

CUSHMAN & WAKEFIELD

### SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD

# Investment potential of Katowice

Strategic Partners:

Edition 4

City partner:

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CAMERA DI COMMERCIO E INDUSTRIA ITALIANA IN POLONIA



SURVEY BY ANTAL AND CUSHMAN & WAKEFIELD



KATOWICE

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

**ARTUR SKIBA** 

### ANTAL AND CUSHMAN & WAKEFIELD

# Foreword

### Ladies and Gentlemen,

expert commentary.

The project is a valuable tool for all entrepreneurs and investors interested in developing their business in Poland.

The report reflects the current situation in the market and provides a business perspective, identifying the main trends in the economic development of companies in **Poland's largest** cities.

## We are very pleased to present the series of reports from the fourth edition of the Business Environment Assessment Study. This is a comprehensive compilation of data and analysis, enriched with

The project once again came about through close cooperation between Antal, a leader in HR consulting, and Cushman & Wakefield, a recognized real estate expert and leading international real estate services consultancy.

Our knowledge and experience were crucial in analysing the survey results and creating the report, which is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

# 1,290 decision-makers

The survey included 1,290 decision--makers, representatives of companies active on the Polish market.



The project includes an analysis of the business environment in nine cities, and takes into account important areas such as:

- 1. the city's overall assessment,
- 2. infrastructure,
- 3. office space,
- 4. government support,
- 5. education potential,
- 6. employment potential,
- 7. business potential and
- 8. evaluation of the location as a place to live.

The report accurately describes the specifics of the Katowice market.

It contains key market information for investors, including:

- the cost of living,
- housing prices on the secondary and primary markets,
- office rental rates,
- wages offered by employers,
- the number of students and graduates, and
- the number of employed people in the region by sector.

We hope that this report will become a valuable source of knowledge and inspiration for all those interested in business development and investment in the Polish market.

Enjoy your reading.

**Artur Skiba** ANTAL PRESIDENT

**Krzysztof Misiak** EXECUTIVE PARTNER, HEAD OF POLAND, CUSHMAN & WAKEFIELD

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The report is not only a comprehensive compilation of data, but also a tool for strategic business decision-making.

**KRZYSZTOF MISIAK** 



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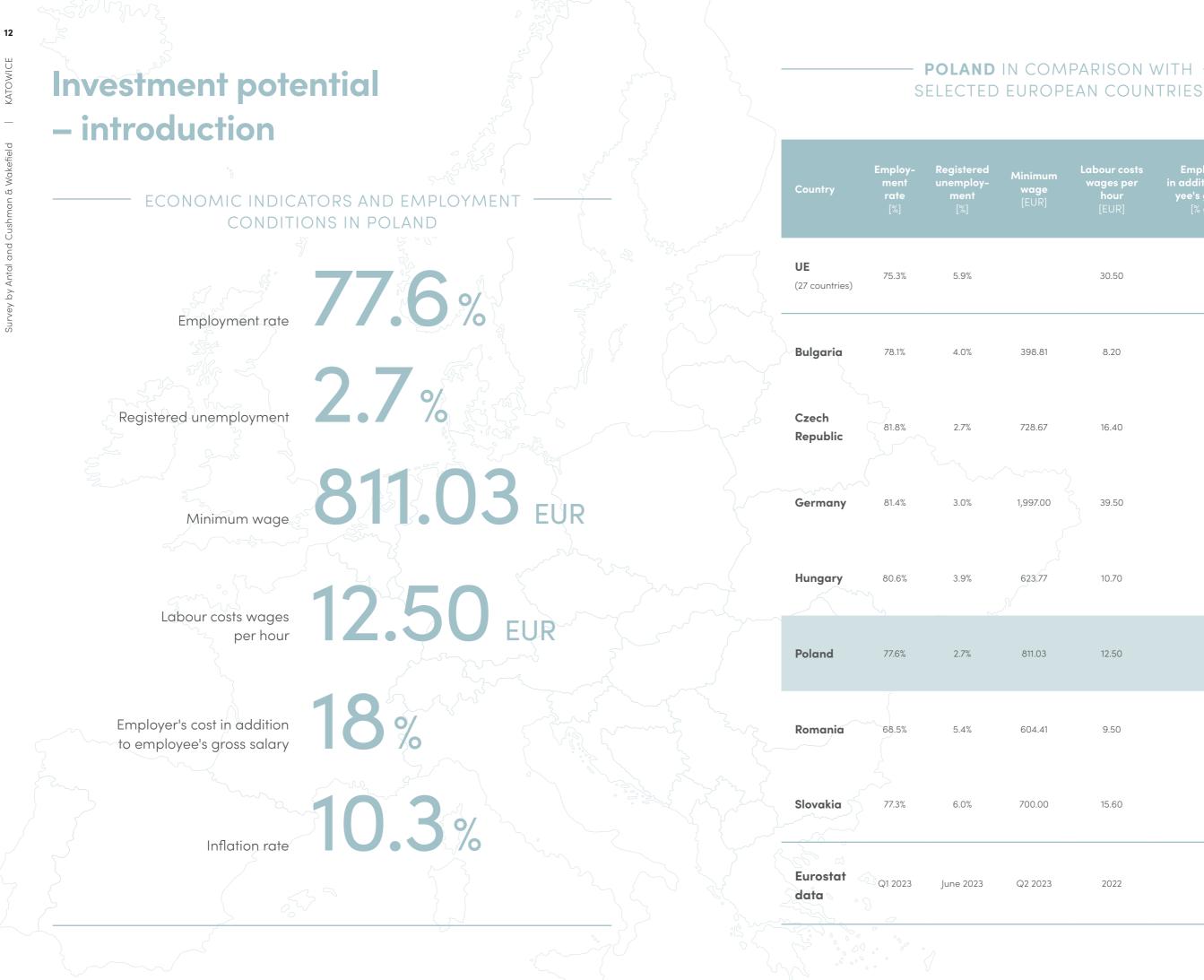
Antal and Cushman & Wakefield



