

Invest in Pomerania

The case study

Date: March 18th, 2024



Fundusze Europejskie
dla Pomorza



Rzeczpospolita
Polska

Finansowane przez
Unię Europejską



URZĄD MARSZAŁKOWSKI
WOJEWÓDZTWA POMORSKIEGO

#wecaremore

Pomerania – general overview

A map of Europe with the Pomerania region highlighted in orange. The region covers parts of Poland, Germany, and Denmark.

15,8%

GDP growth YoY
(2022)

2,35 mln

Population
(2023)

4,9%

Unemployment rate
(2024)

One-stop-shop

Invest in Pomerania is a regional non-profit initiative whose main goal is to support foreign investors in the investment process and increase the investment attractiveness of the Pomeranian Voivodeship. Acts as a single point of contact, providing support at every stage of the investment process.



Site selection



Development



Aftercare

Partners

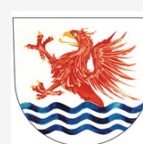
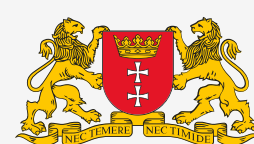


Agencja Rozwoju Pomorza S.A.

Spółka Samorządu
Województwa Pomorskiego



Polska Agencja
Inwestycji i Handlu
Grupa PFR



POMORSKA
SPECJALNA STREFA
EKONOMICZNA



Office of the Marshal, Pomerania Development Agency, Polish Investment and Trade Agency

Cities and communes: Gdańsk, Gdynia, Sopot, Słupsk, Kościerzyna, Pruszcz Gdański, Starogard Gdański, Rumia, Tczew, Malbork, Dębica Kaszubska, Powiat Wejherowski

Pomerania Special Economic Zone, Słupsk Special Economic Zone, Invest GDA

Associations: SEMI, WAIPA, OECD IPA Network

Invest In Pomerania (2011-2023)

