



KATOWICE
for a change

Katowice and Silesia Metropolis are strengthening their position as leaders in business services in Poland according to ABSL and JLL ...

According to two recent reports by the Association of Business Service Leaders and Jones Lang LaSalle, Katowice and the Silesia Metropolis are increasingly attracting the attention of global leading brands, such as IBM, who are choosing to locate investments in this dynamic region of Poland.

The Metropolis' high potential is reflected in the development of BPO, ITO, SSC and R&D, whose presence in the local market has expanded significantly.

Already among the six most important centers of modern business services in Poland, Katowice and Silesia Metropolis are home to 56 service centers, owned by 49 investors from 10 countries. Employment in the modern business services sector has grown 50% in just 22 months, to 12,000 people (from 8,000 in January 2012 to 12,000 in October 2013). The largest number of business service centers in Katowice and the Silesia Metropolis operate in IT services (38%), and in customer services (38%), while just under one third perform financial and accounting services (32%).

Services in the centers are provided in 26 languages – mostly European, with one-third of the centers working in 8 or more languages, and the two largest centers providing services in at least 18 languages.



WHO INVESTS IN KATOWICE and what attracts them to the city?

According to the reports from ABSL, JLL and others, Katowice is considered an excellent destination for new investment projects, with existing investors including global leading companies such as: **Capgemini, Kroll Ontrack, Steria, Ericsson, Rockwell Automation, Mentor Graphics** and **PwC**. Moreover **IBM** recently selected Katowice as home to a new IT delivery centre with 2,000 employees – the largest investment in the sector in Poland in 2013.

- The main advantage of Katowice enumerated by investors is broad access to university graduates and to students. Approximately 115,000 students study in 29 universities across Silesia Metropolis, with 35,000 of them graduating each year.

- Among other strong advantages cited by investors and the reports are the well-developed transportation infrastructure, availability of office space, and strong support and assistance from local authorities.

- Katowice and Silesia Metropolis are served by 3 international airports and one of Poland's best-developed road networks with direct access to two motorways (A1 and A4).

- According to the JLL report, Katowice is well prepared to meet the demands of investors with well-located, quality office space available at rental rates that are slightly lower than those found in other major cities in Poland.

- JLL also cite the “wide variety of actions taken by the city to support investors”. Under leadership by Katowice's dedicated Strategic Investors Assistance Centre, the City works to create the most comprehensive offer for each investor, including a combination of incentives (employment support, training facilities, marketing support, public transportation adjustment) and help from the District Labour Office (internships with the employer, subsidized jobs, full or partial reimbursement for equipment of workstations, training and development).

In sum, due to the significant scale of region's yet-to-be-tapped investment potential, Katowice and Silesia Metropolis are expected to attract many more projects in the business services sector, becoming the leader in Poland in the coming years.



SOURCES

Link to access the report prepared by the Association of Business Service Leaders in Poland (ABSL) “Business Services Sector in Katowice and the Silesia Metropolis”:

http://en.invest.katowice.eu/business/42/absl_report_2013.html

Link to access “Katowice Office Market Report” by Jones Lang LaSalle:

http://www.joneslanglasalle.pl/ResearchLevel1/Katowice_Office_Market_Report_2013.pdf

For more information on Katowice and Silesia Metropolis investment opportunities:

www.invest.katowice.eu

City of Katowice
4 Mlynska Street
40-098 Katowice, Poland
e-mail: pkis@katowice.eu