INVESTMENT POTENTIAL

# Introduction





l	Labour costs wages per hour [EUR]	Employer's cost in addition to emplo- yee's gross salary [% of salary]	Inflation rate [%]	
	30.50	24.8%	6.1%	
	8.20	13.3%	7.8%	
	16.40	24.0%	10.2%	
	39.50	23.3%	6.5%	
	10.70	14.2%	17.5%	
	12.50	18.0%	10.3%	
	9.50	5.3%	8.9%	
	15.60	27.0%	10.3%	
	2022	2022	July 2023	

The immediate future for FDI inflows to Poland looks optimistic, but nevertheless maintaining a competitive investment climate has been, is and will always be a challenge.

RADEK PITUCH

### INVESTMENT POTENTIAL

# Expert commentary

### **Radek Pituch**

MANAGER BSS & TECH PROJECTS, DIRECT INVESTMENTS DEPARTMENT POLISH INVESTMENT AND TRADE AGENCY (PAIH)

portfolio of the Polish Investment and Trade Agency.

terms of investment outlays and the number of declared, newly created jobs supported

The passing months of 2023 were particularly exceptional in this regard. We can speak of effective support for the placement of 47 new carried out by well-known global brands from various sectors of the economy, from financial services, through the automotive industry, to semiconductors. In addition, PAIH's portfolio agency is seeking to locate in Poland.

A number of factors are contributing to the continued growth of investment rates in Poland. First of all, it is necessary to point to the human resources potential - the wide availability of qualified and experienced talent. Poland has the largest population potential among CEE countries, and is one of the largest academic 15

## Poland has been maintaining and strengthening its leading position in attracting foreign investments in the CEE region for a long time. This positive trend is reflected in the investment

undeniable asset. Second, Poland is a country open to innovation and new technologies. This and IT investments over the past two years. excellent range of forms of business support in Poland. Thanks to an amendment to the Program for the Support of Investments of for 2011-2030, applying for a cash grant, of which PAIH is the operator, is even more transparent than before.

The immediate future for FDI inflows to Poland a competitive investment climate has been, is to remain open to new industries, read well the needs and expectations of business and new

# Katowice – introduction THEFT

PART 1



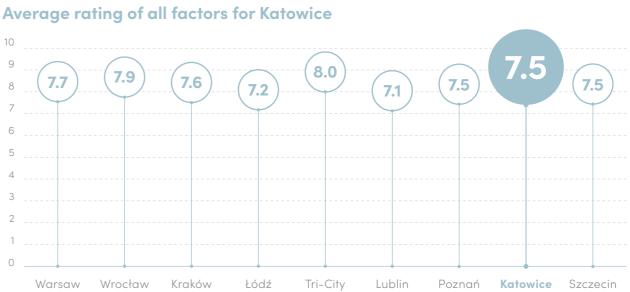
# Average rating



## 1.01. **Katowice assesment**

The Business Environment Assessment Study highlighted the main aspects influencing companies' investment decisions.

### CHART 1.1.



### Katowice has undergone a huge transformation in recent years.

It has turned from a place associated with heavy industry, coal and steel into a modern metropolis. Katowice is not only a city of about 280,000 people, but also the heart of the Metropolis GZM (pol. Górnośląsko-Zagłębiowska Metropolia), comprising 41 cities and municipalities with a population of nearly 2.3 million.

Katowice is one of the largest business centres in Poland.

19

Respondents were asked to assess the business environment in the cities in which they operate. By compiling several indicators for each area, the report presents a comprehensive rating expressed on a scale of 0-10, where 0 is the worst possible rating and 10 is the best.

After the transformation from a basin of traditional industry, Katowice's promising economic potential has been recognised by investors from the modern economic sector - from the business services industry, but also by office and hotel developers or business tourism related entities.

