



# Miksi Puolaan?

## FinnCham 8.10.2021

# Why Poland?

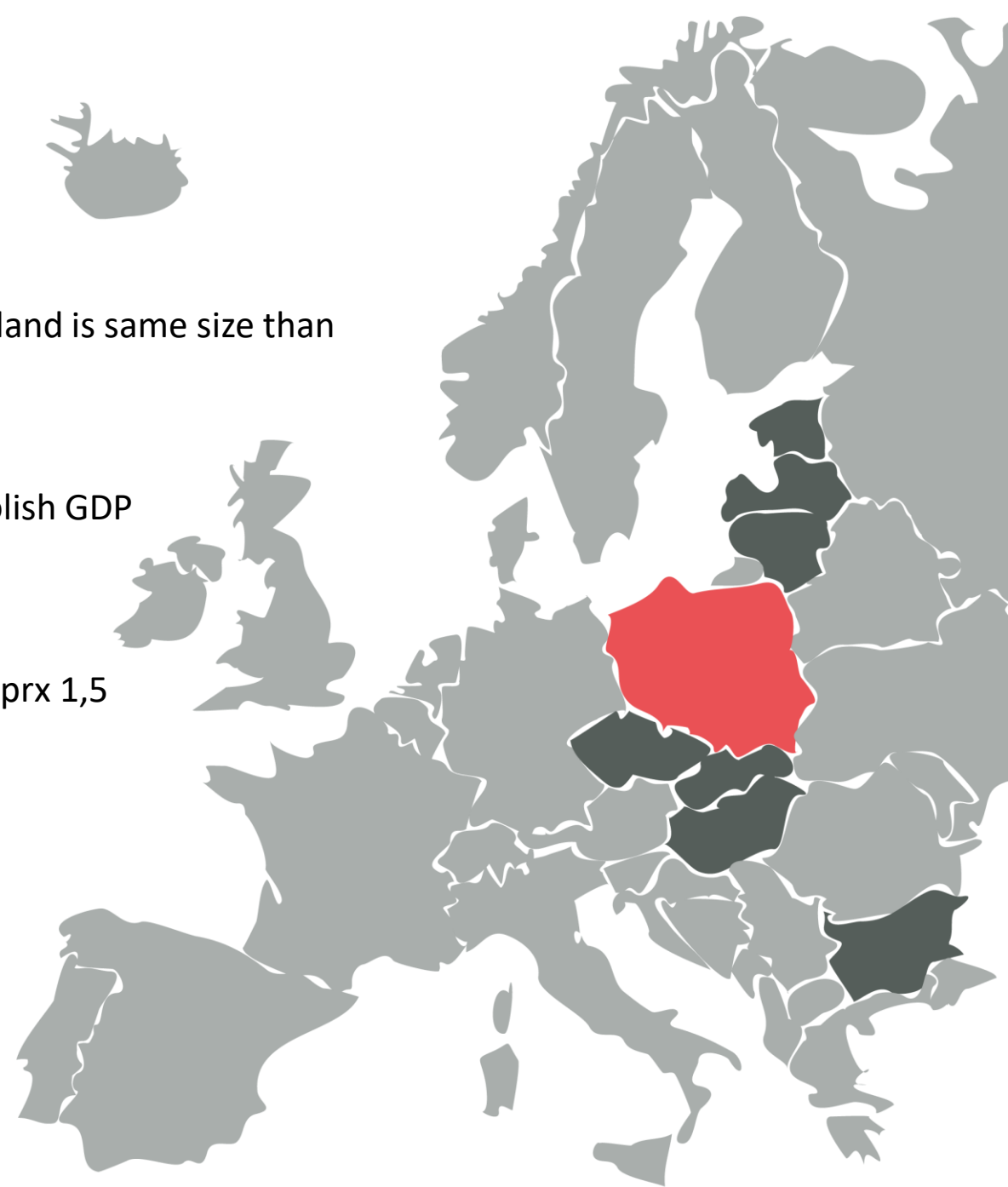
**Biggest domestic market in CEE – 38m people.** Population wise Poland is same size than Baltics, Czechia, Slovakia, Hungary and Bulgaria altogether

**27 years of GDP growth behind before the pandemic.** This year Polish GDP is expected to grow around 5% (-2,7% in 2020).

