Polish best-practices and experience in taking a sector approach in investment promotion

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PAIiIZ’s mission is also to create a positive image of Poland all over the world, promoting Polish goods and services. Our goal is also to promote foreign investment in Poland.

KEY QUESTIONS:

Which investors are the most valuable for the Polish economy?

What makes us so unique?
### Projects active in June 2009

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<th>FR</th>
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<th>ES</th>
<th>BR</th>
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</table>

In June PAiIZZ managed 82 projects from 23 countries

Source: PAiIZ
Priority sectors:
- Automotive
- Aviation
- BPO
- Electronics/ ICT
- Mechanical Industry
- Metals Industry
- R&D
- Renewable Energy

Why those?
1) Maximized added value
2) Good work places according to the Lisbon Strategy
3) Support for the investors form the Polish government
Why Poland?:

- Large and growing domestic market
- Cost effectiveness due to great geographical location
- Well skilled, young and cost effective workforce
- Small cars + buses = high resistance to the crisis
Why Poland?:
- well-prepared staff (knowledge of languages, higher education)
- number of the centers completed
- the cycle of foreign investment engagement

Examples of the companies:
Map of major investment in the Automotive and BPO
Thank you very much for your attention

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