



Polish Investment
& Trade Agency
PFR Group



An institution operating in the business environment within the Polish Development Fund.

A modern, global organization whose activities work to build the recognition of Poland in the world as an attractive and reliable business partner.

A leader in export and investment consultancy, operating in dozens of markets around the world. We offer comprehensive services for entrepreneurs, combining industry competencies and international experience.

**Mission:**

The development and promotion of the Polish economy.

Aims:

Supporting the international expansion of Polish companies.

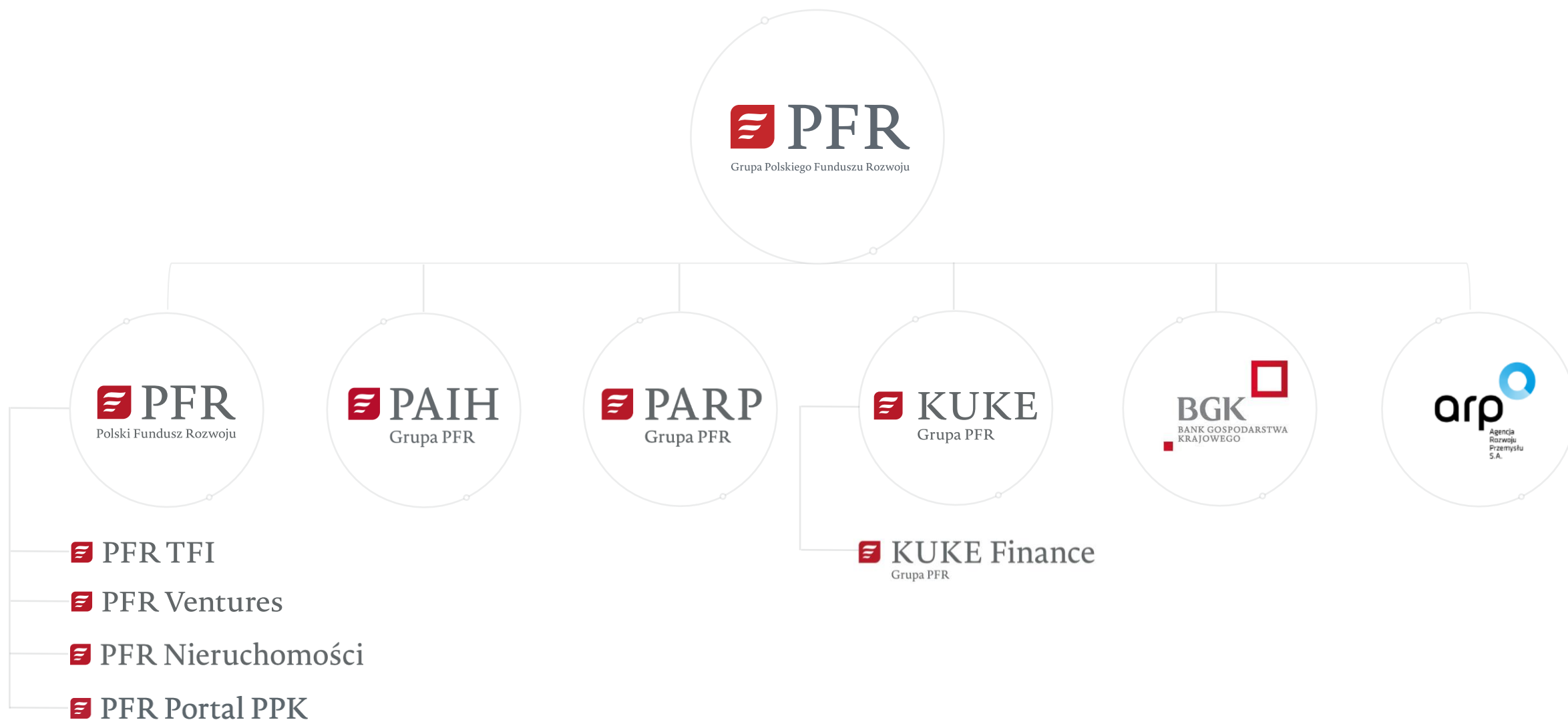
Attracting and serving the needs of foreign investors.