**Huge labor pool with well educated people.** Also a big group of apprx 1,5 million Ukrainian immigrants are working in all sectors

**Growing purchase power,** less price sensitive.  
"Western" business culture.

Logistic wise **good location – modern infra** and well connected to Western Europe.



# Few figures



Annual growth in  
salaries last  
years



September  
inflation rate y/y



Average salary,  
in euros



Unemployment  
forecast for 2021



# Prospective economy for the next years.....

## **STRONG GROWTH CONTINUES**

Poland has been and will be one of the fastest growing economies in Europe during the next years. Also, the economic fundament is solid.

## **RAISING PURCHASE POWER**

Poland used to be very price sensitive country, and still somehow is. But, price gap has been shrinking and today many prices are at European level = more sales opportunities. Purchase power of the middle class is currently very good, and there is a growing number of wealthy people.

## **INVESTMENTS & SUPPORT**

Both public and private sector are investing heavily, partially with support of EU funds. Also there are several investment support available, such as lower CIT for small companies, R&D double depreciation, support for automatization and robotization coming + plenty of EU funds.

## **CURRENCY HELPING EXPORTS**

Polish zloty did weaken in the beginning of pandemia but has been stable. Currently the rate is at 4,54 PLN equals to 1 euro, which is 10y weakest level. Good for exports and investments.



# .... with some question marks

## **INFLATION & INTEREST RATES**

Current inflation level is too high, and NBP has been reluctant in raising interest until this Wednesday – raised to 0,5%. Raising prices are causing lot of headache everywhere, and especially energy is a hot topic now.

## **SALARIES & LACK OF LABOR**

Salary growth has been at 7% level per annum last years and minimum wage is raising with the same speed. Unemployment is 2<sup>nd</sup> lowest in Europe and recruitment market is very tough for employers. Ukrainians and other foreign labour are crucial part of the economy but still there is a constant lack of labour.

## **GOVERNMENT & PUBLIC DEBT**

Planned “New deal” from 2022 is still not finalized, but it predicts tax cuts for lower earning employees and tax raises for the best earners + much higher social costs for single entrepreneurs. Also constant argument with EU is raising eyebrows. Massive social spending is deepening the deficit.

## **REAL ESTATE BUBBLE?**

Since June 2020 interest rate cuts lot of money has flown from bank accounts to real estate. Prices and new mortgages are growing faster than ever. Prices per meter are approx 2000€ in bigger cities and over 3000€ in Warsaw.

## **HOW LONG THE PARTY CONTINUES?**





# Some major investments in 2021

- ✓ Google data centers in Warsaw (opened in April) / 1.5bn €
- ✓ LG – the biggest in the world EV battery factory in Wroclaw area / 3bn €+ & **over 10 000 jobs**
- ✓ Align Technology factory in Wroclaw area / 100m €+ & **2500 jobs**
- ✓ Gates Business Services Center in Wroclaw / 120 jobs
- ✓ PwC (by 2026) / 86.5m € & **5000 jobs**
- ✓ PepsiCo sustainable factory / 218m € & 450 jobs
- ✓ Amazon robotic logistics center / 2.6bn € & **1000 jobs**
- ✓ Microsoft - digital transformation / 865.4 m €
- ✓ Partners Group - office properties / 200 m €+
- ✓ 3M - development of Production Center Superhub & Shared Service Center / 34.6 m €
- ✓ Isringhausen - a plant that will produce car seats and springs / 7.4 m € + 70 jobs

NOTE: big investments from all sectors!

IT, automotive, business services, FMGC, real estate, logistics, production...

Plus all SME investments..