Katowice's strong position among other investment destinations is built on several groups of factors related to human potential, location and the level of logistics development.

### Find out more at <u>www.investmentpotential.pl</u>

In Katowice, the longterm strategy for attracting investors and serving them is a naturally developed state of equilibrium between a push and pull strategy.

DR MAGDALENA KOLKA

**KATOWICE - INTRODUCTION** 

# Expert commentary

DEPUTY HEAD OF THE INVESTOR SERVICES DEPARTMENT, KATOWICE CITY HALL

years.

entrepreneurs and a good business climate. A perfect example is the latest companies: Concentrix, GlobalLogic, Henry Meds, Orbus Software or Vaillant.

We are pursuing a strategy in which we can confidently identify Katowice's assets as keys to success, with which we are increasingly "opening" the door to more investors.

21



## It is a fact that the development of Katowice and the Metropolis attracts companies from all over the world, which open their headquarters here to continue their dynamic growth over the

And they are:

- a stable financial position,
- space,
- booming business tourism
- and a highly rated quality of life in the

In Katowice, the long-term strategy for attracrally developed state of equilibrium between a push strategy – reaching out to a potential Our dialogue with investors is honest and constructive.

# PART 2 Infrastructure



# Average rating



## 2.01. Infrastructure

### CHART 2.1.

### Average infrastructure rating for Katowice



Katowice is a well-connected city, with the A1 and A4 highways intersecting nearby, allowing convenient travel in all directions of Europe.

The most important cities of the Metropolis are connected by the intercity road (pol. Drogowa Trasa Średnicowa), which runs through the

25

8.4	8.0					
	7.2			7.1		
ri-City	Lublin	Poznań	Katowice	Szczecin		

centre of Katowice, and the dense network of railroad lines makes it possible to comfortably reach Prague, Vienna, Budapest or Berlin in just a few hours.

In addition, Katowice International Airport is one of the largest and fastest growing in the country.

The city is a prime example ofincredible metamorphosis.

TOMASZ DYBA

### INFRASTRUCTURE

# Expert commentary

### Tomasz Dyba

The city of Katowice is closely linked to the functioning of the Metropolis GZM, which is a unique example of inter-municipal cooperation on a regional scale. The GZM brings together 41 municipalities to form a common metropolitan area.

As a result of its competencies, the GZM plays a key role in developing regional infrastruction infrastructure, such as expanding the road network and upgrading public transportation.

mobility of residents, reducing traffic congestion and improving air quality.

The infrastructure of the city of Katowice is an example of dynamic development and adaptation to modern needs.

27

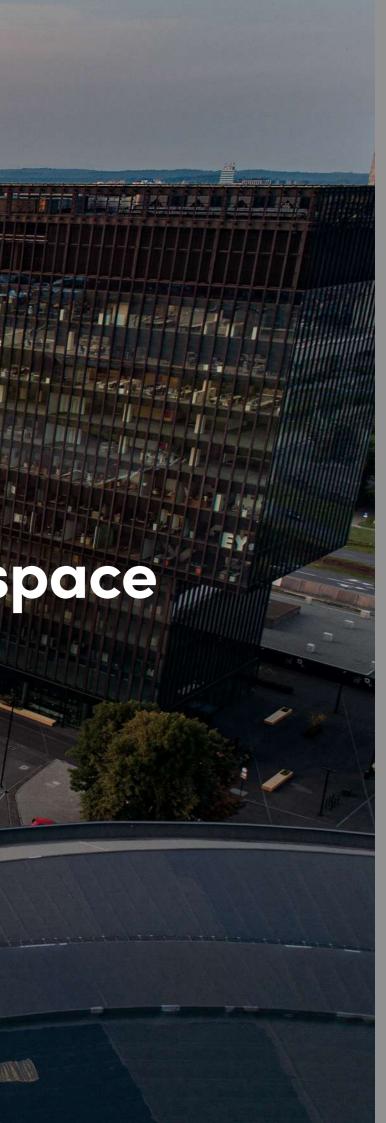
Over the past few decades, Katowice has transformed itself from a mining centre into a modern business and cultural centre.

One of the key elements of this transformation is the Cultural Zone, which is perhaps the Congress Centre, the National Polish Radio Symphony Orchestra and the ever-expanding Silesian Museum (pol. Muzeum Śląskie) are

