



Polish Investment  
& Trade Agency  
PFR Group

# Poland. Business Forward

THE INFORMATION & COMMUNICATIONS TECHNOLOGY SECTOR

## Poland. ICT



**Poland is an internationally acclaimed destination for:**



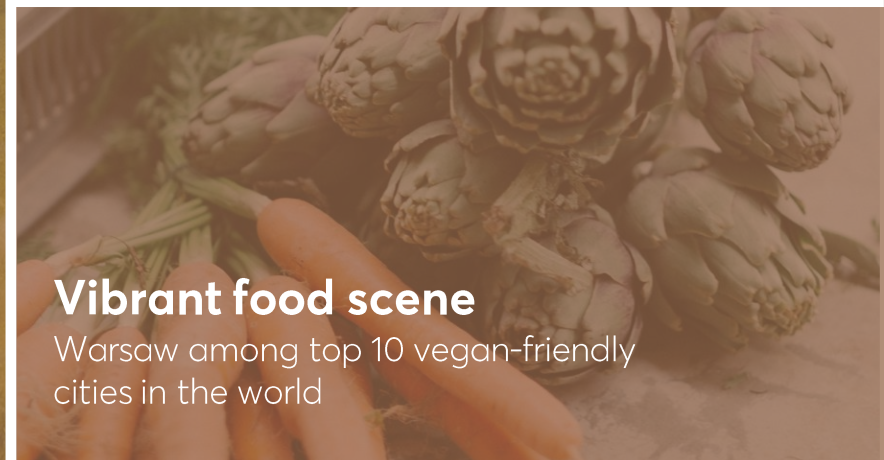
**Pristine nature**

Top 10 country to visit according to Lonely Planet



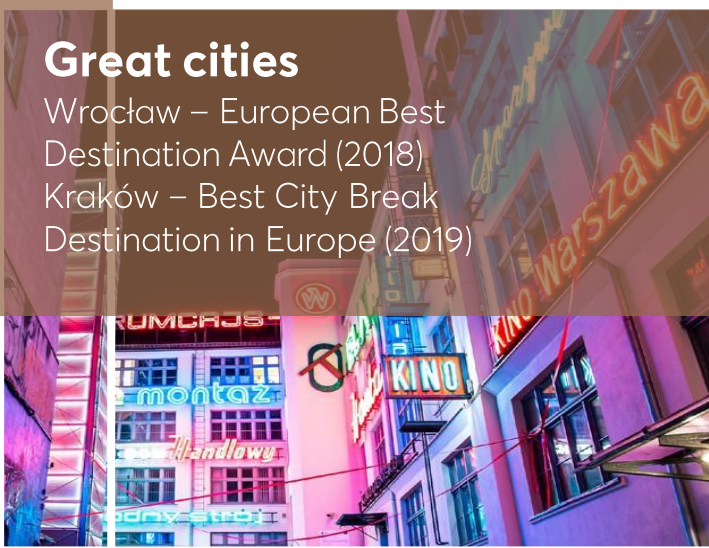
**A place where east meets west**

Dynamic business hub at the heart of Europe



**Vibrant food scene**

Warsaw among top 10 vegan-friendly cities in the world



**Great cities**

Wrocław – European Best Destination Award (2018)  
Kraków – Best City Break Destination in Europe (2019)



**Attractive place for expats**

Young, increasingly international society, with very high level of English proficiency



**Rich history**

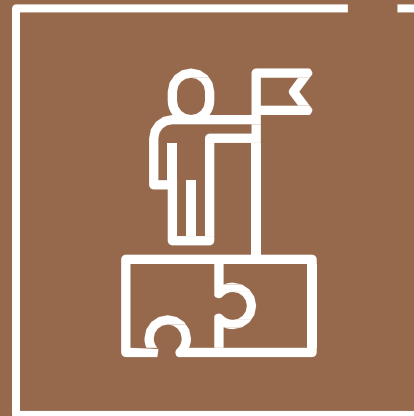
Vast legacy of bravery and resilience



**WHY  
POLAND**



**WHAT THE  
POLISH ICT  
SECTOR STANDS  
FOR?**



**WHAT MAKES  
US  
DIFFERENT?**



**DID YOU  
KNOW?**



**INSTITUTIONAL  
ENVIRONMENT**



**HOW WE CAN  
HELP YOU**

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market access

40% of the region's total GDP and a gateway to the wider EU market

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness  
Almost 30 years of continuous growth  
Almost 10 years of stable growth in foreign trade turnover

## Transparent

Regional leader in the Transparency International Corruption Index

## FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)  
One third of all FDI stock in the region

## Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

## Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

## Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)  
Warsaw: 7th position (ahead of Berlin and Stockholm)  
Kraków: 2nd in EU in Business Friendliness among Large Cities



# WHAT THE POLISH ICT SECTOR STANDS FOR?



## Steady growth

The IT/ICT industry constitutes about 8% of Polish GDP



## Stable labour market

The IT/ICT industry employing over 550 thousand people, of whom three quarters are employed in the services sector



