

IP

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



**JOANNA KLUZIK-ROSTKOWSKA,
MINISTER OF NATIONAL EDUCATION**

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IN ŻARÓW**

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The IPI magazine available on the iPad!

- **wersja polska**
- **English version**



Let's get to know each other...

With the coming of spring, we hear good forecasts concerning not only the weather, but also the economy. Higher salaries, rising exports, an upturn in the economy – these are some of the experts' predictions for this year.

A

According to the Ministry of Labor, the unemployment rate stood at 12% in February, and we can expect further drops in the next

OVERVIEW OF EVENTS AND DEADLINES

New permits granted

Another ceremony of granting the new permits to conduct business activity in the WSEZ by President **BARBARA KAŚNIKOWSKA** will take place in May.

This form of presenting the permits is intended to reassure the investors of our readiness to support them at the subsequent stages of implementing the investment projects, and to enable them to meet each other and establish contact.



New quality www.invest-park.com.pl

Entrepreneurs can already use our new internet portal, including its Cooperation Platform. We describe the new functionalities in details on pp. 28-29.



months. "If economic growth holds at the level of 3%, then at end of 2015 we will approach a single-digit level of unemployment," Labor Minister **WŁADYSŁAW KOSIŃIAK-KAMYSZ** said.

It seems that the minister's expectations may well come true. According to the National Bank of Poland, Poland's GDP is expected to grow by 3.4% this year while the average gross salary – by 3.6%. Economic growth will be driven by rising exports (by 4.4%), with products manufactured in our Zone accounting for a significant portion of it. We describe some of the most successful products "Made in Poland" on pp. 8–9.

Entrepreneurs are also exhibiting the highest levels of optimism in the last six years: every third company is planning to take on new employees and raise salaries during the next six months (according to surveys by Randstat and TNS). The Wałbrzych Special Economic Zone joins the optimistic trend: according to our forecasts, almost 1,500 jobs are about to be created. Five companies have decided to launch new investment projects since the beginning of the year (we write about it on p. 18).

In the spring, the natural world wakes up, but this is also the best time to plan new investments. Thus we recommend reading our article on how to combine dif-

ferent sources of project financing (pp. 26–27). Nothing drives economic growth as much as well-skilled workers – Minister of National Education **JOANNA KLUZIK-ROSTKOWSKA** talks about "The Year of Professionals" on p. 10.

Enjoy the read as well as the sunny weather! ■

↔ **MONIKA KORZEWICZ**,
Managing Editor

The author has graduated in Journalism, and she has also finished postgraduate studies at the Academy of National Defense in Warsaw. She has worked in local and central government institutions. She is a specialist at the WSEZ "INVEST-PARK" Department of Communication.



Quote of the issue

"First of all, innovation; second of all, innovation; third of all, innovation – this is the only way to sustain Poland's competitiveness, the competitiveness of the Polish economy in a world that is doomed to competitiveness."

President of the Republic of Poland BRONISŁAW KOMOROWSKI during the debate "Innovation in economy as an opportunity for young people", held at Rzeszów University. On the same day, President Komorowski signed and sent to the Sejm the draft legislation intended to increase the innovativeness of the Polish economy

The Zone supports sport and education!

We have received 60 applications for sponsorship, and the WSEZ "INVEST-PARK" Board of Directors have selected 32 initiatives that will be financially supported by the Zone.

We mostly sponsor educational projects that contribute to increasing young people's chances on the job market as well as sporting events activating children and teenagers. This year, we are going to purchase the subassemblies necessary to build an unmanned airship by the "ENERGETYK" Polytechnic School Complex and Secondary School no. 2 in Wałbrzych; we will also buy equipment for the mechatronics lab at School Complex no. 1 in Dzierżoniów, and chemical equipment for Lower Secondary School no. 6 in Wałbrzych. Moreover, we are going to support the professional-vocational workshops at the Youth Social Center in Wałbrzych and the Science and Technology Park in Opole.

Among the sports that we have decided to support are: boxing, football, volleyball, handball, karate, judo, running, cycling and swimming. We will also build an open-air gym and send sports teams on competitions and camps.

Please remember that the next deadline for submitting sponsorship applications is 31 July, 2015.

You can find the detailed regulations and specimen documents on our website:

www.invest-park.com.pl

Become a Job Creator

The competition organized by the Ministry of Labor and Social Policy is intended to award the employees who create new jobs and employed the highest numbers of workers in 2014. The awards will be presented in five categories: small, medium-sized and large companies, large manufacturing companies, and large service providing companies.

The key factor is the increase of workforce at the company. Additional points will be awarded for hiring young employees (under the age of 30), employees from the 50+ age group, and disabled people. The judges will also check if the employees signed employment contracts.

Competition entries can be sent by email (konkurs@mpips.gov.pl), post, or submitted in person at the seat of the Ministry of Labor and Social Policy (1/3/5 Nowogrodzka St., 00-513 Warsaw, with the annotation CREATOR COMPETITION) by 29 May.

More information can be found at www.mpips.gov.pl/konkurs

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DOOMED TO INNOVATION

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

For many years now, the Polish economy has been lagging behind in all rankings of innovation. The 2014 edition of the European Commission's report "Innovation Union Scoreboard" ranks Poland fourth to last, with the innovation indicator of just 0.28. The EU average is 0.55, and the so-called innovation leaders – Germany and the Scandinavian states – can boast an average score of 0.68–0.75.

Meanwhile, the world is rushing ahead. Innovations, inventions, new technologies and new materials – this is a reality that both companies and consumers must face. The 2013 McKinsey Global Institute report identified twelve technology areas with the potential for radically changing the

world. Some of them are still a thing of the future, but others have already become part of our everyday life.

Take mobile internet, which just a few years ago used to be a luxury for the chosen few, and which is today taken for granted by most of us. The question is, how has it changed the way companies function, control the production process and supplies? How has it affected communication? It is said that the biggest competitor of traditional airlines are not low-cost airlines, but mobile internet and all the technologies based on it. Tele- and videoconferences, internet messaging, increasingly sophisticated software – the list could go on. It is estimated that the economic impact of mobile internet on the global economy in 2025 will range between \$3.7 trillion and \$10.8 trillion. By that time,





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.

WHERE TO PRODUCE?

Beyond doubt, robotization is going to change the current trends in choosing the venue for locating companies. Today, labor-intensive manufacturing is performed in those countries where labor costs are low. Hence the large number of foreign investments are made in China or Turkey. However, the moment computer software and advance robots take on most of the tasks performed by people, labor costs will cease to be a decisive factor. What will still matter, though, will be employees' creativity and their readiness to look for new solutions, ingeniousness and openness to change.

almost \$6 billion per year will be generated by the cloud technology alone, which improves efficiency and reduces the cost of using digital solutions.

ROBOTS INSTEAD OF PEOPLE

The automation of knowledge work in 2025 can drive direct global economic impact on the order of \$5.2 trillion to \$6.7 trillion per year. Intelligent software systems capable of carrying out tasks previously restricted to the human species as well as machine learning will be among the solutions improving labor efficiency.

It sounds great, but there is a flipside. If automation of knowledge work could take on tasks equal to the output of 110 million to 140 million full-time employees, what is going to happen with these people? The question is all the more relevant if we also consider the advancing automation of industry. Even today, when we visit the manufacturing facilities functioning within the Wałbrzych Special Economic Zone, we sometimes feel as if we were on the set of a science-fiction movie. Technologically advanced robots performing most of the tasks on the production line, computers and software controlling and coordinating the robots – is there any place left for people?

In spite of it all, the companies in the zone are constantly taking on new employees. At the end of 2014, 40,068 people were employed by 172 firms in the WSEZ, which means an increase of over 1,000 on the previous quarter. For the time being, we have every reason to be happy.

The students of "Energetyk" school complex in Wałbrzych, who made a small 3D printer (which works!) during the meetings of the Robotics Club, certainly do have these personality traits and will be a valuable asset to any company in the zone. By the way, 3D printing is also one of the key global innovations mentioned in the McKinsey's report. But this subject would take another article to describe.

Perhaps not all of the technologies currently being developed by scientists will turn out to be successful. One thing is certain, though – innovations are already disrupting business models, and this process will go on. Probably we can't even imagine how far...

TECHNOLOGIES – INNOVATIONS – INVESTMENTS

As much as **€82.5 billion** from the EU budget will be allocated to Poland to be spent on investments. It is the largest amount given to any of the 28 member states.

In nominal terms, we are still going to invest the highest sums of money in transport infrastructure (roads and railways), but the biggest increase in spending will be **on innovation and aid granted to entrepreneurs**. Thanks to a broader choice of repayable financial instruments (especially loans and guarantees), it will be possible to support more projects implemented by small and medium-sized enterprises.

In March, a conference was held at the WSEZ seat under the title "Subsidies for enterprises 2014–2020. Technologies – Innovations – Investments". The entrepreneurs could find out more about applying for funds within many programs, such as Regional Operational Programs, the Intelligent Development Operational Program, LIFE+, Horizon 2020.



CALENDAR

Analysts predict that the price of oil and copper will further decrease. Only gold and silver will appreciate in value in the short term.

The Swiss National Bank has decided to remove the cap on the Swiss Franc. The exchange rate of the Swiss currency rocketed, which terrified those who had taken credits in it. For a brief period, the Swiss Franc cost more than 5 zlotys.

Polish year-on-year economic growth in Q4 2014 reached 3.1%, according to the Central Statistical Office.

Experts expect a wave of bankruptcies to hit Russian firms unable to cope with the crisis. It means that their Polish partners may have trouble getting paid.

In January, the Polish economy remained in year-on-year deflation of 1.3%, compared to a year-on-year deflation of 1% in December 2014. Year-on-year deflation first appeared in Poland in July last year, and it is set to last at least several months more, according to analysts.

The deficit in the state coffers grew in December 2014, but it had fallen by 6.9% since the end of 2013. Foreign debt rose most significantly. This year, Poland has to pay back 78 billion zlotys; next year, this amount will increase by half.

Throughout 2014, Polish people's savings shrank by 70 billion zlotys, i.e. by 6%, according to Analityka Online.

In 2014, Polish internet users registered 2,818 domain names a day on average, as a report by the research institute NASK concludes.

Twenty-eight companies entered the main trading floor of the Warsaw Stock Exchange in 2014. WSE President Paweł Tamborski expects a similar number this year.

In January, an average salary rose by 3.6% comparing to January 2014. The average monthly gross salary in enterprise sector was 3,942.8 zlotys.



The American Department of Justice accused some of the largest banks in the world (including Deutsche Bank, Barclays and JP Morgan Chase) of manipulating commodity prices in global markets, especially the price of gold and silver.

According to the international biotechnology organization ISAAA, the surface area of genetically modified crops increased by 3.6% (6.5 million ha) in 2014, comparing to the previous year. It now measures 181.5 million ha, and the highest amount of GM crops is grown in the USA.

The prices of flats in 11 largest Polish cities have decreased by between 1 and more than 4 per cent.

A new bill on economic activity law, which is the most important legislation for entrepreneurs, is scheduled to be passed by the Sejm in this term. It is intended to strengthen the entrepreneurs' trust in public administration bodies.

ILONA ANTONISZYN-KLIK, DEPUTY MINISTER OF ECONOMY

As the saying goes, we should leave well alone. I remember it whenever I come cross various "improvers" of reality, those who always know best. I distrust them not because I dislike changes. I want changes, I expect them and I often initiate them, to the vexation of my colleagues. However, I do fear the thoughtless ease of postulating changes by some.

