



Unlock the Emerging Poland Market: Opportunities for Poland-US Business Partnerships

Monday, August 28th, 2023

8:00 am - 9:30 am PDT / 5:00 pm - 6:30 pm CEST



SPECIAL GUEST:
ART CHMIELEWSKI
Project Manager
[NASA Jet Propulsion Laboratory](#)



MODERATOR:
SIMONA FILIP RACEK
[WITOC Chairwoman](#)
[EDC SBDC International Trade Advisor](#)



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Consul General
[Consulate General of the Republic of Poland in Los Angeles](#)



DR. RAY BOWMAN
[Director, Economic Development Collaborative's Small Business Development Center \(EDC SBDC\)](#)



ANNA DĘBECKA-BUDZISIAK
[Head of Foreign Trade Office, Los Angeles, Polish Investment and Trade Agency](#)



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[Women In International Trade Orange County \(WITOC\) President](#)
[EDC SBDC International Trade Advisor](#)



ANNA JANCZEWSKA
[Commercial Specialist U.S. Embassy - Warsaw, Poland](#)



RICHARD SWANSON
Senior Advisor
[U.S. Commercial Service Pacific South Region](#)



PAUL MYDLO
Senior Business
Development Manager
[Scalo](#)

Paul Mydlo is a technology enthusiast with a passion for bridging the gap between Poland and the US market. Paul is currently collaborating with Scalo, a cutting-edge software development company based in Wrocław, Poland. [scalosoft.com](#)



JUDITH GOMEZ OVALLE
Customer Success Manager US
[STX Next](#)

With over 15 years of international experience, Judith Gomez Ovalle excels as a Customer Success Manager at STX Next, Europe's largest Python software house renowned for its expertise in Artificial Intelligence, Data Engineering, and Cloud technologies. [stxnext.com](#)

EDC SBDC GO GLOBAL TRADE PROGRAM

EDC | GGTP
Go Global Trade Program



ECONOMIC
DEVELOPMENT
COLLABORATIVE



The Economic Development Collaborative hosts the Small Business Development Center and is funded in part through a cooperative agreement with the U.S. Small Business Administration, the Workforce Development Board and a Grant with the Governor's Office of Economic Development.



U.S. Small Business Administration

188.97K

Client's Counseled

1.41M

Hours Counseled

163.63K

New Clients Counseled

14.84K

New Businesses Started

10.05bn

Amount Approved

3783

Clients Counseled

50.69K

Hours Counseled

516.26M

Amount Approved

229

New Bus. Starts

4437

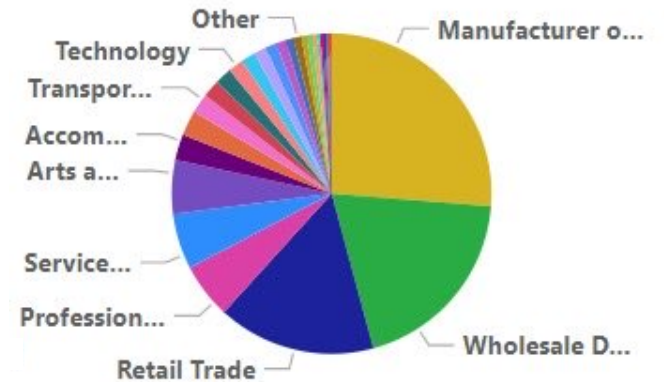
Jobs Created

794

Capital Infusions

64.16bn

Gross Revenue



EDC SBDC GO GLOBAL TRADE PROGRAM – FOREIGN DIRECT INVESTMENT

The **Foreign Direct Investment (FDI) Program** offered through the **EDC SBDC Go Global Trade Program**, assists international companies seeking to locate or expand their business operations in the greater Los Angeles region. EDC SBDC's business advisors **provide no-cost focused one-on-one technical advising and expertise** to help navigate financial, accounting real estate, immigration and other business challenges, including:

- Building an FDI project description
- Building an FDI business/operations plan
- Building an entitlement timeline based on the project scope & description
- Engaging the various regulatory layers with complete applications (zoning, site plan, circulation plan, regulatory approval level)
- Identifying a location and possibly a local partner (zoning, site plan, circulation plan, regulatory approval level)
- Identifying the long-term tax implication at both local and international levels (local, regional, state and federal tax plan and additional tax implications based on industry)
- Identifying and analyzing startup cost and ongoing operation cost
- Framing the legal needs relative to client's specific behavior operation footprint perspective (immigration, visa, domestic entity partnership, legal structure, and company status)
- Qualitative determination about the service provider alignment
- Developing marketing strategies to establish a domestic presence (localization, social media, influencer marketing, 12-month marketing calendar, increasing brand awareness, customer loyalty programs, lead generation and reaching new market segments)
- Startup business growth strategies (launching in the U.S. market, finding partnerships and clients, identifying online sales channels and distributors, crowdfunding campaigns, and market research)



EDC SBDC GO GLOBAL TRADE PROGRAM – GLOBAL EXPANSION

The **EDC SBDC Go Global Trade Program** is hosted by EDC SBDC, serves Los Angeles, Ventura, and Santa Barbara counties, and **provides no-cost focused one-on-one technical advising** to businesses interested in accessing international trade opportunities **in the following areas:**

