



WHY YOU SHOULD INVEST IN KATOWICE

Get to know & invest & engage

Transport & logistics

- easy access by plane, well-developed road infrastructure and train
- majority of European capitals or airline transfer hubs available within 5 hours total travel time with nearby the fastest developing airport in Poland (Katowice Intl. Airport, 30 km from Katowice)
- crossing point of trans-European transport corridors

Human potential

- 2.2 M residents
- 18 universities (including affiliates)
- 85,655 students & 22,757 graduates a year
- 27,500 people employed in business services sector
- 116 BPO, SSC, IT and R&D centres

Katowice worth investing

- 20% of the budget allocated for investments
- good rating by Fitch: "A-"
- friendly administration
- support for investors



Photo: Jeremi Astaszow / Katowice City Hall

Transport & logistics

- crossing point of trans-European transport corridors
- well-developed road and train infrastructure
- easy access by plane
- nearby the fastest developing airport in Poland (Katowice Intl. Airport, 30 km from Katowice)
- majority of European capitals or airline transfer hubs available within 5 hours of total travel time

TRANSPORT & LOGISTICS - EXCELLENT LOCATION



Source: „Business Services Sector in Katowice”, ABSL

TRANSPORT & LOGISTICS - EXCELLENT LOCATION

According to the TomTom Traffic Index, , Katowice and its neighboring cities (in analysis Katowice urban area) are the least congested among all analyzed Polish locations - 310 position out of 416 global ones.

Source: https://www.tomtom.com/en_gb/traffic-index/ranking/



EXCELLENT LOCATION

International

KATOWICE

Airport

30 km

30 min

International

KRAKÓW

Airport

67 km

40 min

International

OSTRAVA

Airport

100 km

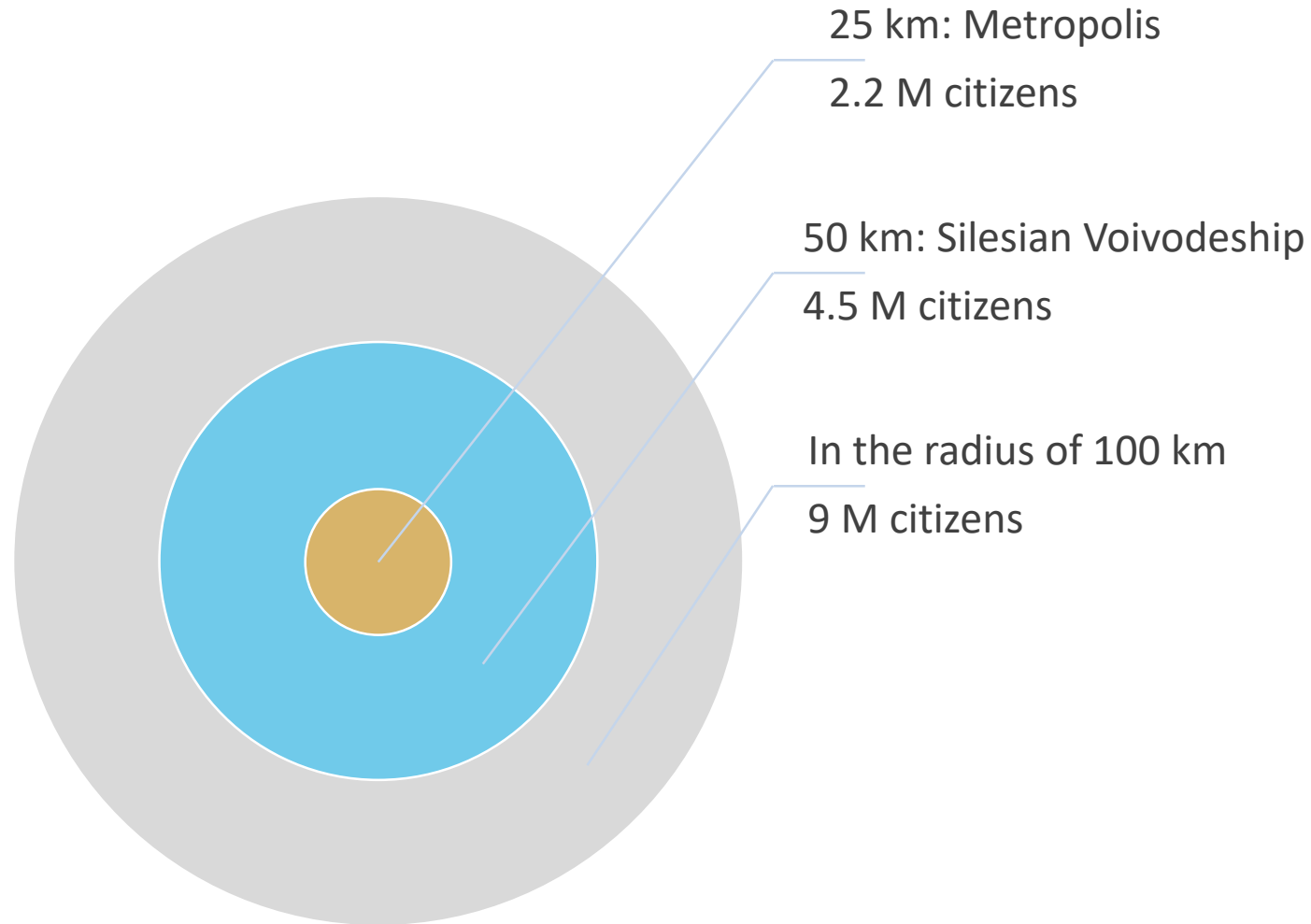
80 min



Human potential

- 2.2 M residents
- 18 universities
- 85,655 students
- 22,757 graduates a year
- 27,500 people employed in business services sector
- 116 BPO, SSC, IT and R&D centres