A PERSONAL LIST OF DAMAGE DOERS

Recently I have been astonished to hear a serious person, aspiring to an important position, who sermonized that we should tighten up the tax collection system while simultaneously suggesting that if an entrepreneur fails to submit the tax declaration for two months in a row, the tax office should call him with a kind reminder. Logical? Definitely not. But it was delivered with such solemnity that many people probably did not even notice that both these postulates were contradictory.

Such "experts" on improving the reality use a well-known technique of spin: the individual elements of their utterances are usually true. What is more, it is hard to disagree with them. Like in the case I quote above: if we expect the state to fulfill its functions correctly (provide safety, education, healthcare, protect the weakest, support culture and science, etc.), we must support an efficient system of tax collection. It must be tight, which means that anyone who is legally obliged to pay taxes will do so. If we talk about the relations between the state (civil servants) and citizens (each of us), it is obvious that we expect politeness, helpfulness and trust. However, an "improver" falsifies the reality by suggesting that it is possible to tighten up the tax system and allow entrepreneurs to avoid paying their taxes for months in a row.

Alongside "improvers", my personal list of damage doers in public life also includes "poseurs" (or perhaps the term "shams" would be more apt). They are those who run around a construction site with empty wheelbarrows, as the anecdote goes. When asked why, they say that they are so busy they do not have enough time to load them.

Many wonderful ideas have failed because they were to be implemented by such "poseurs", who tend to use fashionable spell-words (some recent examples include the terms "innovative" and "cluster", which are used so often that they are losing their importance and meaning, making it considerably more difficult to discuss them seriously).

The harmful "improvers" and "poseurs" function in all fields. Unfortunately, they swarm round economy, too. Probably each of us

CALENDAR

■ Forbes magazine's list of billionaires has 1,826 names. This number grew by 181 people in the last year. Their assets are jointly worth \$7.05 trillion.

■ More than 100 of the most innovative companies in Poland increased their combined workforce by 4.27% in 2014, ADP Polska's report informed.

■ Lowering the bureaucratic barriers to establishing new companies, abolishing the retirement privileges, improving preschool and vocational education, and lowering taxes on labor – these are some of the key recommendations for Poland presented in the newest OECD report.



■ Totalizator Sportowy, national organizer of games and lotteries, has announced record sales. A year-on-year increase of over 6.9% is probably the best result among all the European lottery organizers.

■ The Bundestag has passed a law limiting the maximum increase in rent on flats in large cities to 10%.

■ Following the principle of decentralization, more money within the EU financial framework 2014–2020 will be allocated by local governments. Within Regional Operational Programs, provinces will be able to spend more than 130 billion zlotys.

■ The Monetary Policy Council decreased the interest rates by 50 bps (the reference rate now stands at an all-time low of 1.5%); however, in comparison with other European countries, Poland's real interest rates (including inflation) are still high. According to the most recent data of the Central Statistical Office, in January Poland experienced a deflation of 1.3%.

■ In 2015, more than 60% of Poles will have smartphones, experts estimate. According to forecasts, in 2019 there will be ca. 760 million smartphones in Europe, and they will account for over 80% of all mobile phones worldwide.

■ Since the beginning of the year, Lithuanians have been paying in euros. The introduction of the common currency was accompanied by hopes as well as fears, mostly concerning price rises. More than two months after the introduction of the euro, it turns out that the fears were mostly unjustified.

■ Following European Central Bank President Mario Draghi's announcement, the bank started purchasing bonds worth €60 billion a month. The program is intended to accelerate economic growth in the eurozone.

■ A bill intended to boost the innovativeness of the Polish economy has been sent to the Sejm by the President. The bill assumes CIT exemptions for companies investing exclusively in innovative ventures. It also allows for tax exemptions for firms conducting R&D activities in Poland. The President's draft includes abolishing the tax on contribution to companies in the form of intellectual and industrial property made by public universities and R&D centers. It will increase the range of commercialization of scientific research and improve the cooperation of scientists and business.



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.

has heard of projects with beautiful names that were launched in an impressive way: various strategies, promotions, lists of aims and effects, letters of intent and agreements that have never brought any lasting added value, or have fallen well below expectations...

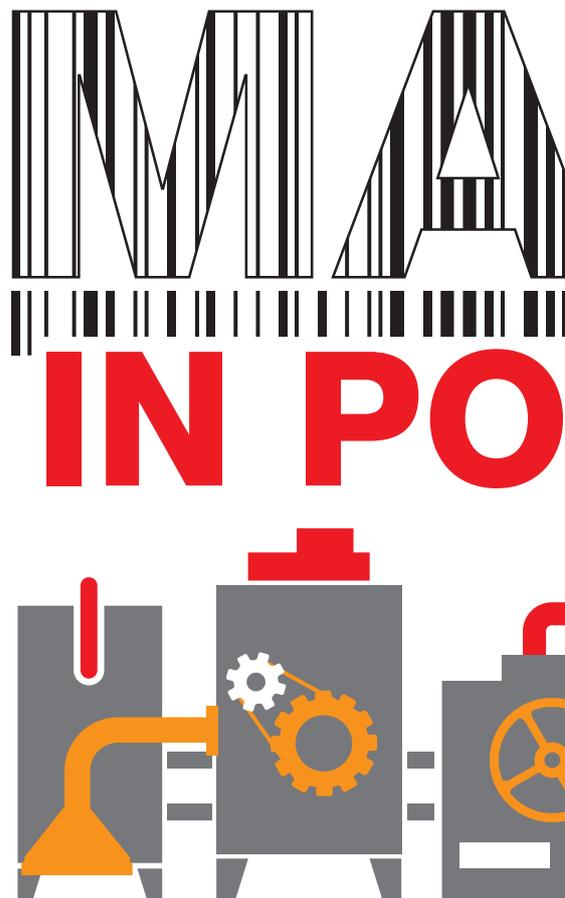
Of course, the reasons for this ineffectiveness of certain economic projects are more complex. However, I do have an impression that in many cases their initiators were not sufficiently protected from the damage doers.

Why am I addressing this "IPI" column to my personal list of damage doers in public life? To deter them. I am deeply involved in several economic undertakings. The development of the dual education system in Poland, the creation of a wide investment activity zone along expressway S-3, helping entrepreneurs to redirect their exports to new markets, smooth allocation of €2.85 billion to the best energy projects¹ – these are all concrete ideas that offer real opportunities and a chance to develop. I am counting on wise and responsible participants, implementers and partners. I am doing my best to attract them to take part in these projects because I believe they make sense. All I ask of the false "improvers" of reality and "poseurs" is to stay away. ■

¹ The Ministry of Economy is an intermediary institution in the Infrastructure and Environment Operational Program. The Program has a total budget of €27 billion for the years 2014–2020, which makes it the largest EU program for this period.

The Ministry of Economy has specified more than a dozen of industries where we have the greatest potential to compete worldwide. Many products from these industries are already made within the WSEZ.

- We are the **fourth strongest player in the furniture industry**, after China, Germany and Italy.
- Poland is currently the **third largest producer of silver products** in Europe, and our share is constantly growing.
- The size of the IT market in Poland is estimated at around \$10 billion, which means that we are the **second biggest market for IT services** in Central and Eastern Europe.
- The domestic **production of motorboats** under 9 meters in length is second only to American shipyards.
- Poland is among a small number of countries that are described as **emerging leaders of the global pharmaceutical and biotechnological market**.
- Poland is one of the most dynamically growing **producers of state-of-the-art medical equipment and measuring instruments**.
- Every minute, as many as 24 **innovative windows** made in Poland are sold.
- Technology, modernity and professionalism are the defining qualities of the **Polish construction industry**.
- Our **cosmetic products** have gained recognition among the best make-up specialists in the world.
- Poland is one of the largest producers of **hard bituminous coal** in the world.
- In 2013, the market for **medical tourism** grew in Poland by 10%. It is predicted that the growth will continue at around 8% in the next few years.
- Countries all over the world purchase the products of our **armaments industry**.
- We are one of the most significant **producers of fruit and vegetables** in the EU.



Made in the WSEZ “INVEST-PARK”:

KEGGER (Bolesławiec):

- roadside assistance vehicles and specialist bodywork (tarpaulins)
- capital expenditure: 4.3 million zlotys
- 8 jobs

VASCO DOORS (Nysa):

- inner doors, door frames and furniture elements
- capital expenditure: 12.4 million zlotys
- 49 jobs

HMP (Dzierżonów):

- pallets
- capital expenditure: 20 million zlotys
- 30 jobs (planned)

CERSANT (Wałbrzych):

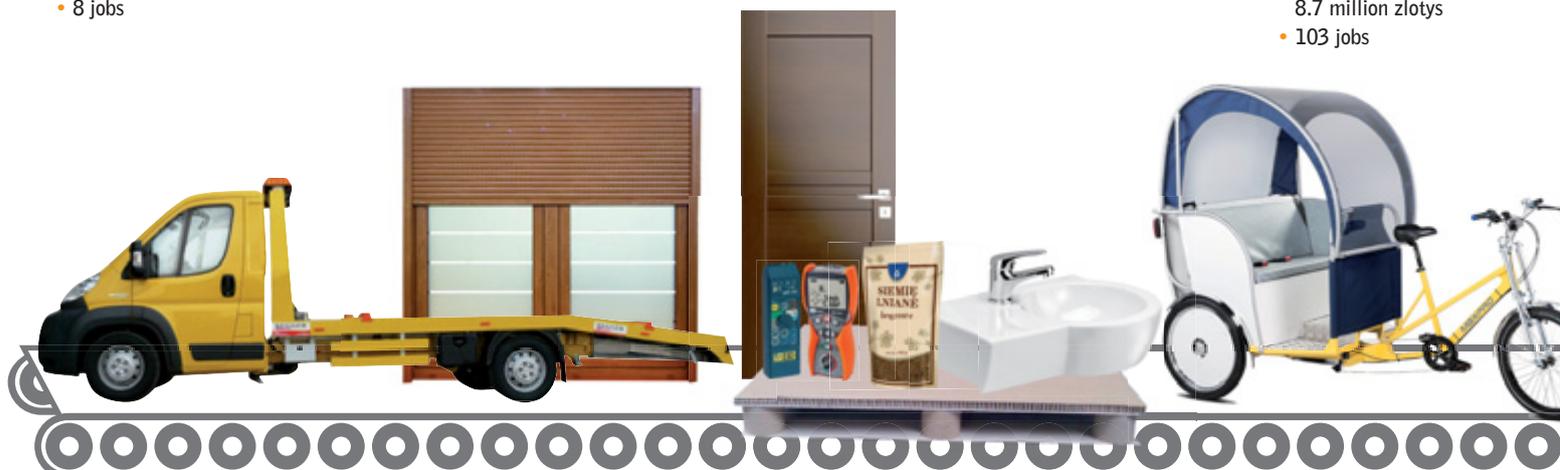
- ceramic tiles, bathroom fittings, shower trays
- capital expenditure: 368.4 million zlotys
- 683 jobs

DOMEX (Dzierżonów):

- water systems, sewer and gas fittings
- capital expenditure: 18.6 million zlotys
- 88 jobs

ZPAS-NET (Nowa Ruda):

- industrial enclosures, control cabinets and electric switchgear, structured cabling elements
- capital expenditure: 8.7 million zlotys
- 103 jobs



KRISPOL (Września):

- doors, windows, roller blinds and garage doors
- capital expenditure: 16.6 million zlotys
- 67 jobs

SONEL (Świdnica):