24 287 ↗

New jobs

199 ↗

FDI projects

1587 ↗

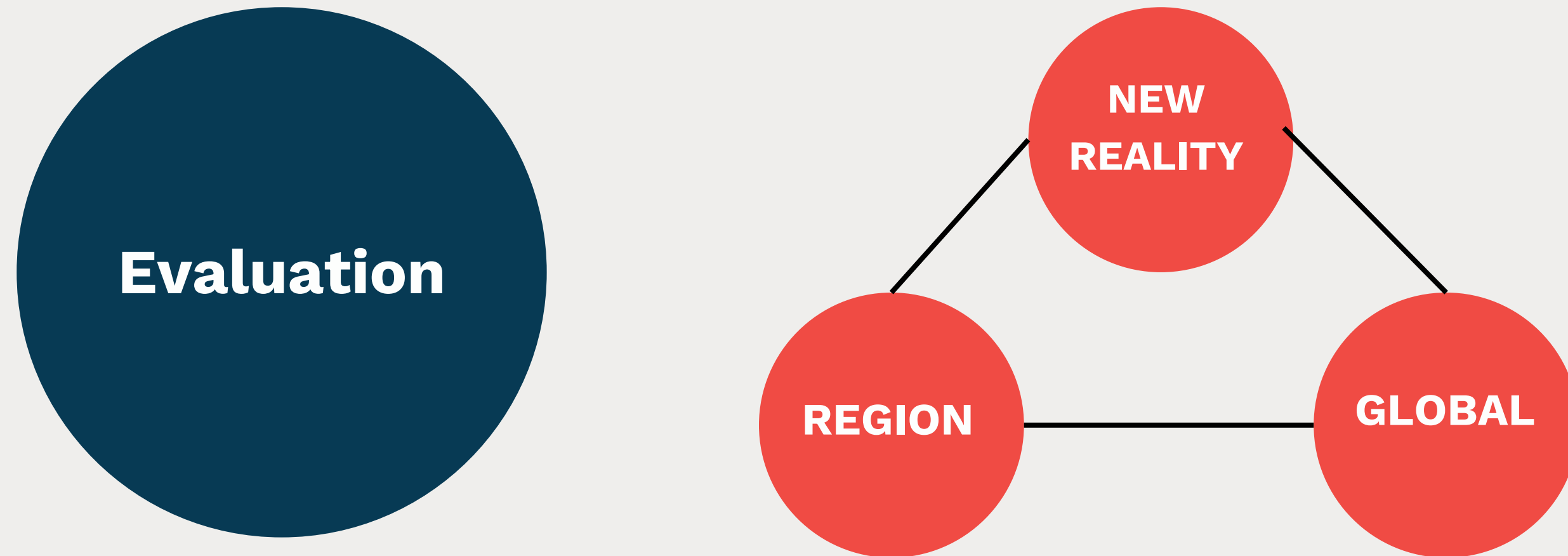
Inquiries

483 ↗

Investors' site visits

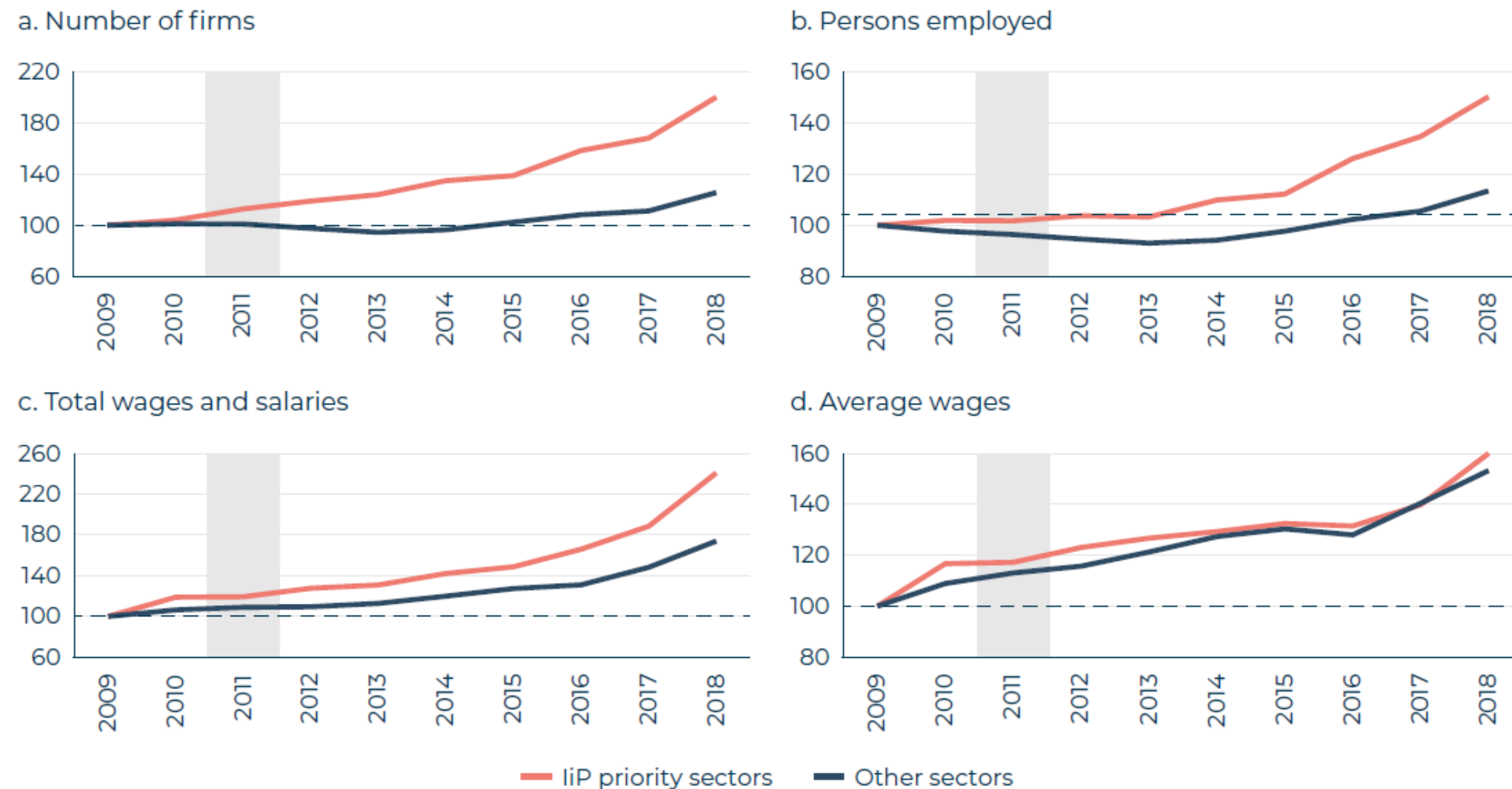


Our approach to the new strategy



Impact evaluation

Firms, employment and wages in priority sectors vs. other sectors (index, 2009 = 100), Pomerania 2009 – 2018



Key insights:

CAGR for **the gross value added increase** in liP priority sectors - **7.4%** (vs. 4,1% for other sectors)

Effectiveness at attracting FDI and FDI jobs - above average (compared to other regional IPAs in Europe)

Source: WBG, *Impact evaluation of Invest in Pomerania 2011-2020*).



