

# IP

THE WAŁBRZYCH  
SPECIAL ECONOMIC ZONE  
"INVEST-PARK"  
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# INVEST PARK INFO



ANITA STASIAK-BEŁZ, BAMA EUROPA

## TAKE THE BULL BY THE HORNS

22-23

DARIUSZ KACPRZYK  
**DEVELOPMENT  
BANK**

10-11

MIGAPOL  
**WILL THEY FENCE  
IN THE GREAT WALL?**

14-15

INDUSTRY  
**VEHICLES FROM  
POLAND CONQUER  
THE WORLD**

18-19

SPOTLIGHT ON A REGION  
**THRIVING  
OPOLSKIE**

24-27



10-11

12-13

14-15

16-17

22-23

24-27

28-29

30-31

# Contents

- 4-5** **Barbara Kaśnikowska: We are the dark horse of the economy**
- 6-7** **WHAT'S GOING ON IN ECONOMY? CALENDAR July-September 2014**  
A MINISTER'S PERSPECTIVE – **Ilona Antoniszyn-Kliik**, Deputy Minister of Economy: **The last chance**
- 8-9** **New rules of public aid in fall Changes explained**
- 10-11** **Interview with DARIUSZ KACPRZYK**, President of Bank Gospodarstwa Krajowego (BGK): **Development Bank**
- 12-13** **“Join the best”, or News from firms in the zone**
- 14-15** **MIGAPOL: Will they fence in the Great Wall?**
- 16-17** **MAXPRO: From Wałbrzych to the UK by rickshaw**
- 18-19** **On Mars, in London, Berlin, and Kolutzki Vehicles from Poland conquer the world**
- 20-21** **Investment-reinvestment New companies in the WSEZ**
- 22-23** **Profile: Anita Stasiak-Betz: Take the bull by the horns**  
Let's get to know each other **Personalities in the zone**
- 24-27** **The smallest province accelerates economically**  
**Not only family businesses thrive in Opolskie**
- 28-29** **News from “INVEST-PARK” subzones**
- 30-31** **News from the zone**  
**Overview of events**

## The IPI magazine available on the iPad!

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- English version



## Let's get to know each other...

**There is a new government in Poland, in Europe we have new commissions and a new parliament, and there are new conflicts, wars and sanctions in different parts of the world. New chal-**

**lenges must be faced by economies emerging from the crisis. This is the macro scale.**

**A**t the micro level, here, in south-western Poland, where the Wałbrzych Special Economic Zone functions, there are new factors, too. New investors, new rules of granting public aid, new tasks and new ideas. Whatever perspective we assume, we live in a time of constant changes and... considerable uncertainty.

# OVERVIEW OF EVENTS AND DEADLINES

### Choose the economy!

On 16 November, local elections will be held in Poland. In the Wałbrzych Special Economic Zone “INVEST-PARK”, we cooperate with self-government members from 44 gminas and counties across four provinces on a daily basis. This is why we keep our fingers crossed for those

candidates for mayors, commune heads, starosts, and local MPs who understand what entrepreneurs need and know that you can't make bricks without straw.



### HR Club

The HR Managers' Club of the zone companies will hold two more meetings this year. At the beginning of October, there will be an opportunity to discuss with experts the formal, legal, and practical aspects of trade unions functioning in companies.

If you haven't joined the club yet, please contact us at [hr@invest-park.com.pl](mailto:hr@invest-park.com.pl)





In this issue of "INVEST-PARK INFO" you will meet many people and see many events that prove that it is impossible to put an embargo on useful actions and good deeds.

Fortunately! And we have our answer to the embargo: since August, every employee of Faurecia in Wałbrzych has been

receiving an apple to go with their meals. This idea was suggested by Mieczysław Król, Director of the Structures Department. In Dzierżoniów, in the entrance to the SKC Haas plant, there are also boxes of apples and anybody can have one, as reported by Małgorzata Kwiecień, HR Director, who tirelessly promotes integrative actions. Perhaps this eating of apples will not significantly affect the Polish and European fruit farmers' bottom line, while they are suffering because of the embargo on exporting to Russia, but it is nice to feel solidarity. Especially when it is so healthy!

Enjoy the reading while crunching a Golden Delicious or a McIntosh! ■

→ **JOLANTA CIANCIARA, Managing Editor**

Jolanta Cianciara has held numerous positions in journalism, from field reporter to programming director and managing director. She has taught Public Relations, Protocol and Etiquette, and Journalism at universities and in various training institutions. She has also worked in business (creating and implementing marketing strategies) and self-government administration (managing human resources, supervising EU programs). Currently she is Director of the Communications Department in WSEZ.



## Quote of the issue

*I am the happiest man in the world.*

STEPHANE ANTIGA, coach of Poland men's national volleyball team, after winning the title of World Champions 2014

*Right now, I am a happy president of a happy country.*

BRONISŁAW KOMOROWSKI after the Polish volleyball team won the World Championship

### Let's play!

The following companies entered their teams for the 1<sup>st</sup> WSEZ Indoor Football Competition: NSK Steering Systems Europe (Polska), Toyota Motor Manufacturing Poland, PZ Stelmach, Tristone Flowtech Poland, Faurecia Wałbrzych, GKN Driveline Polska, PCC Rokita, TFP Grafika, Cersanit III, Polish Assembly Center.

We are also going to enter our team. Our captain will be TOMASZ JAKACKI, who sits on the board of "INVEST-PARK" and is in charge of investor services, and after hours he serves as president of Górnik Wałbrzych, a second league football club.

Football fans are welcome to come to Aqua Zdrój in Szczawno near Wałbrzych on 18 and 19 October, and all our readers will find the results in the next issue of IPI. All registration fees will be spent on organizing sports activities for children attending the Sociotherapeutic Center in Wałbrzych, for which we would like to thank the teams!

### Strong women now

We participate in many initiatives for women and by women, so it is only natural for us to attend the Forum for Women Entrepreneurs in Dzierżoniów on 4 October.

The situation of women in business will be discussed by, among others, Ilona Antoniszyn-Klik, Deputy Minister of Economy, and Barbara Kaśnikowska, President of the company managing the Wałbrzych zone (both of them publish texts in this issue of IPI).

### Special offer for SMEs

The WSEZ "INVEST-PARK" is currently preparing a series of conferences and consultation meetings for entrepreneurs, which are dedicated to various aspects of using public aid by SMEs.

For example, in October we will go to Kamień Śląski, Kalisz, Jelcz-Laskowice, and Ząbkowice Śląskie. If you are interested in participating, please write to us at [dlk@invest-park.com.pl](mailto:dlk@invest-park.com.pl). Our branch office in Kłodzko coordinates meetings connected with the creation of the "Sudeten Houses" product cluster, which will eventually produce wooden houses ready for assembly. If your company is interested in joining the cluster, please write to us at [klodzko@invest-park.com.pl](mailto:klodzko@invest-park.com.pl). There are still modules available at the production floors in Jaszkowa near Kłodzko and in Nowa Ruda – contact: [doi@invest-park.com.pl](mailto:doi@invest-park.com.pl)

DO NOT HESITATE TO ASK FOR DETAILS!

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# WE ARE THE DARK HORSE OF THE ECONOMY

**BARBARA KAŚNIKOWSKA, PRESIDENT OF THE BOARD OF WSEZ "INVEST-PARK"**

Women are underappreciated by employers. According to experts, it is one of the barriers to growth in Europe. More and more people are talking about it in Poland, both in large cities and in small towns. In Wałbrzych, the regional Congress of Women has just been held for the first time. Its motto was: **"A Women-friendly Region."**

**S**uch initiatives are important because they lead to awakening women's awareness. And this is the first step to changes. Making local authorities and employers sensitive to women's problems can potentially result in actions that will improve the current situation. The status of women in Poland is far from ideal in many spheres of life. It is particularly evident in the job market. Among the EU countries, Poland is ranked on the distant 20<sup>th</sup> place with reference to the percentage of women in work. Unfortunately, statistics do not lie – more than half of all women above the age of 15 do not work.

## THE WEAKER SEX?

Of course, there are some industries where it is more difficult for women to function. Nobody is appealing to women to drive tractors any more, or to dig for coal sev-

eral hundred meters under the ground. Let's admit it for practical reasons – we are simply physically weaker. There are few of us in the construction business, and it is hardly surprising (although I have recently read an interview with a female engineer from Poland who successfully coordinates the construction of huge projects in Saudi Arabia – but she was sent there by her Spanish, not Polish employer). A king's ransom to whoever can explain why employers are unwilling to take on women in the automated industrial processing (barely 1/3 of the workforce), or in the "information and communication" departments, which do not require brawn (less than 40%). How could we account for the absence of women in "administration and support activities" (puny 42%)? In the age of automation, innovation, and knowledge-based economy, sex should not be a decisive factor.

However, women constitute the majority of jobless people. More women are also threatened by so-called permanent unemployment. Even education does not prevent joblessness. According to the Central Statistical Office data, as many as 64% of unemployed women have secondary or higher education while for men this figure stands at 43%.

## STEREOTYPES ALIVE AND KICKING

Why do employers persist in hiring men, even when they are worse educated and ask for more money?

## WHERE THE DEVIL CAN'T GO...

Prime Minister Ewa Kopacz has confidence in women. In her new government, women head five ministries, and another two of them have been appointed to the posts of Government's Plenipotentiary for Equal Treatment and the Government Spokesperson. In one of her interviews, the prime minister said that when a woman is the head of a household, it turns out best for the family.

The recent nominations by the new boss of the Council of Ministers situate Poland above the EU average. According to statistics, women hold 27% of ministerial positions in EU states. After the recent changes, this figure for Poland stands at 32%.



### BABARA KAŚNIKOWSKA

She graduated from the Warsaw School of Economics and for many years she was responsible for the coordination of EU programs aimed at Small and Medium Enterprises (SMEs), and she initiated the creation of the National System of Services for SMEs. As an expert of the European Commission, she was involved in programs stimulating entrepreneurship and regional development. The United Nations Development Program drew on her expertise while evaluating actions that supported business and women in Bulgaria.

She arrived in Lower Silesia in 2008 to head an institution that supported Lower Silesian companies, and later to become director of the largest department of the Lower Silesian Marshal's Office in charge of the Regional Operational Program.

When we asked this questions to managers of companies in the Zone, they mainly emphasised their availability. A female employee is risky – pregnancy leave (as if pregnancy was a disease entity and not a natural state), maternity leave (two weeks of paternity leave do not change anything), child care leave, absences due to children's illness, etc. Some employers state it bluntly: it is not profitable for them to invest in an employee who can suddenly disappear for long months or even years.

Of course, this situation is changing, but what we lack is systemic solutions that would translate into a different perception of women in the job market: a well-developed network of day care centers and kindergartens that are open until late, flexible forms of employment, popularization of telework. There are many ideas that have been tried and tested in women-friendly countries. However, we must begin from changing our thinking habits – not only men's, but women's too...

### LET'S FOCUS ON PROFITS

Around 16 thousand people are employed by companies within the Wałbrzych Special Economic Zone in Lower Silesia. Women account for only 1/3 of them. Barely 200 of them have executive posts. The "glass ceiling", a term that appeared in the 1980s, is still observable – despite comparable competences, women are less frequently promoted. What is more, almost every seventh employer openly admits that in his company women do not have big chances of making a career. At the same time, a certain regularity is evident: the bigger the company, the more difficult it is for a woman to occupy a prominent position. The reason is always the same – fear of limited availability and excessive involvement in family life. If a woman eventually succeeds in getting and holding on to a job, her salary is on average 83% of her male colleagues' remuneration (in certain industries, the differ-

ence can be as big as 30–40%). However, it has been proven that stereotypes concerning hiring women do not facilitate company growth – according to newest research, three female board members translate into a 10% increase in profits.

### "EUROPE 2020" – CHANCE FOR CHANGE?

Optimists believe that women's situation can be changed by recommendations of the European Commission. The development strategy "Europe 2020" requires Poland to increase women's participation in the job market, including executive posts. In order to meet these requirements, we will have to make greater investments in pro-family solutions, that is in child care. As a matter of fact, there is, good news from Wałbrzych – in September, a kindergarten was opened at the WSEZ office building for children of people working in companies within the Zone. This and similar actions at the local level can positively influence our regional and national economic competitiveness in the future.

All the more so since according to International Monetary Fund estimates, if female labor force participation rates reached the men's levels, the economic growth of individual countries could go up by even several per cent! Higher incomes of women mean higher household spending, especially on children's education, which in turn means long-term economic growth.

The economy has a woman's face. The quicker we understand it, the more profitable it will be for our companies and the faster we will change our country. ■

### DISTURBING STATISTICS

- Women employed in administration earn on average **10%** less than men, and in private companies – **6.4%** less.
- According to the European Commission data, only **12%** of board members of the largest Polish companies are women while in other EU countries the index equals **14%**. The worse position in this ranking is taken by Italy (**7%**), and its winner is Finland (**27%**). However, an absolute record is held by a non-EU country – Norway, where women constitute **47%** of board members.
- In Poland, **46%** of finance directors are women. Every fourth HR director is a woman, and there are **16%** of female executive officers.