- measuring instruments for electro-energetics and telecommunications
- capital expenditure: 37.9 million zlotys
- 216 jobs

OLEOFARM (Wrocław):

- dietary supplements, healthy foods
- capital expenditure: 22.6 million zlotys
- 122 jobs

MAXPRO (Wałbrzych):

- tricycles and light electric vehicles
- capital expenditure: 0.5 million zlotys
- 3 jobs (planned)

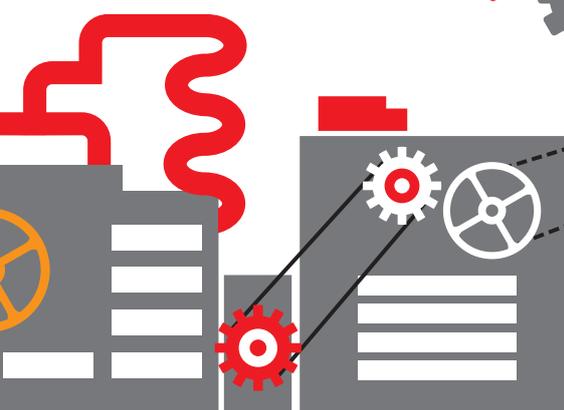
PZ STELMACH (Opole):

- wedding rings
- capital expenditure: 9 million zlotys
- 48 jobs

ART-ODLEW (Opole):

- bronze, brass and aluminum products
- capital expenditure: 6.5 million zlotys
- 33 jobs

IDE LAND



THE WAŁBRZYCH SPECIAL ECONOMIC ZONE:

- ✦ 58 Polish companies (34%)
- ✦ total capital expenditure: more than 1 billion zlotys
- ✦ total no. of jobs: ca. 4,000



CLOOS POLSKA (Świdnica):

- design and production of automatic welding stations
- capital expenditure: 10 million zlotys
- 26 jobs

TFP-Grafika (Śrem):

- display stands made of different materials (glass, plastic, wood and metal)
- capital expenditure: 40.6 million zlotys
- 150 jobs

ALSECCO (Nysa):

- window and door frames
- capital expenditure: 32.8 million zlotys
- 307 jobs

SIL-PRO BLOCZKI SILIKATOWE (Oława):

- silicate blocks
- capital expenditure: 84.7 million zlotys
- 38 jobs

MTM INDUSTRIES (Kalisz)

- car cosmetics and fragrances
- capital expenditure: 4.2 million zlotys
- 25 jobs (planned)

PCC CONSUMER PRODUCTS KOSMET (Brzeg Dolny)

- liquid cleaning products
- capital expenditure: 11.4 million zlotys
- 274 jobs



FIRMA GIBOWSKI (Września)

- grave candles and refills
- capital expenditure: 7.8 million zlotys
- 22 jobs

MODRA ŚREM (Śrem):

- industrial casting molds
- capital expenditure: 3.2 million zlotys
- 15 jobs

FRANC TEXTIL (Żarów):

- readymade textile products
- capital expenditure: 18.2 million zlotys
- 197 jobs

LIBRA (Dzierżoniów):

- adhesives, sealants and construction chemicals
- capital expenditure: 39.2 million zlotys
- 135 jobs

KOTAR spółka jawna B&S JAWORSKY (Wołów)

- plastic materials for construction
- capital expenditure: 28.9 million zlotys
- 69 jobs

RECYKL ORGANIZACJA ODZYSKU (Śrem)

- recycling of worn-out tires and processing them into pellets
- capital expenditure: 18.4 million zlotys
- 67 jobs

MORE THAN A BILLION EUROS ON VOCATIONAL SCHOOLING

Conversation with **JOANNA KLUZIK-ROSTKOWSKA,**
Minister of National Education

■ **This school year has been named by the Ministry of National Education as the Year of Vocational Schools. What changes will be implemented in vocational education?**

– Vocational education makes sense only when it addresses the real needs of the labor market. And this market is changing very dynamically. Unlike in the past, it is not enough to define a profession, create a core curriculum and train young people according to it for the next 20 years. Information from employers must quickly reach the right bodies, and the schooling system should promptly react to it. The employers no longer have to wonder which minister is responsible for which profession – it is my ministry's job. Once the information that a given specialization is in high demand is recorded, we begin preparing the core curriculum.

However, it is important to me that the employers themselves should co-create and review the curricula. It is the only way to ensure that the students will acquire the adequate qualifications and skills that the job market will appreciate. We are aware that we will need new professions to be offered by schools. We also need to redefine certain specializations because they no longer exist.

■ **Another problem is the stereotypical perception of vocational education as a worse choice for young people.**

– We are running a program called “Vocational School – Positive Choice.” However, promoting this type of school is not enough. In order to propagate its advantages with a clear conscience, the schools must be genuinely attractive first. The reform of vocational education began in 2012 and we can already see its effects. Until recently, most lower secondary school graduates chose schools of general education – now this proportion has reversed. Around 55% of students choose vocational schools, including 37% who go to technical schools and more than 17% – to basic vocational schools. It means an increase on the last year of about 6%.

■ **We follow in the footsteps of Germany and Switzerland, among others, where the so-called dual system functions (most of the classes are practical and take place at a given employer's facility). Is it possible to implement it in Poland?**

– Thanks to the new financial framework of the European Union, Marshal Offices have more than 900 million euros at their disposal to be spent on vocational education. In my ministry's

Vocational education in Poland

After 1 September 2012, vocational education in Poland has taken place in the following types of schools:

- three-year basic vocational schools, whose graduates take an exam to receive a diploma certifying their vocational qualifications, which entitles them to continue their education in a secondary school of general education for adults;
- four-year technical secondary schools, whose graduates take an exam to receive a diploma certifying their vocational qualifications and the matura final exam, which entitles them to pursue higher education;
- post-secondary schools for students with secondary education, which last maximum 2.5 years and prepare to an exam in vocational qualifications;
- three-year special job-training schools for students with moderate or severe intellectual disabilities, whose graduates receive a certificate specifying the skills acquired.

The professions taught must be included in the classification of vocational education professions, which is specified by the Minister of Education by means of an ordinance.

Currently, 200 jobs and 252 job-related qualifications are being taught.

The companies managing special economic zones face an extremely important task. They must act between the labor market and the education market and be able to show which specializations employers will need in the next few years.



JOANNA KLUZIK-ROSTKOWSKA

A journalist (used to work in the political section of Tygodnik Solidarność, in Wprost and Przyjaciółka) and a politician (she was Undersecretary of State at the Ministry of Labor and Social Policy, and later Undersecretary of State at the Ministry of Regional Development). Since November 2013, she has been Minister of National Education.

budget, we have earmarked additional 124 million euros for this purpose. A large part of these funds will be used to subsidize apprenticeships. I would like to encourage employers to make use of this money. We know that they are interested in this solution. Until now, as they emphasize, they have had insufficient aid to create apprenticeships. Now, employers from special economic zones alone have declared that they are willing to take on 4,500 students. I am convinced that it will bring tangible benefits to both sides. The employers will have well-qualified workers while the students will gain experience working for a concrete employer, not in artificial conditions.

■ **Adapting the curricula to the employers' needs will require retraining the teachers.**

– They will not be left alone. Some of the money will be spent on “equipping” the teachers with new competences. Let us bear in mind that there are significantly fewer students than a few years ago. Paradoxically, this situation has a silver lining. Fewer students will force vocational schools to compete by tailoring their offers to

meet the market demands. There are numerous examples of schools that are already doing it really well. They cooperate with the employers, they purchase the equipment and their graduates are in high demand. However, there are also some schools whose offer does not respond to market needs. They only teach those jobs which the teachers already know how to teach. Redefining the core curricula and coming up with new specializations will thus make it necessary for vocational teachers to acquire new competences. However, for the schools to know which professions are attractive, they must be informed of it by the employers themselves. So the companies managing special economic zones face an extremely important task. They must act as intermediaries between the labor market and the education market, and be able to show which specializations employers will need in the next few years.

■ **Thank you for the conversation.**

⇒ **JACEK SERDECZNY**
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Dual education system

- In Germany, alongside traditional vocational and technical schools, a popular path to acquire vocational education is the dual education system. It is chosen by 2/3 of students finishing compulsory schools (equivalent to Polish lower-secondary schools).
- Education takes place at the workplace (3–4 days per week) and at school (1–2 days); depending on the job, education lasts 2–3 years.
- The students sign a civil law contract with the company that offers training. The company bears the cost of training and pays a salary, which usually amounts to 1/3 of a qualified worker's salary.
- The dual education system enables the graduates to acquire formal qualifications, which are necessary to work in one of 350 regulated professions.
- A similar system of dual education exists in Holland, Austria and the Czech Republic, among other countries. In Switzerland, as many as 87% of technical and vocational students gain their qualifications within the dual system.

From the editors:

The WSEZ “INVEST-PARK” perceives supporting the cooperation between entrepreneurs and vocational schools as one of our top priorities.



All entrepreneurs are welcome to contact us:
szkolnictwozawodowe@invest-park.com.pl





Quads for students



• **POLARIS**, an American producer of all-terrain vehicles, has donated two quads to Opole University of Technology. The quads will be mostly used for didactic purposes. The vehicles will be used by students of various specializations – mechanics, machine construction, mechatronics, and transport, which is a new specialization about to be launched. The technical university in Opole was one of the reasons why Polaris made the decision to locate its facility here.



An engineering revolution in transport is about to happen.
Enjoy your ride!

The investment got off the ground



• American company **GLOBAL STEERING SYSTEMS EUROPE**, a manufacturer of steering systems, is planning to take on at least 200 people in Opole. Estimated at 27 million zlotys, the investment project was launched in early 2015, and production is due to begin in the first quarter of 2016. Among GSS's customers are car makers such as **FORD**, **GENERAL MOTORS**, **CHRYSLER** and **FIAT**.

We keep our fingers crossed
for a successful launch!

The ribbon has been cut



• **NIFCO** has opened a new production facility in Świdnica. The Japanese company will manufacture vent ducts and glove compartments used in cars made by **PORSCHE** and **VW**. The corporation was established in 1967, and today it has 17 factories in Asia, America and Europe, and a total workforce of around 8,000 employees. Nifco has functioned in Poland since 2006. The new facility was constructed in less than a year.

Keep on investing!

Yet again among the elite



• The Września-based company **KRISPOL**, a producer of gates, windows and roller-blinds, has been included in the prestigious group of Business Gazelles for the tenth time. The ranking is prepared by the Puls Biznesu daily. The award confirms the company's good financial condition and positive growth perspectives.

Congratulations on the award
and the rising profits!

Huge recruitment near Września



• **VOLKSWAGEN** has already hired the first employees who will work in its plant near Września. Costing around 3.3 billion zlotys, the plant will be finished by the end of next year. Ultimately, almost 3,000 people will work there. After the announcement of the decision to build the facility, almost 8,000 people registered on VW's website for potential employees. The recruitment will run until 2017. All the successful candidates will undergo special training. Among those already employed are people responsible for maintenance, i.e. ensuring the smooth functioning of the new plant. They will be the first ones to enter the production floor, more than a year before it becomes operational.

We wish you every success
in finding the perfect team!

ZPAS on the Forbes Diamonds list



• **ZPAS SA** has been included in the prestigious Forbes Diamonds business ranking. The company came fourth in Lower Silesia and 44th nationwide.