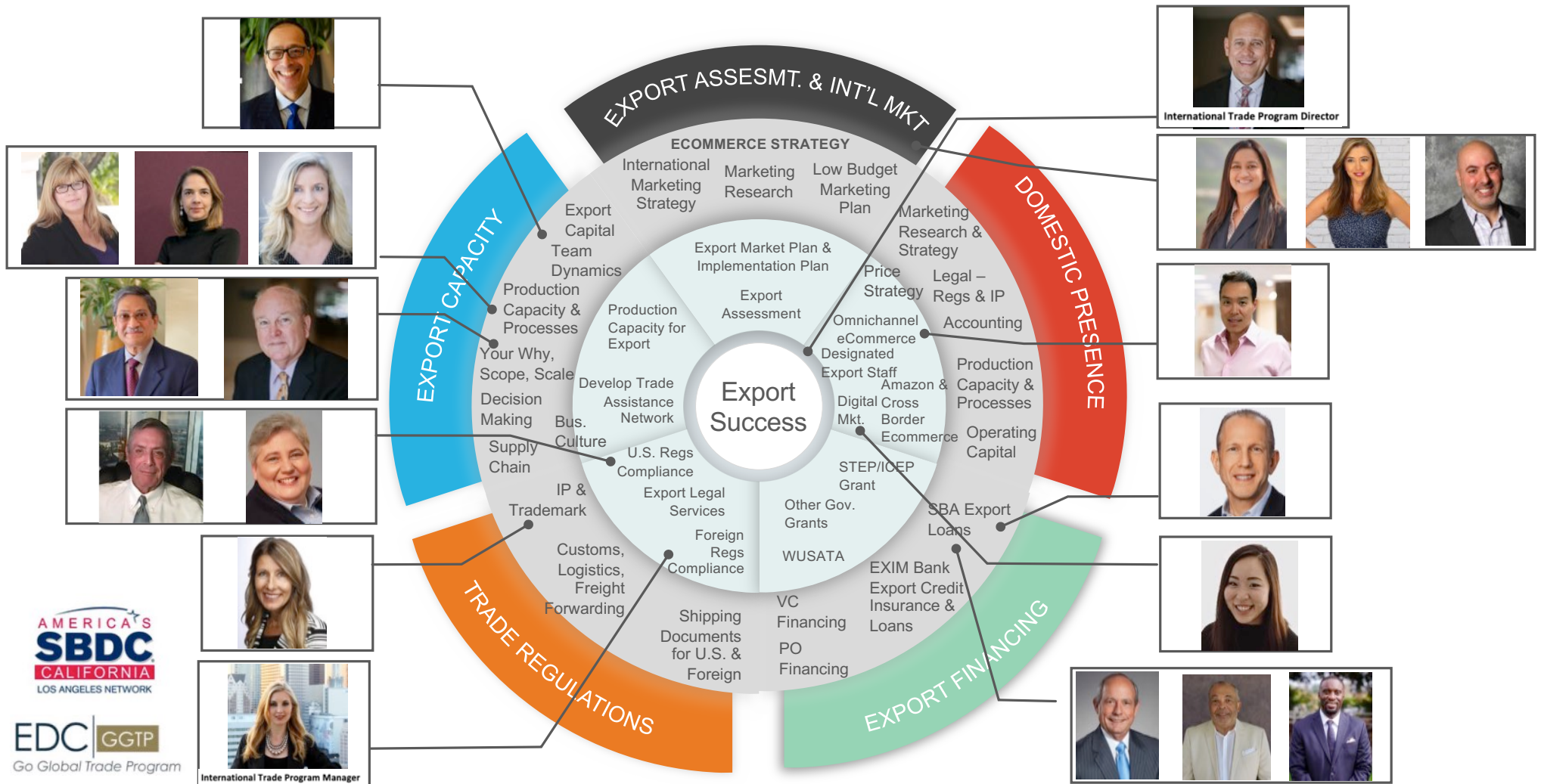
- Developing an Export Plan
- Developing a Global Marketing Strategy
- Export/Import Regulations
- Export/Import Documentation (including eUCP/eURC)
- International Financing - support with navigating local, state, and federal grants and financial programs designed to promote export activities
- International Distribution and Logistics
- International Market Research and Digital Marketing
- E-commerce Digital Tools that help you go Global

ADDITIONAL AREAS OF SUPPORT:

- Manufacturing Consulting to help companies build robust management operating systems and processes
- Foreign Direct Investment consulting to help foreign companies navigate local, state and federal regulatory system and connect with the right local contacts



EDC SBDC GO GLOBAL TRADE PROGRAM - Business Assistance



Contact

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EDC SBDC Director

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Thank You

WOMEN IN INTERNATIONAL TRADE ORANGE COUNTY (WITOC)



WITOC is a non-profit organization founded in 1985 and an affiliate chapter of the Organization of Women in International Trade (OWIT). Our mission is to foster international trade and the advancement of women in business. For over 35 years we have served the Southern California trade community as an educational resource providing our members and their guests with a variety of opportunities to learn about current international trade issues and to make valuable contacts with other professionals involved in the field of international trade.

OWIT Chapters host programs and events enabling their members to learn, network, and forge professional relationships in their business communities. Once you are a member of the local OC chapter (WITOC), you will automatically become a member of OWIT's international global network, which is comprised of individual members in chapters located throughout the world - over 3000 global members across 25 chapters.

WITOC members are professionals whose careers encompass all aspects of business and international trade. All professionals are welcome to join us. Contact us, join our business community, and start your membership today at

www.witoc.org.

www.witoc.org

 www.linkedin.com/in/witoc

 YouTube



WITOC BOARD OF DIRECTORS



Simona Racek
Chairwoman



Siddhi Khara
President



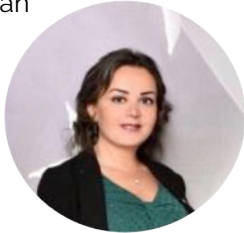
Sharla Marocchi
Treasurer



Destinee Broussard
Vice President



Christopher Lopez
Secretary



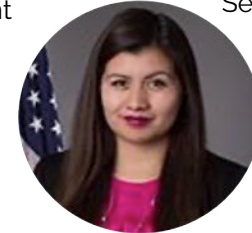
Lina Daker
Government Liaison, DOC



Jasmine Braswell
Government Liaison, CS



Natalie Hatour
Government Liaison, FCS



Tatyana Aguirre
Government Liaison, FCS



Karen Scuncio
Advisory Council



Harvinder Mudahar
Advisory Council



Sean Hill
Advisory Council



Michael Jackson
Advisory Council

WITOC MEMBERSHIP BENEFITS

- WITOC members receive a discounted rate to OWIT events worldwide.
- Access to events through OWIT.org.
- Membership with OWIT.org.
- Networking with OWIT members throughout the world.
- Industry Events and Seminars
- Access to various events related to Global Trade Compliance and Logistics.
- Networking and Leadership Development
- Expand your network by meeting and sharing with other professionals working in International Trade.
- Enhance leadership skills through active committee and board participation
- Free listing in OWIT International searchable online membership directory
- Virtual Meetings and Events
- Invitation to Annual LA/Long Beach Port Tour
- Invitation to Holiday Networking Event