## CALENDAR

- The Monetary Policy Council has decided to keep base interest rates at the same level. The official NBP rate will remain at 2,50% per year.
  - The shutdown of a Malaysian passenger plane in Ukraine by so-called separatists, aided by Russia. 298 people died. EU states, the USA and Japan introduce further economic and political sanctions against Russia.
  - More than 2.3 million people have submitted a declaration to remain in the open pension fund (OFE) system.
  - The European Commission has approved the French BNP Paribas takeover of Bank Gospodarki Żywnościowej.
  - **PAWEŁ TAMBORSKI** is appointed the new President of the Warsaw Stock Exchange.
  - Poles borrowed 37,700 million zlotys for their current needs in the first half year. It has been the highest amount in history.
  - From January to June, coal mining companies incurred a loss of almost 800 million zlotys. The loss on coal sales amounted to 1 billion zlotys.
  - Russia bans the imports of most of Polish fruit and vegetables.
  - For the first time in 32 years, the prices in shops fall by 0.2% in July, the Central Statistical Office announces.
  - Riding a bicycle is becoming more and more popular. Local government members are aware of it. Budgets for cycling solutions in some Polish cities continue to grow. This year, Warsaw has allocated 20 million zlotys for this aim, Łódź – around 18, and Wrocław, Szczecin, and Gdańsk – almost 9 million zlotys each.
- 
- Russian hackers attack the Internet websites of the President of Poland and of the Warsaw Stock Exchange.
  - JP Morgan lowers its growth forecast for Poland. It is now estimated to reach 3% this year.
  - The most expensive horse at the auction in Janów Podlaski was sold for 305,000 euros.
  - The Ministry of Finance is planning to create a register of state debtors. This solution is thought to bring 2,500 million zlotys to the state coffers during the first year of its functioning.
  - Fitch, a rating agency, has lowered Ukraine's rating notch from B minus to CCC to signal its high insolvency risk. Among the 104 countries monitored by the agency, only Argentina has a lower rating.
  - The Central Statistical Office announces that Poland's GDP growth in Q2 reached 3.3%.
  - Fiat, the largest industrial corporation in Italy, is leaving the country after 115 years. The shareholders have agreed to its merger with Chrysler. The new company, Fiat Chrysler Automobiles, will have its headquarters in the UK, and it will be listed on the New York Stock Exchange.

**ILONA ANTONISZYN-KLIK, DEPUTY MINISTER OF ECONOMY**

Although it is the beginning of a new school and academic year and you could expect the September issue of "Invest-Park Info" to be titled "New chances" instead, from the perspective of the Ministry of Economy I must warn: it is the last chance to take real action. Either we will adapt the Polish job market to the needs of the economy, or we may just as well forget about making further progress as a country.

# CHANCE

# THE LAST

# W

we are running out of time. Even now, entrepreneurs are already spreading their arms helplessly – in spite of high unemployment, they are unable to find employees with the right competences. As many as 80% of companies looking for new employees are signaling this problem. Meanwhile, we must remember that today's labor market was shaped 10 or 15 years ago, when those who are now around 30 were still at school. Today's level of education will affect our economic situation and our standard of living in the future.

The economic policy implemented by our ministry assumes granting support to those companies and investors that offer added value to the economy: new technologies, advanced materials and processes, innovative products. As my boss, Deputy Prime Minister **JANUSZ PIECHOCIŃSKI**, says: "what we need is smoking brains, not smoking chimneys." The consistence of this thinking about the economy in state institutions is beginning to gradually bear fruit – slowly but surely. Poland can be an attractive destination for investors not only as a source of raw materials and cheap labor force. It will be so not only for foreign investors, but also for domestic ones, whose financial means are incomparably greater than barely a decade ago. However, it may happen that both groups will allocate their capital in other places, where labor costs will be lower for uncomplicated operations while for those requiring more advanced and complicated processes, it will be easier to find the well-skilled personnel.

## ORDINARY SPECIALISTS

This is our last chance: we must adapt education to the needs of the economy of the future, but we also must start thinking! All of us. Parents and their children. Graduating from a decent vocational school, learning a concrete job – these are what offers greater chances of having a well-paid job. I remember a funny exchange of opinions between a journalist and an entrepreneur on one of business TV channels. The journalist asked what employees are most sought-after. "Two groups," the answer was. "Ordinary physical workers and specialists."

"How much can these ordinary physical workers, like toolmakers or welders, expect to earn?" the journalist asked. "But you're wrong! Toolmakers and welders are top-class specialists!" the entrepreneur protested. So what pleases me is when modern manufacturing facilities, like Toyota in Wałbrzych, agree to give tours of their shop floors – perhaps when parents and their children see what these places look like nowadays, they will stop being afraid of choosing good vocational schools. At present, unfortunately, their graduates are often disappointed – what they learned at school turns out to be useless on



### ILONA ANTONISZYN-KLIK

She was awarded scholarship by the Hans Böckler Foundation for young talented PhD students. She was president of the Women's Committee at the Provincial Commission for Community Dialogue. She received MA in Economics from the European University Viadrina. She completed postgraduate studies at the Diplomatic Academy in Vienna. She also studied at the École nationale d'administration in Paris. From 2008 to 2010 she worked at the Lower Silesian Marshal Office, first as Deputy Director of the Regional Development Department and later as Deputy Director at the Department of the European Structural Funds and the Reconstruction and Development Program. From 8 June 2010 she was Deputy Voivode of Lower Silesia. On 24 November 2011 she was appointed to the position of the Undersecretary of State in the Ministry of Economy. Her hobbies are running and dog trekking.

the labor market, their school certificates do not translate into jobs and decent salaries.

Talking about salaries – it is another vast topic where the way of thinking must be changed. Entrepreneurs (fortunately, not all of them!) lower their costs by minimizing salaries. This is a wrong and harmful practice that must be opposed. However, what we need from businesses is not only honesty and solidarity with their employees while devising the remuneration policy. Without companies' involvement in training their future employees, we will not succeed in adapting the job market to the real needs of the economy.

### DUAL EDUCATION SYSTEM

There is no need to reinvent the wheel. Just across our western border, in Germany, a popular way to acquire professional education, apart from traditional vocational and technical schools, is learning in a dual system. It takes place at the company (3-4 days per week) and at school (1-2 days per week). The students sign a civil law job contract with the company that offers training. The company covers the cost of training and pays a salary, which is usually around a third of a qualified worker's salary. A similar dual system of education exists in Switzerland, Holland, and Austria, among others.

This is a win-win solution: the apprentices receive well-rounded education that makes it easy for them to find a job while the employers can easily find candidates who are well prepared to perform concrete tasks.

Macroeconomic analyses show that countries that use a dual education system enjoy a lower unemployment rate, including a lower rate of structural unemployment that results from a mismatch between employees' skills and employers' expectations, and higher workforce productivity. Thus there is much at stake. At the Ministry of Economy, we have been working for several months now on a project that will ensure that vocational education reflects the needs of the economy (it will be financed with EU funds within the Operational Program: Knowledge Education Development). Its main aim is to create an efficient system of cooperation between employers, vocational schools and professional development centers (a Polish version of the dual education system). We would like to implement it in partnership with companies that manage special economic zones. It is just one of the ideas, and we need more initiatives. I strongly count on support from investors and the WSEZ "INVEST-PARK" – let's together adapt the youth training system to reflect the needs of a modern economy! ■

## CALENDAR



■ The reform of the open pension funds (OFE) will be investigated by the Constitutional Tribunal. The bill has been sent to the Tribunal by the Polish Ombudsman, who accuses it of undermining the assumption of citizens' trust in the state.

■ Unemployment in Poland is falling. In August, it stood at 11.7%.

■ The personal bankruptcy bill has been passed by the Polish parliament. The new law has relaxed the requirements for declaring personal bankruptcy.

■ The first banknote made of plastic has gone into circulation in Poland. It commemorates the creation of Polish Legions. The collector banknote's nominal value is 20 zlotys, and it is sold for 60. On one side, it shows the image of Marshal Józef Piłsudski, on the other – the Legions' eagle and decorations of the Legions Brigade.

■ An all-time car auction record has been broken in California. A 1962 Ferrari 250 GTO Berlinetta has been sold for over 38 million dollars.

■ The government has adopted the 2015 draft budget. It assumes 3.4% of GDP growth and 1.2% of inflation rate.



■ The net profits of the banking industry between January and July reached 10.5 billion zlotys, which is an increase of 10% on the last year, the National Bank of Poland announces.

■ An unexpected decision of the European Central Bank. It decreased interest rates by 10 basis points to only 0.05%, which means that they are now at an all-time low.

■ The European Bank for Reconstruction and Development wants to invest 500-600 million euros per year in Poland.

■ **DONALD TUSK** has been appointed new European Council President. His position as Prime Minister of Poland has now been taken by **EWA KOPACZ**.

■ **ELŻBIETA BIEŃKOWSKA** has been designated European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs.

■ LOT Polish Airlines in the black. The company has begun to make a profit on its core business, that is flying.

■ Poland's official reserve assets grew to 77,370 million euros in September, an increase of 97.7 million euros on the previous month's figure.

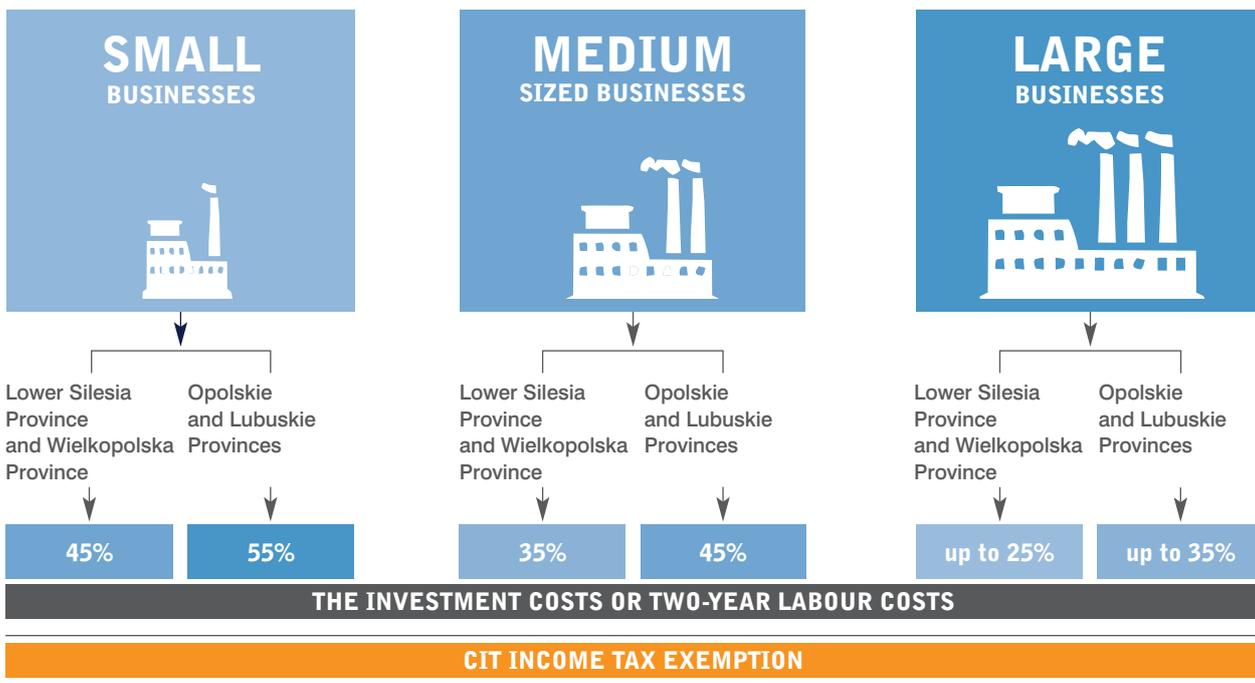
■ In the first decade of the month, Gazprom decreased the supplies of gas to Poland for several days. Russians pumped even 45% less than normally.

■ The supervisory board of Polskie Inwestycje Rozwojowe (PIR) dismissed **MARIUSZ GRENDOWICZ** from his post of president. The new president will be appointed through competition and his or her main task will be to increase the activeness of the company. PIR wants to get involved in projects worth 10 billion zlotys by the end of 2015.