HUMAN CAPITAL POTENTIAL - Availability

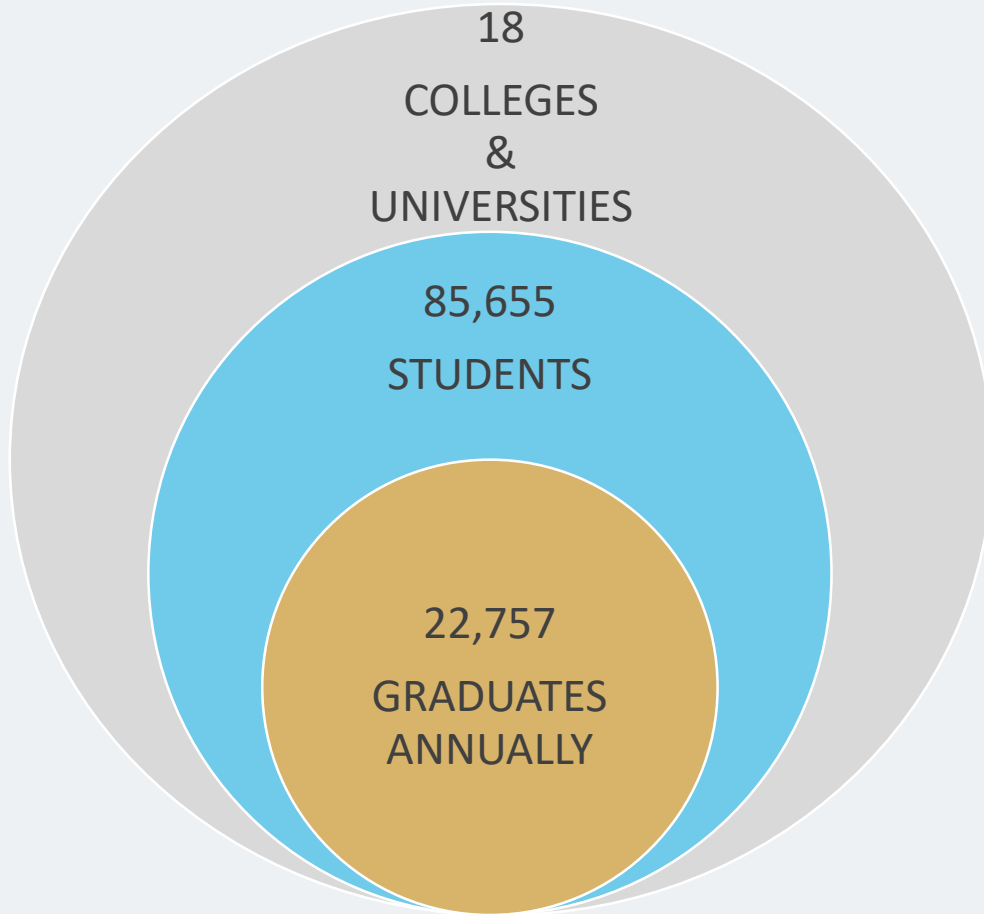


The goals of Metropolis GZM:

-
- The map illustrates the Katowice region, with Katowice itself highlighted in blue. Surrounding cities and towns include: Ożarów, Siewierz, Mierzęcice, Swierklaniec, Radzionków, Bobrowniki, Piekary Śląskie, Psary, Bytom, Wojkowice, Będzin, Dąbrowa Górnicza, Gliwice, Zabrze, Świętochłowice, Chorzów, Czeladź, Sosnowiec, Sławków, Ruda Śląska, Gierałtów, Piskowice, Rudziniec, Sośnicowice, Pilchowice, Knurów, Mysłowice, Imielin, Chęłm Śląski, Łaziska Górne, Wyrzy, Tychy, Lędziny, Bieruń, Bojszowy, Kobiór, and Mikołów. Major roads shown are A4, A1, S1, 78, 94, 81, and 44. Airports marked are Katowice Airport, Kraków-Mokotów, and Wrocław. The map also shows the borders of Poland and the surrounding countries (Czech Republic, Slovakia, Ukraine).

Source: „Business Services Sector in Katowice”, ABSL

Source: „The socio-economic potential of Metropolis GZM”



THE BIGGEST PUBLIC UNIVERSITIES

UNIVERSITY OF SILESIA IN KATOWICE 21,162 students

SILESIAN UNIVERSITY OF TECHNOLOGY 18,106 students

UNIVERSITY OF ECONOMICS IN KATOWICE 8,080 students

Human potential

- 2.2 M residents
- 18 universities
- 85,655 students
- 22,757 graduates a year
- **27,500 people employed in business services sector**
- **116 BPO, SSC, IT and R&D centres**

BUSINESS SERVICES SECTOR



116

(14 new centers
established since
Q1 2019)

NO. OF BPO / IT /
SSC/GBS / R&D



27,5 k

(25,8 k Q1 2020)

