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**WHY POLAND 2014**

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Publication describing the investment potential of Poland and strategic sectors for Polish economy Second edition of the publication "Why Poland?" prepared by the government's Polish Information and Foreign Investment Agency and PriceWaterhouse Coopers (PwC) describes the investment potential of Poland and strategic sectors for Polish economy, such as: automotive, BPO, aviation, IT electronics and R&D.  
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Poland has been a relative winner of the global financial crisis and offers a product which has lately been short in supply worldwide - economic stability. Numerous companies take now serious interest in the Polish market. The way Poland is perceived on the international scene improved considerably in the last one and a half year. Poland went up in all possible rankings; firstly, because the country enjoys an uncommon and a very attractive economic stability and secondly, because of the one of the most unique Polish values - human capital quality. The struggle with the recent economic upheaval helped Poles demonstrate their common sense and optimism. According to Deloitte, Poland is the leader in Central and Eastern Europe in terms of the level of optimism. Stable and dynamic economic growth, sensible business decisions and wise management of public finance became strongly associated with our country Poland is a trustworthy and reliable partner for international business. Poland's exceptional business and investment opportunities attract investors from Western Europe as well as from other parts of the world, such as the United States and Asia. Growing interest of foreign investors can be observed through a number of projects currently supported by the Polish Information and Foreign Investment Agency (PAIIZ). As of October 2013, the number of serviced project and their value increased by over 10% compared to last year. Declared number of jobs created by these investments increased by more than 40%. The number and variety of FDI projects located in Poland represent a wide range of industries. For a number of years Poland has been attracting companies whose core businesses are for example: electronics, BPO and R&D domestic appliances, metal, biotechnology, machinery and IT sectors. Polish economy turned out to be especially friendly to sectors developing in those areas where Poland has already had or stands a good chance of achieving strategic success on international stage.

We invite you to download "WHY POLAND" brochure (2014 edition).

In order to receive a hard copy of the publication, please contact the Trade Commissioner's Office of Poland in Canada (e-mail: [mk.montreal@trade.gov.pl](mailto:mk.montreal@trade.gov.pl)) or visit our booth at the trade shows where we exhibit promoting Poland.



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