Support for Polish investments in Poland and abroad.

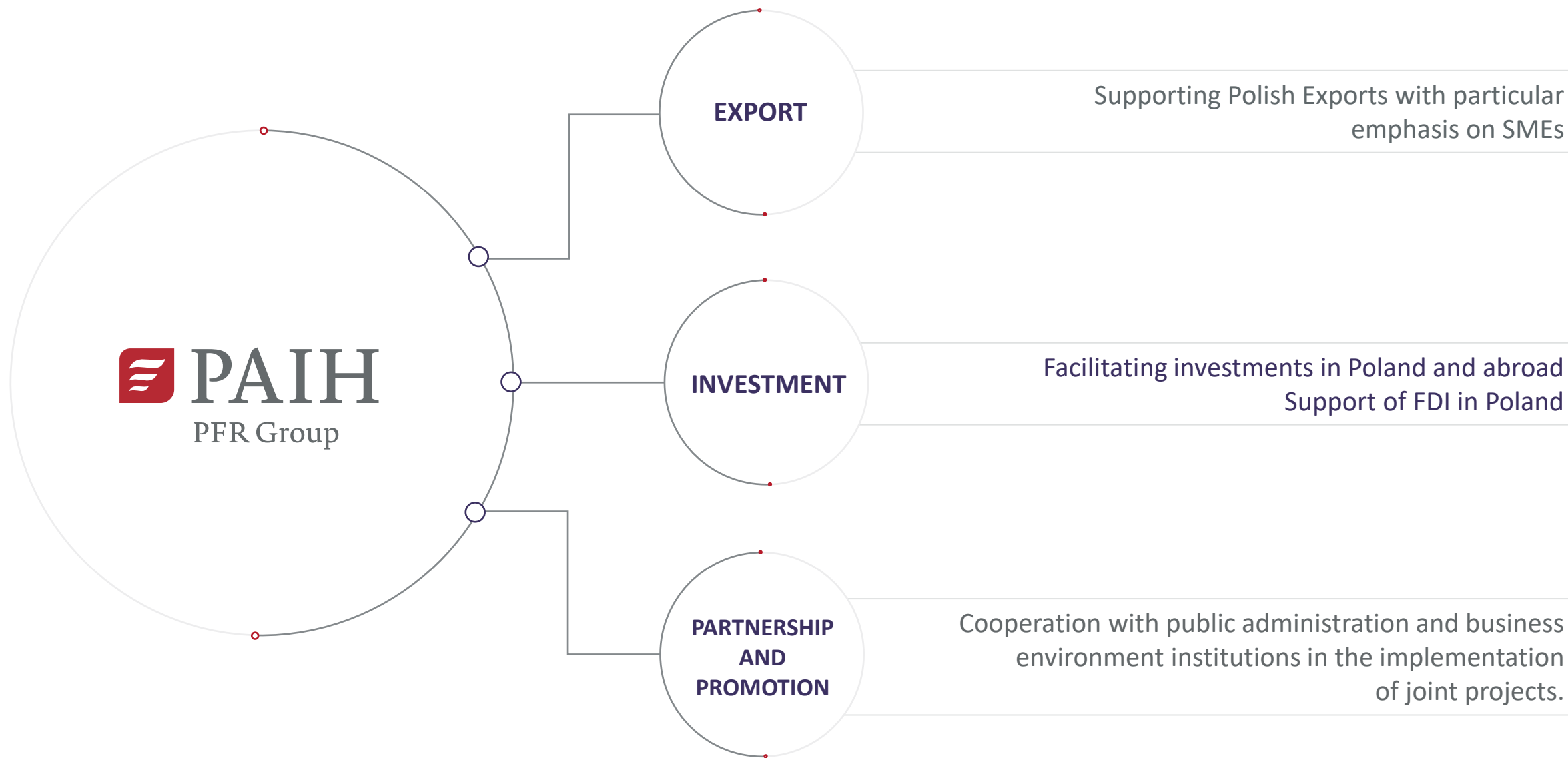
Promotion and development of innovation in Poland.

Strengthening the recognition of Polish brands on international markets.