Start your membership today: www.witoc.org
Join our email list: outreach@witoc.org





WITOC UPCOMING EVENTS – SAVE THE DATE

August 30th, 2023

Unlock the Emerging Romanian Market Webinar

 www.linkedin.com/in/witoc



Unlock the Emerging Romania Market: Opportunities for Romania - U.S. Business Partnerships

Wednesday, August 30th, 2023
8:00 am - 9:30 am PDT / 6:00 pm - 7:30 pm EEST

Women in International Trade Orange County (WITOC) and The Consulate General of Romania in Los Angeles, in collaboration with EDC SBDC Go Global Trade Program and the U.S. Commercial Service Irvine office invite you to join a virtual program focused on doing business in Romania. The program is offered in preparation for the Trade Winds Mission to Europe and Eurasia on May 13 - 15, 2024 and the Discover Global Markets Europe/Eurasia event in San Francisco on September 7, 2023.

October 25-26, 2023

Bureau of Industry and Security Complying With U.S. Export Controls



Avenue Of The Arts Hotel, Costa Mesa, CA
Reserve your spot at outreach@witoc.org.





U.S. DEPARTMENT OF COMMERCE SIGNATURE EVENTS

Join us for our signature events focused on doing business in Europe and Eurasia! Meet with U.S. Commercial Diplomats from overseas right in your city, or join our Trade Mission for in-country access and exposure to potential buyers and government officials. Plus, enjoy plenty of networking opportunities with fellow exporters and attendees.

DISCOVER GLOBAL MARKETS

SEPTEMBER 2023

- Denver, CO
- San Bruno, CA
- New York, NY
- Chicago, IL
- Columbus, OH
- Charleston, WV
- Birmingham, AL

LEARN MORE:

[TRADE.GOV/DISCOVER-GLOBAL-MARKETS](https://trade.gov/discover-global-markets)

TRADEWINDS FORUM & MISSION

MAY 2024 | TURKIYE

Optional Mission Stops in:

- Denmark
- Romania
- Poland
- Italy
- Kazakhstan

LEARN MORE:

[TRADE.GOV/TRADE-WINDS](https://trade.gov/trade-winds)



INTERNATIONAL
TRADE
ADMINISTRATION

#DiscoverGlobalMarkets #TradeWinds

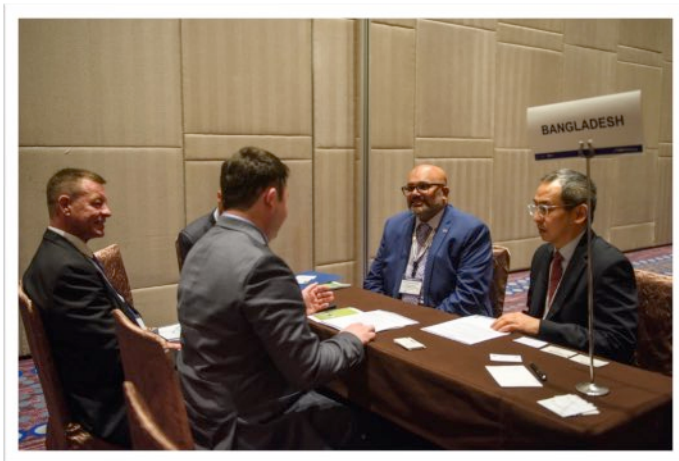
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Trade Winds Event Series History

- **2008 – Turkey** - Istanbul
- **2009 – Poland** - Warsaw
- **2010 – Brazil** - Sao Paulo & Rio De Janeiro
- **2011 – Mexico** - Mexico City + mission stops in Guadalajara & Monterrey
- **2012 – Southeast Asia** - Singapore, Indonesia, Malaysia, Thailand & Vietnam
- **2013 – Asia** – Korea, Hong Kong, Japan, Philippines & Taiwan
- **2014 – The Americas** - Colombia, Chile, Ecuador, Panama & Peru
- **2015 – Sub-Sahara Africa** - South Africa, Angola, Ethiopia, Ghana, Kenya, Mozambique, Nigeria & Tanzania
- **2016 – Latin America** - Chile, Argentina, Bolivia, Mexico, Paraguay, Peru & Uruguay
- **2017 – Southeast Europe** – Romania, Bulgaria, Croatia, Greece & Serbia
- **2019 – Indo-Pacific** – India (New Delhi), Bangladesh, & Sri Lanka + mission stops in Ahmedabad, Bengaluru, Chennai, Hyderabad, Kolkata & Mumbai
- **2020 – Indo-Pacific (canceled)** – Hong Kong, Japan, Thailand, Korea & Vietnam
- **2022 – Middle East & Africa** – UAE (Dubai), Algeria, Egypt, Israel, Kuwait, Morocco, Saudi Arabia & Qatar + mission stop in Abu Dhabi
- **2023 – SE Asia** – Thailand, Indonesia, Malaysia, Philippines, Singapore, Vietnam
- **2024 – Europe/Eurasia** – Turkiye (2-days), Denmark (Nordics), Italy, Poland, Romania, and Kazikstan.