The Forbes Diamonds ranking is based on a Swiss method of company valuation, which takes into account their financial results as well as the total worth of assets. It also measures companies' potential by analyzing their ongoing investment projects and the ability to increase sales and revenue. The ZPAS group, based in Nowa Ruda, makes products used in teletechnical protection of advanced telecommunications, IT and energy systems.

CONGRATULATIONS!
We appreciate that diamonds invest in the zone!



They know how to teach **TOYOTA**

• **TOYOTA MOTOR MANUFACTURING POLAND** has donated six gearboxes, worth 30,000 zlotys, to School Complex no. 5 in Wałbrzych. Cooperation between the Japanese corporation functioning in the Wałbrzych zone and the mechanical school has lasted for 15 years now.

The Wałbrzych-based Toyota plant has recently been awarded by the Ministry of Economy for its efforts to support vocational education. In the photo: Dariusz Mikołajczak, Vice-President of the Wałbrzych plant of Toyota Motor Manufacturing Poland, is signing a letter of intent to establish an education cluster; he is accompanied by **JOANNA KLUZIK-ROSTKOWSKA**, Minister of National Education, and **ILONA ANTONISZYN-KLIK**, Deputy Minister of Economy.

Business supports education and education – business.

Electrolux

Competition for designers – **Electrolux Design Lab!**

• **Electrolux Design Lab** is an international competition for young designers, which is recognized all over the world. Several thousand students and young graduates from more than 60 countries participate in it each year. The contestants present their surprising and creative solutions that could be used in households of the future. The 13th edition of the competition will be held under the theme "Healthy Happy Kids". The author of the most innovative design will receive € 10,000 and a six-month paid internship at **ELECTROLUX's** global design center!

More information at:
www.electroluxdesignlab.com

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



Flex Films Europa for the local community



• The Września-based **FLEX FILMS EUROPA**, a producer of foil and wraps used in food packaging, is strongly committed to the local community. The company has signed an agreement with the mayor of Września to turn an old pond into Flex Park, which will comprise a fountain, a fitness center for children and adults, paved roads and a fishing jetty. The investment project, scheduled for completion in May, will be fully financed by the company.

Thank you on behalf of Września dwellers!



A working meeting between the representatives of SEGEPO-REFA and teachers from School Complex no. 5 at the company seat



Cooperation of School Complex no. 5 and **SEGEPO-REFA**



• At the end of 2014, the WSEZ "INVEST-PARK" helped to organize a meeting between the Wałbrzych-based **School Complex no. 5** and the representatives of **SEGEPO-REFA** from Świebodzice.

The meeting initiated actions intended to jointly come up with a core curriculum and practical training for students learning to become cutting tool operators. Talks are also being held about signing a letter of intent to take under patronage those students who are willing to become CNC machine tool operators.

We are glad to see so many prospective young employees!

Yagi Poland Factory

TEN YEARS IN ŻARÓW



YAGI POLAND FACTORY is one of those companies that has been constantly developing thanks to its high-quality products accompanied by prime location and highly skilled personnel. Just within the last three years, the workforce of the Polish branch of the Japanese corporation has doubled.

Yagi Poland's products are used in cars manufactured by TOYOTA, NISSAN, VW and RENAULT, among others



LET'S GET TO KNOW EACH OTHER

■ NORIHIRO YAGI, PRESIDENT OF YAGI POLAND FACTORY

Mr. Yagi graduated in mechanics from Doshisha University in Kyoto in 1978. He became President of Yagi Industries Co. Ltd. in 1994, taking it over from his father. The company was established by his grandfather in 1914.

In mid-April, YAGI Poland Factory sp. z o.o. will be celebrating the tenth anniversary of beginning production in the Wałbrzych Special Economic Zone. The company managers are thus preparing festive celebrations of the jubilee. Among the invited guests there will be representatives of the Japanese parent company as well as presidents of business partners from Europe and Japan.

WHY POLAND?

The parent company's history dates back to 1914, when a firm producing farming tools was set up in Takasaki, Japan. Barely ten years later, the small company became **YAGI INDUSTRIES** and produced parts for the automotive industry.

Today, the company draws on its hundred-year long experience to use state-of-the-art technologies of metal processing and machining, which situates Yagi among the leading producers of car components.

YAGI Poland Factory mainly produces hub subassemblies and elements of air conditioning compressors, which are later put together and installed in cars sold under various brands, such as **TOYOTA, NISSAN, VW** and **RENAULT**.

The steady growth of the company in Japan resulted in a decision to enter the European market. The decision was prompted by the fact that one of its main customers, **NSK BEARING EUROPE**, had already built a factory in Great Britain, and Yagi also decided to invest in the Old Continent in order to be closer to its strategic partner. Poland was initially one of several possible destinations. In the end, after lengthy negotiations, the choice fell on Żarów, a small town in south-western Poland. "I believe that no matter how favorable the incentives and conditions, you don't decide to

invest in a place if you don't like it and its people," says President **NORIHIRO YAGI**. The factory was built in Żarów also because another Japanese company, **AKS PRECISION BALLS**, had already located its facility here. The latter belongs to **NSK**, which is the most important customer of YAGI Poland Factory.

TAGO MASASHI, Production Director at the Żarów plant, believed in the success of the investment from the very beginning. "I remember when in 2004 a group of 11 workers came for training to the company seat in Takasaki. They were all young, enthusiastic and committed. I thought that if people like these were going to run the Polish factory, it was bound to be successful. As you can see, I wasn't wrong," he says.

A DECADE OF SUCCESSES

What distinguishes the company is its complex approach to preparing the product – from cutting the steel rod into bits to pressing it, machining and thermal processing. Unlike its competitors, who usually specialize in just one of these processes, Yagi Poland

MARCIN MIELNIK, Technical Manager:

"I have been working for Yagi since 2004, when I went to Japan for a six-month training. I started work as a machine adjuster, then I have been promoted several times in the last ten years, and currently I hold the position of Technical Manager. I am responsible for technical supervision of processes, selecting the tools and implementing new projects.



combines all of them and provides the customers with a fully-processed product.

"The customers' trust in our products has resulted in doubling the orders within a few years, and that is why we decided to further invest in our machine park," says **ISAMU SHIRAI**, Vice-President of Yagi Poland Factory.

When the company was beginning its activity in Żarów in 2004, four production lines were installed in the plant. This number has now increased to 20, and the company employs almost 180 people. Its streak of success was not broken even by the 2008 global crisis, which painfully affected the automotive industry. "Although the orders did decrease, we did our best to keep as many workers as possible. In agreement with the employees, we cut the salaries by 5% to minimize layoffs," says Chief Production Manager **KONRAD DŁUGOŁĘCKI**. "Fortunately, sustaining the high quality of our products and the employees' involvement contributed to a growing number of orders and increasing the workforce in the subsequent years," he adds.



Japanese drummers were invited to the ceremony of opening the factory in Żarów. The drum is a souvenir of this ceremony

The firm is currently preparing its development strategy for the next five years. "Our aim is to reach a sales revenue of 170 million zlotys a year while keeping the current number of 180 employees unchanged," explains Yagi's president.

SAFETY FIRST

As the motto of the company emphasizes, safety is the most important priority.

"What is important to us is the employees' awareness of potential hazards in their everyday work, and their observance of procedures," stresses Isamu Shirai, Vice-President of YFP.

As Mr. Yagi adds, the basic behavior patterns, safety regulations and good communication between the employees are respected at the plant. "Combining the Polish workers' ambition and the Japanese style of management has translated into the company's success," the president explains.

The company does not focus solely on business. For many years, it has been involved in various initiatives for the local community. As Finance and HR Junior Manager **AGNIESZKA GŁUSZCZAK** enumerates, the company has contributed financially to the purchase of a fire engine for the fire brigade in Żarów, helps in organizing a judo tournament and assisted in building a skatepark in Żarów.

The company is also particular about the natural environment near its plant. For instance, when a swallow nest near a shed where oils are stored was to be removed last year due to cleanliness requirements, the company decided to keep it – the swallow is a symbol of good luck both in Poland and Japan.

Production Director **MASASHI TAGO** hopes that the company will continue developing and will celebrate further jubilees in the future. "Our aim is for the Żarów factory to celebrate its centennial anniversary, as our headquarters in Japan recently did," he explains.

"Our strength comes from the fact that we have very good customers in Europe. It is thanks to them that we can look into the future with optimism," adds Isamu Shirai, Vice-President of Yagi Poland. ■

➡ **MAŁGORZATA WŁOCHAL**

■ **ISAMU SHIRAI, VICE-PRESIDENT OF YAGI POLAND:**

"I came to Poland in March, 2011. I was under huge impression of the flat landscape, which is so different from my mountainous homeland. I think that Poles are honest and their character is similar to the Japanese, especially in their attitude to work. Like us, Polish people are committed to their professional duties and they like to be active."



Geographical location, stable economy, flexible job market, highly-skilled employees and the public aid system make Poland an attractive destination for Asian investors from the manufacturing industry. The development of economic ties should also include one more important sector – tourism. Even more so if we consider the fact that Asian people are particularly eager to travel, both on business and for pleasure. Poland's image in Asia is dominated by historical associations, mainly those related to the Second World War. Poland is also known for its architecture, music, cuisine and amber products.

A subjective guide to the attractions of south-western Poland



DUSZNIKI-ZDRÓJ

Duszniki-Zdrój is a town that is inextricably linked with Fryderyk Chopin, one of the most brilliant composers in the history of the world. Little wonder, then, that Duszniki-Zdrój hosts the **International Chopin Festival** – the oldest piano festival with uninterrupted history in the world and the oldest music festival in Poland. At the beginning of each August, the most talented pianists, virtuosos and music critics meet in Duszniki-Zdrój. Another memento of Chopin's stay in the town is the **Chopin Spring – a source of mineral water**, which was discovered in the late 18th century. The water has unique properties used in the treatment of digestive tract diseases as well as pulmonary and cardiovascular ones.

WAŁBRZYCH

Apart from visiting the **Książ Castle**, the third largest castle in Poland, the tourist attractions of the Wałbrzych land include a **stallion stud**, the ruins of **Old Książ and the Cisy Castle**, the **palm house in Łu-bieczów with its unique exotic flora**, the **spa in Szczawno-Zdrój**, and **numerous walking and biking routes in the nearby park**.

KORBIELOWICE

The **Korbielowice Palace**, situated about 20 kilometers from Wrocław, is a **Renaissance-Baroque building**, which also offers an opportunity to play golf on the nearby course.

OSTRÓW LEDNICKI

Wielkopolskie Province holds a special significance in Poland's history. In the 10th century, at the beginning of our statehood, this land was inhabited by the tribe of the Polans. It was probably here, on the largest island in Lednica Lake, where Poland officially adopted Christianity in 966. Nowadays the island is an **archaeological park and part of the Piast Dynasty Museum in Lednica**. In order to reach the island, it is necessary to take a ferry which operates during the opening hours of the museum. Once there, you can see the remains of **Duke Mieszko's castle, church and cemetery dating back more than a thousand years**.