New rules of public aid in fall

# CHANGES EXPLAINED

Many entrepreneurs sped up their decisions to invest in the first half year in order to be eligible for higher tax exemptions. On 1 July, new maximum levels of public aid for companies functioning in special economic zones came into force. **In fall, the new executive rules will come into effect, which will make it possible to start granting permits to run business activity on preferential terms.**



**T**he biggest change concerns the maximum amount of aid eligible to entrepreneurs who launch a new investment project. In Dolnośląskie, Wielkopolskie, Opolskie and Lubuskie provinces, this amount is 15 percentage points lower than previously. Thus micro- and small companies in Dolnośląskie and Wielkopolskie can count on aid in the amount of 45% of eligible costs (instead of 60%), medium-sized companies – 35% instead of 50%, and large ones – 25% instead of 40%. In Opolskie and Lubuskie, these levels are 10 percentage points higher, and stand at 55%, 45%, and 35% respectively.

It is worth remembering that the maximum amount of income tax exemption is the percentage of eligible capital expenditure. These eligible costs include: labor costs of newly-hired employees in the first two years, or costs incurred directly in connection with the invest-

ment (e.g. purchase of fixed and intangible assets, purchase or lease of land or buildings, etc.).

**LESS, BUT STILL PROFITABLE!**

What are the consequences of the new regulations concerning aid for entrepreneurs? Let's assume I own a medium-sized company, i.e. one that employs fewer than 250 people. I am planning to increase production, and I assume the new investment will cost 10 million zlotys. A site close to my customers would be Ząbkowice Śląskie in the Dolnośląskie Province, especially because of the improved road infrastructure in this area. If I manage to receive a permit from the Wałbrzych Special Economic Zone (there are 3 ha of well-situated land in this area), 3.5 million zlotys of tax



#### Types of investment in special economic zones that are eligible for public aid (tax exemptions):

- most production projects, especially innovative ventures, and certain services, e.g. IT, accounting and financial services, call centers, R&D services, etc.....

#### Investment projects that cannot be conducted within a special economic zone:

- production of explosives. ....
- production of tobacco products .....
- production of alcoholic beverages .....
- wholesale and retail trade .....
- construction services .....
- catering, hotel, tourist, recreational, cultural and sports services. ....
- car and motorbikes repair .....
- production of films, videos, TV programs. ....
- services connected with channeling and treating sewage; removing residue from the sewage system .....
- education. ....
- healthcare and social help .....
- production of basic agricultural products .....
- fishing and aquaculture industry .....
- coal industry .....
- iron and steel industry .....
- shipbuilding industry .....
- synthetic fibers industry. ....

exemption will go back to my pocket. Although a few months ago it would have been 5 million, it is still a very attractive offer!

### PUBLIC AID ONLY FOR NEW INVESTMENT PROJECTS

Before the change of rules, public aid to companies in the European Union was only granted in case of new investment projects. And nothing changes here. However, what did change was the definition of a new investment project. In the case of reinvestments, the new rules mostly apply to accounting.

At present, a new investment is "an investment in fixed or intangible assets connected with the establishment of a new facility, increasing the production volumes at an existing facility (previously: expanding the facility), diversification of the production by introducing products that were not produced previously at the facility, or a major change concerning of the production process at an existing facility."

Moreover, in the case of changing the production process, eligible costs must exceed the cost of depreciation of assets connected with the modernized production activity in the last three fiscal years. In the case of diversification of production at an existing facility, eligible costs must exceed by at least 200% the book value of the reused assets recorded in the fiscal year prior to the beginning of the diversification process. The changes apply particularly to entrepreneurs planning to reinvest within a special economic zone. Previously, it was necessary to demonstrate that the project concerned the construction of a new facility, expansion of an existing one, diversification of production, or changing the production process, but there were no requirements concerning book values or depreciation costs.

### HOW TO SITUATE ECONOMIC ACTIVITY WITHIN A SPECIAL ECONOMIC ZONE?

**In order to be eligible for tax exemptions and other forms of support resulting from doing business in a special economic zone, it is necessary to:**

- have business activity registered in Poland
- have an idea for a new investment project and the necessary funds
- choose the right site for the investment - a list of plots of land within the zone that are available to investors: [mapa.invest-park.com.pl](http://mapa.invest-park.com.pl) or contact WSEZ "INVEST-PARK" at [doi@invest-park.com.pl](mailto:doi@invest-park.com.pl) and we will prepare a list of plots that meet your requirements
- with the assistance of the WSEZ consultants, undergo the procedure of receiving a permit to conduct business activity within a special economic zone, which usually takes 40–50 days

### PROVING THAT IT IS NOT JUST RELOCATION

Another novelty is the requirement of notifying the European Commission in cases when the company applying for public aid discontinued the same or similar business activity within the European Economic Area during the period of two years prior to submitting the application, or when at the moment of applying for public help, the company is planning to discontinue its activity within two years after finishing the investment project that the permit pertains to.

Whenever the European Commission is notified of the received aid, the company will have to demonstrate that its amount does not exceed the minimum necessary to make the project profitable (e.g. by increasing the internal rate of return above the level usually used by companies in similar investment projects or above the profits usually recorded in a given sector), or the difference between the current net worth of an investment in a given area compared to the current net worth of an investment in a different area. To support any of these cases, the company will have to submit additional documents, such as reports, compilations or analyses.

→ ANNA ZIARKO

The author has vast experience in advising entrepreneurs from Lower Silesia on applying for EU subsidies, and currently she is the investors' adviser in WSEZ "INVEST-PARK". She will answer questions about public aid at [a.ziarko@invest-park.com.pl](mailto:a.ziarko@invest-park.com.pl)

# DEVELOPMENT

# BANK

Interview with **DARIUSZ KACPRZYK**, President of Bank Gospodarstwa Krajowego (BGK)

## ■ Do you support economic interventionism?

– If I were to give a brief answer, it would be “yes”. But with some reservations – interventionism is not always good or justifiable. On the other hand, I’m no purist and I don’t believe in the invisible hand of the market. The organization of the state and society contradicts the theory of a self-regulating market. The state must influence certain processes, and it has its institutions, such as BGK, to do so. I perceive state interventionism in terms of supporting areas that are important for the economy and reaching particular aims, both short- and long-term ones. For example, if we look at supporting exports, we could put a spin on reality, but what we need at the end of the day is effects, and they can only be achieved by means of concrete actions. BGK performs them, and this is interventionism.

After all, institutions similar to ours function everywhere in the world, and they in fact implement interventionism.

## ■ Which spheres of the economy would you exclude from interventionism?

– I’m in favor of using public aid in those places where gaps exist. If the market is functioning correctly, there is no point in intervening. For example, if some financial institutions support development in certain areas successfully, they shouldn’t be supplanted. As a rule, we don’t refinance other banks because there’s no added value for the economy here. If somebody has already invested money in some project, we shouldn’t substitute them.

We try to identify those areas where a financial gap exists. When we discovered that small and medium-sized enterprises (SMEs) were unwilling to invest, we launched the de minimis program. Another example of our involvement was supporting the market of flats for rent. This market is underdeveloped in Poland, contrary to other countries – in Switzerland, 70% of flats are rented, in Germany more

than 40%, and most of these flats are provided by an institutional owner instead of a private one, which is positive because institutions are more predictable.

## ■ Politicians, especially those from the opposition, will quickly identify more gaps and present their expectations...

– It’s no big feat to give away money from the state budget. We are a bank, so we pay special attention to stimulating economic development by using repayable financing. A bank is not necessary to distribute money as subsidies. The way I see it, we should use instruments that are typically used by banks: credits, guarantees, bonds, and in this way we should influence the economy. We must remember that public aid, that is subsidies

or providing finance on preferential terms, is subject to numerous restrictions introduced by the European Union.

## ■ It seems that the importance of BGK has increased in Poland in recent years.

– Development banks such as BGK exist everywhere in the world. They should perform the same functions, but they perform them in various ways. There are two general models: some institutions provide banks with money so that they could offer cheaper credit to their clients while others provide money directly to people. We combine these two models, which means that we act both indirectly and directly by getting involved in concrete projects. BGK is 90 years old, but only now are we returning to our basic function as a development bank, which we performed before the second world war, when we supported both the housing industry and industry as such, and a number of spectacular projects, such as the construction of the National Museum. After the war, BGK was going to be closed down. Fortunately, it was only its operational activity that was liquidated, so after 1989 it wasn’t necessary to set it up anew.

## ■ What does being a development bank mean on the scale of the whole country?

– We effectively influence the growth of Poland. Since the beginning of last year, we have allocated more than 15 billion zlotys to financing investments in infrastructure. We have also granted sureties and guarantees in the amount of 12 billion zlotys to SMEs as part of the de minimis program. We are again beginning to offer finance to Social Housing Associations (TBS) – on our initiative, we have created a program of issuing revenue bonds, and the first pioneering transactions have already been made. As far as our new strategy is considered, we have been relatively less successful in supporting exports, but we are quickly making up for it.

## ■ How?

– For example, we have increased our equity stake in KUKE SA (Export Credit Insurance Corporation), and it was a significant increase, from 13% to 36%. KUKE’s scope of action depends on its equity, so if we’ve added several dozen million zlotys, it can grant more insurance policies on bigger individual contracts, or on a larger number of smaller contracts. We hope that it will prompt KUKE to accept more risk and support exports. We also want to carry out similar transactions by ourselves, without KUKE. We have some clients who came to us and said: “You’re a development bank? Let’s see!”

## ■ Who are these clients?

– They are private Polish companies from different industries. Paradoxically, supporting exports does not mean giving money to exporters, but to importers so that they have more cash to buy the goods. One of our clients is a company that produces

### BANK GOSPODARSTWA KRAJOWEGO (POLISH ECONOMIC DEVELOPMENT BANK)

supports social and economic programs of the government, local self-governments’ programs, and regional development programs. It specializes in rendering services to the public finance sector. Among the initiatives that it supports there are: the Flats for Rent Fund, the “Polish Investments” Program, de minimis guarantees for SMEs.



*We don't have any industrial or sectoral restrictions at BGK. We even finance some things whose evolution is difficult to predict (...). We use one limitation – we don't want to substitute other banks. We step in when there are gaps that can't be filled by them. For instance, we can extend the period of crediting. Or influence other elements that are part of the bigger picture*

#### DARIUSZ KACPRZYK

He has been President of BGK's Management Board since June 2013. He graduated from the Warsaw School of Economics, and he holds an MBA from Koźmiński Academy. He has also completed the Advanced Management Program at IESE – University of Navarra. He has worked in the banking sector for more than 20 years. He worked at BRE Bank S.A. as the Head of the Corporate Cooperation Department and as a member of the credit committee. In the years 2007–2009 he was the Managing Director of the Corporate Banking, and before that he was connected with Bank Pekao S.A., Powszechny Bank Kredytowy S.A., Bank BPH S.A. and PKO Bank Polski. Dariusz Kacprzyk was also the coordinator of the Program Rozwoju Komunalnego (Communal Development Program) organized by the World Bank and Agencja Rozwoju Komunalnego (Communal Development Administration). He has two daughters, he likes good music and the swoosh of the (Polish) sea.

measuring devices. They export a raft of things to different markets – Nigeria, Kenya, Sierra Leone, South America... The client said: "If you gave financing to one of my clients for a few months, he would buy twice as much from us."

#### ■ Will you give it?

– We are doing our best.

#### ■ As a president of a development bank, which industries do you perceive as most promising?

– We don't have any industrial or sectoral restrictions at BGK. We even finance some things whose evolution is difficult to predict, for example graphene. We use one limitation – we don't want to substitute other banks. We step in when there are gaps that can't be filled by them. For instance, we can extend the period of crediting. Or influence other elements that are part of the bigger picture. To give you an example, we have allocated 5 billion zlotys to stimulate the flats for rent market. By being present in this market, by making decisions, we will influence investors' and clients' behavior. We are aware at BGK that supporting a given type of investments, e.g. environmentally-friendly ones, sends a signal to investors, stimulates and encourages them to take certain actions.

We don't impose any limits concerning the size and structure of our client's companies. There must be balance in the

economy. Large companies will develop R&D much faster, but smaller companies are more flexible when they have to change something, adopt a new system. Our first transactions were made with the biggest firms, but at the moment we are entering the SMEs market, even if just to increase our credit portfolio.

Another example of our involvement: we don't grant finance to natural persons, but we are having talks with one of the banks so that it would act as an intermediary in offering credit to people who want to

change the heating system in their houses. It's not enough to say: change your stoves for solar panels! There must be some long-term financing so that family budgets can bear it. That's why I'm having talks with one of the banks to provide them with finance for this project. BGK's presence in other banks' projects, in large infrastructural or social investment projects, builds other investors' trust and a feeling of safety. It is also one of the roles of a development bank.

#### ■ Thank you for the conversation. ■

⇒ JOLANTA CIANCIARA

#### EXAMPLES OF BGK'S SUPPORT TO COMPANIES

In September, BGK granted credit to the Kriosystem company, which supplies technologically advanced cryogenic systems to prestigious European research centers. Kriosystem is based at Wrocław Park of Technology, and thanks to the credit it will create the cryogenic valve box, which is an important element of the HIE-ISOLDE project accelerator infrastructure. The financing provided by BGK (within the government's program "Polish Investments") will be spent on a highly complicated and cost-intensive process of modeling, designing and manufacturing of the device. Kriosystem's achievements prove that Polish science and industry is capable of cooperating in producing world-class hi-tech products, also on the scale of SMEs. Kriosystem also supplied parts of the XFEL laser, which is used for observing the structure of viruses in extremely high definition, investigating molecular mechanisms of cells' functioning, and registering three-dimensional images of nano-scale objects.