# Office space

A Dute

PART 3



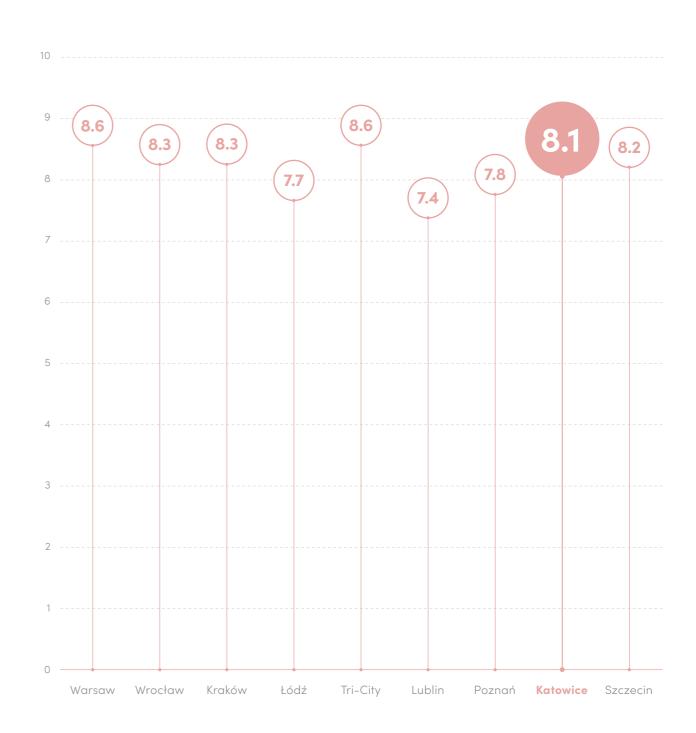
# Average rating



## 3.01. Office space

### CHART 3.1.

## Average office space rating for Katowice



31

### Find out more at <u>www.investmentpotential.pl</u>

## 3.02. **Real estates in Katowice**

13.50-15.50 EUR/m<sup>2</sup>/month

Asking rents

**78,000** m<sup>2</sup> Office space under construction

24,900 m<sup>2</sup> Gross demand

725,800 m<sup>2</sup> Total stock of office space

## 107

BASIC DATA ABOUT THE REAL ESTATE MARKET

Number of existing office buildings

New supply

20.1% Vacancy rate

## OFFICE SPACE STOCK BY AGE

204,500 m<sup>2</sup> 229,600 m<sup>2</sup> 291,700 m<sup>2</sup>

0-5 years

6-10 years

over 10 years

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square feet of property under management and 50,000 employees in 60 countries, we make an impact around the world. Explore more at cushmanwakefield.com.



**Investors still see** potential in the region and believe in its long-term development.

TOMASZ DYBA

# Expert commentary

The office market in Katowice is one of the most rapidly growing in Poland. The city has become an important business centre in the southern part of the country, attracting investors from various economic sectors. One of the key factors in development is the region's large population.

as 20.1%. The high level of competition is causing developers and property owners to of facilities.

terms, flexible negotiation options and access

Companies can therefore choose from

35



## Despite high vacancy rates, the Katowice market remains active.

As much as 78,000 sqm of office space is currently under construction (the third result in the country after Warsaw and Kraków).

# PART 4 Public public support



# Average rating



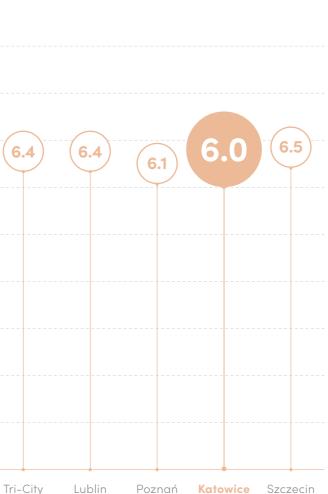
## 4.01. **Public administration support**

## CHART 4.1. Average rating of public administration support for Katowice 10 7.1 6.4 6.4 6.2 6.1 6.1 5.7 6 5 Λ 3 2

Warsaw Wrocław Kraków Łódź

Potential investors and employers with a presence in the region greatly appreciate the opportunity to receive support from the government.

The cooperation often begins while the site selection process is still underway for the company's new headquarters.



The city is highly visible in the activities of the Katowice Special Economic Zone, which has issued 78 decisions and on support for new investment projects. The investments will create 1,150 new jobs and generate more than PLN 2.3 billion in capital expenditures.

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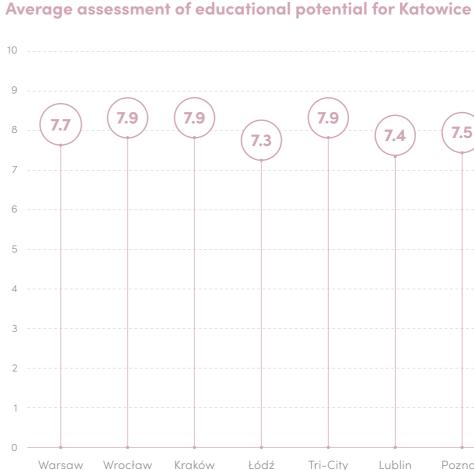


## **Average rating**



## 5.01. **Educational potential understood** as the availability of future employees

### CHART 5.1.



A major advantage of Katowice and the region as a whole is the availability of personnel with a wide range of education and varying levels of experience.

There are 14 higher education institutions in the city, with about 50,000 students.