Trade Winds ASEAN 2023

- Over 300 attendees from 22 markets traveled to Trade Winds ASEAN
- Approx 550 B2B matchmaking meetings for 50 U.S. firms across 6 markets
- EMPOWER Asia launched as regional initiative focused on women's economic empowerment
- First ever SelectUSA Tech Asia-Pacific Summit convened early-stage tech startups to encourage expansion to U.S.



| March 9 (Thursday) | March 10 (Friday) | March 11 (Saturday) | March 12 (Sunday) | March 13 (Monday) | March 14 (Tuesday) | March 15 (Wednesday) | March 16 (Thursday) | |
|--|--|------------------------|---|--------------------------------------|--------------------------------------|---|--|--|
| Travel / Arrival at Mission Stops | Mission Stops | Travel Day | | Business Forum in Bangkok | Business Forum in Bangkok | Business Forum in Bangkok / Travel Day | Mission Stops | |
| | Vietnam Singapore Philippines | | | B2Bs – all day | Plenary B’fast | Plenary B’fast | Indonesia Malaysia | |
| | Briefing B2B Networking | | | | B2Gs – all day | B2Gs | B2Gs | Briefing B2B Networking |
| | | | | | Informal lunch | Plenary lunch | Informal lunch | |
| | | | Empower Asia Women- led Business Forum | | Networking | Networking | Departure/ Travel for companies going to Malaysia and Indonesia | |
| | | | | | Opening Plenary | | | |
| | | | Icebreaker | | Opening Reception | Official TW Reception | | |
| Welcome Reception | | | | | | | | |

Business Forum Opening Plenary:
Prime Minister Prayut Chan-o-cha



Business Forum Plenary Speakers



Welcome Remarks

Marisa Lago, Under Secretary for International Trade, U.S. Department of Commerce
Robert Godec, U.S. Ambassador to Thailand
Prime Minister of Thailand, Prayut Chan-o-cha
Supattanapong Punmeechaow, Deputy Prime Minister

“Edges of Asia” - Duleesha Kulasooriya, Managing Director, Deloitte Center for the Edge, Asia

“Launching and Scaling in Thailand: The Story of Agoda”
Rob Rosenstein, Co-Founder and Chairman, Agoda

“Growth Mindset: U.S. Business Perspective on New Markets”

Charlotte Conerly, International Trade Specialist, U.S. Commercial Service New Orleans (Moderator)
Robert Bartrop, Chief Revenue Officer, Source Global
Hadiya C.J. Claxton, Chief Legal Officer & Global General Counsel, McIlhenny Company/TABASCO® Brand
Justin Siebert, Founder and President, Direct Online Marketing
Kristin Drauschke, International Business Manager, Medi-Dyne Healthcare Products

“Doing Business in Thailand”

Gwendolyn Cardno, Deputy Chief of Mission, U.S. Embassy Thailand (Moderator)
Ampika Kumar, Partner, Baker McKenzie
Ornkanva “Mook” Pibultham, Thailand Chief Country Officer, Bank of America
Jamie Brennan, Head of Thailand Global Selling, Amazon

Plenary Speakers



B2B Matchmaking
Customized meetings/leads



Business Forum B2G Consultations:

- Commercial Diplomats from 20 Markets
- Exim Bank
- World Bank
- European Bank for Reconstruction and Development Development Bank
- Patent and Trademark Asia Office



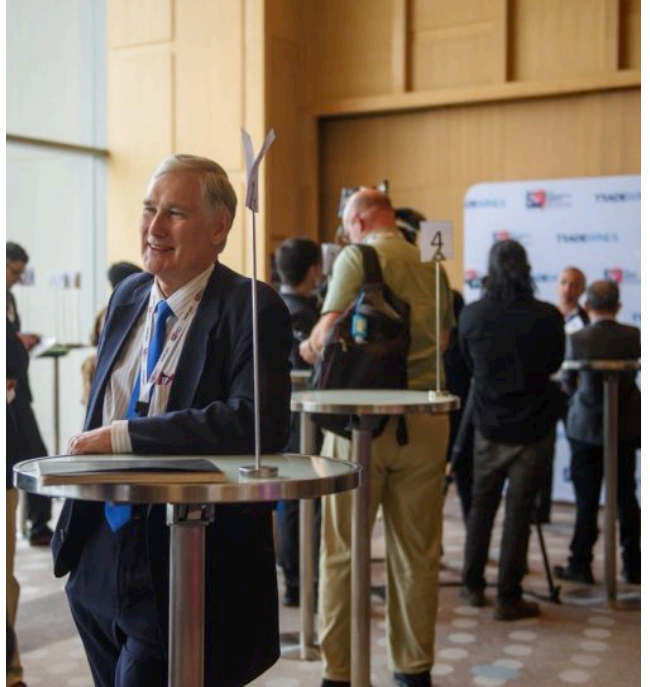
Women-led Program & Ice Breaker

(Export Markets Providing Opportunities for Women's Economic Rise)



Select USA Tech and Pitch Competition





Sponsors, Press,
Networking, VIP Meetings

Trade Winds 2024: Europe/Eurasia

May 10 – Mission Stops in Denmark and Romania

May 11 (Saturday) - Travel Day

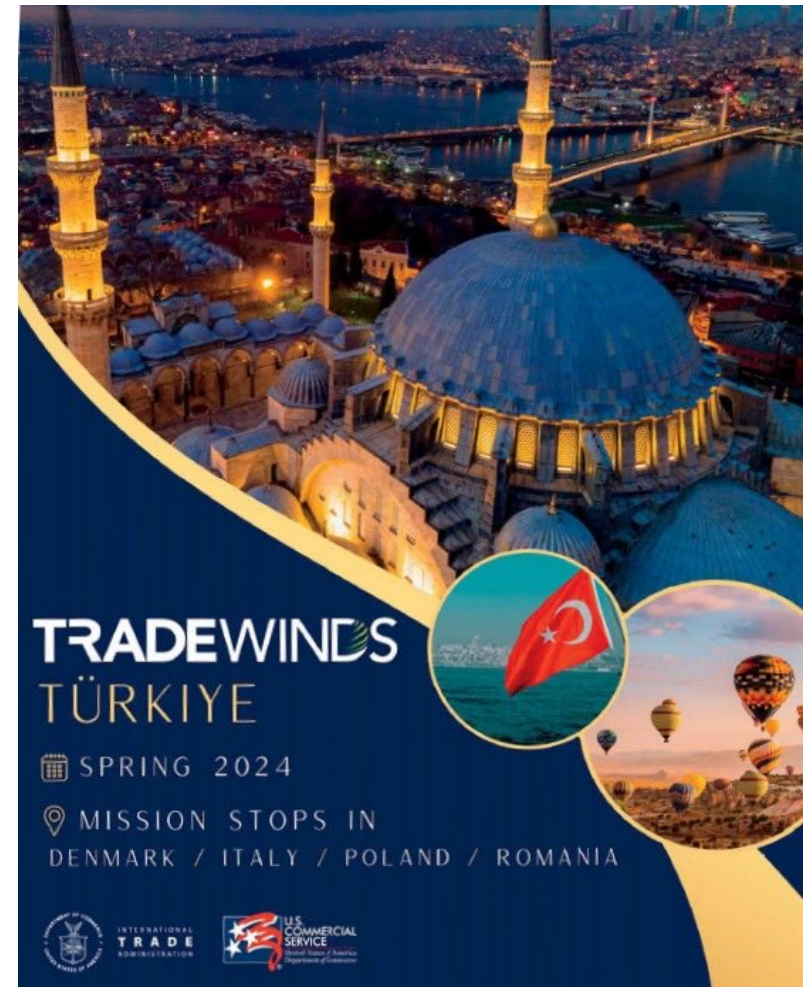
May 12 (Sunday) – Istanbul, Turkey – Ice-breaker