KRASIEJÓW

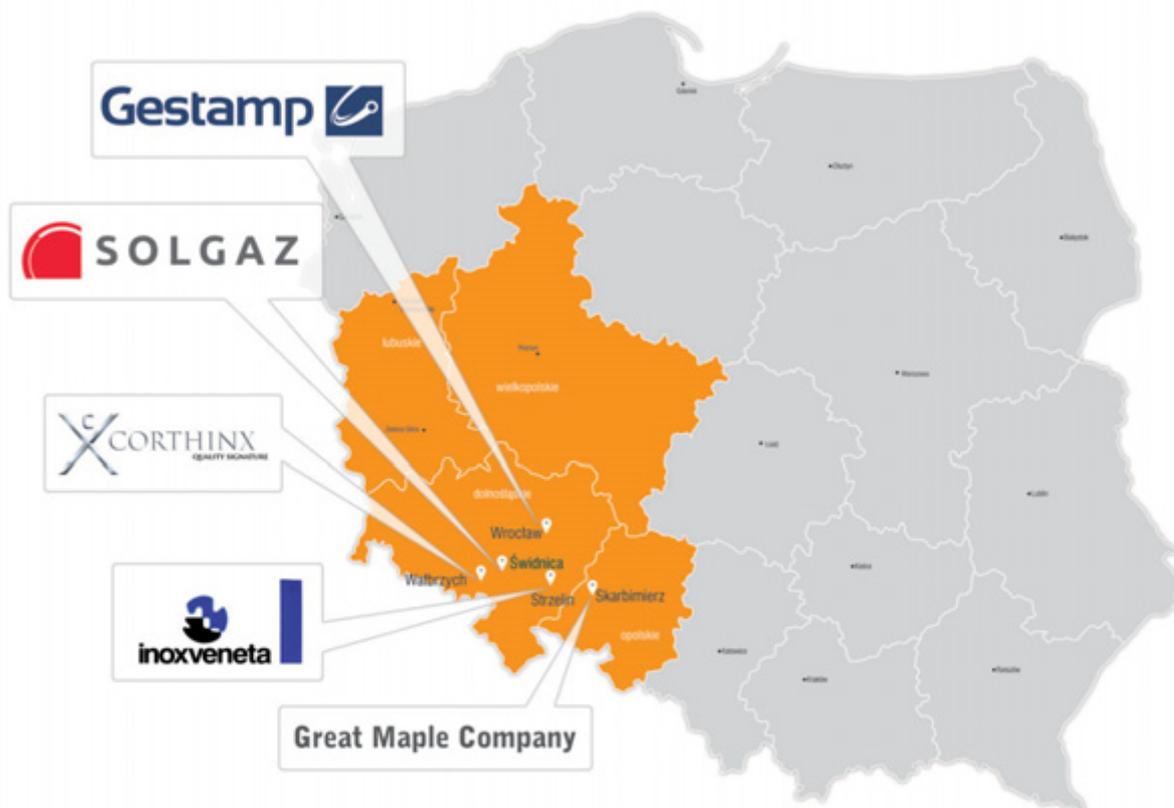
Located in Opolskie Province, the town used to be famous for brick production. The abundant clay seams were used to make bricks of extremely high quality and durability. Later Krasiejów became known to scientists all over the world due to the discovery of dinosaur skeletons. In order to popularize the unusual findings, the **Jura Park** was established. It consists of a 1.5-kilometer educational path leading to the excavation sites, with models of these Mesozoic reptiles displayed along it. Almost 70 species and 200 models make Krasiejów Jura Park the largest dinosaur theme park in Europe.

WALIM-OSÓWKA AND THE OWL MOUNTAINS

The Owl Mountains near Głuszyca, Rzeczka and Walim hide some of the most interesting and mysterious military buildings in Poland. After 1943, the Germans conducted large-scale construction work here, code-named "Riese" ("Giant"). The reason for creating an underground system of drifts, fortifications, concrete tunnels and halls has not been clearly explained so far. The most popular theories mention Adolf Hitler's secret headquarters, or a factory producing secret weapons. **The Walim drifts as well as the Osówka and Włodarz complexes** attract enthusiasts of mysteries and militaria alike.

Investment-reinvestment

NEW COMPANIES IN THE WSEZ



Five new permits to conduct business activity have been issued by the WSEZ since the beginning of the year. The new firms that have decided to invest in the Wałbrzych special zone are **Solgaz**, **Corthinx**, **Great Maple Company** and **Gestamp Wrocław**. **Inoxveneta**, in turn, has decided to expand its production.

• **INOXVENETA** in **Strzelin** will purchase new processing lines. The plant makes parts from stainless steel and other metals, which are used in domestic appliances. **The investment will cost 1.8 million zlotys, and five new employees will be recruited.**

• **SOLGAZ** is a Polish company that has invented and patented the "gas under glass" technology (so-called gas hobs without flames). **At a cost of 1.3 million zlotys, it will expand its facility in Świdnica and employ five new people.**

• **In Skarbimierz, GREAT MAPLE COMPANY** will spend **110 million zlotys to construct** and equip a facility for manufacturing plastic foil (used to wrap flowers and chips, among others). **Seventy people will find work at the facility.**

• **CORTHINX** will invest **2 million zlotys and hire 20 people in Wałbrzych**. The company will produce motor boats and sailing yachts as well as render services connected with the processing of metals, plastics, glass and timber.

• **GESTAMP** will rent and equip a production floor **in Wrocław**, where it will produce metal elements for the automotive industry. The company will invest **69 million zlotys and employ 20 new workers.**

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

If you care about health and fitness, and you can't or don't want to eat sugar, stevia may be the right alternative for you



BUSINESS



sweeter

THAN SUGAR

Food additives influence not only product shelf life, but also its taste, smell, color and consistency. New substances are brought on the market each year in order to develop new products. In ŚWIEBODZICE, there is a place where work is carried out on substances that imitate sweetness without increased calorific value and other side effects. This place is **VASCO-TECH**, a producer of sweetening substances, commonly called sweeteners.

Sweeteners are not produced in Poland. Under our regulations, only the production of sweetening substances is allowed. Some substances are sweeter than others, and some are slightly bitter. They may taste sweet immediately but for a short time, or their sweetness might last for a long time. Due to their intensity, there are quantitative limits on their production.

"There are actually just a few sweetening substances that can be used to sweeten an entire product, such as a beverage. In most cases, their maximum quantity is sufficient to make the product just a bit more sweet. For this reason, various mixes are used, sometimes of as many as five substances in different combinations of flavors. Only then can the right taste composition be achieved, one that matches a given product,"

explains **GRZEGORZ GROCHOWSKI**, President of Vasco-Tech. Most raw materials are purchased outside Europe – in China, Indonesia and America. Some raw materials are made from plants, like stevia, which is an extract from the leaves of a plant under the same name, while others are produced by processing sugar. “We purchase raw materials of adequate quality and purity. Our business is based on importing raw materials from all over the world and then processing and mixing them according to the formulas we have invented,” Mr. Grochowski adds.

STEVIA – ORGANIC SWEETNESS

This year, Vasco-Tech has launched a new product – the first fully organic sweetener based on stevia leaves extract. It is aimed at increasingly more health and diet conscious consumers. “We want to prove that it is possible to make healthy and tasty sweeteners. Unfortunately, they are more expensive than sugar,” Mr. Grochowski says.



In the case of a standard drink such as Coca-Cola, more than 100 g of sugar is added to one liter. If a sweetener is used instead, the same effect can be achieved with just half a gram.

Sweeter than sugar and calorie-free, stevia is no longer a culinary curiosity but a natural, pro-health sweetener that is in high demand. Stevia is a perfect alternative to sugar and artificial sweeteners because it is around 300 times sweeter than sugar and has no calories. Dental scientists have confirmed its lack of negative impact on teeth – unlike sugar, it does not cause caries. Steviol glycoside is already used by some of the leading global companies, including Coca-Cola and Pepsi, to sweeten their products.

SWEET BUSINESS

It all began in the 1990s. Back then, Grzegorz Grochowski worked as a production director at a bottling plant, and sugar was one of the main materials used by the company.

“My current business partner, **MAREK GRAF**, used to visit me and try to persuade to buy sweeteners instead of sugar. At that time, sweeteners were still a novelty. When I stopped working at the bottling plant, together we decided to take up this issue,” Mr. Grochowski explains.

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

GRZEGORZ GROCHOWSKI, PRESIDENT OF VASCO-TECH

He has lived in Świebodzice since 1981, and for this reason the company’s production plant is located in this town. He is a technologist by avocation. He has held various posts at several manufacturing facilities, which enabled him to learn from people with different experience in diverse industries. He holds a degree in engineering. In his spare time he does sport – volleyball, swimming and skiing.



The current technological line has been designed by President Grochowski himself

The seat of Vasco-Tech in Świebodzice.



■ **VASCO-TECH** has functioned in the Polish market since 2002. The company specializes in the production and distribution of intensive sweetening substances and stabilizing systems that are used in non-alcoholic beverages, fruit syrups, sauces, mayonnaises, frozen desserts as well as in fruit and vegetable processing. The company employs six people.

He knew the beverage market, he knew the industry and the competitors. For this reason, he decided to set up a company that would offer a broad range of services, from technological implementation respecting all norms and regulations to the readymade product and production technology. His first equipment used in production was an enamel pot and a wooden spoon. However, he had already developed the formula and he knew what he wanted to sell. The sales were initially so small that he could mix the ingredients in a pot, pour the product into cartons and sell to customers. Later, he used a concrete mixer that had been adapted to meet food industry norms. The current production line at Vasco-Tech has also been developed by him.

"The recent crisis has helped our company to grow because new firms in the food industry began to look for savings. They

quickly realized that sweeteners can significantly decrease production costs and started using them," the president says.

Sweeteners are used in those products where sugar can be substituted with water, for instance. "We process food additives, which are substances whose small quantities significantly change the parameters of food products. In the case of sweeteners, this parameter is sweetness; colorings change the color while aromas modify the smell. So far we have mostly focused on sweetening substances and now we would like to expand our offer to include thickening and stabilizing substances, and other additives that influence the appearance of a product. Because it is easiest to substitute them with water, our main customers are producers of juices and other beverages," Mr. Grochowski explains. ■

⇒ **MONIKA KORZEWICZ**

A sweet life...

- **Stevia** is a generic term for steviol glycosides, i.e. extract from the leaves of *Stevia Rebaudiana* Bertoni. Stevia is one of just a handful of sweeteners that are not obtained as a result of chemical processing. The production of stevia involves growing the plant, harvesting it, drying the leaves, extraction, filtration and concentration, purification, drying and milling.

- **Refined sugar** is white sugar. There is no difference between sugar made from beetroot and sugar cane. In both cases, the final product contains 99.7% of sucrose, which has no nutritional value.

- **Unrefined sugar** is brown due to the presence of molasses. This kind of sugar is considered to be a little healthier because it contains trace nutrients. Brown sugar can also be found on the market, which is refined white sugar colored by adding molasses or caramel.

- **Aspartame** is an artificial sweetener used on a mass scale. It is an organic chemical compound belonging to the peptide ester group. It is around 180 times sweeter than sugar and has almost no calories.