Synergy Effect. Complementary Offer of the PFR Group.



Key areas





Where Can You Find Us?

Network of Foreign Trade Offices (ZBH)



Our competencies:



Knowledge of local specifics, culture and business conditions.



Knowledge of local languages.



Identification of key industries in individual markets.



PAIH's Offer for Exporters

PAIH's Offer for Exporters



Analysis of export
potential



Preparing information
packages



Organizing
B2B meetings



Organizing business
missions



Preparing lists of
possible business
partners



Verifying business
partners



Developing strategies
for expansion in selected
markets



Support in contacts with
government agencies



PAIH24

SUPPORT TOOLS



Webinars
Podcasts
Training



Map of Foreign
Markets



New!

Economic Events
Calendar

Services for Exporters (I)



Analysis of export potential

1

- Analysis of entrepreneur's resources and competitiveness of the product or service on international markets in terms of starting / expanding their export activity

2

- Assessing the strengths and weaknesses of what the customer has to offer as well as the possible opportunities/ risks for export.
- Define development of export activities



Goal: An analysis of export potential of your product or service and recommendation of export direction.



Preparation of information packages

1

- Information Package may include:
- macroeconomic data,
 - basic legal and tax information,
 - sector information,
 - Information about business culture of the local market.

2

- Preparation of universal reports about selected countries.
- Preparation of sectoral analysis per client's request.



Goal: Providing analytical material helpful in understanding the specifics of the local market and preparation for expansion.



Organization of B2B meetings

1

- Preparation of tailor-made B2B sessions based on the knowledge of local business specifics and the PAIH foreign market contact network.
- Temporary rental of space for work and business meetings in the Agency's offices in selected markets.

2

- Identification of potential business partners abroad and suppliers in Poland.
- Organization of meetings with business partners selected by the client and representatives of local business support organizations and government administration.



Goal: Business meeting tailored to the specific profile of your company/ institution and the product/service you want to offer in each market.

Services for Exporters (II)



Organizing business missions

1

- Participation in workshops, conferences, fairs, as well as tailor-made business meetings, enabling a better understanding of the new market.

2

- Support in organizing B2B and B2G meetings.



Goal: Getting to know the local market and establishing business contacts including institutional partners.



Preparing lists of possible business partners

1

- Developing a list of potential customers abroad or suppliers in Poland by category: country, product type, profile (manufacturer, distributor, service provider) and the size of the company.

2

- Support in finding business partners.



Goal: List of business contacts tailored to the client's profile.



Verifying business partners

1

- Credibility analysis of a business partner based on available databases.

2

- Recognition of partner's economic and financial standing, with the help of PAIH representative's local business relations on a given market.



Goal: Security in business relations and the possibility of cooperation with a reliable partner on the foreign market. Increasing the security of transactions..

Services for Exporters (III)



Developing strategies for expansion in selected markets

1

- Financial support within the Polish Technological Bridges (PMT) project for the development of an expansion strategy to selected non-EU markets.

2

- Support for startups and SMEs offering an innovative product, service or technology and eligible for de minimis aid (Grant worth up to PLN 200,000).



Goal: Preparation and implementation of entry strategy for an innovative service, product or technology.



Support in contacts with government agencies

1

- Support for the exporter in relations with public administration.

2

- Support in contacts with public administration at all levels.



Goal: Effective execution of the export process.



PAIH24

1

- Key support from the point of view of companies operating in conditions of uncertainty and limited direct business contact.

2

- Support includes:
 - market alerts,
 - searching for foreign contractors,
 - intervention support (B2B).



Goal: Support and development of business relations in conditions of limited direct contact and dynamically changing situation on individual markets.

Support Tools for Exporters



Webinars
Podcasts
Training

1

- Webinars and training for companies interested in foreign expansion.

2

- General or specialist training (e.g. legal and tax, sector training) with the participation of external experts.



Goal: Accessible presentation of specifics of a given market or industry. Better recognition of the new market as a chance for greater success.



Map of Foreign
Markets

1

- First-hand information on the real possibilities of foreign expansion and strengthening the position of Polish companies.