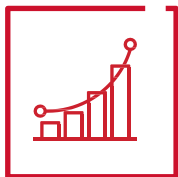
## Availability of highly skilled employees

70,000 students  
12,000 graduates per year



## Fast-growing domestic companies

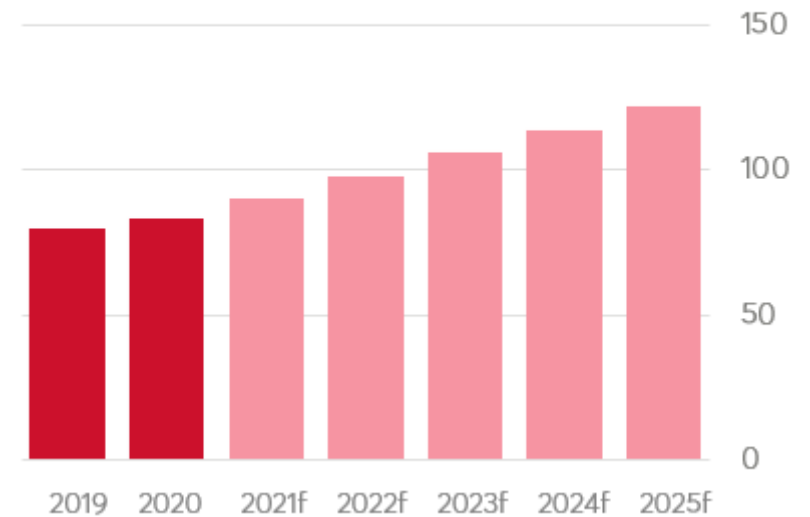
The domestic market includes around 60 thousand companies, both Polish and foreign



## Growing outlays on R&D

In 2019, ICT sector R&D expenditures amounted to 3839.4 million PLN increasing by 12.9% YoY

Polish ICT market value (PLN bn)  
in 2019-2025



Every year, the number of employees increases by approx. 6%.

According to Eurostat data, the number of IT/ICT employees in Poland exceeded 550,000 in 2020, which puts us in the 5th place in the EU.

Sources:

Why Poland Business Harbour,  
Fitch Solutions, Poland Information Technology Report Includes 5-year forecasts to 2025, Q2 2021  
Information Society in Poland in 2020, Statistics Poland  
Eurostat data, Employed ICT specialists - total

# WHAT MAKES US DIFFERENT?

## We never give up

We've got some of the most tenacious programmers in the world who never give up on a challenge before making any progress, according to HackerRank



## Young geniuses

According to Developer Skills Report 2018, Polish programmers are among the youngest in the world, starting their adventure with coding at the age of 5-10

## We are digitised

Poland took 14th place in „Top 20 Digital Nations 2021“ ranking prepared by Tholons

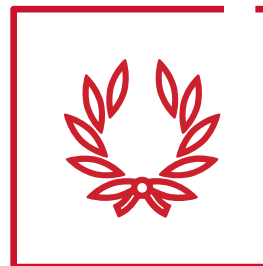


## We care about safety

We received 70.56 points out of max 100 from US Chamber of Commerce in its IP Index 2020, which ranks us as the safest among popular outsourcing destinations

## Girl power!

We're on the podium in the ranking of the Best Female Developers in the world



## We've got an Olympic bronze

According to [HackerRank](#), if the hacking Olympics were held, Polish developers would take 3<sup>rd</sup> place

# DID YOU KNOW?



90%

of card payments in Poland are contactless



2nd

fastest growing European market for Revolut



The most promising IT market

Poland was ranked as the most competitive IT location of all 23 countries in the CEE region, according to a new report from Emerging Europe



We are experts in tailor-made solutions

Polish AI and fintech companies are known for their high quality and customer focus, and the Polish game industry is gaining more and more fans around the world

# INSTITUTIONAL ENVIRONMENT



**Digital Affairs – Chancellery of the Prime Minister**



**PARP** Develops Polish entrepreneurship through innovation and discovering new directions of development



**NCBR** A Government institution overseeing the development of innovativeness



**Startup Poland** The main advocate and think-tank dedicated to startups in Poland



**Software Development Association Poland** Supports and integrates Polish software companies



**Digital Poland Foundation** Turns digital challenges into opportunities for the Polish economy



# The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a government agency is:

- \* To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- \* To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- \* To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



**Information packages**  
(macroeconomic, HR, legal, sectoral data)



**Analysis of export potential**



**Preparing information packages**



**Verifying business partners**



**Organising business missions**



**Preparing lists of possible business partners**



**Organising B2B meetings**



**Supporting in contacts with government agencies**

# Contact us

The Polish Investment & Trade Agency

Krucza St. 50  
00-025 Warsaw

NIP: 526-030-01-67  
KRS: 0000109815



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& Trade Agency**  
PFR Group

Contact FORM:



Service PAIH24: +48 22 334 99 55  
Contact PAIH24: [paih24@paih.gov.pl](mailto:paih24@paih.gov.pl)

Social media:





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