May 13 – 15 – Istanbul, Turkey – Business Forum and Turkey B2B Mission Stop

May 16 – Travel Day

May 17 – Mission Stops in Italy, Poland and Kazakhstan

- B2B Matchmaking in each city
- One-on-one Consultations with our Commercial Diplomats
- Business Forum in Istanbul
- Networking



Market Opportunities

- **Türkiye:** Design and Construction, CleanTech, Aerospace, Defense
- **Romania:** Safety and Security Defense, ICT
- **Denmark:** High-tech, Clean Tech, ICT, Pharma, industrial
- **Poland:** Defense, digital tech, transport infrastructure, green building, industrial
- **Italy:** Clean Energy, Defense, ICT, digitization, advanced manufacturing
- **Kazakhstan:** Financial Tech, Telecoms, Energy, Infrastructure, Ag



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INTERNATIONAL
TRADE
ADMINISTRATION

#DiscoverGlobalMarkets #TradeWinds

trade.gov





Consulate General
of the Republic of Poland
in Los Angeles

Consulate General of the Republic of Poland in Los Angeles

Polish-American Alliance



***“The Polish-American alliance was, is,
and always will be one of
the cornerstones of European security.***

***It not only rests on common strategic interests,
but also on a similar perception
of international politics,
the pursuit of democratization,
a rejection of imperialisms, concerts of power
or spheres of influence, and most importantly,
on the love of freedom.”***

Minister of Foreign Affairs of Poland, Mr. Zbigniew Rau
while presenting the principles and objectives
of Poland's foreign policy
before the Polish Parliament in February 2023.



Consulate General
of the Republic of Poland
in Los Angeles

Consulate General of the Republic of Poland in Los Angeles

- ▶ supports both Polish business *and* American investors in Poland active within our Consular district: 12 states of the Western USA.
- ▶ collaborates with numerous Polish official institutions and ministries, i.e. *The Ministry of Economic Development and Technology of Poland*, or *The Ministry of Agriculture and Rural Development of Poland*
- ▶ as well as with Polish government agencies: i.e. *Polish Investment and Trade Agency (PAIH)* or *National Support Center for Agriculture (KOWR)*



Consulate General
of the Republic of Poland
in Los Angeles



Ministry of Development and Technology with *Intel* management in its HQs in Santa Clara, CA.

The Polish delegation led by Minister Waldemar Buda and Consul General of the Republic of Poland in LA, Marta Wolańska discussed INTEL's upcoming presence in Poland and the consequences of using integrated supervision in our country.

U.S. business in Poland:

- ▶ By the end of 2021, the **value of American investments in Poland** amounted to 26.1 billion USD, which stands for 12% all foreign investments in our country making **American companies the 2nd most important group of foreign investors**, just behind Poland's immediate neighbor, Germany.
- ▶ the value of American companies' investments in Poland corresponds to **4.1% of Polish GDP** and the value of **U.S. assets is estimated** at nearly 59 billion USD.
- ▶ **Top 10 American investors** in Poland: *Giorgi Global Holding; Warner Bros. Discovery Inc; Mondelez International Inc; Raytheon Technologies Corporation; Amazon. Com Inc; Procter & Gamble Co; Liberty Global; 3M Company; Commercial Metals Co; Pepsico Inc.*
- ▶ **Top 10 American employers** in Poland: *Amazon, Citi Handlowy, Lear Corporation, IBM Polska, Citi Solution Center, State Street, Kyndryl Global, Whirlpool, McDonald's Polska and Accenture Services*
- ▶ every 4th new job created in Poland thanks to American investments was created after 2018.



Consulate General
of the Republic of Poland
in Los Angeles

Economic cooperation and promotion of Polish business in the USA includes:

- ▶ **supporting the business interests of the Republic of Poland abroad by connecting and providing diplomatic support.**
- ▶ **supporting Polish business operating in key and innovative sectors in the process of increasing their degree of internationalization.**
- ▶ **supporting the development of medium and large enterprises abroad on non-European markets, here in the U.S. and specifically on the West Coast USA.**
- ▶ **inspiring and promoting events that facilitate networking.**
- ▶ **with the support of Ministry of Foreign Affairs in Warsaw, facilitating communications with international economic organizations and institutions.**
- ▶ **working in synergy with other government agencies responsible for implementing the economy.**

Thank you for your attention.

More about us: www.gov.pl/usa

Contact us: la.polishconsulate@msz.gov.pl

Worth visiting:

❖ www.gov.pl/web/gov/ministerstwa



<https://www.gov.pl/web/development-technology>

❖ www.gov.pl/web/primeminister

❖ www.president.pl/



Polish Investment
& Trade Agency
PFR Group

Invest in Poland

Investment climate and public aid



PAIH. All the help investors need, in one place, free of charge.

The **Polish Investment and Trade Agency** (PAIH) is a state-owned organization supporting FDIs in Poland.