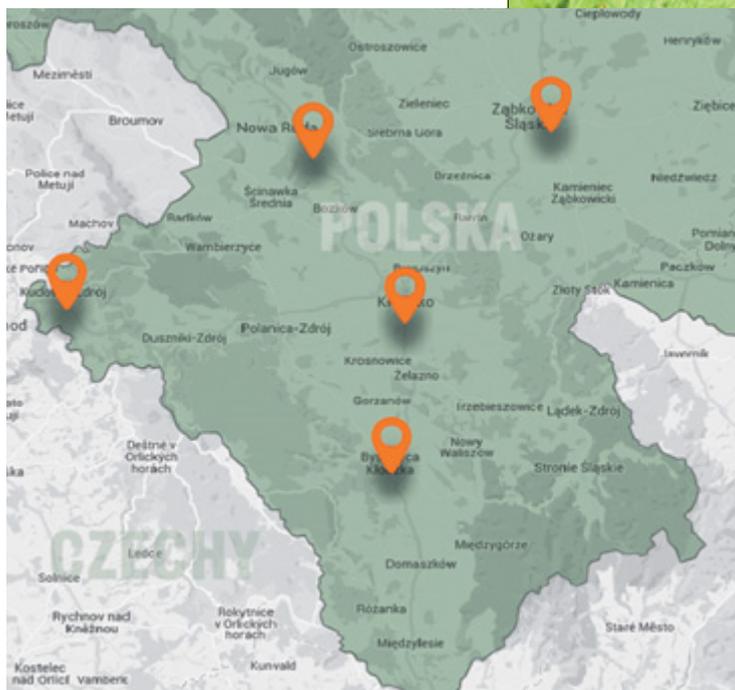


- **Honey** is the most popular natural source of sweetness. Apart from sucrose, it contains fructose, glucose as well as protein, minerals and vitamins. It is sweeter than sugar. It has medical and antibacterial properties, and it is also used in cosmetics.



God's Land – this is how Kłodzko Land was described by Joseph Wittig (1879–1949), a theologian, philosopher, poet and chronicler. For centuries, the amazing natural landscape has encouraged people to visit this region. Numerous palaces were built, most of which have survived until now, crowned heads came here for treatment, and pilgrims were drawn to Marian sanctuaries to seek blessing. It was here that merchants traveled a branch of the Amber Road from the north to the capitals of southern Europe. It was here that history left numerous traces, which still intrigue both experts and amateur explorers... The high concentration of historical monuments, health resorts and tourist attractions proves that people have always wanted to live, work and spend their free time here, and for that reason Kłodzko Land has come to be known as "God's Land".

KŁODZKO BUSINESS, LEISURE



The region of Kłodzko and Ząbkowice is situated at the Sudetian Foothills, which neighbors on the Czech Republic at around three-quarters of its length. The main traffic routes are National Road no. 8 from Wrocław, National Road no. 46 from Upper Silesia and National Road no. 33 from the Czech border in Boboszów. Before the political changes of the 1980s, thousands of people worked at the mine in Nowa Ruda, at the glassworks in Stronie Śląskie and Szczytna, and at the textile factories in Krosnowice and Oldrzychowice Kłodzkie. Today, the unemployment rate stands at 26%, which at a time when skilled workers are hard to come by can, paradoxically, present the region with an opportunity to develop.

KŁODZKO LAND A PLACE AND A PLACE TO LIVE



LAND AVAILABLE TO INVESTORS

Around 50 ha in total:

- Nowa Ruda – 5.72 ha
- Kłodzko – 28.48 ha
- Bystrzyca Kłodzka – 12.32 ha
- Ząbkowice Śląskie – 3.59 ha



PRODUCTION HALLS FOR RENT

- Kłodzko – 2,500 m²
- Nowa Ruda – 2,500 m²
- Kudowa-Zdrój – 6,000 m²

INVESTMENT LAND

In total, the Wałbrzych Special Economic Zone covers more than 95 ha of land in Kłodzko and Ząbkowice counties. Investors can still acquire more than 50 ha of land, some of which is located in close proximity to Kłodzko ring road, which is currently being built. In Kłodzko and Nowa Ruda there are modern production halls for rent, and in Kudowa-Zdrój – for sale. Forty-six percent of the zone's land in Kłodzko, Nowa Ruda and Ząbkowice Śląskie is already being used by ten investors. In Nowa Ruda, **UMICORE AUTOCAT POLAND** is about to finish the construction of a facility where catalytic converters for vehicles will be produced.

INVESTORS IN THE SUBZONES

KŁODZKO

- **KPM MEBLE KŁODZKO** (Steinhoff International Group) – production of furniture
- **GENERAL ELECTRIC Power Controls Polska** – production of switchgear and power controls
- **Miranda4** – production of fabrics and knitwear

NOWA RUDA

- **ORION Polyurethanes** – production of polyurethane foams and adhesives used in construction
- **ZPAS SA** – production of casings for ICT and energy industry
- **ZPAS NET** – production of industrial enclosures, cabinets and wiring
- **I.T.R. POLAND** – production of plastics and metal objects
- **UMICORE AUTOCAT POLAND** – production of car catalytic converters

KUDOWA-ZDRÓJ

- **WEMECO Poland** – production of constructions, sub-assemblies and finished modules made of stainless steel and aluminum

ZĄBKOWICE ŚLĄSKIE

- **PEP Biomasa Energetyczna Południe Group** – production of pellet from straw



Wemeco Poland in Kudowa-Zdrój



ZPAS in Nowa Ruda

DEVELOPMENTAL INVESTMENTS

- **Kłodzko ring road** – in January 2015, the General Directorate of National Roads and Motorways (GDDKiA) signed a contract for the construction of Kłodzko ring road, which will connect National Roads no. 46, 33, and 8, so that it will be possible to avoid entering the city from the south and west. The investment project is scheduled for completion within three years.
- **A local airport in Boguszyń near Kłodzko**, in close proximity to National Road no. 8 (Wrocław – Kłodzko – Polish-Czech border). Advanced planning work connected with this investment is now being carried out.

THEY HAVE ALREADY INVESTED IN KŁODZKO LAND:



KPM-Meble Kłodzko



ATTRACTIONS OF THE REGION

Kłodzko Land is situated in the central and eastern part of the Sudetes. This mountainous region boasts some of the most beautiful landscapes in Poland, and has impressive architectural monuments and tourist attractions. It is a tourist-friendly place, with numerous paths for cycling and walking. The stunning views, unusual rock formations, unique architecture and wide choice of accommodation contribute to the attractiveness of this region.



A golf course in Szczytna, situated between Polanica-Zdrój and Dusznikiu-Zdrój



“Wojciech” Natural Treatment Institute in Łądek-Zdrój. Due to the healing properties of the local thermal waters, the first institute opened here in 1680, and the current neo-Baroque building with a circular floor plan was constructed 200 years later. Its center is a marble swimming pool under a dome, where patients can enjoy balneotherapy. Upstairs, there is an impressive pump room

Pontoon boat tour along Przełom Bardzki follows the meandering stream across the Bardzkie Mountains, with impressive views of twenty-meter high rocks on both sides





The Bear Cave in Kletno. Twenty-eight million years ago in the Śnieżnik massif, a little stream wore a channel in the rock and hollowed out a system of cracks so that today we can admire one of the most beautiful caves in Poland, with the longest system of corridors, mighty sinkholes and colorful dripstones with diverse textures



Three-sea Peak (1,145 meters above sea level) is situated in the Śnieżnik massif in the East Sudetes, between Puchacz and Jasień, in a mountain ridge that separates Poland and the Czech Republic. The nickname was coined by Mieczysław Orłowicz in 1946, to emphasize the fact that the peak is a drainage that divides the basins of three seas – the Baltic, the North Sea, and the Black Sea



KŁODZKO (28 thousand inhabitants)

is an unofficial capital of the region. Today it is the seat of county authorities and many cultural and educational institutions as well as a business center.



The Kłodzko Stronghold is the most precious modern example of defensive architecture in Poland. Tourists can admire huge bastions and halls, go on a guided tour in an underground mining tunnel or enjoy the magnificent view of Kłodzko and the entire valley from its walls



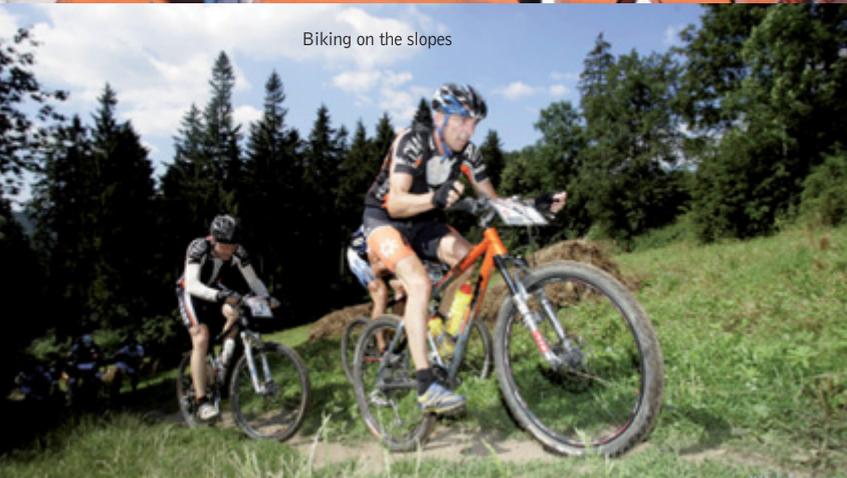
WSEZ "INVEST-PARK" BRANCH OFFICE

It is located in the office block at 11 Objazdowa Street in Kłodzko. Director Grażyna Cal and Natalia Skierkowska will be pleased to help you.

tel. 74 637 98 10
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Biking on the slopes



Preferences and exemptions

DIFFERENT SOURCE FINANCING – HOW TO

Almost 350 billion zlotys of EU funds have been allocated to Poland to be invested between 2014 and 2020. Part of this sum has been earmarked for entrepreneurs as subsidies or repayable financial instruments (e.g. preferential loans or bank guarantees). Additionally, entrepreneurs are entitled to use other forms of domestic aid, including income and property tax exemptions. **All these preferential instruments and loans can be mixed and matched as long as the maximum limit of public aid within one project has not been exceeded.**

For each province, the maximum level of aid intensity has been specified, which depends on company size (see: table specifying the regional aid levels for provinces within the Wałbrzych Special Economic Zone). Although entrepreneurs are allowed to use several sources of public aid in one project, they must not exceed this cap.

→ ANNA ZIARKO

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a.ziarko@invest-park.com.pl

EXAMPLE 1

| AN OPERATION WITH ELIGIBLE EXPENDITURE OF 8 MILLION ZLOTYS | | |
|--|---|------------------------|
| Eligible expenditure on new investment | Maximum amount of state aid for medium-sized enterprises in Dolnośląskie Province | |
| 8 million zlotys | 2.8 million zlotys, including | |
| | CIT exemption | property tax exemption |
| | 2 million zlotys | 0.8 million zlotys |

- A medium-sized company in Dolnośląskie Province uses corporate income tax exemption due to its functioning within a special economic zone. The tax exemption amounts to 35% of capital expenditure, which in this company's case is 8 million zlotys (purchase of land and equipment, construction of plant).
- At the same time, in order to attract investors, the gmina offers property tax exemption (as regional investment aid) in the amount of 10% of eligible costs.
- The company wants to use both exemptions.

Since public aid intensity for medium-sized companies in Dolnośląskie Province is maximum 35%, if the company uses the aid offered by the gmina, corporate income tax exemption will amount to 25% of eligible costs.

- The situation will be identical if property tax exemption assumes the form of de minimis aid. We must remember that the maximum amount of de minimis aid over the period of three years is € 200,000, irrespective of the aim.

| Size of enterprise | Lubuskie and Opolskie Provinces | Dolnośląskie and Wielkopolskie Provinces |
|--------------------|---------------------------------|--|
| large | up to 35% | up to 25% |
| medium | up to 45% | up to 35% |
| small and micro | up to 55% | up to 45% |

S OF PROJECT O COMBINE THEM?