43

7.9	$\frown$	$\frown$		
	(7.4)	(7.5)	7.6	7.3
i-City	Lublin	Poznań	Katowice	Szczecin

Every year, approximately 13,000 people graduate from Katowice education institutions and enter the labour market.

Graduates are proficient in foreign languages and graduate with modern degrees. They are excellent candidates for employees of companies that have decided to establish their branches or headquarters here.

## AVAILABILITY OF FUTURE EMPLOYEES



Number of universities

49,653

Number of students

12,730

Number of graduates

NUMBER OF STUDENTS BY AREA

2,732 Finance

2,293 IT

1,289 Engineering

3,643 Philologies



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Vastint Poland is part of the Vastint Group, an international real estate organization operating on the European market for over 30 years. The cornerstones of our operations are the management of portfolio properties and the development of office, residential and hotel projects that provide comfortable and sustainable living, working and leisure environments.



The strengthening of Katowice's position as an educational centre on the map of Poland is undoubtedly influenced by the high quality of education and the real possibility of employment in the region.

KAROLINA BUCKA

### EDUCATIONAL POTENTIAL

# Expert commentary

areas in recent years. It is an ideal example of the transformation of an industrial region into a centre for business services and high technology.

ment of the field of education.

## Katowice is now a recognised and important educational centre in Poland.

chosen by students, and these areas have the past few years.

47

# Katowice is a city that has been developing strongly in many

- The strengthening of Katowice's position as undoubtedly influenced by the high quality of education and the real possibility of employment in the region.
- Katowice's advantage is also that the city is agglomeration or nearby provinces, but also students from all over the country, as well as from abroad, who expand the professional potential of the region.
- The best proof that the city cares a lot about was awarded the title of European Science Stockholm, Barcelona, Dublin, Copenhagen and Manchester.

# Employment potential

FLETH

PART 6

84488



## Average rating



## 6.01. **Employment potential**

### CHART 6.1.

### Average employment potential rating for Katowice



## LABOUR MARKET INDICATORS OF THE SILESIAN VOIVODESHIP



**Population** 

784,573

Average employment in the enterprise sector

Find out more at <u>www.investmentpotential.pl</u>





Unemployment rate



Average gross monthly salary in the enterprise sector

## 6.02. Sample salaries in Katowice

### GROSS MONTHLY SALARIES (PLN)

Manufacturing and Logistics Sector	min.	max.
Production worker (unskilled)	3,800	5,500
Production worker (skilled)	4,600	7,000
Shift Manager	8,000	10,000
Logistics specialist	7,000	9,500
Logistics manager	12,000	18,500
Production engineer	7,000	13,000
SSC/BPO Sector	min.	max.
GL Accountant (2-3 years of experience)	7,500	9,500
GL Senior Accountant (over 3 years of experience)	9,000	11,500
GL Team Leader (team of 5-15 people)	13,000	16,000
AP/AR Accountant (2-3 years of experience)	6,000	8,000
AP/AR Senior Accountant (over 3 years of experience)	8,000	9,500
AP/AR Team Leader (team of 5-15 people)	12,000	15,000
CS Junior Specialist (no experience)	5,500	6,500
CS Specialist (over 1 year of experience)	6,500	7,500
CS Team Leader (team of 5-15 people)	11,000	13,000
Payroll Specialist (1-3 years of experience)	9,500	11,000
Senior Payroll Specialist (over 3 years of experience)	12,000	14,000
Payroll Team Leader (team of 5-15 people)	15,000	17,000
IT Sector	min.	max.
1st Line Support (2 years of experience)	7,000	10,000
2nd Line Support (2 years of experience)	9,500	12,000
3rd Line support (2 years of experience)	11,000	15,000
IT Administrator (3 years of experience)	12,000	16,000
Business / System Analyst (3 years of experience)	15,000	20,000
Fullstack Developer (3 years of experience)	19,000	24,000
Frontend Developer (3 years of experience)	19,000	25,000
Backend Developer (3 years of experience)	20,000	25,000
Devops (3 years of experience)	19,000	23,000
Manual Tester (3 years of experience)	10,000	12,000
Automatic Tester (3 years of experience)	16,000	20,000
Team Leader (dev) (team of 5-15 people)	26,000	32,000

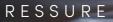
# **Find optimal** salary zone!

AND SAY NO TO SALARY PRESSURE

## 🔰 🗧 antal

IVIONVNIA

According to research, on average an employee who is changing jobs expects a 22% pay rise. Check the salaries which your company offers against those of the competition and find a safe zone which will prevent staff turnover. We will be more than happy to provide you with details on the full range of Market Research services.



Currently, the main challenges for the development of the labour market in Katowice in the future are industrial transformation and education of the workforce.