EMPLOYMENT
IN SECTOR
2021



11.25%

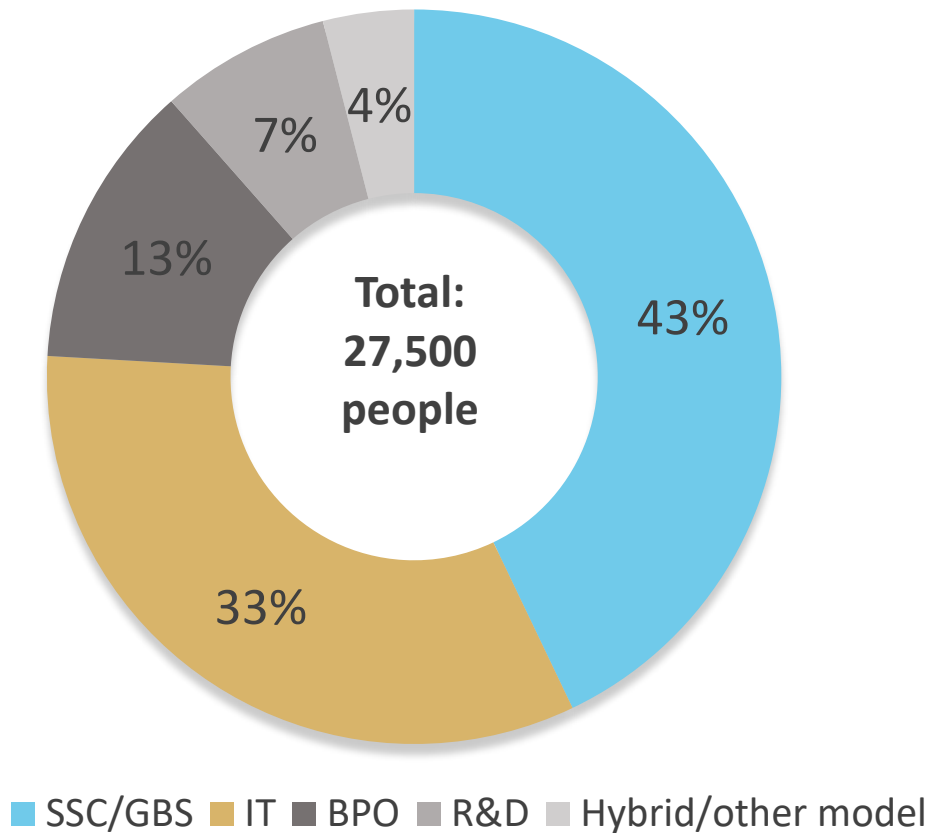
ACCUMULATED JOB
GROWTH IN THE SECTOR
(CAGR) 2016-2021