EXAMPLE 2

AN OPERATION WITH ELIGIBLE EXPENDITURE OF 10 MILLION ZLOTYS

| | | |
|--|--|------------------------|
| Eligible expenditure on new investment | Maximum amount of public aid to small enterprises in Opolskie Province | |
| 10 million zlotys | 5.5 million zlotys, including | |
| | CIT exemption | property tax exemption |
| | 5.1 million zlotys | 0.4 million zlotys |

- Last year, an entrepreneur was granted de minimis aid in the amount of 400,000 zlotys to participate in a trade fair abroad.
- Now, in connection with an investment project carried out within a special economic zone (purchase of land and equipment, construction of a production facility), the entrepreneur would like to apply for income tax exemption.
- Being a small enterprise in Opolskie Province, the company is entitled to public aid up to 55% of eligible costs (in this case – 10 million zlotys). At the same time, the entrepreneur wants to apply for property tax exemption (de minimis aid) in the amount of 10% of eligible costs.
- The aid received last year to participate in the trade fair is not connected with functioning in a special economic zone because it concerns different eligible costs. However, property tax exemption is tightly connected with capital expenditure on the new project and thus must not exceed the 55% threshold.
- The entrepreneur is also obliged to add de minimis aid received to participate in the trade fair to de minimis aid in the form of property tax exemption. Although they concern different eligible costs, the maximum level of € 200,000 over a period of three years must not be exceeded. Since last year the entrepreneur received de minimis aid of 400,000 zlotys (€ 100,000), this year he is entitled to using maximum 400,000 zlotys (€ 100,000) as property tax exemption.

EXAMPLE 3

AN OPERATION WITH ELIGIBLE EXPENDITURE OF 20 MILLION ZLOTYS

| | | |
|--|---|--------------------------------------|
| Eligible expenditure on new investment | Maximum amount of public aid to small enterprises in Wielkopolskie Province | |
| 20 million zlotys | 9 million zlotys, including | |
| | CIT exemption | regional operational program subsidy |
| | 6.75 million zlotys | 2.25 million zlotys |

- A small enterprise in Wielkopolskie Province is carrying out an investment project worth 20 million zlotys in a special economic zone. The eligible costs include the purchase of land, production line and patents, and the construction of a plant.
- The maximum level of income tax exemption is 45%, i.e. 9 million zlotys. At the same time, the company has received a subsidy within a regional operational program to purchase one of the machines (cost of the machine – 5 million zlotys, amount of aid – 2.25 million zlotys). For this reason, income tax exemption will eventually amount to 6.75 million zlotys in order not to exceed the maximum level of public aid intensity.

For clarity, 1 euro = 4 zloty

GENERAL RULES OF COMBINING PUBLIC AID

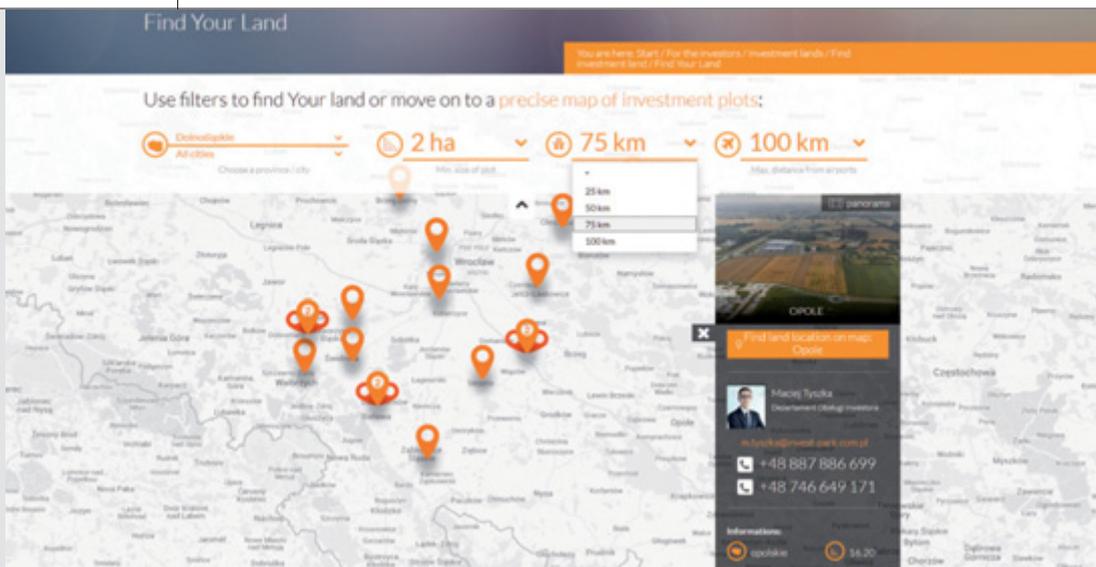
- ✓ If two aid funds that are in the form of regional investment aid are combined, the total public aid intensity shall not exceed the maximum level of public aid intensity in a given region.
- ✓ If regional investment aid is combined with de minimis aid concerning the same eligible expenditure, the total amount of aid shall not exceed the maximum level of public aid intensity in a given region.
- ✓ If we combine two aid funds, one of which is regional investment aid while the other is aid for other purposes, the total public aid intensity shall not exceed the level which is more favorable to the enterprise.



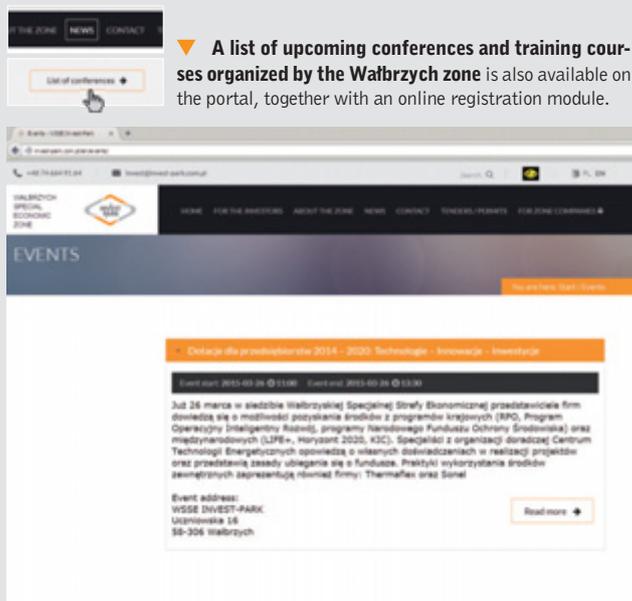
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NEW QUALITY

An interactive database of land available to investors, a conference registration module and the Cooperation Platform dedicated to companies functioning within the Wałbrzych Special Economic Zone – these are just a few of the functionalities offered by the new version of the WSEZ "INVEST-PARK" web portal. The new EU financial framework places great emphasis on implementing innovative technologies, and here at "INVEST-PARK" we do not want to fall behind. The new internet portal of the Wałbrzych zone was launched in January. It is more friendly to mobile devices and follows the most recent trends in graphics and functionality. It is available in a bilingual Polish-English version, and adapted to the needs of visually impaired people. We have done our best to make it clear and intuitive.



◀ The first new feature is an **interactive map of investment land at the disposal of "INVEST-PARK"**. Using the filters, you can easily find a location that would be of interest to you, look at panoramic photographs of the landscape, calculate tax exemption levels and contact an employee responsible for this location. **The map works in conjunction with the "Investor" tool, which makes it possible to analyze detailed information about a given plot.**

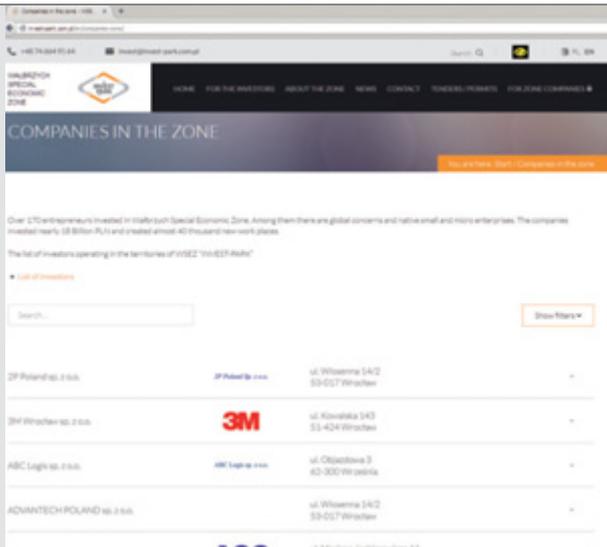


▼ A list of upcoming conferences and training courses organized by the Wałbrzych zone is also available on the portal, together with an online registration module.



▲ We haven't forgotten about uploading **all the previous issues of the zone's quarterly magazine**. You can read the "INVEST-PARK INFO" in an interactive version or as a PDF file.

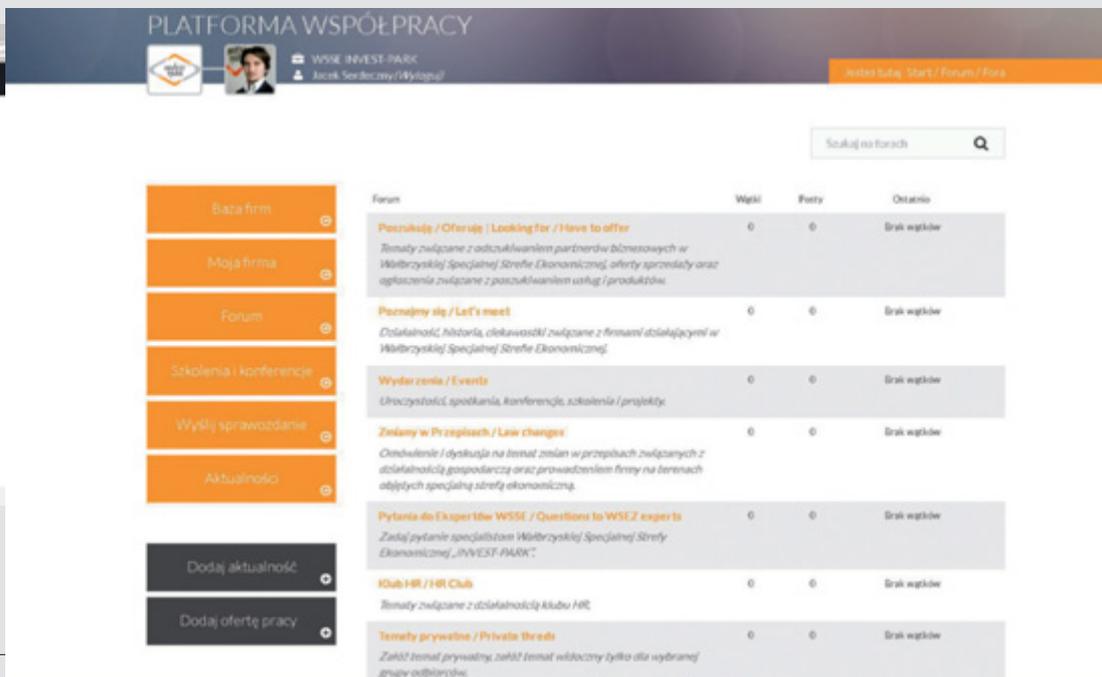
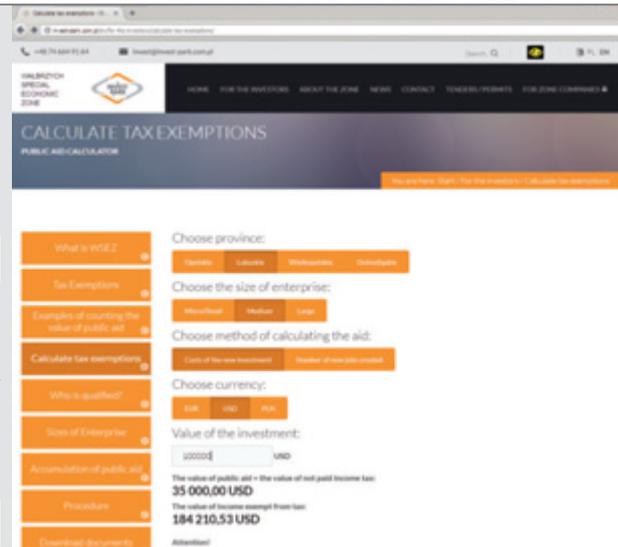




Our new website comes complete with an **interactive database of all the companies** functioning in the WSEZ. The list can be browsed by location, industry, origin of capital or keywords.



