



**Embassy of the Republic of Poland
Trade and Investment Promotion Section**



Attracting Foreign Investments

Case of Poland

Siaulai, 29 November 2012

Where we are...

- Inflow of Foreign Direct Investments to Poland in 2011 amounted to 15 bln USD (UNCTAD),
 - Poland is No. 2 investment destination in Europe (Ernst & Young, European Investment Monitor 2012),
 - 95% of foreign investors operating in Poland would invest there again (German-Polish Chamber of Commerce).
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Success factors

- Identification of strengths of region,
 - Communication to potential investors,
 - Incentive package,
 - „Consierge service“ for potential investors,
 - Engagement of local authorities and cooperation of institutions, both on national and local level,
 - References from satisfied foreign investors already present in region.
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Communication with potential investors

- **Target audience:** investment decisions are taken in headquarters – London, Frankfurt, New York, etc.
 - **Distinctive mark** – what differentiate you among other regions competing for the investor,
 - Media relations – **medium:** foreign investors read Financial Times, the Economist, Wall Street Journal, watching CNN, not local media,
 - **Public diplomacy** – support of missions abroad,
 - **„Face marketing”** – local leaders being „faces” of region, e.g. Rafał Dutkiewicz in Wrocław, Marek Darecki in Rzeszów.
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Special Economic Zones in Poland

1994-2012

- 82 bln PLN - investments
 - 183 536 new jobs
 - 58 780 retained jobs
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Snowball effect

- One large, prestigious foreign investor attracts followers and gives stimulus to economic development of the region,
- Region as a snowball – one item is getting bigger and bigger,
- Real-life cases from Poland:

FIAT in the Upper Silesia speeded the development of the restructuring region,

LG Phillips's investment in Wrocław attracted subcontractors,

Sharp investment near Toruń attracted subcontractors.

Snowball effect (2)

- First, large prestigious investment supports region's credibility, gives stimulus to development of infrastructure, attracts media attention and create „*endorsement effect*“.
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