Main challenges



DISRUPTION



**NEW FORMS
FDI**



**CLIMATE
CHANGE**



INDUSTRY 4.0

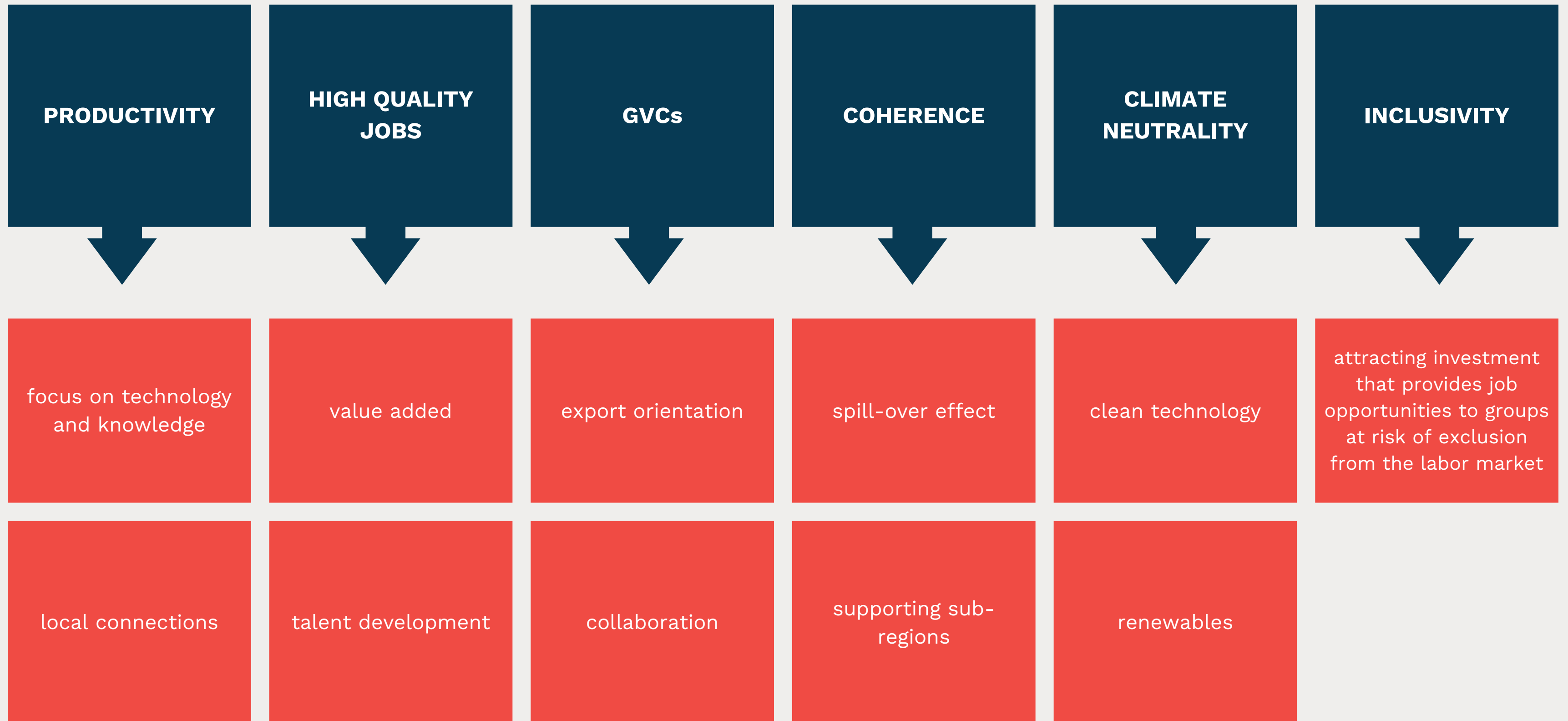


**WAR IN
UKRAINE**



INFLATION

Strategic factors



KPIs 2027

80

Investment projects in
knowledge-intensive sectors

25%

Supporting expansion of existing
FDI project

25%

Increase in linkages between
FDI and local firms

100000

New high quality jobs

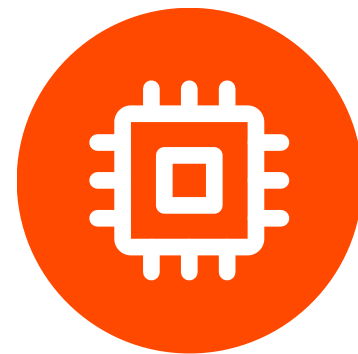
30000

Reskilled & upskilled candidates

25%

Increase in linkages between FDI
and academia

Key sectors in Pomerania



Semicon



Mobility



IT



Offshore



SSC and BPO

Implementation



STRATEGIC FOCUS

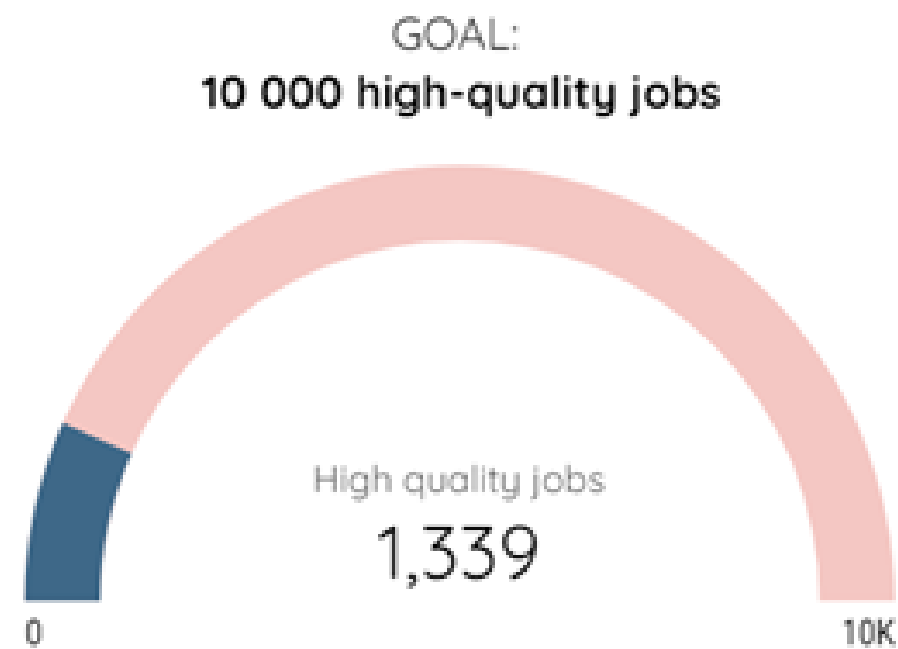


COHERENT
INSTITUTIONAL
FRAMEWORK



HIGH QUALITY SERVICE

KPI





Contact

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