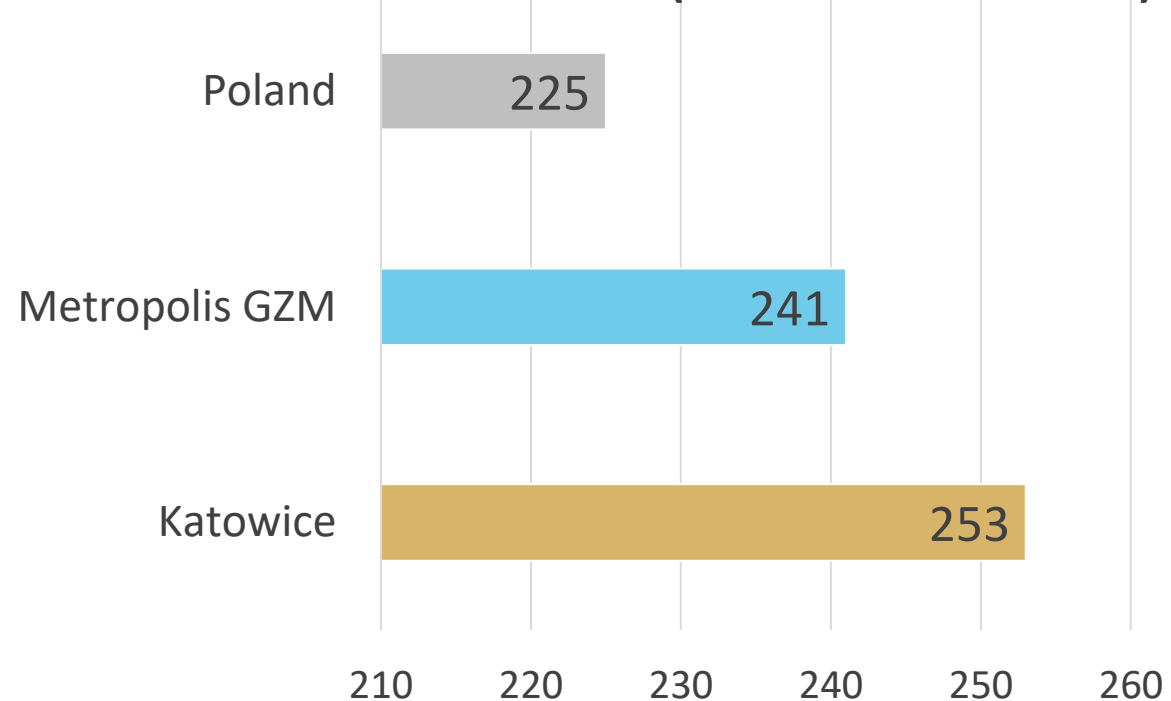
11,4 k

NUMBER OF JOBS
CREATED SINCE
Q1 2016

EMPLOYMENT STRUCTURE

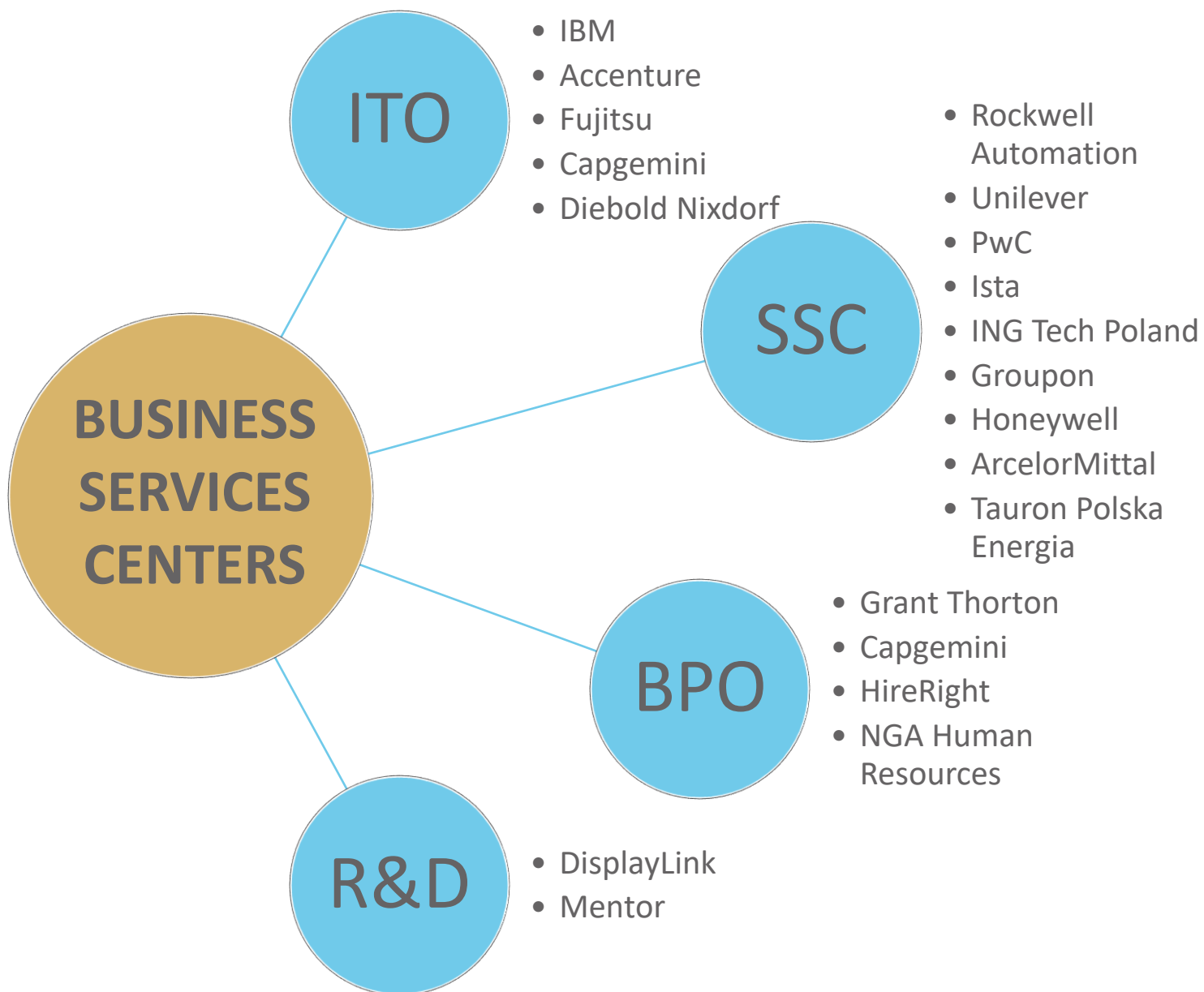


AVERAGE NUMBER OF EMPLOYEES AT CENTERS BROKEN DOWN BY LOCATION (NUMBER OF PEOPLE)



68%

Increase of employment at services centers in Katowice and Metropolis GZM in 2016-2021 by 11,400 people.



- Ammega – GBS (IT, finance, procurement, supply chain)
- Epam – BPO (IT)
- Fujitsu – SSC/BPO (IT)
- getsix – BPO (F&A)
- Guardian Industries – SSC (F&A, HR (payroll))
- Honeywell – SSC (CS)
- Hyland Software (IT)
- Infobip – (IT)
- Jamf – SSC (IT)
- Keywords Studios – IT (gaming)
- PubNub – technological start-up (development of data stream network)
- Sandvik Coromant SSC – Customer Service, SCM
- TMF Group – BPO, Delivery Center: accounting, payroll, corporate secretarial
- TÜV Rheinland – SSC (F&A, HR, IT, CS, others)

GROWTH CLUSTERS

Locations with double digit growth in High-Tech Employment since 2010 and forecast growth in High-Tech employment over next five years.

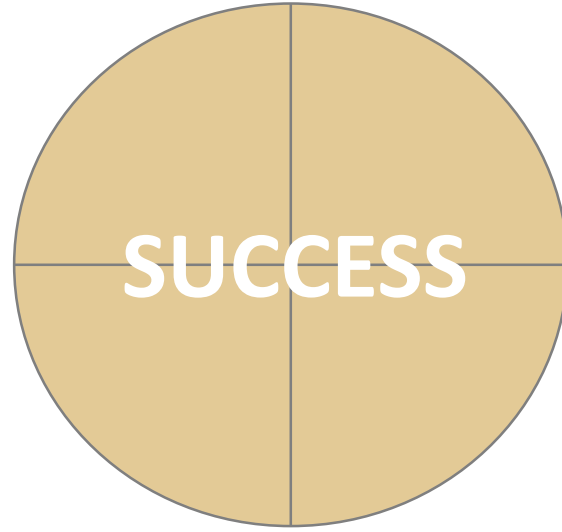
1. Derby/Nottingham
2. Florence
3. Krakow
4. Leeds
5. Vigo
6. Katowice
7. Porto
8. Poznan
9. Augsburg
10. Vilnius



*Katowice
worth
investing*

- 20% of the budget allocated for investments
- good rating by Fitch: "A-"
- friendly administration
- support for investors