**Socially responsible business**



• The global corporation **MAHLE**, the largest employer in Krotoszyn (Wielkopolskie), which produces valves, pistons, and cases for the automotive industry, has decided to contribute one million zlotys to the purchase of a tomograph for the local hospital.

The old tomograph has been used for nine years, and it annually performed 4,500 tests on average. It is no longer economically viable to repair it. A new 16-row tomograph costs 1.8 million zlotys (the rest will be provided by the self-government).

The Mahle Foundation has been helping the local healthcare for many years. It has also financially contributed to the purchase of TV sets for the children's ward of the local hospital, and most recently it bought a tent hall for hippotherapy.

Thank you!

**Pillars of Polish Economy for Mondelez Polska for the third time**



• The Pillars of Polish Economy is the only economic ranking in Poland that is compiled on the basis of votes of self-government members, and it is them who select the laureates.

When nominating a company, they take into account its impact on the region, its labor practices, and in the local community development.

In the Opolskie Province, **MONDELEZ** took the third place, after **ZAKŁADY AZOTOWE KĘDZIERZYN** and **GÓRAŹDZE CEMENT**.

"IPI" would vote for you, too!

**SKC sponsors**



• Floors full of holes, plaster coming off the walls, a total ruin. This is what the former warehouse of the Children's Home in Pieszyce (Dolnośląskie Province) looked like until recently. Now it has been beautifully renovated and can be used as a well-equipped, clean and colorful room where children can spend time.



The renovated room

It would not have been possible if the employees of **SKC HAAS POLSKA's** plants in Dzierżoniów had not given it a major overhaul last summer. As they said, the company sponsored the purchase of all the building materials while they "donated" their work. SKC Haas Polska is the third largest Korean company, after

Hyundai and Samsung. It has plants in Korea, the USA, China, and Taiwan. It is the market leader in term of production volumes in the optical films sector. In Dzierżoniów, it produces films for all kinds of screens and... good deeds.

Chapeau bas for your work in Pieszyce!



**A sweet opening**

• **BAMA EUROPA** is a branch of the USA-based Bama Companies, which have specialized in the production of frozen cakes, pies, biscuits, cookies, and rolls for more than 70 years.

In 2012, the Polish branch received a permit to conduct business activity in Stanowice near Oława (Dolnośląskie Province), within the area of the Wałbrzych Special Economic Zone. The official opening ceremony took place on 25 September 2014.

Bama Companies has three plants in the USA and also three in China. It supplies products to restaurant chains in more than 20 countries across the world. Its total workforce exceeds 1,000 employees. The Polish branch is its first plant in Europe.

bon appétit

## Eco-moto

• **KEGGER**, a well-know manufacturer of aluminum transport systems used in various vehicles, has invested in renewable energy and mounted photovoltaic panels on the roof of its new production facility.

KEGGER is the first to introduce cost rationalization in the Bolesławiec region, and as such it sets a positive example of thinking about the environment.

*We are waiting for followers!*



WE WOULD LIKE TO INVITE ALL THE FIRMS IN THE WSEZ TO SEND YOUR CONTRIBUTIONS TO THIS COLUMN.

Write to us at:  
ipi@invest-park.com.pl




WHAT'S NEW IN THE ZONE

## Quads ready to go!



• **POLARIS POLSKA** is a branch of the American company Polaris Industries, which has been manufacturing quads for over 60 years. In 2013, the Polish branch received a permit to launch production in the WSEZ in Opole. The plant was officially opened on 23 September.

By the end of this year, 1,000 vehicles will be produced, and next year this number is set to increase to 25,000. The corporation has manufacturing facilities in the USA, Mexico, and India. It employs almost 4,500 people, and it is listed on the American stock exchange. The Opole branch is its first factory in Europe. Ultimately, the assembly lines in Opole will construct 90 vehicles per day.

*Drive safely!*

## marmorin

### Polishers, molders, and EWA MINGE

• **MARMORIN** has been producing kitchen and bathroom fittings for 30 years. It offers bathtubs, shower-trays and sinks in any shape and color, and is famous for its attention to style and pioneering solutions. Little wonder, then, that the company has decided to begin cooperation with **EWA MINGE**, one of the best fashion designers in Poland, who has now created a collection of bathroom fittings.

Marmorin is building another facility in the WSEZ – in Szprotawa (Lubuskie Province), and it is now looking for 80 employees to work in the production, polishing and molding departments. They set a good example of how to cooperate with the host gmina, which aids in the recruitment process.

*We keep our fingers crossed for a successful launch!*

## MILLIONAIRES in Jelcz-Laskowice

• **THE TOYOTA MOTOR INDUSTRIES POLAND (TMIP)** facility in Jelcz-Laskowice near Wrocław has produced its millionth engine.

TMIP manufactures AD diesel engines (displacement of 2.0 and 2.2 liters) and ND diesels (1.4 liters). The millionth engine, with displacement of 2.0 liters, was sent to the UK to be used in a Toyota Avensis. The annual output of the Jelcz-Laskowice plant is 180,000 units. The engines are sent to facilities in the UK, Turkey, France, the RSA, and Japan. So far, Toyota has invested more than 256 million euros in its plant in Jelcz-Laskowice. It currently employs about 740 staff. In a few months' time, in March, it will celebrate the tenth anniversary of producing the first engine.

*CONGRATULATIONS!*

## TOYOTA



## ETEX supports speedway

• **THE CREATON** brand has become the main sponsor of **FOGO UNIA LESZNO** speedway club.

Unia Leszno is the most successful speedway club in Poland – they have been the Team Speedway Polish Champions the biggest number of times. Now, the team will acquire additional money from their sponsor, the CREATON brand, which belongs to Etex, the market leader in the production of roof tiles.

**ETEX BUILDING MATERIALS** employs more than 170 people in its plant in Kościan (Wielkopolskie Province), situated within the WSEZ.

*We support both the speedway riders and the roof tile brand!*



WSEZ "INVEST-PARK" is the right spot for **big companies** and those that are quite small, too

# WILL THEY FENCE IN THE GREAT WALL?

There are not many companies that can boast that their products will stop a lion... And **MIGAPOL**, a manufacturer of fence systems since 1999, can – it has cooperated on the production of animal cages in the Berlin zoo.

**M**IGAPOL was the first Wałbrzych-based company that started business activity in the Wałbrzych Special Economic Zone. It supplies components of fence systems that can be found all over Europe. The company has just

begun its second investment project with public aid that it obtained due to its presence in the zone.

MIGAPOL is personally and operationally related to LEGIPOL, another Wałbrzych-based company. They both belong to LEGI international group of companies, which provides fence systems, grating and gates to customers in Europe, the USA, New Zealand, the UAE, and Africa.

Among the companies operating in the Wałbrzych Special Economic Zone which supply products for the construction industry are Cersanit III, Sil-Pro Bloczki Silikatowe, ALSECCO or VASCO-DOORS. Using just their products, it would be possible to build an entire house, and thanks to MIGAPOL's fence systems – fence it in, too.

## NECESSITY IS THE MOTHER OF INVENTION

The history of the LEGI group, which MIGAPOL and LEGIPOL belong to, began in the late 1940s in Moers – a city in North Rhine-Westphalia, Germany. That was when LEGI GmbH was set up, and initially it provided reusable safety nets for underground mining. Fence systems were a spin-off at the beginning, but they later contributed to the company's continued growth. The first fence system was created by **HANS LECHTENBÖHMER**, father of the current owner of the companies. The first fence was put up around LEGI's premises as a means of deterring thieves who kept on steal-

ing the raw materials used in the production of the safety nets. The fence was made using a slightly modified version of the net that was attached to metal posts. This early construction was a harbinger of mass produced fence systems and pergolas. The company received its first patent on a LEGI® fence system (a post and a fence) in 1964, and later it patented more than 80 solutions.



**MAREK POPEĐA**, Chief Executive Officer of MIGAPOL, has been connected with Wałbrzych since the beginning of his professional career. He worked as a teacher in Secondary School no. 2 (one of the best secondary schools of general education in Poland), and from 1989 to 2009 he was a sole proprietor

## THE ATMOSPHERE OF WAŁBRZYCH AND... SAVINGS

In the early 1990s, after many years of producing in Germany, the owner of the company, **HANS NORBERT LECHTENBÖHMER**, who graduated in Industrial Engineering from the University of Karlsruhe, decided to look for savings by relocating his company to a new site. At first, Upper Silesia was considered owing to the specificity of production, later – Nowa Ruda, but eventually Wałbrzych was chosen. One of the factors was its investor-friendly atmosphere. Thus LEGIPOL was established in 1995, and it took over part of production from Germany. When the Wałbrzych Special Economic Zone was established in 1997, Hans Norbert Lechten-

böhmer was intrigued by the special privileges that other companies functioning barely 1 km from his seat in Ogródowa Street enjoyed. He decided to follow their example and apply for a permit to operate in the zone. For that purpose, MIGAPOL special purpose vehicle was established, and in May 1999 it obtained its first permit to function within the WSEZ.



PHOTO: COMPANY ARCHIVE

## MORE THAN LION CAGES

MIGAPOL, which rendered machining services, quickly became the key supplier of components for LEGIPOL's fence systems. It manufactures metal posts and fence frames. Since 2002, both firms have been the only manufacturers in the LEGI group of companies.

The distribution of LEGI fence systems, ball catching fences, decorative grills, gates, pergolas and gabions is carried out by LEGI's five trading companies – in Germany (3), Poland (1), and Serbia (1).

Among LEGI's most interesting projects was fencing off 500 kilometers of railroads in Holland, putting up a fence around the Hanover airport, the Olympic Stadium in Munich and several other football club stadiums in Germany, or Shell's refinery in Nigeria. The fence around the zoological garden in Berlin and the cages were made in Wałbrzych. In Poland, LEGI fence can be found around about 50 "Orlik" football and basketball fields, Jagiellonia football club's stadium, and three major stadiums that were the arenas of EURO 2012 (in Poznań, Gdańsk, and Warsaw). The external fence of the National Stadium was made to order by MIGAPOL and LEGIPOL.



**HANS NORBERT LECHTENBÖHRER** is the sole shareholder and President of the board of MIGAPOL and LEGIPOL. He graduated in Management and Industrial Engineering from the University of Karlsruhe. He has been connected with the fence industry since the beginning of his career. He developed many innovative solutions used in fence systems

The LEGI group of companies employs 350 people in total. MIGAPOL is ultimately going to employ 50 people. "We are currently expanding our facility. Perhaps we will complete special orders for clients in Asian countries. We are ready to accept new challenges," MIGAPOL's Director **MAREK POPEŁA** explained. ■

➔ **KATARZYNA PROCIĄK**

The metal components of the most popular fence systems in the world are made by MIGAPOL in Wałbrzych. The company obtained its first permit to conduct business activity in the Wałbrzych Special Economic Zone in 1999. It applied for a second permit 14 years later, when the economic situation made it possible to launch a new investment project, estimated at 17.5 million zlotys. The facility will be expanded to include two new production floors with state-of-the-art machines for wire drawing, cutting, grill welding and laser cutting of closed steel sections



WSEZ "INVEST-PARK" is the right spot for big companies and those that are **quite small, too**

# FROM WAŁBRZYCH TO THE UK BY

There are **300 MAXPRO** pedicabs just in London, and one of them was even used by the friends of the British royal couple to get them to their wedding reception. Maxpro, which employs four people, is the smallest company in the Wałbrzych Special Economic Zone.

**T**his family company was established in 2005 and since then it has designed and manufactured light tricycle pedicabs and rickshaws that can be used to transport people and cargo. The company is based in Wałbrzych, but its story began in London 10 years ago when **ANDRZEJ ŁOZIŃSKI**, the President, went there to work.

In the UK, he made a living by servicing bikes. He noticed that most of them were poorly designed and produced although their cost of manufacturing was very high. He knew he was able to make much better vehicles for less money. Mr. Łoziński's father lent a helping hand – as an engineer by education, he had been in charge of designing machines and devices used mainly in the production of glass.

## ROLLS ROYCE OF RICKSHAWS

They spent three months in London analyzing the weak points of the local rickshaws. Having returned to Poland, within six months they designed and produced the first prototype of MAXPRO G6, which was quickly noticed in London and nicknamed "the Rolls Royce of rickshaws". Their tricycle was lighter, faster

and more comfortable. "We are the only producers who use high-quality aluminum and titanium alloys, the same as in the aircraft industry, to manufacture our tricycles. It makes our constructions much more durable and results in a significant decrease of their weight, which of course influences the comfort of riding and using them. Our construction solutions are also more advanced," explained the President.