# Finnish businesses in Poland

- ✓ Over 200 companies in official register with Finnish capital
- ✓ In reality at least 400-500 Finnish companies do business in Poland
- ✓ Apprx 70-80 production companies
- ✓ Big employers
  - ✓ Nokia – over 6000
  - ✓ Nordea – nearly 4000 (IT and backoffice)
  - ✓ Cargotec nearly 1000
  - ✓ 100-1000 jobs: Stora Enso, Eltel, KONE, Fiskars, Nordcloud, Tieto, FSP, Scanfil, Kemira, Metsä Group, UPM, UPM Raflatac, Huhtamäki, PKC, Onninen, Teknos, Tikkurila....

## Finnish investments news in 2021

- ✓ YIT & NREP common fund (200m€) and YITs new investments in Gdansk and Warsaw
- ✓ Gebwell new greenfield factory project
- ✓ F-Secure planning to hire more than 300 new employees during next years (Poznan)
- ✓ FSP taking over part HIAB's surface treatment unit
- ✓ Acquisitions: Uponor, Etteplan, Uniek
- ✓ Several production extension investments

NOKIA



Nordea



an IBM Company

Kemira



Metsä

tieto

Huhtamäki



onninen



TIKKURILA

THE POWER OF COLOURS

PKC GROUP



SCANFIL



UPM RAFLATAC

# Covid math from Poland

OCT 2021

**3592** – number of hospitalized people due to covid-19 on 19.10.21

+10% from previous day 18.10.2021

**1614** – the same number on 30.9.2021 → more than doubled in 3 weeks

**318** – Nb of people in respiratory care on 19.10.

**3917** – new covid-19 cases reported on 19.10. (1208 on 30.9.)

**49000** – number of covid-19 tests done

**8%** - share of positive tests

Currently apprx 50% of Polish population is vaccinated – the rate is higher in big cities and Western Poland.

3<sup>rd</sup> round of vaccination will start during Q4.

Current growth rate is similar to last year's October, just couple of weeks late. In 2020 new cases and hospitalizations peaked in November



Source: Twitter account of Minister of Health  
[https://twitter.com/MZ\\_GOV\\_PL](https://twitter.com/MZ_GOV_PL)



# Check-list and tips for market entry

- ✓ **Don't underestimate the competition** – both local and other
- ✓ Still, in most of cases **Polish skills are needed** to get the deal done
- ✓ Make the first hire carefully – don't hire the first sauna friend
- ✓ **Contracts can take lot of time, nerves and ink**
- ✓ If you have doubts, don't hesitate to look for 2<sup>nd</sup> opinion
- ✓ **Good accountant makes the life lot easier**
- ✓ Healthy control is needed in the beginning – **don't manage by email**
- ✓ Poles are very practical and straightforward - easy to get things started
  - ✓ BUT, you need to earn the trust
  - ✓ AND, handshake doesn't mean deal is done – time to go to details
- ✓ Finland has very good image and reputation – an asset to be utilized
- ✓ **MEN: Remember the manners!**

<b>FORMAL</b>	<b>INFORMAL</b>
<b>HIERARCHY</b>	<b>FLAT</b>
<b>CONTRACT</b>	<b>HANDSHAKE/EMAIL</b>
<b>TALK &amp; COMMUNICATE</b>	<b>EMAIL</b>
<b>CONFIRM THE ORDERS &amp; TASKS</b>	<b>SAY THINGS ONCE</b>
<b>EMOTIONAL</b>	<b>HIDE FEELINGS</b>
<b>WANT TO BE 100% SURE</b>	<b>95% IS ENOUGH</b>
<b>LONG ANSWERS</b>	<b>OK, SURE</b>
<b>GLASS HALF EMPTY</b>	<b>GLASS HALF FULL</b>
<b>WANT TO BE CONSTATLY RESPECTED</b>	<b>FEEDBACK ONCE PER YEAR</b>