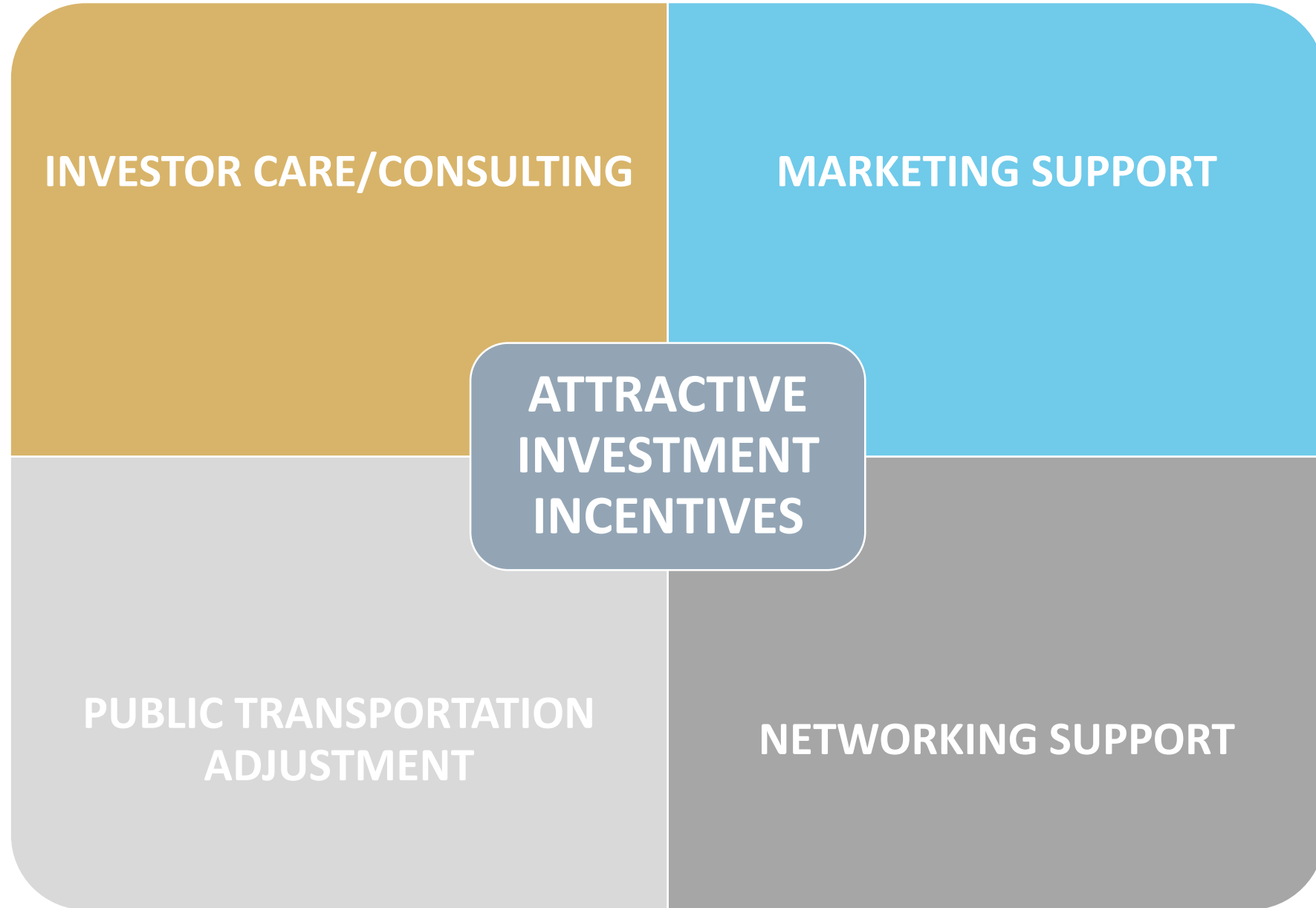
Katowice - a symbol of Polish economic
success and development