AGNIESZKA GRZEGORCZYK

### EMPLOYMENT POTENTIAL

# Expert commentary

The factors contributing to the growth of employment potential in Katowice are undoubtedly foreign investment. The city is attracting new companies, leading to the creation of new jobs in the manufacturing and service sectors. The agglomeration's large population and high educational potential make it possible to meet the recruitment needs of companies.

in the future are industrial transformation industries to more modern and sustainable ones. At the same time, the increase in employment potential requires adequate education

the manufacturing sector continues to grow services is contributing to the development of the business services sector.

stry, generating jobs for programmers, engineers and IT professionals. On the other hand, cooperation with universities fosters the development of the R&D sector and the expansion of the talent pool in this field.



As an important economic centre in Poland, Katowice has the potential to further develop its labour market, with the key being to manage the challenges and capitalize on its unique strengths.

# Business potential

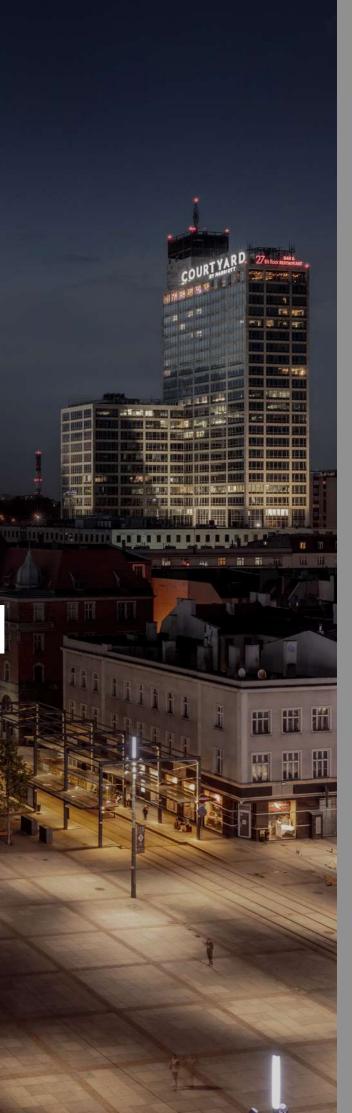
PART 7

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### BUSINESS POTENTIAL

## Average rating



## 7.01. **Business potential**

### CHART 7.1.

### Average business potential rating for Katowice



Katowice is a city that has been developing dynamically and innovatively for years, gaining national and international recognition and prestige.

The Upper Silesian capital has shown how in a short period of time it is possible to appear on the map of locations for the BSS sector, strengthen its position and be permanently included in the search criteria of domestic and foreign investors. Katowice is in the group of so-called Tier-2 cities, which for the BSS sector

59

means high growth potential with stable costs and balanced market saturation by BPO/ GBC/IT projects.

The entire Katowice agglomeration is a unique urban ecosystem in Poland and even offers one-of-a-kind logistical and transportation opportunities.

Over the first two decades of the 21st century, Katowice has significantly increased its investment attractiveness, and all indications are that this trend will continue.

### Find out more at <u>www.investmentpotential.pl</u>

We are confident that investing in our team and expanding into the Katowice market will be profitable for both our company and the local community.

MICHAŁ MATEJA

**BUSINESS POTENTIAL** 

# Expert commentary

Michał Mateja

# Katowice, a city friendly to both investors and employees.

Group Business Services Poland, just a few months after we started our operations in the city, we decided to open research and development stations in Katowice as a key part of Vaillant's growth strategy.

Thanks to R&D experts, we will be able to position in the market.

We are confident that investing in our team and expanding into the Katowice market will be profitable for both our company and the 61

When looking for a suitable location for our IT & Data Site, we wanted a thriving environment, so we set our sights on

> We look forward to continued cooperation with experts from the region.

Currently, our team consists of 100 specia-130 IT experts, so that together we can build our environment.

## Baker McKenzie.

## Baker McKenzie delivers integrated solutions to complex challenges.

Complex business challenges require an integrated response across different markets, sectors and areas of law. Baker McKenzie's client solutions provide seamless advice, underpinned by deep practice and sector expertise, as well as first-rate local market knowledge. Across more than 70 offices globally, Baker McKenzie works alongside our clients to deliver solutions for a connected world.

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## 7.02. Selected companies in and around the city

### Retail

AGATA

AUTO PARTNER

COGNOR

POWSZECHNA SPÓŁDZIELNIA SPOŻYWCÓW "SPOŁEM" W KATOWICACH

PRZEDSIĘBIORSTWO HANDLOWE "ALFA ELEKTRO"