Tailor-made macroeconomic, HR, legal and sectoral datapacks



Information about different forms of public funding



Location consulting; online database of investment plots

Our experienced team with a practical attitude and excellent business acumen will ensure your investment process is as smooth as possible, with the assistance of a dedicated **Project Manager**.



Identification of potential partners and suppliers



Facilitating contacts with local and central government



Organization of site visits for prospective investors



Introduction to start-ups and technology providers; organising B2B meetings



Support in building partnerships with R&D institutes and innovation centres



Follow-up services post completion of the project; media relations aftercare



US Investors in the pipeline



BSS



E-mobility



Food processing



R&D



Aerospace



**51 supported US
investments 2020-2023**



**Estimated value more than
5.7b USD & new FTE count 17k**



**26 active projects, estimated
value 320m USD and more
than 9k FTE to be created**



Poland – your place to invest

Basic information



5th most populous country in the EU
(37.7 mn inhabitants)
Largest country in CEE



14 cities exceeding 200k inhabitants (2021)



USD 657 bn total GDP (2022)
5.7% growth



54.2% debt-to-GDP ratio (2021)



USD 43,268 GDP per capita (PPP)



USD 116.67 bn total value added in manufacturing (2021)



USD 286.7 bn total exports value (2021)
#1 exporter of goods in CEE



USD 24.8 bn inward FDI flows (2021)



60% contribution of exports to GDP
(2021)



USD 269 bn inward FDI stock (2021)
40% of GDP



Currency:

Polish Złoty (PLN)

1 EUR ~ 4,43 PLN

1 USD ~ 4,06 PLN



Tax rates:

CIT 19% (base rate), 9%, 5%

VAT 23% (base rate), 8%, 5%, 0%

PIT 12%, 32%



Strategic location in the heart of Europe

Easy access to both Eastern and Western markets



4 Pan European Corridors



2 Trans-European Transport Network projects (road/rail)

- Baltic-Adriatic Corridor
- North Sea-Baltic Corridor



Belt & Road connection to Chengdu (**New Silk Road**)



Rapidly developing internal highway infrastructure

- **5th longest highway network** in Europe
- **1 263.7 km** of motorways & expressways under construction



Central-Eastern European Air Travel Hub

- **16.6 million passengers** in 2021
- **13** airports with regular European flights
- **4** airports serving major intercontinental routes

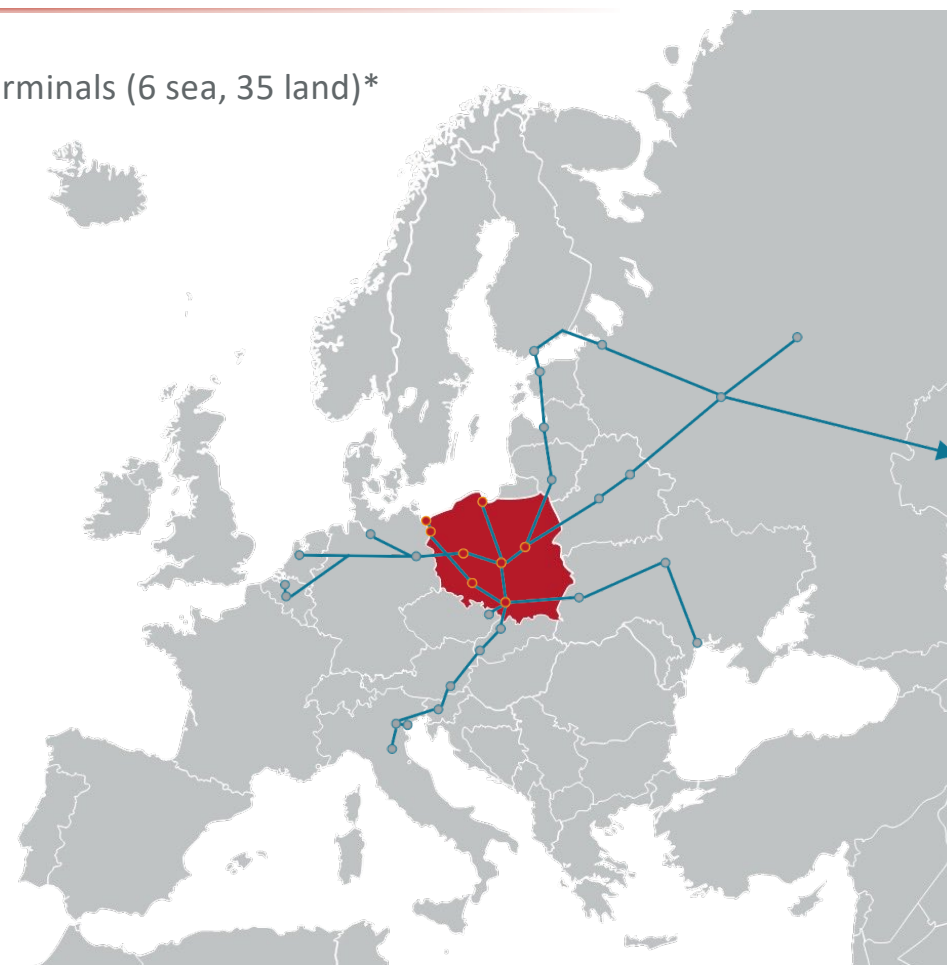


Access to sea freight transport

- **4** large seaports
- **96.7 mn tons** cargo turnover in 2021
- **Deepwater Container Terminal** in Gdańsk



41 intermodal terminals (6 sea, 35 land)*



Location of intermodal terminals can be seen [here](#)

Poland – your place to invest



Unprecedented growth

*Highest growth rate in the OECD
between 1990 and 2019*

*No recession from 1991
through 2019*



Stable, robust economy

*Max score for Macroeconomic
Stability in the Global
Competitiveness Report*



Biggest labour and product market in CEE

*Over 40% of the region's total GDP
and labour pool*



FDI magnet

*Regional leader in foreign
inbound greenfield investment (2020)*

*One of the lowest decline in Europe in
inbound projects
(Europe: -30%, Poland -1.6%)*