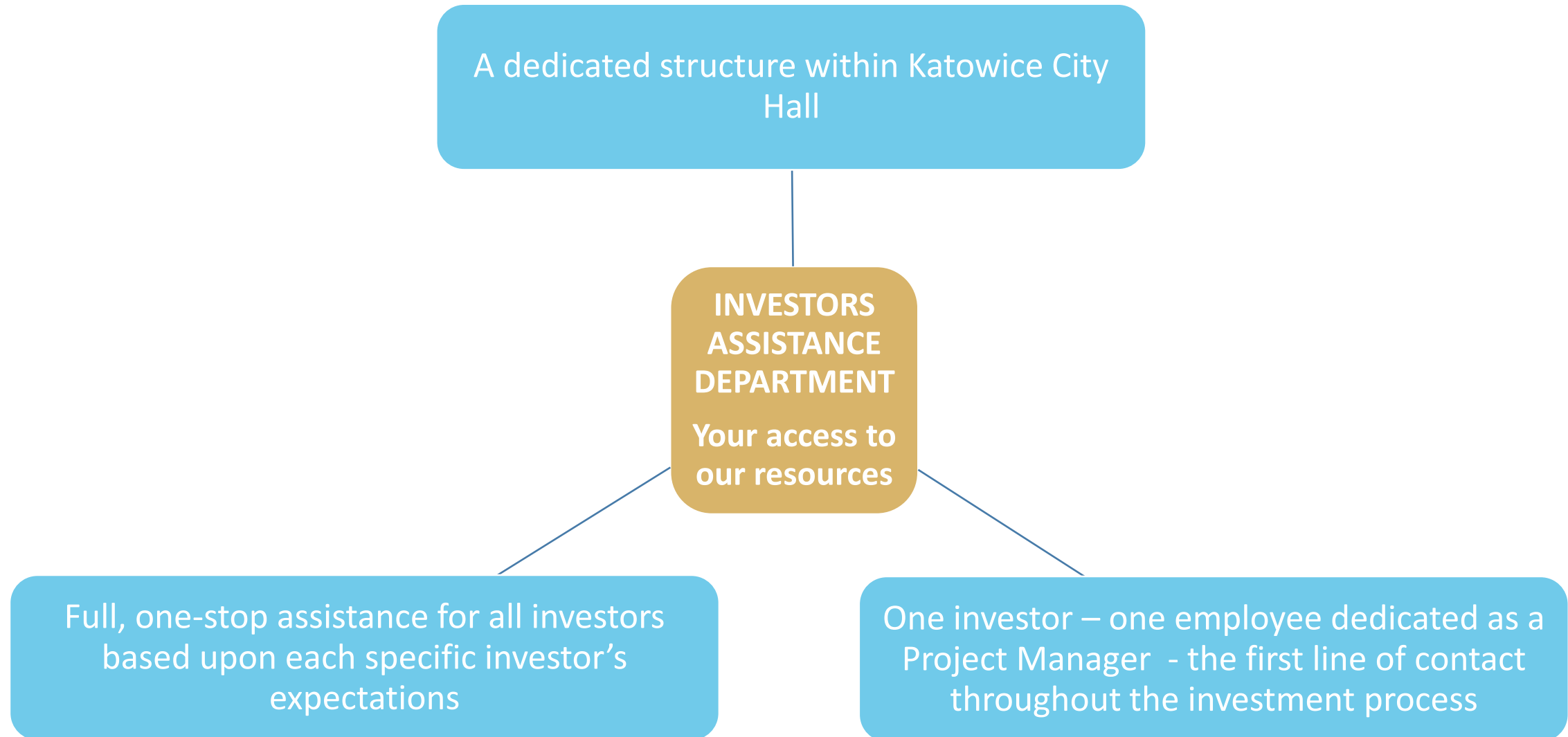


Business friendly
administration
Support for investors

More than 47,000 business
units

LONG-TERM INVESTMENT SUPPORT





PROVIDING MARKET ANALYSIS

- workforce availability, costs, quality of infrastructure, and other useful data

PREPARING INFORMATION ON THE INVESTMENT LOCATION

- max. available area, max. building area indicator according to the use (zoning plan)
- technical infrastructure (power, water, gas, sewage system)

ORGANISING SITE VISITS

- organising investors' site visits and holding meetings with the local and regional authorities, etc.

COORDINATING COOPERATION WITH THE BIGGEST SILESIA UNIVERSITIES

- University of Silesia in Katowice, Silesian University of Technology, University of Economics in Katowice

ACCESS TO THE NETWORK OF INSTITUTION

- we cooperate with organizations such as: Chamber of Commerce and Industry in Katowice (RIG), ABSL, US-Polish Trade Council, etc., Poviast Labour Office, as well as the representatives of business services sector in Katowice

SUPPORT IN ORGANISING A PRESS CONFERENCE ABOUT A NEW INVESTMENT

- providing the press conference space, support in invitation of journalists, and press material distribution

PLACING THE INFORMATION ABOUT A NEW INVESTMENT USING MUNICIPAL MARKETING TOOLS

- a form of marketing tools, that might be used, depends on its availability

DISTRIBUTING THE INFORMATION ABOUT A NEW INVESTMENT

- to academic career centres and the Poviast Labour Office

ORGANISING A JOINT MARKETING CAMPAIGN

- of the Katowice city and investors from the business services sector

POSSIBILITY OF BUS TRANSPORTATION ADJUSTMENT

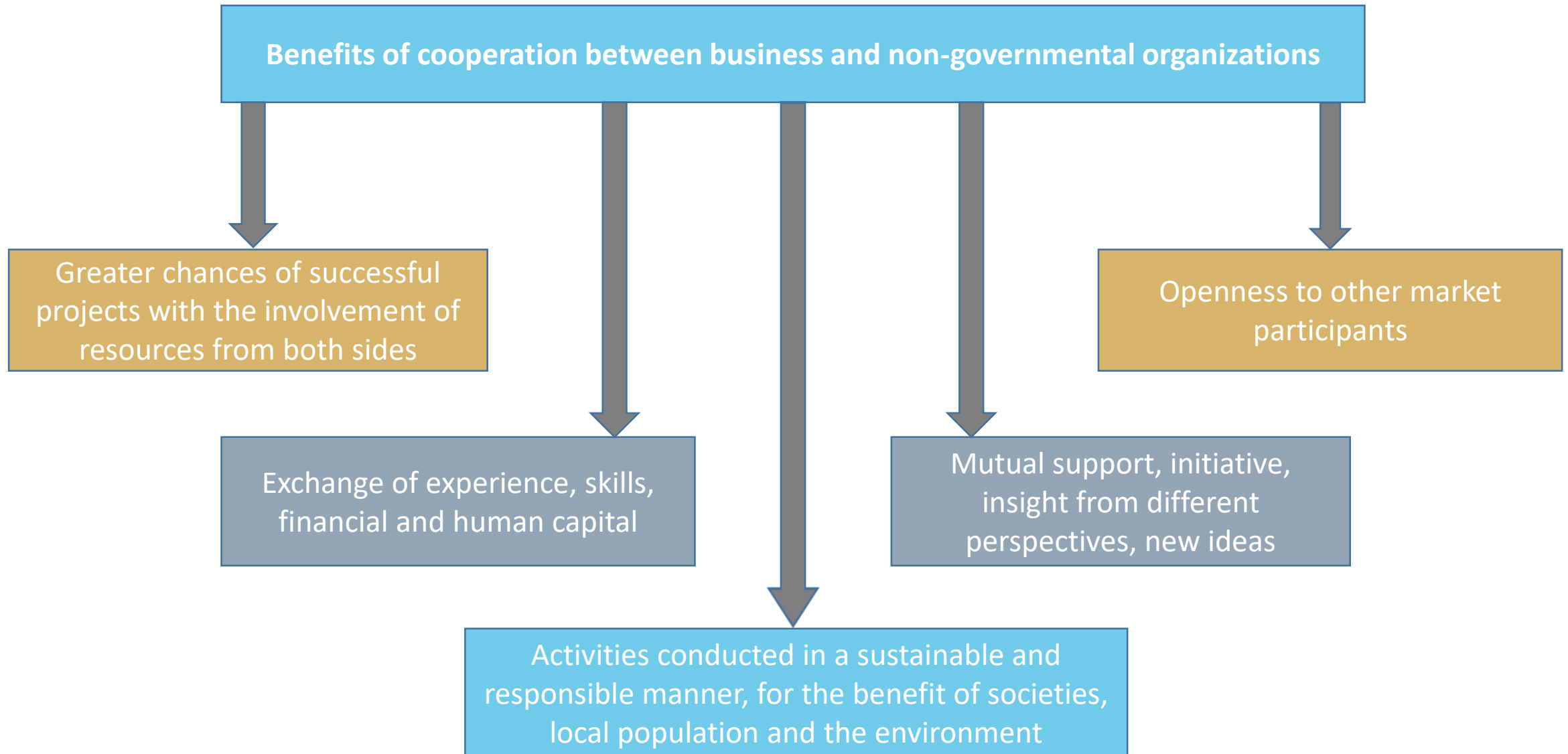
CREATING ADDITIONAL BUS STOPS OR BUS LINES