The company quickly became successful. However, its main markets are abroad. "There is not much demand for them in Poland, so I send them to the UK, Spain and Holland," Mr. Łoziński modestly added, failing to mention that just in London there are 300 tricycles manufactured by MAXPRO. "In Poland, MAXPRO products are relatively expensive and there is no demand for them. But they are often bought by Polish people living abroad, who appreciate their quality. I'm certain, though, that the fashion for electric vehicles will also come to Poland," he added.

## A FAMILY WITH A FUTURE

Machining is the second pillar of the company's activity in the WSEZ. **PRZEMYSŁAW**, Andrzej's brother, is a specialist in this

## SMALL BUSINESS, HUGE POTENTIAL

- Every second zloty that increases Polish GDP is generated by small and medium-sized entrepreneurs. There are about

**1.6 million** small companies in Poland.

- A vast majority of SMEs that will begin their investments in Poland this year will use their own capital. According to a survey conducted by the European Leasing Fund, small and medium-sized firms mostly rely on their

own cash – about **69%**, or on a combination of own finance and leasing (10%). In the third quarter of this year, almost **half**

of the respondents declared a willingness

to initiate an investment project. **The Wałbrzych Special Economic Zone is the right place to do it!**

- Among the **174** entities that run business activity in the WSEZ, as many as **75** of them are small and medium-sized enterprises.

So far, they have invested

**1 billion 557 million zlotys**

and employed **3,921** people.

- Within the area of the WSEZ "INVEST-PARK", medium-sized companies have spent **1,280 million zlotys**

to begin or develop their activity;

small companies have invested around

**257 million zlotys**, while

microcompanies (9) – more than

**18 million zlotys.**

Medium-sized firms have created **3,153** jobs,

small ones – **742**, and micro – **26**.

- Most of the medium-sized companies that function in the WSEZ have **Polish** capital, but there

is also a significant proportion of firms with

**Italian** and **German** capital. Among the small

companies, **Polish** entities are overwhelmingly

dominant, and the share of the **Italian**

and **German** ones is much lower. Among

the microcompanies, there is two non- Polish

firm – **from Italy and Netherlands.**

- In the Wałbrzych Special Economic Zone, the smallest companies can count on income tax exemptions of up to **55%**.

- **Modern production floors are being built especially for small and medium-sized enterprises** in Wałbrzych, Kłodzko, Bolesławiec, and Nowa Ruda, among other places. (MF)



# RICKSHAW

area. He specialized in it in England, and his biggest asset is his know-how – he has more than 15 years of experience in machining, and during this time he has created highly complicated components, for example for Ferrari or the British army.

"There are many firms in this industry, but few of them are able to guarantee perfect quality of the details," Andrzej Łoziński said. "The decision to invest in the Wałbrzych

zone was not an easy one. The zone is usually associated with large corporations that invest millions of zlotys. We were not sure if that was the right place for a small company like ours. However, I highly praise our cooperation with "INVEST-PARK", especially with the assistant who guided us through the procedure of applying for a permit to run business activity here," the President explained.

Within the Wałbrzych zone, MAXPRO CNC is going to build a shop floor for producing light electric vehicles, components and accessories for the automotive and aircraft industries, and offer machining services. The company will create three jobs and invest 500,000 zlotys. The investment is scheduled for completion in December 2017. ■

➡ MONIKA KORZEWICZ



A few years ago, during one of the most spectacular weddings of the season (according to the Hello! magazine), one of the rickshaws produced by Andrzej Łoziński's company played a central role at Nicholas Van Custem and Allice Hadden Paton's ceremony. The bride and groom rode in a MAXPRO rickshaw to their wedding reception. We know that Prince William, Prince Harry and Kate Middleton took part in the event and appreciated the unusual form of transport chosen by their friends

PHOTO: COMPANY ARCHIVE

**MAXPRO**

On Mars, in London, Berlin, and Koluszki

# VEHICLES FROM POLAND CONQUER THE WORLD

It could be hard to believe for some, but the motor industry is becoming one of the most important branches of our economy. It is made up by 900 companies and 116,000 employees.

**I**n the Wałbrzych Special Economic Zone, more than 34% of firms belong to the automotive industry. Nationwide, every fourth euro of capital expenditure in special economic zones was invested in the car industry. The fact that Poland is a prime destination for car companies is proven by investors' decisions...

## ...FOR EXAMPLE IN WIELKOPOLSKIE

**VOLKSWAGEN** has already begun its 3 billion zloty investment project near Września. Meanwhile, **MAHLE POLSKA** has been producing valves used in passenger cars in Krotoszyn for nine years, and now the company is investing 21 million zlotys to expand its machine park to produce valves for trucks. **GESTAMP POLSKA** is allocating 167 million zlotys to expand its metal sheeting facility in the Września Economic Activity Zone. **SUER POLSKA** will construct a plant for production of commercial vehicle tippers at a cost of 5 million zlotys.

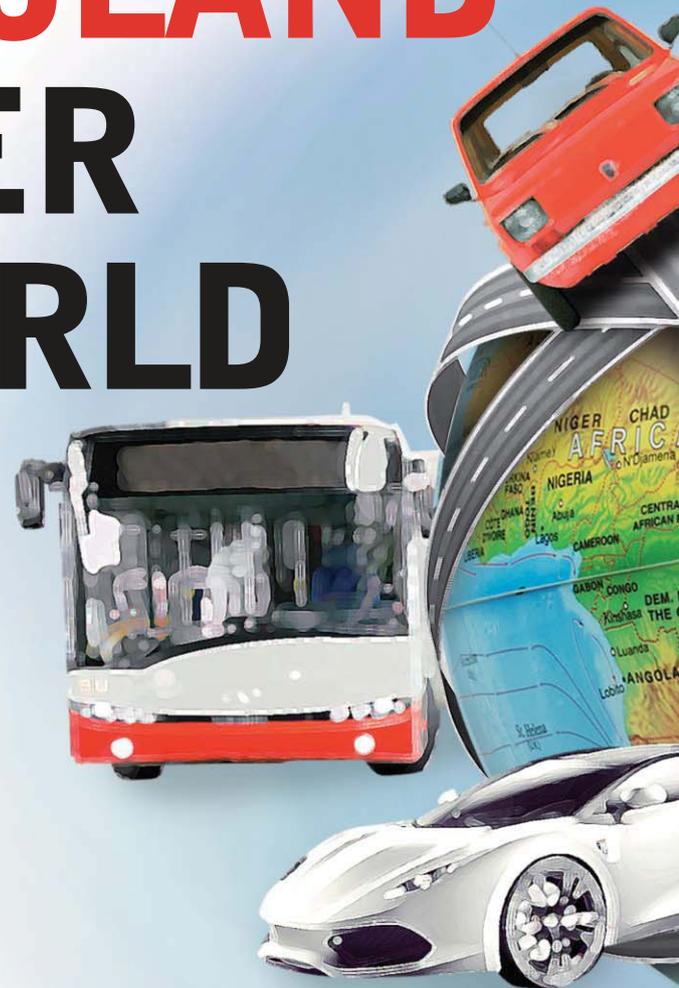
## INNOVATIVE AND SURPRISING

The automotive industry is one of the most innovative branches of our economy. Car companies' spending on R&D is higher than in the armaments, pharmaceutical, and biotechnological

industries. Last year, 87.3 million vehicles were produced worldwide, and forecasts predict that this year will be even better. In the Wałbrzych zone, the following are produced: quads (**POLARIS**), specialist vehicles (**KEGGER**), commercial vehicles (**VOLKSWAGEN**), and parts for probably all the car makes that are driven in the world. Moreover, we also produce rickshaws and bikes (more about **MAXPRO** can be found earlier in this issue). Right next to the zone's premises, Martian roving probes are manufactured, and members of the robotics club that we support have recently been experimenting with ultralight paraplanes (more details in the News section in this issue of "IPI").

## ◆ MONIKA FILIPOWSKA

The text uses data from the 2014 Polish Automotive Industry Association report.



Produced by the State Aviation Works mainly for export since the 1940s, the **P.24 fighter** aircraft served in the air forces of Turkey, Romania, Bulgaria and Greece. They were used by the Greek Air Force to fight against Italy in the years 1940-41.

The **Fiat 125p**, manufactured by the FSO since the late 1960s, was bought by customers in more than 80 countries of the world. In 1974, for instance, 100,000 cars were produced, and more than 80% of them were exported.

The **Fiat 126p** was a hit in the Third World. Owing to its simple construction, it was highly appreciated in Sri Lanka, Bangladesh, Zaire, and India, among other places. In China, the Fiats were used as taxis.

The **Żuk** delivery vans, produced in Lublin, were extremely popular in Egypt and Colombia. The Egyptians modified it so that it could even be used as fire engines and buses. The Egyptian government purchased the license and rebranded them to Ramses. They were manufactured in a plant near Cairo until 1998.

Polish unmanned aerial vehicles have every chance to become our export hit in the nearest future. Currently, our flagship machines are produced by the Air Force Institute of Technology. They include: the **Nietoperz-3L**, a light unmanned reconnaissance aerial vehicle; the **Kolibier**, a vertical takeoff and landing aerial vehicle; the **Rybak**, an unmanned observation system; the **Szerszeń M-1** aerial target; or the **KUSY PW-151** unmanned tactical reconnaissance aerial vehicle.

In Gdańsk, **Sunreef Yachts** produces luxury **catamarans**. The company's revenue for last year was 126 million zlotys, of which 117 million came from exports. The yacht industry currently accounts for 0.15% of Poland's exports. 90% of yachts produced in Poland are exported.

**Martian roving probes** constructed by students of Wrocław and Białystok universities of technology took the first two places at the prestigious competition University Rover Challenge in the USA.

The assembly of the first supercar produced by the Polish company Arrinera Automotive will begin in 2015. The name **Arrinera Hussarya** is a reference to Polish 17<sup>th</sup>-century cavalry. This model will be produced by SILS Centre Gliwice. The first batch will be limited to only 33 cars with the most exclusive designs on the exterior and the interior.

**Solaris**, a Polish manufacturer of buses, will supply 85 Solaris Urbino 12 vehicles to Milan in 2014. Solaris buses have been present on the Italian market since 2004. Apart from exports to European countries, especially Bulgaria and Serbia, last year Solaris began exporting to Israel. The vehicles manufactured in Bolechów can be found in such remote places as Reunion Island in the Indian Ocean or the UAE.



Investment-reinvestment

# NEW COMPANIES IN THE WSEZ

In June, 43 companies received permits to conduct business activity within the area of the Wałbrzych zone. Szprotawa welcomed the first investors. **26 new investments and 17 reinvestments is an all-time record** in the history of the WSEZ (for comparison, in the entire 2008 year, which has been the best so far, 37 permits were issued).

- **In Września, ABC Logis** will erect a modern logistics center. **Ten people will be employed, and the company will invest 4 million zlotys.**

- **Aspöck Automotive Polska** will erect a production floor **in Kluczbork**, complete with a processing line for making car lighting systems. **The company will invest 14.7 million zlotys and employ 12 people.**

- The company **ATO** will build a new facility **in Kalisz**, where it will produce elements used in advertising (banners, illuminated ceiling panels, letters) and elements of furniture (frames, walls, counters, and shelves). **The investment is worth 8 million zlotys, and 30 people will be employed.**

- **Three hundred jobs will be created by BSH Wrocław**, a manufacturer of domestic appliances (freestanding cookers, gas hot-plates, built-in ovens and ventilation hoods). **The company will invest 76 million zlotys to increase its production volumes in Wrocław.**

- **Cosma Poland** will erect a plant **in Kluczbork**, in which it will produce brush grinders and grinding heads for wood and metal industries. **The company will employ 10 people and invest 1.5 million zlotys.**

- **Enwar** will erect a facility **in Świebodzice** for manufacturing steel constructions and industrial machines and appliances. **The investment, estimated at 3.8 million zlotys, will be finished in December 2018, and it will create 10 jobs.**

- **Gestamp** will expand its facility **in Września** and buy new processing lines. **Thirty people** will work on producing elements of car bodies, and **the total cost of the investment will reach 167,5 million zlotys.**

- **Global Steering Systems Europe** will produce steering shafts for steering columns in its new manufacturing facility **in Opole**. The company will **employ 200 people and invest 27 million zlotys.**

- **In Szprotawa, Great Maple Company** will invest **110 million zlotys** to build and equip a facility for production of packaging foil (for flowers and chips, among others). **Jobs for 70 people will be created.**

- **Hartownia Hauck Polska** will provide services related to thermal processing of metal elements. The company will **invest 15.6 million zlotys and employ 15 people.**

- **HS Wrocław** will construct a facility **in Wrocław** where it will service and repair sub-assemblies used in helicopters and planes. **The investment will cost 70 million zlotys, and 75 people will be employed.**

- **King Chicken Food** and **King Chicken Feed** will together invest more than **100 million zlotys in Żarów** to construct two facilities for producing feeds and poultry products. Thanks to the investments, at least **130 jobs will be created.**

- **Marmorin B&J** will introduce new technological solutions that have not been used in the Polish market yet. **In Szprotawa**, the company will make sanitary products and furniture fronts. It will incur capital expenditure in the amount of **20 million zlotys and create jobs for 80 people.**

- The smallest company among those that received a permit is **MAXPRO CNC**. This **Wałbrzych**-based family company will manufacture light electric vehicles as well as parts and accessories for the automotive and aircraft industries. The investment will cost **0.5 million zlotys, and three people will be employed.**

- **Miranda 4** will produce fabrics from natural yarns and products that are based on them (including tablecloths, roller-blinds, prams). As part of its new investment project, the company will launch a manufacturing facility and equip it with the necessary machines (looms, sewing machines, injection molding machines). **Ten people will be employed in Kłodzko**, and the company will incur capital expenditure in the amount of **3.2 million zlotys.**

- **The MRP** company will build a facility **in Opole** in which it will manufacture special vehicles. Thanks to this investment, **worth 11 million zlotys, 45 people will find jobs.**

- **Two hundred new jobs** will be generated by **Nysa Zakład Pojazdów**. The company will spend **15 million zlotys** to build a new plant and purchase the equipment. **In Strzelin**, it will produce bodies for delivery vehicles and trucks. As part of the investment, an R&D department will be created that will focus on making a prototype of an electric or hybrid vehicle for the transportation of goods.