WĘGLOKOKS

### SSC/BPO

ARVATO POLSKA

CAPGEMINI BUSINESS SERVICES

ESKY.PL

EUROFINS GSC POLAND

EY POLSKA

GENPACT SERVICES POLAND

GLOBAL BD TRADING

PERFORM MEDIA POLAND

PWC SERVICE DELIVERY CENTER

SANDVIK COROMAN

TELEPERFORMANCE POLSKA

TMF GROUP

UNILEVER POLAND SERVICES

### IT & Telecommunications

ACCENTURE ADVANCED TECHNOLOGY CENTER

E NET PRODUCTION

EPAM

FUJITSU GLOBAL DELIVERY CENTER POLAND

GLOBALLOGIC

HYLAND

KEYWORDS STUDIOS

SAPIENS INTERNATIONAL CORPORATION

SHIJI POLAND

VAILLANT

63

### Construction

ATAL

HALDEX

IMPERIAL

### Industrial production

ALSTOM ZWUS

ARCELORMITTAL POLAND

BUMECH

DEILMANN-THYSSEN SCHACHTBAU

HALDEX

HOLDING KW

KATOWICKI HOLDING WĘGLOWY

KOMPANIA WĘGLOWA

POLLENA-SAVONA

POŁUDNIOWY KONCERN ENERGETYCZNY

REMAG

TRANS-JAN

WĘGLOKOKS

ZM SILESIA

### Energy & Heat

POLIMEX-MOSTOSTAL

TAURON POLSKA ENERGIA

ZAKŁADY REMONTOWE ENERGETYKI KATOWICE

### Banking

ING BANK ŚLĄSK

### Services

GI GROUP

GÓRNOŚLĄSKIE PRZEDSIĘBIORSTWO WODOCIĄGÓW

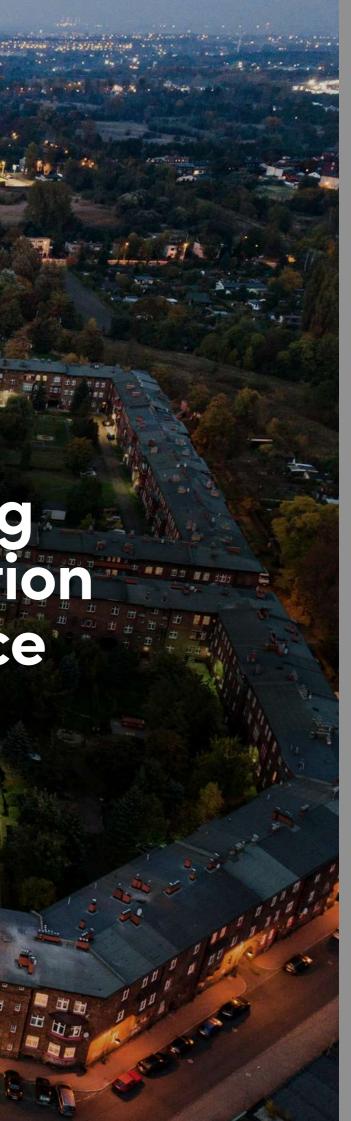
ID LOGISTICS POLSKA

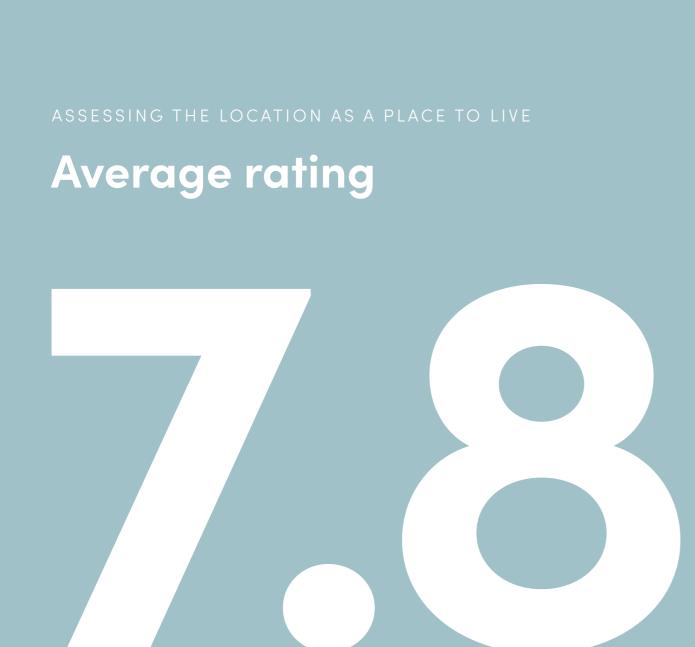
JAS-FBG

TIME SECURITY

Assessing the location as a place to live

PART 8





## 8.01. Assessing the location as a place to live

CHART 8.1.

Average rating of Katowice's location as a place to live



Katowice is a city with a lot of green space, which accounts for more than half of its area.

67

9.2				(8.9)
	7.8	(7.9)	7.8	
ri-City	Lublin	Poznań	Katowice	Szczecin

The city has a rich musical and cultural tradition and hosts many interesting musical events, and was the second city in Europe to be awarded the title of City of Music by UNESCO.

Katowice's potential in the area of culture, both of an infrastructural, institutional and human nature, as well as its rich and varied cultural offer, is noticeable on a European scale.

## Katowice as a place to live

DATA ON TOURISM AND CULTURAL DEVELOPMENT

2,665,000 That's how many tourists visited the Śląskie Voivodeship in 2022.