- Examples:
 - additional bus stop for long-distance buses in Dąb district – next to Silesia Business Park
 - new business bus lines: 900, 940, 950

ADJUSTMENT OF BUS SCHEDULE

- Example:
 - adjustment of bus schedule to working time of companies located at A4 Business Park

COOPERATION OF THE BUSINESS SECTOR WITH NGO



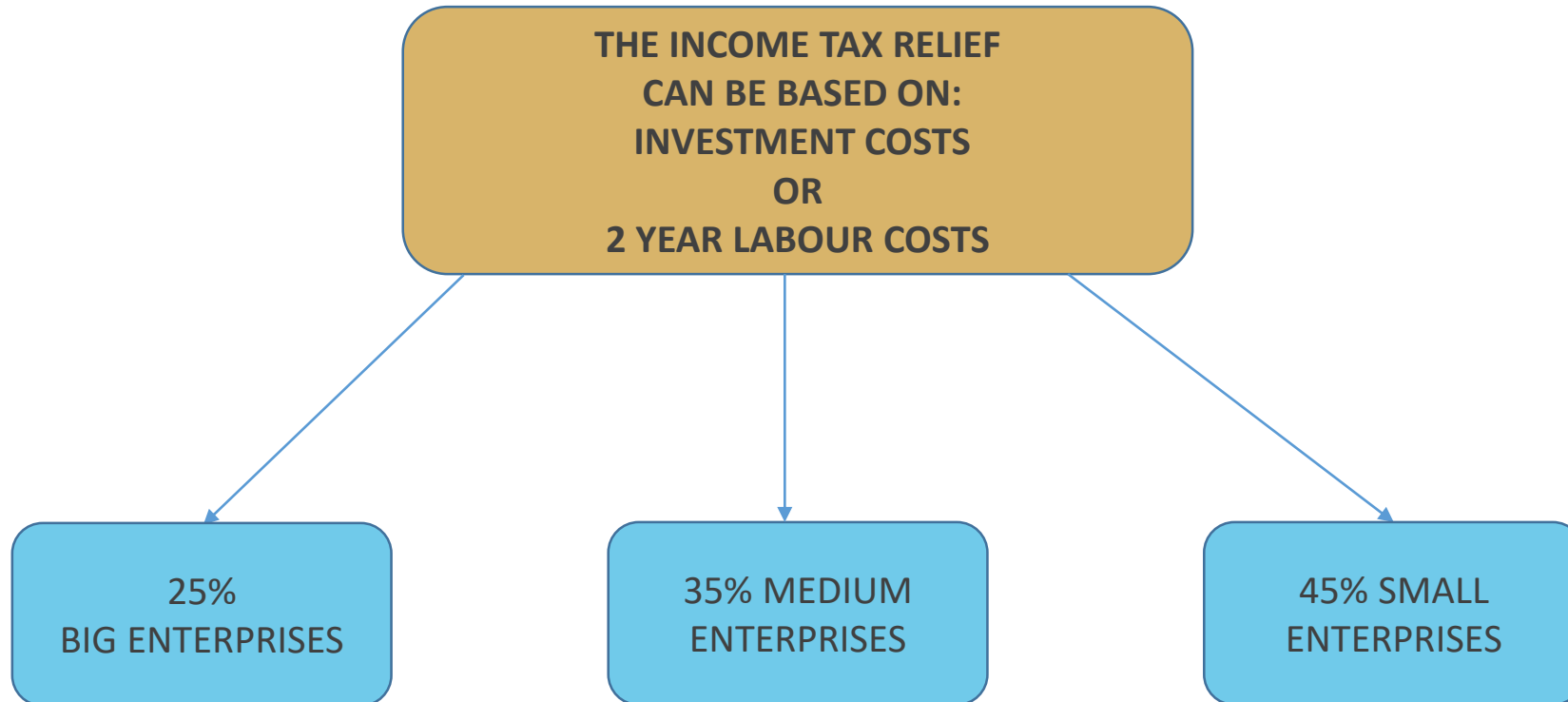
CATALYSING INVESTMENT THROUGH PARTNERING HUB