- **In Opole**, a new project will be undertaken by **OGI4**. It will involve rendering IT and R&D services in information technologies and industrial automation. A new factory will be built **at a cost of 9 million zlotys, and at least 40 jobs will be created as a result.**

• A new investment project will be carried out in **Kościan**. **Suer Polska** will invest **5 million zlotys** to build and equip a production floor with a warehouse. The new facility will produce tippers for commercial vehicles. Thanks to the investment, **8 jobs will be created**.

• **TAMA Polska** makes the most technologically advanced netwraps used in agriculture in the world. At a cost of **13.5 million zlotys**, it will now expand its facility in **Świdnica**, purchase new machines and employ **11 new people**.

• **Turningtec** will build a facility in **Bolestawiec** for manufacturing precise metal parts for the automotive industry. The investment will cost **10 million zlotys**, and **25 people will be employed** by the company.

• A new meat processing plant will be built in **Śrem**. The **UNITED EUROPA** company will invest **25 million zlotys** and employ **40 people**.

• In **Bolestawiec**, the company **VILSAIT Bartosz Wiśniewski** will render storing and warehousing services. The investment is estimated at **2 million zlotys**, and **jobs for 10 people will be created**.

• **Volkswagen Poznań** will launch production of the new Crafter model in **Września**. The facility will become operational in December 2018, and it will ultimately produce 80 thousand cars per year. The German corporation will invest about **3,300 million zlotys** and employ **2,300 people**. It is the largest investment project in the Wałbrzych zone.

• **30 million zlotys and 150 jobs** – these are the plans of a new investor in **Wrocław**. **Żeleźnik Industrie Consulting Wrocław** will build a facility for producing large electric machines, including AC and DC motors and hydrogenerators for small hydroelectric power stations.



## REINVESTMENTS

• **Electrolux** will expand its plant in **Olawa** and employ **10 new people**. The company specializes in producing top-load washing machines. The investment is estimated at **9.6 million zlotys**.

• **Daicel Safety Systems Europe** will spend almost **40 million zlotys** on expanding its manufacturing facility and building an R&D center in **Żarów**. The company, which produces airbag inflators, will employ **14 new people**.

• In **Dzierżoniów**, **Cooper Standard Polska** will construct production floors to begin production of car rubber sealants. **Jobs for 10 people will be created** as a result of this investment, worth **58 million zlotys**.

• **Nifco** will generate **150 jobs** in **Świdnica**. The company will invest **45 million zlotys** to build a production floor and purchase new machines for producing elements for the automotive industry.

➦ Collected by  
**MONIKA KORZEWICZ**  
(m.korzewicz@invest-park.com.pl)

# TALK WITH THE BULL BY THE HORNS

A human resources specialist by nature, an expert in management by choice, and a sportswoman by passion. **ANITA STASIAK-BEŁZ** has built a factory, and now she is its boss. **BAMA EUROPE** is the first branch of the Marshalls' baking empire on the Old Continent.

**B**eing an energetic dark-haired woman with a disarming smile, she contradicts the stereotypical image of a businesswoman. She began her professional career still at university, when she recruited workers at the Wrocław branch of Temp-Service; later, she worked for IKEA, and finally she began working for Cargill, where, apart from managing human resources, she was in charge of administration and supply chain management. That was when she met Paula Marshall, Bama's owner.

"She is an exceptional person, warm and energetic, and her management style was totally different to what I had seen before," she explained.

## CRANES, MORTAR AND THE ENVIRONMENTALISTS

When the decision was made at the company headquarters to open a branch in Europe, Anita Stasiak-Belz needed some persuasion to run for the post of its director. She successfully went through the entire recruitment process. Building the facility in Stanowice near Olawa was a new and challenging experience. From the very beginning, she had to face not only issues connected purely with the construction process, but also local problems. A group of naysayers aided by environmental activists protested against building the plant. Finally, the conflict was resolved with the assistance of local government members. "I thought that building the factory was the greatest challenge, but it wasn't until the production started that I realized it was only the beginning," she added with a smile.

## SPORT AND MANKELL TO RELAX

To give vent to stress, she took up running. Today, she easily runs 10 km five times a week. She tried to talk her sons into joining her, but usually she ended up running while they accompanied her on their bikes. Cycling and roller-skating are also among her favorite activities, but she can't always find the time for it, or for reading. For this reason,



■ **Bama Europa** situated its facility on a 10-ha plot near Olawa. Almost 58 million zlotys was invested in constructing the plant and equipping it with processing lines. The company employs 70 people. The first test batch of cakes with a filling was produced more than one year ago, and now they will be delivered to 16 European countries.



## LET'S GET TO KNOW EACH OTHER: PERSONALITIES IN THE ZONE



### ■ KRZYSZTOF BOBER, MEMBER OF THE BOARD OF 3M POLAND MANUFACTURING IN WROCLAW

In August, he was appointed Director of 3M Ames in Story county, Iowa, which is a part of the 3M Abrasive Systems Division. Mr. Bober, who graduated from the University of Economics in Wrocław and Wrocław University of Technology, has been connected with 3M in

Wrocław since 2002, and with the WSEZ "INVEST-PARK" since 2006, when 3M received its first permit to function within the zone. In his career, Krzysztof Bober was 3M's project manager, manufacturing development manager, and production and supply chain manager. Before that, he was in charge of logistics at Tesco, IKEA, and Makro Cash&Carry.

### ■ KAZUNARI MASUOKA, EXECUTIVE





Although she is the General Manager and works 10–11 hours a day, ANITA STASIAK-BELZ still finds the time for her two sons, a fourth- and a fifth-grader, and another (besides sport) passion of hers – learning foreign languages. She is proficient in English, she knows French, and she has been studying Spanish for three years

she gladly welcomed the invention of audiobooks, and now she admits to being addicted to them. To relax while commuting to work, she listens to crime stories by Henning Mankell.

### PIES WITH A TRADITION, COMPANY WITH VALUES

The facility produces frozen cakes with fruit filling for quick service restaurants. “I eat at least one a day they are delicious. My favorite ones are those with apple filling,” Mrs. Stasiak-Belz says convincingly.

The company’s name is a diminutive of **CORNELIA ALABAMA’S** name – Bama Marshall, who set up the business and made the first pies in her kitchen. Her management philosophy, which appealed so much to Mrs. Stasiak-Belz, was based on transferring family relationships to a large company. As it turned out, it could be done and it affects the bottom line as much

as the atmosphere in the company and its image. Although it already employs 70 people, Bama still functions like a family business. “It’s not just about using first names. In our management style, people are the most important asset. When the Americans made the decision to open a branch in Poland, they considered not only purely economic issues. They discovered that Poles are similar to them in terms of our involvement, values, and a sense of humor. These features, accompanied by loyalty, patience and professionalism, are what we are most praised for at Bama.”

A sizeable figurine of a red bull catches the eye in Anita Stasiak-Belz’s office. It has a dedication in Spanish, which reads “On the first anniversary of taking the bull by the horns.” It was a gift from her colleagues at Cargill to mark the completion of the facility. When asked about her plans for the future, she answered she had them but couldn’t reveal them, as competition is not asleep. ■

➔ **MONIKA FILIPOWSKA**

### DIRECTOR, PRESIDENT OF THE BOARD OF TOYOTA MOTOR INDUSTRIES POLAND (TMIP)

Kazunari Masuoka, who has been in charge of the Toyota engine manufacturing facility in Jelcz-Laskowice since June, was born in Aichi Prefecture, Japan. It is there, in the central part of the island of Honshu, where the city of Toyota lies, which lent its name to the corporation. Many Europeans remember Aichi Prefecture for its

organization of EXPO 2005, in which 121 countries participated. In the same year, Kazunari Masuoka was promoted to an executive position at the Production Technology Department of the Nagakusa facility, where he gained his first professional experience as an engineer (he graduated from the Department of Mechanical

Engineering of Nagoya Institute of Technology). He later occupied other important positions at different departments of various Toyota plants, until last spring he was appointed to the position of President of TMIP by the resolution of its shareholders. He runs the Jelcz-Laskowice facility, which manufactures diesel engines. ■

The smallest province accelerates economically

# NOT ONLY FAMILY BUSINESSES THRIVE IN OPOLSKIE



“Thriving Opolskie” is the promotional slogan of the province. For a long time, if it did thrive economically, it was mainly due to micro-companies and SMEs that dominated in the region. Recently, however, domestic and international heavyweights that located their operations in Opolskie have begun to make a difference.

## OPOLSKIE PROVINCE IN NUMBERS

- Area: **9,412 km<sup>2</sup>**
- Population: **1,014 thousand** people;  
**63%** of them live in towns and cities;  
**420.8 thousand** are professionally active

**A**t the **POLARIS** plant in Opole, the first facility manufacturing Polaris vehicles outside the USA, test production has just started. Presently, it is just two models of quads. Mass production is scheduled to begin in mid-September. In total, 1,000 vehicles will be assembled at the plant this year (one every 8 minutes), and next year this number will increase to 25,000. It seems that Polaris, based in the Opole Subzone of the Wałbrzych Special Economic Zone, has serious long-term plans with regard to the city. The company has also situated its R&D center here. "When necessary, we will modify the design of the vehicles to cater for the requirements of our European and African customers," said **BOGUSŁAW DAWIEC**, Operations Manager at Polaris. So far, the company has employed 130 people (not only from the region of Opole), and it will take on another 30 staff this year to work in the production department.

### WILL THEY STOP THE YOUTH?

According to Internauts, Polaris pays well – assembly line workers net more than 3,000 zlotys (including bonuses) per month. If this is true, it would make Polaris unique among the production companies in the region, which usually paid the minimum wage or a little above. The plant managers do not want to reveal the exact amounts. As Bogusław Dawiec put it, "We are aware that there are more and more investment projects in the region, but we have no intention to participate in the wage race."

Higher salaries in companies in the Opolskie Province would be great news. This region is particularly strongly hit by depopulation, and it is mostly young people who leave in search of better-paying jobs for neighboring provinces or for Western Europe. Those who live in the western part of the province, dominated by the German Minority, mostly go to Germany, Austria, and Holland, and those from the east – to the UK. It seems that the only chance to reverse this trend and stop the depopulation process (especially permanent emigration) is to create new well-paying jobs, which would encourage economic migrants (those who come back home on Friday nights and go abroad on Sundays) to return for good.

### MOTO-VALLEY

The automotive industry, whose youngest representative in the region is Polaris, is apparently beginning to stand out in the region. **JOHNSON CONTROLS** has its plant in the region (in the Skarbimierz subzone of the WSEZ), where it produces car seat frames and seats for well-known makes – Volvo, Opel, Scania, and recently – also BMW. It currently employs 450 people, and because of launching new production lines, this number is set to exceed 500. The company has recently received another permit from the WSEZ to go ahead with a new investment project.

In the Skarbimierz subzone, **DONALDSON**, an American producer of filters, is also building its first plant in Poland. Initially (in the early 2015) it is going to employ 140 people. In total, there are several dozen firms in the region that either represent the automotive industry or produce for it. In Opole, they include **OPOLTRANS, HART, BROEKELMANN POLSKA, KAMEX, TOWER AUTOMOTIVE, AUTO POWER ELECTRONIC**, and in Dylaki –

**COROPLAST** (it has just finished the construction of a large facility in Strzelce Opolskie, and the recruitment of workers has already begun). In Strzelce Opolskie, there is **PEARL STREAM** from Korea, in Brzeg – **BESEL**, in Jurznie – **GNIOTPOL**, in Gieratcice – **PICHON**, and in Praszka – **NEAPCO**. The metal industry, affiliated with the automotive sector, is also prominently represented in the region by companies such as **NARZĘDZIOWNIA PSZENICA** in Strojec near Praszka, **MARCEGAGLIA**, and **OCYNKOWNIA ŚLĄSK** in Kluczbork.