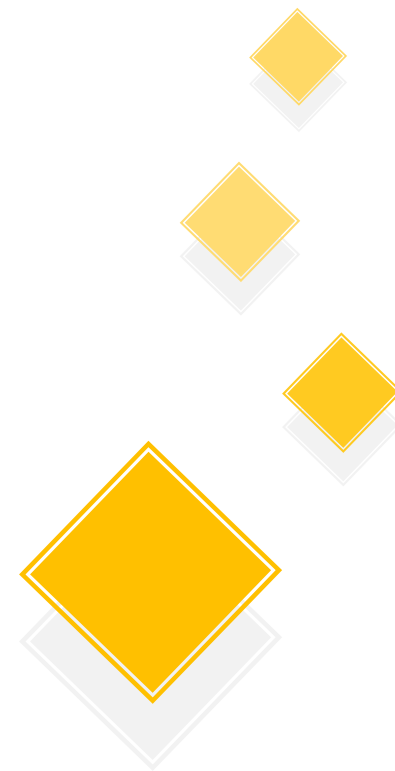
- Established in 2014, based in Poznan, team of 8 professionals
- Over 30 clients from Finland this year; incl. 4 stock listed companies
- Member of the SPCC

**Services:**

Remote Recruitment // Poland & Finland  
Go-to market projects & consulting // in Poland and CEE  
Growth Hacking / Sales manager lease // Poland & pan-European

[www.spondeo.fi](http://www.spondeo.fi)

October newsletter [LINK](#)