The **public aid calculator** allows entrepreneurs to quickly estimate the amount of tax exemption. Using the filters, you can choose the potential location for your investment project, the size of your company and the currency.



The portal also contains the **Cooperation Platform for entrepreneurs** who are already conducting business activity in the zone. It can be accessed after logging in. Among the functionalities it offers is contacting other companies, looking for business partners, exchanging information and opinions on a discussion forum, and asking questions to the WSEZ experts.

The Platform also enables entrepreneurs to register for training offered to companies functioning within the zone and to send the quarterly permit implementation progress reports.



➔ JACEK SERDECZNY

J.E. Bronisław Komorowski
Prezydent Rzeczypospolitej Polskiej

ポーランド共和国大統領
ブロニスワフ コモロフスキ 閣下

President BRONISŁAW KOMOROWSKI initiated the Polish-Japanese Economic Forum. He was accompanied by representatives of Polish companies, mostly operating in the food, logistics, transport, construction and rail industries. Mr. Komorowski encouraged the local entrepreneurs to invest in Poland. He emphasized that Poland is "an attractive gateway to the European market" for Japan.



ASIAN ENCOUNTERS

President of WSEZ "INVEST-PARK" BARBARA KAŚNIKOWSKA has taken part in two economic missions – to China and Japan. Lower Silesia is an important region participating in a pilot program of establishing economic relations with China. As much as 40% of Polish exports to China come from this province. "Small and medium-sized enterprises from China are planning expansion into European markets. We will do our best to attract them to our region," Mrs. Kaśnikowska said. During the mission, a cooperation agreement between Wałbrzych and Tianjin was signed.

Representatives of companies, regions and special economic zones took part in the Polish-Japanese Economic Forum. Poland is an interesting destination for Japanese investors. "Attracting Japanese investors is a long-term process which can take years. The Japanese appreciate personal relationships, they want to meet their partners and build up trust. For this reason, trade fairs and missions are so important because they give an opportunity to meet face to face and talk," Mrs. Kaśnikowska added. There are currently 12 firms with Japanese capital functioning in the Wałbrzych zone. So far, they have invested almost 4.9 billion zlotys and they employ 4,000 workers.

OVERVIEW



A YEAR OF PROFESSIONALS

"INVEST in EDU" Education Cluster of the Wałbrzych Special Economic Zone was established in February. At the conference "Wiser: How to Teach and Train for Economy", which took place in Bolesławiec, the agreement was signed by entrepreneurs, representatives of schools and local governments. The Ministry of National Education has named year 2015 as the Year of Vocational Schools. More than a billion euros will be spent on developing them.

"The cluster is mostly intended to increase the availability of apprenticeships and training, and to promote vocational education. We also hope that it will contribute to the creation of so-called company-sponsored classes, where the company can influence the curriculum while the trainees acquire practical skills and use new technologies," WSEZ President BARBARA KAŚNIKOWSKA explained.

During the conference in Bolesławiec, diplomas and awards were given by the Ministry of Economy to entrepreneurs and vocational schools that cooperate successfully. Best teachers and students, in turn, received awards from three WSEZ subzones: in Wałbrzych, Legnica and Kamienna Góra. ▲



Commendations for WSEZ locations

Seven towns and cities where the WSEZ functions – WROCŁAW, KOBIERZYCE, ŚWIDNICA, OPOLE, OŁAWA, WAŁBRZYCH and ŚREM – were highly appraised in the first edition of the competition "Polish Cities of the Future 2015/16."

Good results of the places where the Wałbrzych zone functions stem not only from convenient location and developed land for investors, but also from favorable conditions of running business activity and pro-developmental initiatives of the local governments.

In the general category, Warsaw was named the Polish City of the Future 2015/16.

ECONOMIC ZONES ON A FREEWAY TO TECHNOLOGY AND INNOVATION

The Wałbrzych Special Economic Zone "INVEST-PARK" and the Legnica Special Economic Zone have inaugurated their cooperation with the Institute – the Freeway to Technology and Innovation (IATI), led by Wrocław University of Technology and the Cracow-based AGH University of Science and Technology. The zones will act as intermediaries in establishing business and scientific contacts between companies functioning within them and higher education institutions cooperating with them.

► In the photo (from the left): Professor **TADEUSZ WIĘCKOWSKI**, Rector of Wrocław University of Technology; **DOROTA WŁOCH**, Vice-President of the Legnica Special Economic Zone; **ILONA ANTONISZYN-KLIK**, Undersecretary of State at the Ministry of Economy; Professor **TADEUSZ SŁOMKA**, Rector of AGH University of Science and Technology; **TOMASZ JAKACKI**, Vice-President of the Wałbrzych Special Economic Zone "INVEST-PARK".



A ROAD OF HUGE OPPORTUNITIES



◀ The Ministry of Economy, the boards of special economic zones and representatives of local governments and institutions have signed an agreement to create an area of investment activity along expressway S3. Easy access by land is one of the decisive factors when choosing the site for an investment project. Expressway S3, which is scheduled for completion in 2018, will run from Szczecin in the north to the border crossing in Lubawka in the south. The creation of the investment activity area is intended to increase the attractiveness of land in the proximity of the planned road. The Ministry of Economy's project involves infrastructural activities as well as social and educational ones.

In the photo: President **BARBARA KAŚNIKOWSKA** is signing the agreement.

NEW DIRECTOR IN OPOLE

► **KAMIL GOŹDZIK** has replaced Grzegorz Sawicki, who is now Deputy Marshal of Opolskie Province.

Mr. Goździk had worked at the Agricultural Property Agency for ten years, first as a specialist on databases and then as deputy director in charge of land sales.



The Opole branch office of the WSEZ "INVEST-PARK" is located at 6 Hołoszkiewicza Street.

A HUMOROUS PLAY FOR A NOBLE CAUSE

▼ Around 2,000 meals for children will be bought with the money raised by selling tickets to the performance of "A Little Too Red Riding Hood". The money has gone towards the "Eat Your Fill at Winter" action, which is run by TOYOTA from Wałbrzych in partnership with the Mercurium Foundation. Instead of professional actors, however, the audience could see well-known people connected with politics, the media and business of Wałbrzych. Among those on the stage was also **BARBARA KAŚNIKOWSKA**, President of the Wałbrzych Special Economic Zone.



BRANCH OFFICE IN WRZEŚNIA

More than 150 ha of land covered by the Wałbrzych Special Economic Zone "INVEST-PARK" is waiting for investors in Wielkopolskie Province. In order to respond to their needs more efficiently, the WSEZ has opened a branch office in Września at 8 Chopin Street.

"The WSEZ in Wielkopolskie includes land in eight subzones (Jarocin, Kalisz, Kościan, Krotoszyn, Leszno, Rawicz, Śrem and Września). An application to cover further land is waiting for approval by the Council of Ministers. The Wałbrzych zone would like to widen its offer for investors by creating a new subzone in Książ Wielkopolski and acquiring more plots in Kościan," said **TEODOR STĘPA**, Vice-President of the WSEZ "INVEST-PARK" (in the photo with **ANDŻELIKA MOŹDŻANOWSKA**, Secretary of State at the Prime Minister's Chancellery). ▲ The office will be run by **JACEK KONOPKA**, who will be responsible for contact with investors, local governments and business-related institutions. For a long time Mr. Konopka was the deputy mayor of Kalisz, so he knows the region inside out. As a licensed real estate broker, he also has experience in selling land.



THE LEADERS ARE WINNING!

**BE THE FIRST
ONE IN:**



**Bystrzyca
Kłodzka**



Grodków



Kobierzyce



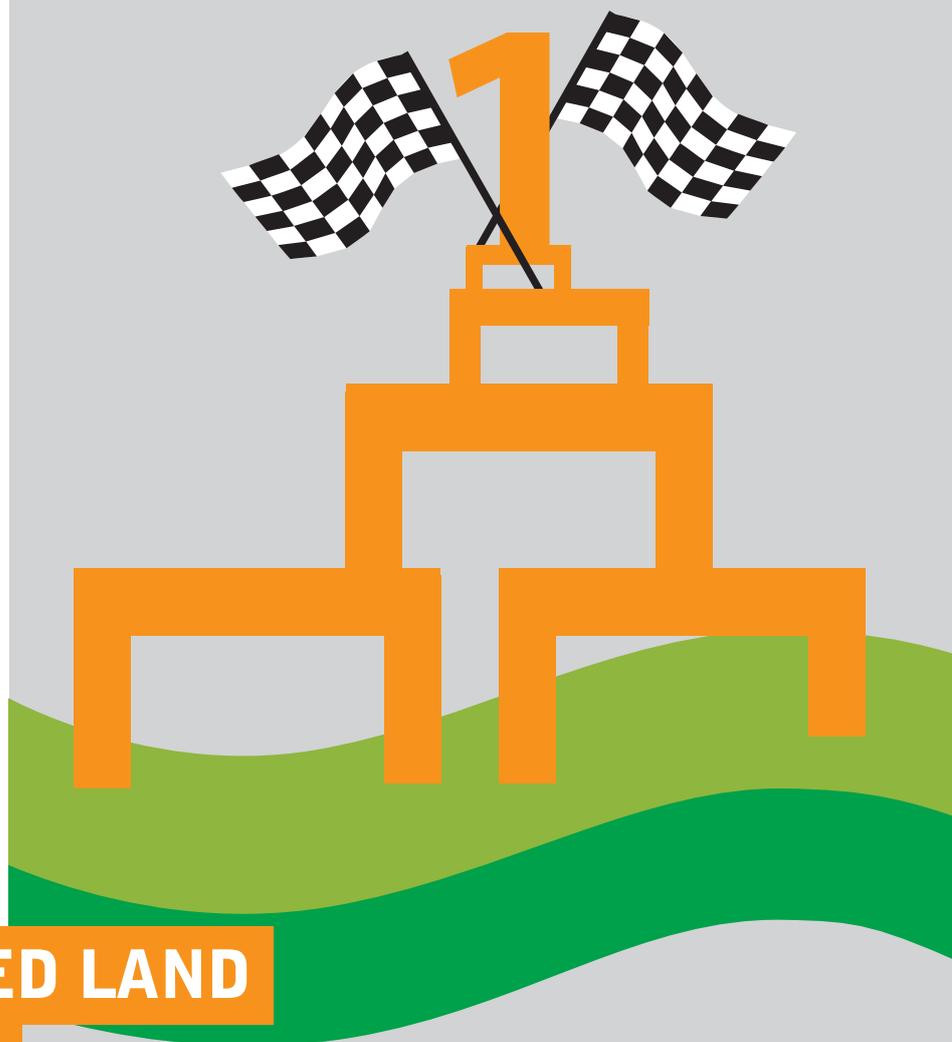
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