Transparent

*Regional leader in the
Transparency International
Corruption Index*



Well-developed infrastructure

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



Business-friendly

*40th in the Doing Business ranking
(1st in CEE)
2nd lowest tax wedge for labour costs
in the region – 35,6%
(below OECD average)*



Competitive cities

*European Cities of the Future (fDi
Intelligence):*

*Warsaw: 7th position (ahead of Berlin,
Madrid and Prague); 2nd in EU in Business
Friendliness among Major Cities*



Key industries in Poland

A mature economic environment



Automotive and electromobility

- **253 000** employed
- **10.5%** total share in manufacturing
- **1000+** automotive companies
- EU's **e-mobility hub**



Aerospace

- **40 000** employed
- **140** aviation companies
- strong **aviation clusters**



Business Services Sector

- **400 000** employed
- **1 700** BSS centers
- **11.6%** employment growth y-t-y



Research & Development

- **170 000** employed
- **40%** employment growth in past 5 years



Food processing

- **397 000** employed
- **11.3%** of Poland's GDP
- **27 bn EUR** exports value



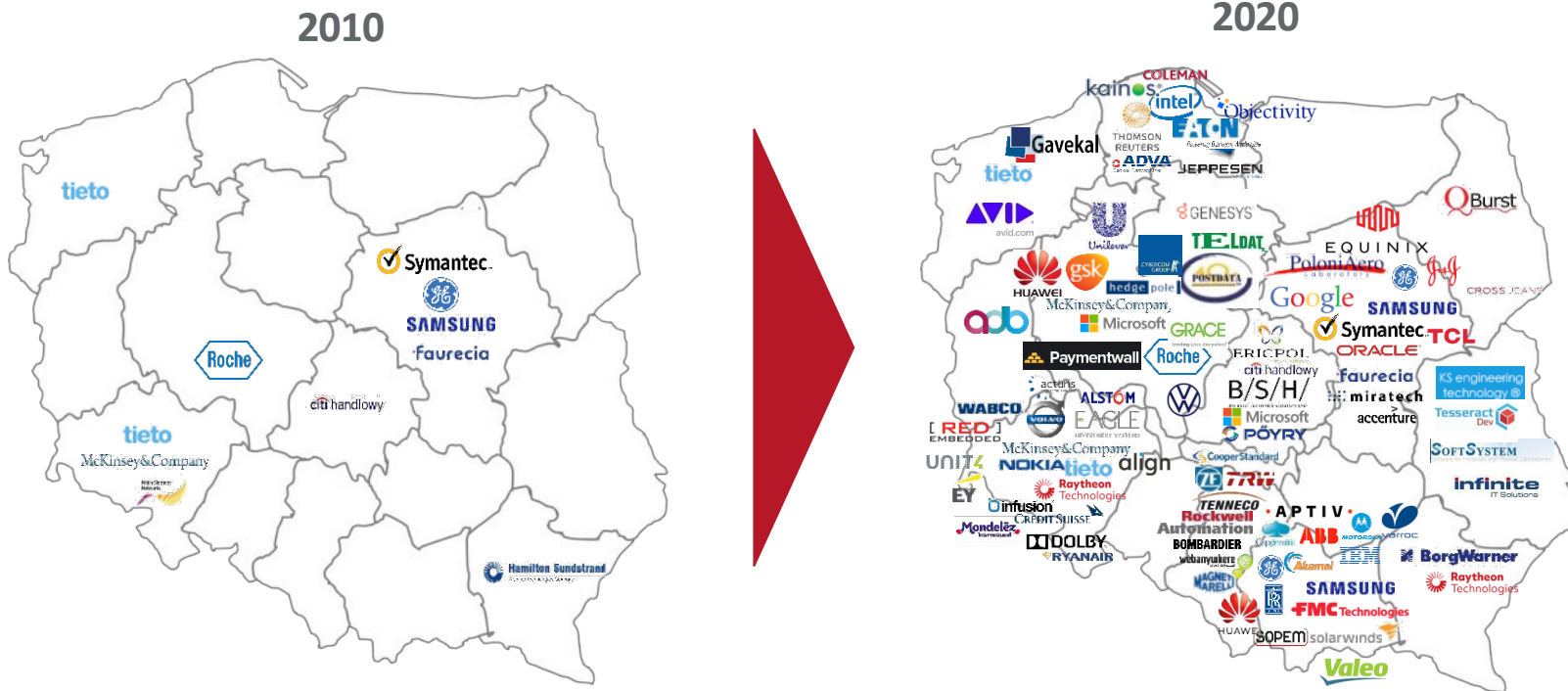
Electronics and white goods

- **100 000** employed
- **14.2 bn EUR** sales value
- **No. 1** producer of large white goods in the EU



R&D centers growth

We have helped transform the Polish economy by locating R&D centers for some of the world's largest multinational companies



Source: PAIH own records

Incentives in Poland

Cash grants

for large investments, innovative investments, R&D projects, training



Tax incentives

for most types of investments and R&D projects



Preferential loans

for environmental projects and technological innovations (SME)



Equity contribution

for startups and strategic projects



- **National incentives** offered by the government
- **EU Funds** – Poland is a big funding beneficiary for the 2021 -2027 financing period – **EUR 76 bn**
- **International incentives** involving international cooperation (eg. Horizon 2020, Norway Grants)

Key supported areas



R&D



Innovations



Environment



Human resources



SMEs



Poland. Your place to Invest.