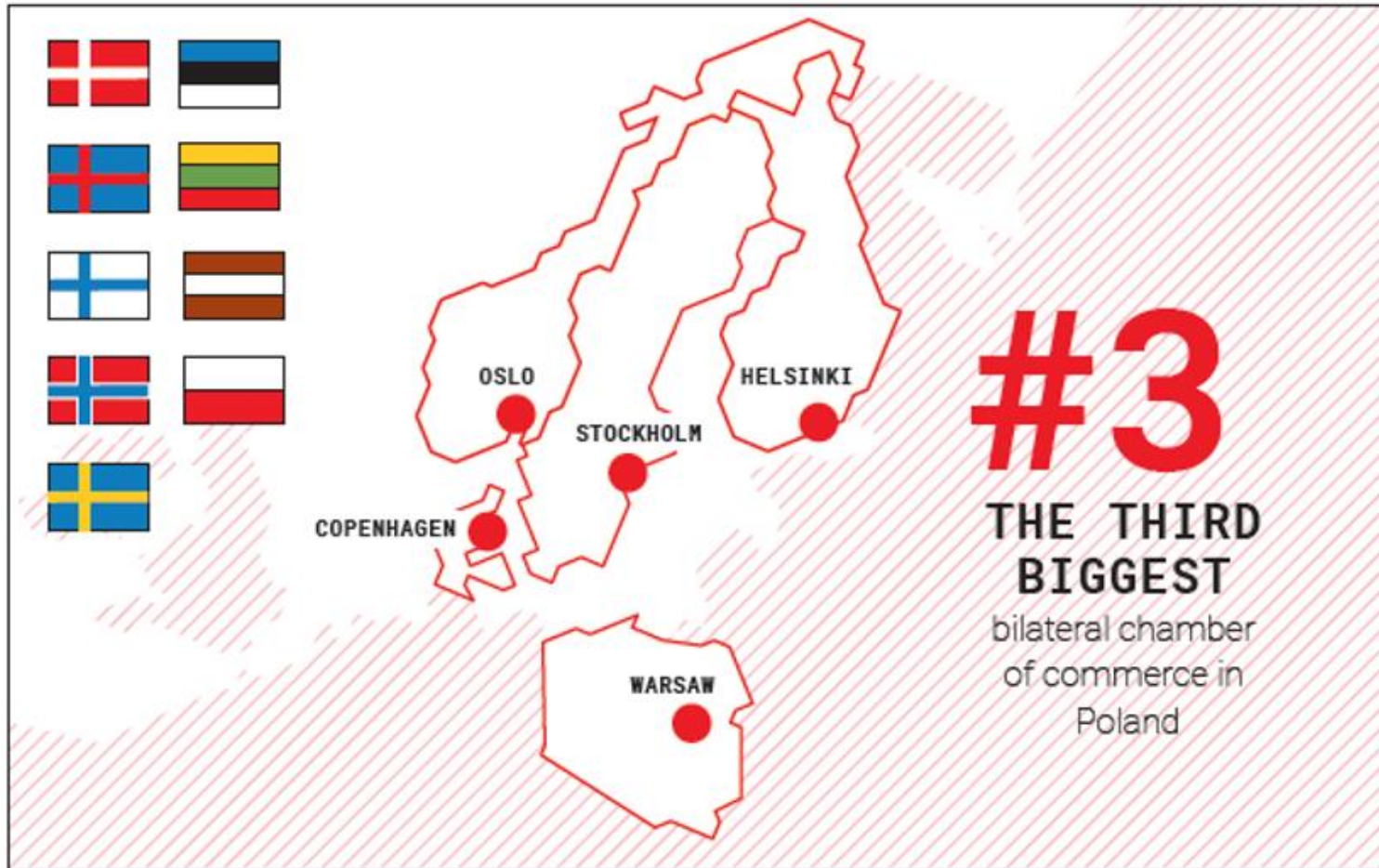
# SPCC

created by entrepreneurs for  
entrepreneurs

connects supports inspires



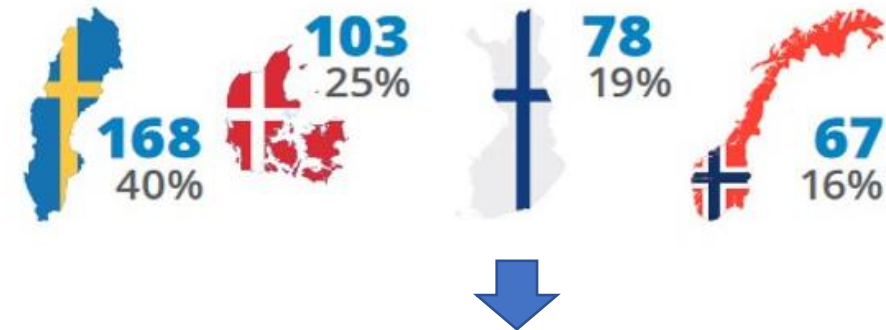
# SPCC today – one of the most active chambers in Poland



400

Close to 400 Members representing  
the most important economy sectors

4 national sections



**Finnish Trade Guild** FTG  
SCANDINAVIAN - POLISH CHAMBER OF COMMERCE

# Finnish Trade Guild

## Finnish Trade Guild – Suomalainen Kauppakilta

- A national section of SPCC
- Over 70 members, from Poland, Finland and Estonia
- Own board, budget and annual agenda
- **Chairman: Marcin Bruszewski / Fortum**

## Main events:

- Summer picnic (annually ca. 300 participants)
- Crayfish party; Independence day
- Business breakfasts in cooperation with Embassy of Finland
- Other events, such as sport and culture (Nordic Walking)



# benefits\*

SPCC membership will open the door to many contacts that can help your business to thrive through the power of referrals and networking.

- \* Representation regarding important business issues (Public Affairs)
- \* Networking and events
- \* Education and Training
- \* Business Referrals
- \* Advertising and Sponsorship Opportunities
- \* SPCC Connects Program
- \* SPCC Expert Support



# fees ~ Annual membership fee

## ~ **1,900 PLN NET**

for companies that employ 1-10 employees in Poland and have an annual turnover below 3 million PLN

## ~ **3,700 PLN NET**

for companies that employ 11-100 employees in Poland and are located in the Mazowieckie region and for all companies located outside Mazovia that employ over 100 employees

## ~ **6,200 PLN NET**

for companies that employ over 100 employees in Poland and are located in the Mazowieckie region

# our projects #

2021

## events

**49**

online webinars &  
conferences

**10**

offline meetings

**2700**

participants

we get involved

**B2G**

On behalf of the SPCC Members  
we maintain extensive dialogue  
with the authorities.



social

**media**

**>270**  
posts

**>4250**  
followers

# We welcome our New Members!

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# 2021 SPCC PATRONS

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# Kiitos - Dziękuję!

Lets chat?

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