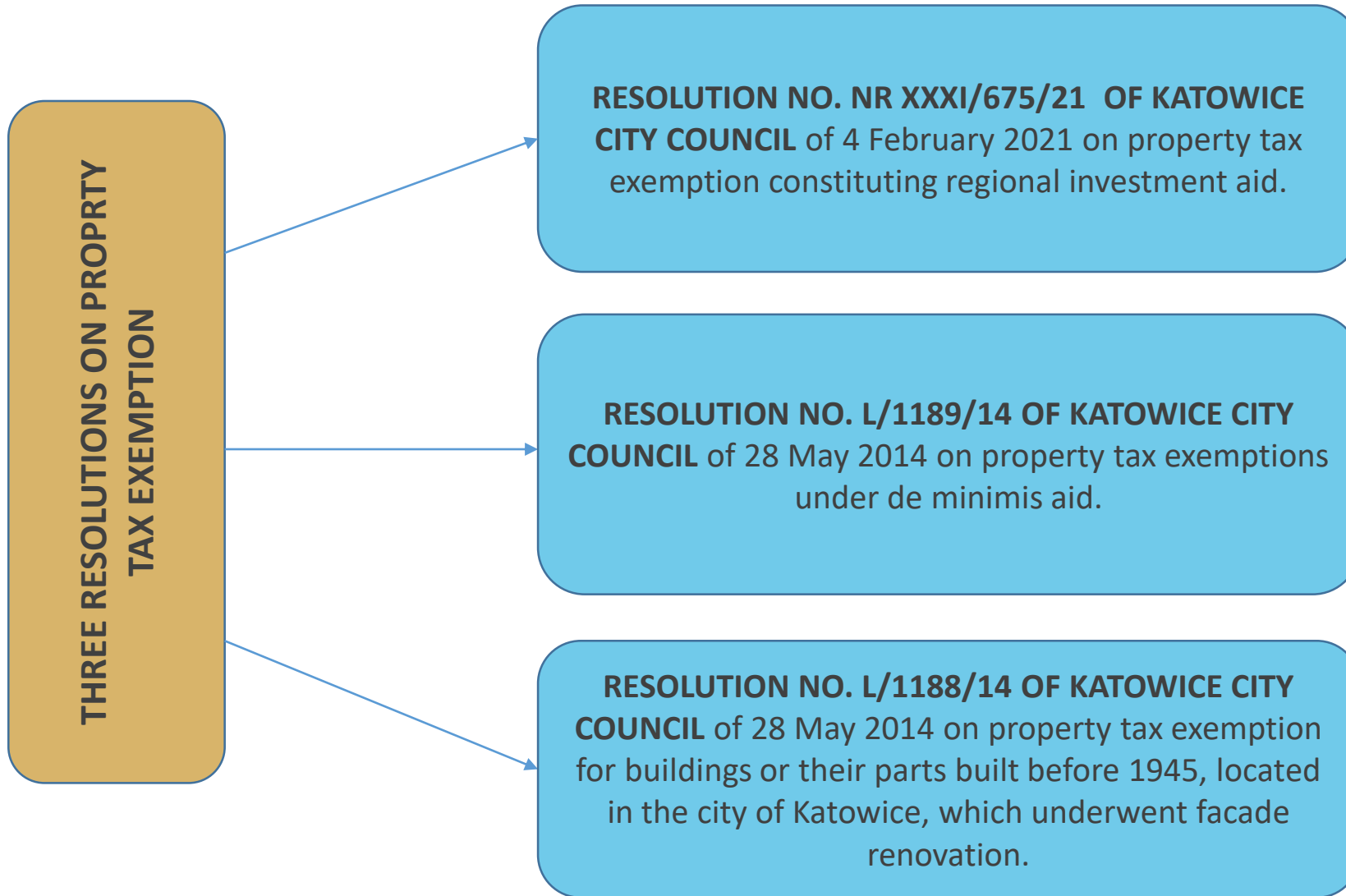
The City Business Incubator “Rawa.Ink” - the place of numerous events, meetings and training events to unify the start-up environment in Katowice and the Silesia Region. The incubator is open to all parties interested in cooperation i.e. mainly through access to a network of contacts, coorganizing training and other events.



PUBLIC AID - KATOWICE SPECIAL ECONOMIC ZONE

The Katowice Special Economic Zone, the largest such zone in Poland in terms of investment value and employment, is an appropriate solution for businesses wishing to utilize public assistance in the form of CIT exemption.





Ranked 7th – fDi Tier 2 Cities of the Future 2020/21
(fDi Magazine, 2020)

Ranked 5th - fDi Strategy title in large cities, for Best fDi Strategy of European Cities and Regions of the Future 2020/21 ranking
(fDi Magazine, 2020)

Ranked 1st - fDi Strategy title in fDi's Polish Cities of the Future 2019/20 ranking
(fDi Magazine, 2019)

Ranked 1st place among Polish cities in the category „City” in the ranking CEE Investment Awards
(EuropaProperty.com, 2019)

Ranked 2nd in the ranking of Business Friendly Cities in the category of cities between 150 k up to 299 k residents
(Forbes Magazine, 2019)

Ranked 3rd in the ranking „Top 5 Large Polish Cities of the Future 2019/20 – Connectivity.”
(fDi Magazine, 2019)





Investors Assistance Department

Katowice City Hall

Rynek 1, 40-003 Katowice

T: (+48) 32 25 93 826

E: oi@katowice.eu

www.invest.katowice.eu