314

42%

two nature reserves: Ochojec and Murckowski Forest.

282,500

UNESCO MUSIC

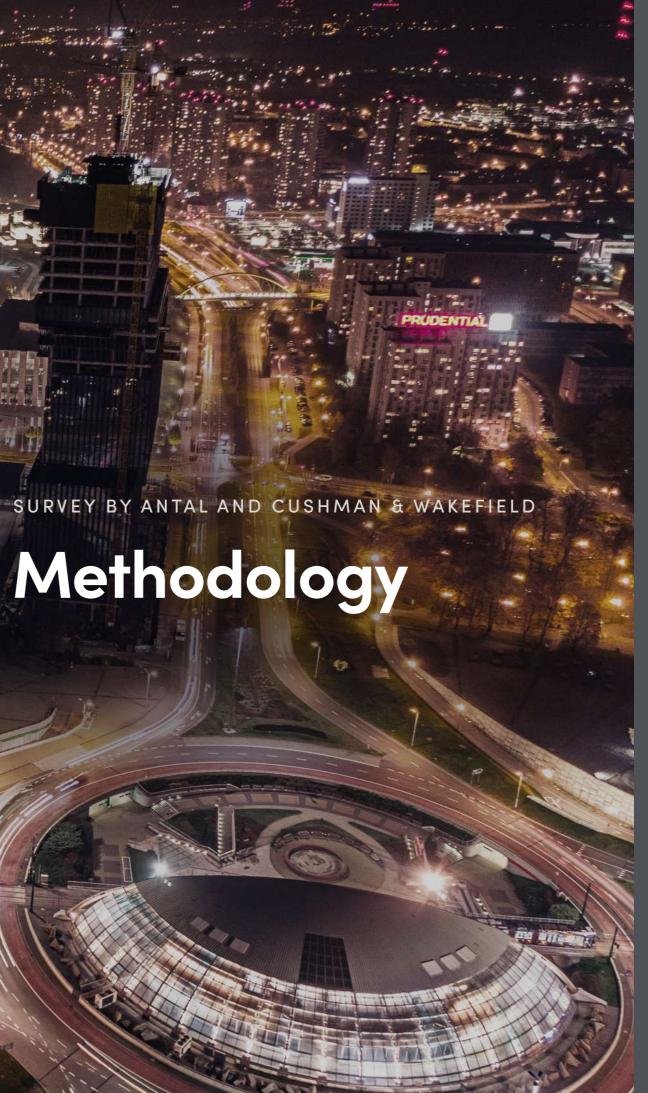
CITY OF Cities, as a UNESCO City of Music with more than 20 concert halls, 30 music clubs and more than 15 record labels and recording studios operating here.

## **KATOWICE AS A PLACE TO LIVE Basket of goods and services** in comparison with other urban centres

	Warsaw	Wrocław	Kraków	Łódź	Tri-City*	Lublin	Poznań	Katowice	Szczecin
Prices of apartments on the primary market [PLN/1 sqm] <sup>1)</sup>	13,135	11,397	11,669	8,810	11,384	8,856	10,067	9,226	10,748
Prices of apartments on the secon- dary market [PLN/1 sqm] <sup>1)</sup>	12,199	10,234	11,018	6,366	10,899	8,016	8,346	6,482	7,733
Average rental price for the city [PLN] <sup>2)</sup>	5,037	3,130	3,147	2,247	3,499	2,448	2,437	2,347	2,630
Price of a 1-person room for a student [PLN] <sup>3)</sup>	1,450	1,400	1,200	950	1,450	900	1,000	1,000	1,100
Number of children in nurseries and children's clubs per 1,000 children under 3 years of age <sup>4</sup>	314	360	362	242	244	342	291	376	285
Monthly cost of public transport ticket for an adult, without concessions and discounts, for Zone I in case of division" [PLN]	110	110	159	168	117	128	149	109	140

<sup>1)</sup> Residential real estate price database, NBP, 2nd quarter of 2023 <sup>2)</sup> Based on the data available at Otodom.pl, average rent prices in selected cities in July 2023 <sup>3)</sup> PKO BP: PULS NIERUCHOMOŚCI: AAAAA STUDENT SZUKA MIESZKANIA September 28, 2022. – Average market rental prices per room in large-panel blocks of flats (data for the Tri-City is for Gdansk in this case) <sup>4)</sup> Statistics Poland, 2019 (Tri-City, excluding Gdynia and Sopot) \* Tri-City, excluding Gdynia and Sopot

8.02.



# Methodology

The Business Environment Assessment Study was conducted using the CAWI method among 1,290 decision-makers of companies in Poland from **31.07-25.08.2023**.

Sources of data used in the report on the website: www.investmentpotential.pl



Antal - a leading recruitment, HR consulting and outsourcing company. Antal also offers services in the field of market research and employer branding.

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