### FOOD AND CHEMICAL CLUSTERS

The Opolskie Province, with its strong agricultural industry and production companies, aspires to become the Food Valley. Three out of five biggest companies in this industry are based here: **ZOTT POLSKA** and **NUTRICIA** in Opole, and **MONDELEZ** has two facilities in Skarbimierz. Nutricia, part of the Danone group of companies, has recently been developing dynamically. It barely opened a new department for production of powdered milk in spring this year, and this fall it is planning to relocate the production of milk for babies from one of its European facilities to Opole. Thanks to this, its output will increase by 14 thousand tons. "In Wolczyn, there is also **LESAFFRE**, one of the biggest producers of yeast; a **NESTLE** plant in Namysłów makes ice cream; in Biała, there is **USTRONIANKA's** mineral water bottling plant; in Stradunia – **GOOD MILLS**; there are some important confectionary manufacturers belonging to the **OTMUCHÓW GROUP OF COMPANIES**, some edible fats and oils companies, and in Brzeg there is **KRUSZWICA**,"

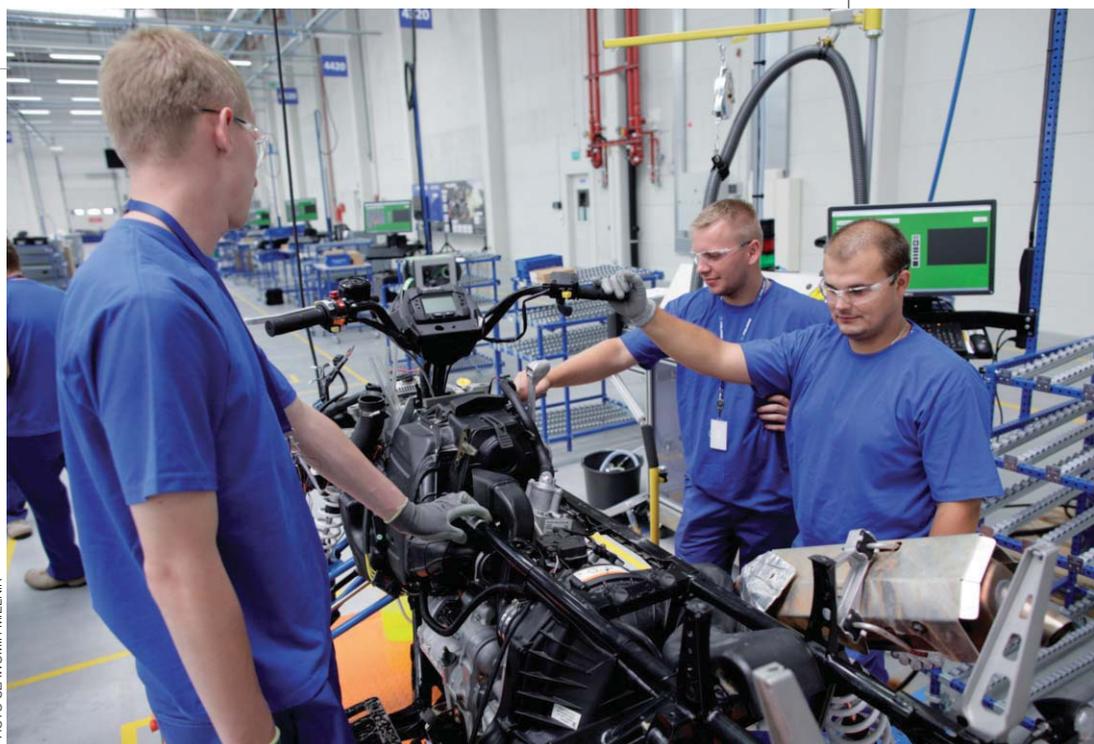


PHOTO SŁAWOMIR WIELNIK

Quads and other vehicles produced by Polaris in Opole will be exported to markets of Europe, Asia, and the Middle East

## THEY HAVE ALREADY INVESTED IN THE OPOLSKIE PROVINCE:

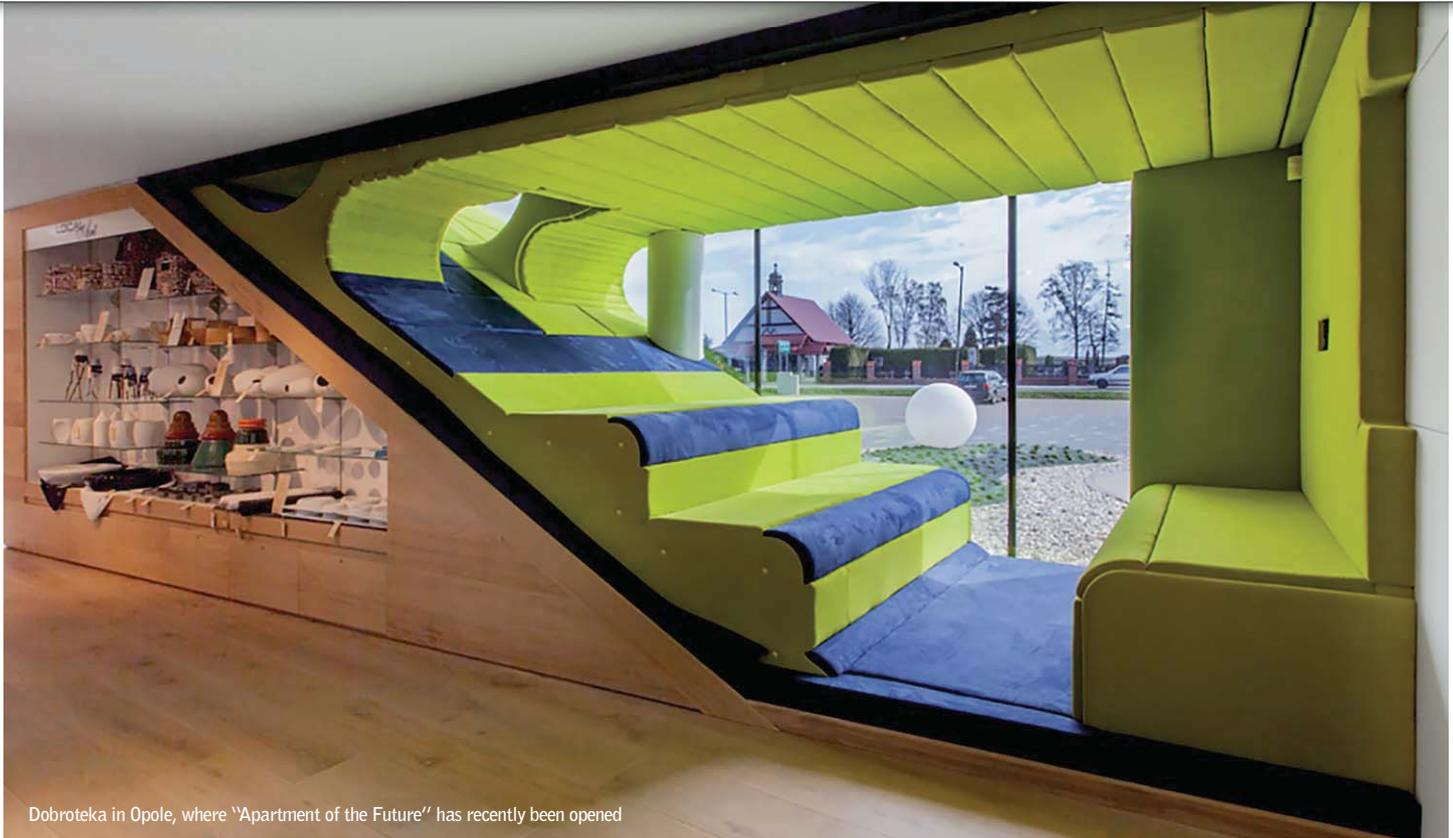


PHOTO: DOBROTEKA

Dobroteka in Opole, where "Apartment of the Future" has recently been opened

### PROS AND CONS: ARE THE INHABITANTS OF THE OPOLSKIE PROVINCE ENTERPRISING?



■ **PIOTR FRANCISZEK DUDA** and **EWA ZIÓLKOWSKA-DUDA**, a married couple running a catering company in Opolskie:

I come from Malbork, but I live in the Opolskie Province. Entrepreneurship is what characterizes this region – it is truly outstanding in Poland. Many young people who left the country to work abroad are now coming back and setting up their own businesses. They invest their savings here. My wife and I could be held as an example in this context. We, and many others, prove that it is worth it.



■ **JAROSŁAW SOBIERAJ** from Ozimek, works in Germany:

The inhabitants of Opole are not enterprising. They are afraid to take matters in their own hands and set up their businesses. The reason is banal – the economic situation. This region is connected with Germany, but we fall far behind in terms of standard of living. About 20% of people here enjoy high social status, and the rest belong to, as I call it, "hidden poverty." If somebody can do something concrete, he should set up his own business and make a living.



enumerates **SŁAWOMIR JANECKI**, Head of the Investor and Exporter Service Center of the Economic Development Center in Opole. **PASTA FOOD**, a producer of frozen lasagnas with Belgian and French capital, has recently joined the cluster. At the moment, the company is running tests at its plant in the Opole subzone of the WSEZ. The idea to create the food cluster, which was officially established last year, was thus a natural consequence of their strong presence.

The region also boasts a strong chemical industry. It is home to **ZAKŁADY AZOTOWE KĘDZIERZYN**, a giant company belonging to the Azoty group, which is the pillar of the chemical industry cluster in Kędzierzyn-Koźle. As a result, a supraregional cluster emerged, which is coordinated by **THE "BLACHOWNIA" INSTITUTE OF HEAVY ORGANIC SYNTHESIS** in Kędzierzyn-Koźle.

Another undertaking that promises a bright future for the region is the expansion of **THE OPOLE POWER PLANT**, which began last February. This project, estimated at 11.5 billion zlotys, is an opportunity for local companies to act as subcontractors.

#### EQUILIBRIUM

The most recent investment projects prove that the economy of the Opolskie Province is regaining its equilibrium between small and medium-sized companies, and leading Polish and international firms. "The domestic companies fared better during the last crisis because, on the one hand, they were more flexible, and on the other, being family businesses, they were prepared to limit their profits or even continue operating at a loss to survive until better times. They are also more attached to the region than big multinationals, which often stay only as long as the economic situation is favorable, e.g. when they enjoy tax exemptions in special eco-

## WHY OPOLSKIE PROVINCE?

If it is true that the most convenient place to develop industry is lowlands with motorways near industrial and urban areas, then the Opolskie Province is the prime zone for business: situated in the Silesian Lowlands in the basin of the Odra river, with A4 and A1 motorways, in close proximity to the Czech Republic and two most dynamically developing Polish regions in terms of raw materials production: Upper Silesia (coal) and Lower Silesia (copper).

conomic zones,” noticed **ANETA RZEPIŃSKA**, Director of the Śląsk Chamber of Commerce. “What they lack, however, is innovativeness, which is often the result of limited funds that they can allocate to research whose result is uncertain.”

The influx of capital and technological thought may turn out to be beneficial for small companies functioning in the proximity of the heavyweights. Inspiration could be provided by **PIOMAR**, a transport company that is based in Opole. Established in 1989 by the brothers **PIOTR** and **MARCIN ŻUR**, it initially had just one vehicle, and now it has more than a hundred and delivers goods to places all over Europe. “Our customers used to ask us about storage space, and in this way the idea to build a high storage warehouse was born,” Piotr Żur remembers. Today, Piomar’s warehouse is used by **NUTRICIA**, which has just opened a new department, and the Żurs’ family business (Piotr Żur’s children help to run it) has increased the number of employees to 170. We could give many examples of successful family businesses from Opole, especially in the timber industry, for which the region is well-known



PIOTR ŻUR, President of Opole-based Piomar (on the right) and MACIEJ HOWIS, manager of the high storage warehouse, know best that the presence of large companies in the neighborhood stimulates development

in Poland and abroad. The majority of carpenters’ family firms from Opole traditionally make windows, doors and furniture for export to Germany and Austria, which is an effect of close relations between the German Minority in the region and German-speaking countries. Many inhabitants of the Opolskie Province have family members living in those countries, and they assist in establishing business contacts. Little wonder, then, that a timber cluster was created in the province, which later turned into a company and constructed a facility for thermal modification of wood. The capital of Polish carpentry is Dobrodzień, home to **KLER**, a globally renowned company, as well as to dozens of other family companies with tradition handed down from one generation to the next. In Dobrodzień, tradition (production of customized furniture) harmonizes with modern thinking – the “Apartment of the Future” has recently been opened here. This is the first European flat-research lab equipped with a system of video cameras and sensors computers. It, which was created at Dobroteka, which is a mix of a furniture showroom, education and training center, and a venue for organizing exhibitions and art shows.

