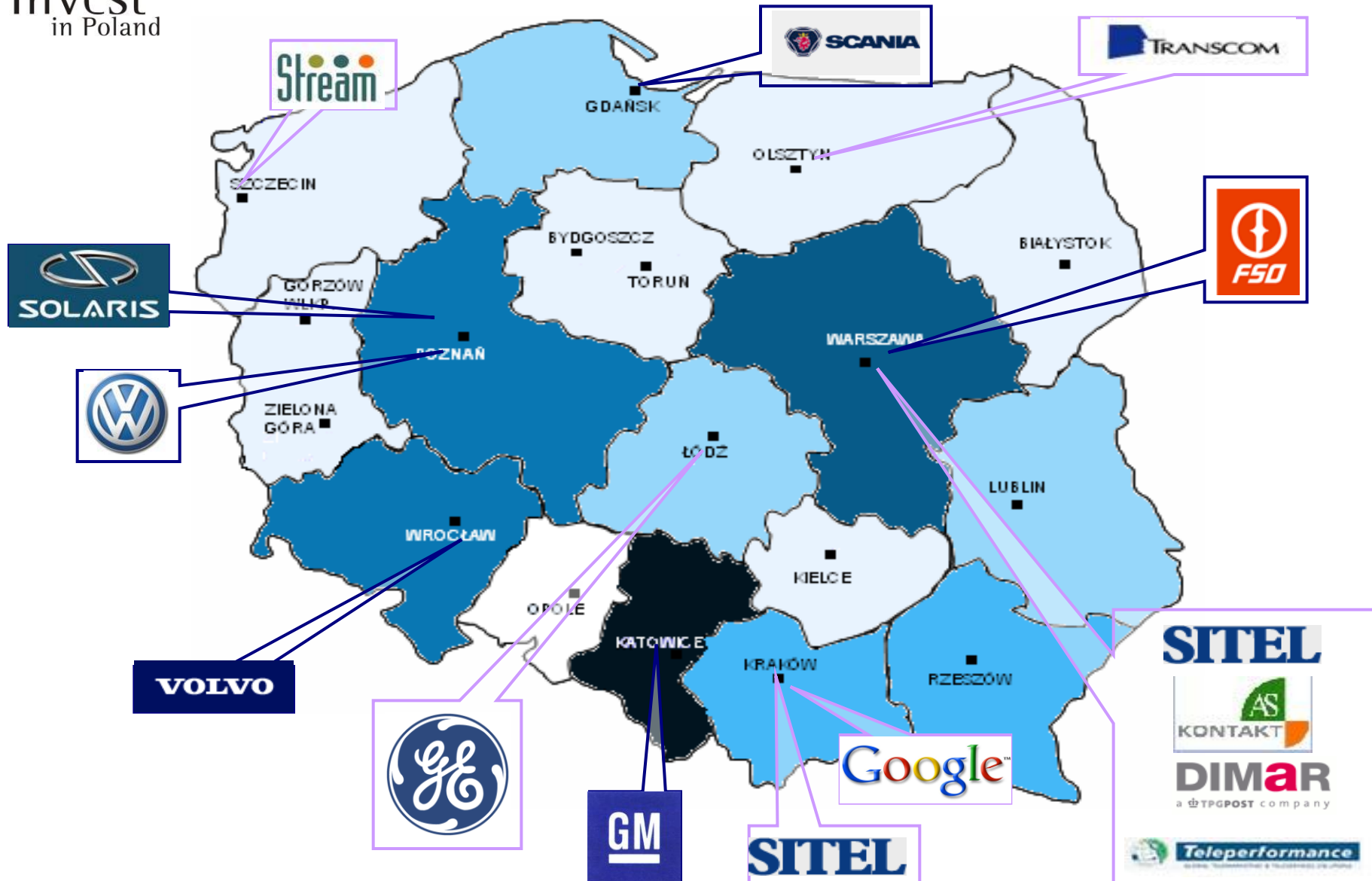
- well-prepared staff (knowledge of languages, higher education)
- number of the centers completed
- the cycle of foreign investment engagement



### Examples of the companies:




# Map of major investment in the Automotive and BPO



**Thank you very much for your attention**

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