Vast pool of highly skilled labour

26,3 million inhabitants under the age of 55
Largest inflow of workforce from outside the EU
31% of population with higher education



Big internal market

5th biggest country in the EU (population)
Unlimited access to the EU market of **446 million** inhabitants
Over **40%** of CEE's total GDP



Academic hub

1,2 million students
314 thousand graduates each year
8 cities with at least 50 thous. students



Developed infrastructure

1250 km of high-speed roads under construction
5th longest highway network in Europe
45,8 million passengers served by airports annually



Business-friendly environment

1st place in CEE as the most attractive country
to establish operations in
Katowice SEZ: **best free zone in EU** (2015, 2016, 2017, 2019)
34 positions up in the Doing Business ranking since 2012



Attractive incentives

Poland Investment Zone:
up to **15 years** CIT-free in **all of Poland**
50% aid intensity in Eastern Poland (max level in the EU)



THANK YOU FOR YOUR ATTENTION 😊



python powerhouse

Unlock the Emerging Poland Market:

August 2023



The Polish labour market is also particularly attractive for companies seeking IT specialists for multiple reasons:

- Poland is part of European Union (2004) and NATO (1999).
- Poland has been on the global IT map for at least 10 years: + 500 Universities
- Availability of highly qualified staff: the market of competent employees, including those coming from other countries (Ukraine, Belarus, Spain, India, Uzbekistan, Turkey) more than 2.3 million different types of work permits have been issued to foreign nationals in 2022.
- The approach to work: Cultural!





The Polish labour market is also particularly attractive for companies seeking IT specialists for multiple reasons:

- Tax preferences, including for IT industry (employment contract with 50% tax-deductible costs, relief for innovative employees).
- Transformation of the labour market, particularly in terms of making models more flexible to B2B contracts.

The Polish labour market is also particularly attractive for companies seeking IT specialists for multiple reasons:

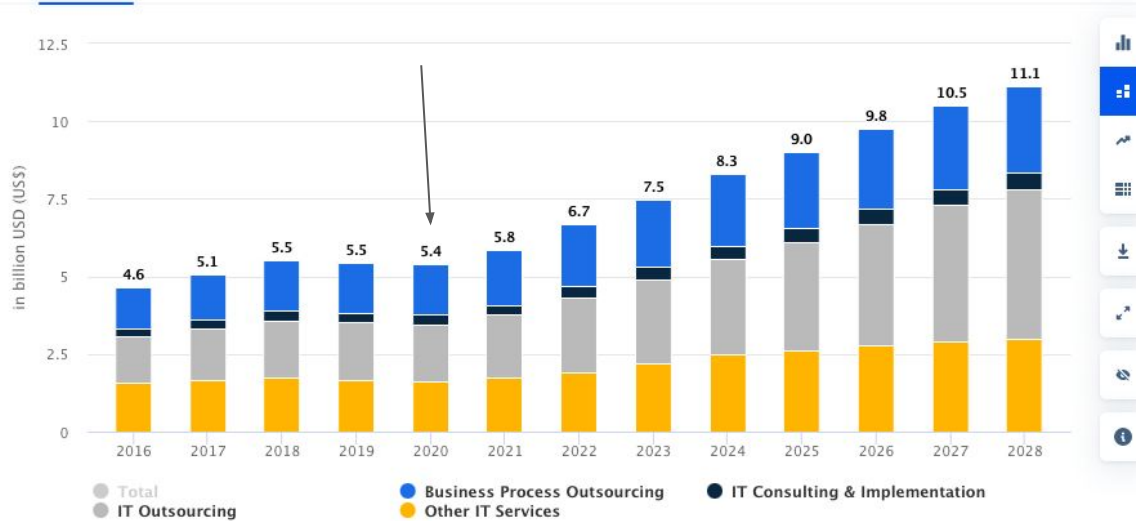
- Market opportunities: a strong startup ecosystem as well as the growing availability of venture capital funding and government support programmes had made Poland a leading location for startups.
- Costs of doing business: salary is still almost two/three times lower than in the USA.
- The prevalence of remote work and its popularity in Poland (in January 2023, remote work was regulated in the Labour Code).





- Revenue in the IT Services market is projected to reach US\$7.5bn in 2023.
- IT Outsourcing dominates the market with a projected market volume of US\$2.7bn in 2023.
- Revenue is expected to show an annual growth rate (CAGR 2023-2028) of 8.26%, resulting in a market volume of US\$11.1bn by 2028.

REVENUE BY SEGMENT



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Jun 2023

Source: Statista Market Insights



In recent years, big tech companies such as Microsoft and Google have announced billion dollar investments in the Polish IT industry.



Can a Small Polish Company Make Boats of Money in the USA?

Art B Chmielewski
August 28,2023

Who am I in the US?

- **I work for JPL – a NASA center for robotic space missions known for rovers on Mars**
- **In my career I have worked on 15 space missions**
- **Now, I am building the next helicopter for Mars and a mission to look for water under the Sahara Desert**
- **Work with PAIH, POLSA, Polish Consulate in LA**

Who am I in Poland?

- **I am Syncio Chmiel, the son of Papcio Chmiel 😊**
- **I authored a couple of popular books about space, the most recent “Odwaz sie robic wielkie rzeczy,” just came out 2 months ago**
- **I consult Polish hi-tech companies interested in selling their products in the US**

Why sell in the US?

A big market

**More investment in
hi-tech**

**Openness to new
products**

Higher price point

Why Polish firms fear USA?

**Expensive to start a
business**

**US market
protections**

High operating costs

**Different sales
culture**

Turn fears into cash

- ❖ Expensive to start a business
 - Need an office, conference room, lab, parking, warehouse \$250k/y
 - Need a salesperson, receptionist, lawyer, CPA \$750k/y
 - How to do service, warranty, repairs? \$400
 - All the American laws, documentation?
 - How to sell to Americans? How to understand their market?
- ❖ An LA company Star-Linker company figured out how to do an easy start in the US
 - Conduct market research
 - Distinguish your products from American competitors
 - Offer advice on American approach to business
 - Help Polish companies to establish American subsidiary
 - Connect you with a complementary US company
 - Find investors

Keep the Initial Costs Down!

- ❖ Prevent the high cost of the US workforce
 1. Use retired expert salesmen, engineers, marketing specialists
 2. Use local students
 3. Use experts only by the hour
 4. Join with a California company and use their resources
 5. Use remote meetings

When in the US be an American!

- ❖ The sales culture in the US is very different than in Europe and especially Poland
- ❖ Get your marketing materials adjusted for the USA
- ❖ Get trained how to do business in the US!

**Don't fear the USA and open
your company in California!**

Plug for Star-Linker!

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