→ **HANNA KOZERA**

PROVINCE IN BRIEF



## IF YOU CHOOSE OPOLSKIE PROVINCE...

...choose the areas within the Wałbrzych Special Economic Zone, which offers **266 ha** of prime land available to investors. Companies that decide to invest here are eligible for tax exemptions:

- **55%** for small companies,
- **45%** medium-sized companies,
- for large companies, up to **35%** of the capital expenditure or labor costs of new employees in the first 2 years

**VISIT THE WSEZ “INVEST-PARK” BRANCH OFFICE IN OPOLE, AT HOROSZKIEWICZA STREET 6!**

# NEWS FROM “INVEST-PARK

## EASIER ACCESS TO ZONE'S AREAS IN LOWER SILESIA

**T**he Kłodzko ring road will connect national roads no. 8 (Wrocław-Kudowa) and no. 33 (Kłodzko-Boboszów) with national road no. 46 (Kłodzko-Nysa).

The ring road will redirect the transit of goods by trucks, which currently go through the city of Kłodzko. The construction is scheduled to finish in second half of 2017. The total length of the ring road and connecting roads will be around 9.2 km.

Motor transport near Ząbkowice Śląskie has already improved – a new ring road has been opened, which connects national road no. 8 (Wrocław-Kudowa Zdrój) with the exit from Ząbkowice Śląskie in the direction of Upper Silesia. The ring road is in the immediate proximity of the Ząbkowice Śląskie subzone, where there is still land waiting for investors (3.6 ha).

## NOWA RUDA, WAŁBRZYCH, KŁODZKO, BOLESŁAWIEC: PRODUCTION FLOORS FOR SMES

**T**he construction of modern production floors will finish in October. Small and medium-sized companies will be able to rent them from the WSEZ “INVEST-PARK”.

Each production floor has an area of 2,500 m<sup>2</sup>, which can be divided into four smaller modules when necessary. The buildings are equipped with environmentally-friendly and energy-saving solutions for providing access to utilities, there are parking spaces, maneuver areas, and an office building next to them. The production floors are covered by the WSEZ, so the companies conducting business activity in them are eligible for tax exemptions. Contact us for more information: [doi@invest-park.com.pl](mailto:doi@invest-park.com.pl)

## THE WRZEŚNIA ECONOMIC ACTIVITY ZONE (WEAZ): LAYING OF PIPES

**I**mproving the infrastructure of areas near Września, which is coordinated and in 2/3 financed by the WSEZ, is in progress now.

220 ha of land has been purchased by Volkswagen, but there is another 112 ha available to investors (contact: [doi@invest-park.com.pl](mailto:doi@invest-park.com.pl)). The process of improving the WEAZ's infrastructure will finish in the fall of 2016. By the end of the current year, gas pipes and utilities will be ready, and the construction of a water holding tank is planned for the first half of 2015. In the late 2015 and early 2016, a fire system will be built (including a system of fire hydrants), and the office and storage building will be commissioned.

## KŁODZKO, JASZKOWA DOLNA: GAS NOT ONLY FOR THE ZONE

**T**he construction of production floors in Kłodzko (Jaszkowa Dolna) accelerated the process of expanding the gas distribution system in the area. The design will be ready in May 2015.

The new system will be about 3 km long and it will provide gas not only to the investors in Jaszkowa Dolna, but also to businesses and inhabitants of Krosnowice, Żelazno, and Jaszkowa Dolna.

## LESZNO OFFERS PROPERTY TAX EXEMPTION

**T**he city of Leszno (Wielkopolskie Province) has marked the I.D.E.A. Investment Zone and roads leading to it with ten different boards with faces of inhabitants of Leszno. The models were chosen in a recruitment campaign whose slogan was: “There is an I.D.E.A., be the face of a promotional campaign aimed at investors.”

Ania and Tomek's friendly faces are supposed to attract the attention of businessmen travelling between Wrocław and Poznań by car, and encourage them to invest in Leszno. Situated in the south-eastern part of the city, the I.D.E.A. Investment Zone covers more than 150 ha, including 7.6 ha of land owned by the WSEZ. Additionally, the city offers a three-year exemption from property tax.

## ŚREM: CYCLIST-FRIENDLY GMINA



**Ś**rem (Wielkopolskie Province) is a certified cyclist-friendly gmina. It received the certificate in the category of urban-rural gminas between 20 and 50 thousand of inhabitants.

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# ” SUBZONES

## WAŁBRZYCH: INTEGRATION OF SELF-GOVERNMENTS

**T**he gmina of Wałbrzych (Dolnośląskie Province) has received almost 2.7 million zlotys of EU funds to prepare strategic documents for integrating the self-governments making up the Wałbrzych Agglomeration. The agglomeration consists of 23 self-governments, and its area is inhabited by more than 300,000 people.

As part of the EU project, the following documents will be prepared: "Integrated Territorial Investment Strategy for the Wałbrzych Agglomeration", "Low-emission Economy Plan for the Wałbrzych Agglomeration", and "Integrated Program of Public Transport." The project will be conducted until 2015.

## ZĄBKOWICE ŚLĄSKIE: AID FOR COMPANIES

**T**he program of de minimis aid for companies creating new jobs in the gmina of Ząbkowice Śląskie (Dolnośląskie Province) has been adopted.

Entrepreneurs who begin business activity in the area of the gmina of Ząbkowice Śląskie, or are already conducting it and planning to expand it, are eligible for aid in the form of property tax exemption.

More information can be obtained at the Department of Development and Promotion of the Municipal Office in Ząbkowice Śląskie, in the Enterprise Support Office, and in the Department of Finance and Planning.

## DZIERŻONIÓW AWARDED

**D**zierżonów (Dolnośląskie Province) has been awarded the title of Best Self-government of the Decade by the Rzeczpospolita daily. The award was presented by Jerzy Buzek and received by Marek Piorun, Mayor of Dzierżonów.

Dzierżonów was also included in the group of cities with the biggest number of investment projects. Rzeczpospolita announced its ranking of self-governments for the tenth time. Over the years, Dzierżonów has already been present on the podium.

## NYSA: 10 YEARS OF THE REGIONAL CHAMBER OF COMMERCE



The Nysa Regional Chamber of Commerce was set up in 2004 on the initiative of entrepreneurs from the region. Most of its members are small and medium-sized companies whose business activity focuses on production, retail and services. PIOTR LINIEWSKI, President of the Chamber, gave a presentation summarizing the accomplishments of his organization in the last 10 years

**T**he Nysa Regional Chamber of Commerce, which supports small and medium-sized enterprises from its region, celebrated the tenth anniversary of existence.

Among those invited to celebrate were local MPs, entrepreneurs, and representatives of business support institutions. The Wałbrzych zone delegation was also present. Our company has been supporting the Nysa chamber for many years..



The WSEZ has more than 157 ha of land available to investors in Nysa. So far, four companies have decided to invest there, which generated 350 jobs. In the photo: PIOTR LINIEWICZ, President of the Nysa Regional Chamber of Commerce, is looking at an interactive map of the WSEZ land, presented by MONIKA KORZEWICZ from the Communications Department.

⇒ Compiled by:  
GRAŻYNA CAŁ,  
MONIKA  
KORZEWICZ



## IMPORTANT ADDRESS: OPOLE, HOROSZKIEWICZA 6

▲ There are already 23 companies operating within the Wałbrzych Special Economic Zone in the Opolskie Province, and 266 ha of prime land available to investors will surely tempt others soon. **To be closer to them, we have opened a WSEZ branch office in Opole in Horoszkiewicza Street 6. It is run by GRZEGORZ SAWICKI.**

▲ Several dozen people participated in the opening ceremony, including **BARBARA KAŚNIKOWSKA**, President of WSEZ "INVEST-PARK"; **STANISŁAW RAKOCZY**, Undersecretary of State at the Ministry of the Interior; **ANDRZEJ BUŁA**, Marshal of Opolskie Province; **ANTONI JASTRZEMBSKI**, Deputy Voivode of the Opolskie Province, **RYSZARD ZEMBACZYŃSKI**, Mayor of the Opole; local government members, representatives of companies functioning in the zone, and media representatives from the Opolskie Province.

It is also worth remembering that another branch office of the WSEZ is located in Kłodzko at Objazdowa Street 11/4b. It was established to facilitate dealings with investors from Kudowa, Nowa Ruda, and Ząbkowice. It is managed by **GRAŻYNA CAL**. ▶



OVERVIEW

## TOYOTA RELAY MARATHON RACE – WE FOUGHT VALIANTLY



The Toyota plant in Wałbrzych has organized the long-distance Ekiden race for the tenth time. Thirty teams of eight people each competed on the distance of 1,235 meters, and more than 2,000 Toyota employees together with their families and guests cheered them on. Among the competitors was the "INVEST-PARK TEAM" with its group of supporters. The fastest Toyota team was "Zmęczeni" (30 min. 20 sec.), and among the visitors – "Biegaj-Zapobiegaj 1" (30 min. 16 sec.).

▶ "INVEST-PARK TEAM" might not have been the fastest team, but we were valiant (especially at the beginning) – in the photo: **MONIKA KORZEWICZ** (substitute) of the Communications Department, **IWONA ŁUBKOWSKA** of the Investments Department, **MAŁGORZATA ADAMCZYK** of the Communications Department, and **PAULINA BURAKIEWICZ** of the Investments Department...



▶ ... still fighting valiantly, and **MAŁGORZATA WŁOCHAL** of the Investor Service Department for a while seemed to threaten the fastest team "Biegaj-Zapobiegaj"...

▶ ...well, our supporters' faces – the little **BASIA ADAMCZYK** and **KATARZYNA SZCZEPANIAK** of the Organizational-Legal Department – left no doubt that there is still much room for improvement.

# OF events

SMALL ENTERPRISES? YOU'RE WELCOME!



## WE SUPPORT

◀ This year, WSEZ "INVEST-PARK" allocated 192,000 zlotys to support sports and educational projects implemented in gminas that are the company's shareholders. We provide financial

assistance to robotics clubs in schools in Wałbrzych and Świdnica, and to a mechatronics workshop in Dzierżoniów.

The students belonging to the robotics club at the Polytechnic School Complex "Energetyk" in Wałbrzych constructed a paraglider powered by electricity which can be used to transport light cargo to dangerous areas. They are now developing the construction so that the paraglider could reach a specific destination while controlled by a GPS autopilot program. It will be the cheapest aerial means of transport that could be used to transport e.g. telecommunications devices (mobile phone, portable radio station), medicines or food supplies to remote or extremely dangerous places. The Wałbrzych Robotics Club at the Polytechnic School Complex "Energetyk" was established 8 years ago. **DARIUSZ CISEK**, who is a teacher at the school, successfully stimulates students' passion and curiosity. The WSEZ supports them, promotes them, and uses the occasion to... see its premises from above. ▼

FUTURE ENGINEERS AND INVENTORS



▲ Since many SMEs delay their decisions to begin new investment projects, "INVEST-PARK" has decided to help them decide: **we have just finished the construction of the first four production floors especially for them.**

Thus **TEODOR STEPA**, Deputy President of WSEZ "INVEST-PARK" (in the photo with **EWA MAŃKOWSKA**, Deputy Voivode of the Dolnośląskie Province) has every reason to be satisfied. The production floors in Bolesławiec (a meeting there in the photo), Kłodzko, Nowa Ruda and Wałbrzych will soon be used by the first tenants.

## THANK YOU FOR BEING WITH US!

▼ Granting permits to conduct business activity in the Wałbrzych Special Economic Zone is always an important occasion to celebrate. **The July ceremony, held at the Książ Castle, was particularly exceptional. In the first half year, we issued a record number of permits – 65 new investment projects, whose capital expenditure exceeds 5 billion zlotys, which will generate 5,000 jobs!**

◀ The ceremony of granting the permits was several hours long. Our guests received the permits from **ILONA ANTONISZYN-KLIK**, Deputy Minister of Economy, and **BARBARA KAŚNIKOWSKA**, President of WSEZ "INVEST-PARK", who were aided by **TOMASZ JAKACKI**, Deputy President of WSEZ "INVEST-PARK" in charge of investor services. It has become our pleasant tradition that the entrepreneurs are accompanied by the administrators of the area where their companies will function. In this case, **TOMASZ KAŁUŻNY**, Mayor of Września, congratulated **SZYMON TRZEBIATOWSKI**, member of the board of Volkswagen Poznań in charge of financial affairs. Volkswagen will build a plant in Września to manufacture Crafter light commercial vehicles. The investment will cost almost 3.4 billion zlotys, and at least 2,300 people will be employed there. This is probably the largest investment of the last decade in Europe.





FOR RENT

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