2

- Periodically updated materials on the conditions of running a business in a given market and key sectors.
- Current information on the epidemiological situation, local regulations and export opportunities.



Goal: Comprehensive information for an exporter / investor supporting the expansion of Polish entrepreneurs.



Economic Events
Calendar

1

- Database of recommended industry events / trade fairs in the world.

2

- Search by category:
- country
 - Industry
 - PAIH participation in the event
 - date



Goal: Indication to Polish entrepreneurs of selected recommended industry events.



PAIH's Offer for Investors

PAIH's offer for investors



Location consulting



Organization of site visits for prospective investors



Information about different forms of public funding



Tailor-made macroeconomic, HR, legal and sectoral datapacks



Identification of potential business partners and suppliers



Introduction to start-ups and technology providers/
B2B meetings



Support in building partnerships with R&D institutions and innovation centres



Facilitating contacts with local and central government



Follow-up services post completion of the project; media relations aftercare

SUPPORT TOOLS



[Investment site database](#)



[Cash Grant Program](#)



[Poland.Business Harbour Program](#)

Services for Investors (I)



Location consulting

1

- Identification of potential locations.
- Investment site database - constantly updated internet database of greenfield and brownfield.
- Investment property audit.

2

- Providing information about:
- local labor market,
 - sector specialization,
 - secondary and higher education,
 - infrastructure,
 - availability and profile of sub-suppliers, and more.



Goal: Providing information necessary to make an investment decision.



Organization of site visits for prospective investors

1

- Professional preparation of the investor's visit agenda.
- Organization of meetings with representatives of public administration, land's owners, media suppliers.

2

- Care and support for the investor during the site visit.



Goal: Finding the right location for your investment.



Information about different forms of public funding

1

- Preparation of information about:
- available support instruments (including tax exemptions, grants),
 - rules for using public aid.

2

- Handling government grants:
- information about the program,
 - help in preparing the application.



Goal: Providing reliable information on the available forms of support.

Services for Investors (II)



Preparation
of information
packages

1

Information Package may include:

- Macroeconomic data,
- HR data,
- basic legal and tax information,
- sector information.

2

- The package includes analytical material based on PAIH's knowledge and reports, prepared in cooperation with external partners.



Goal: Providing information necessary to make an investment decision.



Identification
of business
partners

1

Identification of potential:

- sub-suppliers of parts and components,
- service providers in Poland.

2

- Preparation of a list of potential contractors and organization of a meeting with the investor.



Goal: Investor's contact with sub-suppliers in Poland. Increasing the development opportunities of Polish companies.



Matchmaking
with startups
and technology
providers/
B2B meetings

1

- Support for investors in matchmaking with Polish startups.

2

- A wide database of Polish technology companies to be used by investors.



Goal: Promotion of Polish technologies among foreign investors.

Services for Investors (III)



Matchmaking
with R&D
institutions

1

- Matching investors with research institutes.

2

- Cooperation for research and development projects.



Goal: Development of the innovativeness of the economy.



Facilitating contacts
with local and
central government

1

- Investor support in business-public administration relations.

2

- Support in contacts with public administration at all levels.



Goal: Effective implementation of the investment process.



Post investment
support

1

- Supporting companies in their further development.
- Intervention when problems are reported by investors.

2

- Promotion of investors and investments supported by PAIH in the Agency's communication channels.
- Recommending PAIH clients in case of media inquiries about case studies and organizing study visits of foreign journalists.



Goal:

- Promotion of investors as part of events / communication activities organized by PAIH.
- Increasing reinvestment.

Support Tools for Investors



Investment site database

1

- Constantly updated internet database of greenfield (land and brownfield (warehouse and production halls) properties in Poland.

2

- Tool available to entrepreneurs.
- Support for PAIH investors in searching for real estate offers.



Goal: : Support in searching for investment property offers in Poland.



Cash Grant Program

1

- Governmental grants are provided on the basis of the Programme for supporting investments of major importance to the Polish economy for the years 2011-2030.

2

- Under the Programme, the support will be granted based on eligible costs for creating new jobs and eligible costs of the investments. The amount of the grants may be increased, if training programmes are offered to employees.



Goal: Supporting investments of major importance to the Polish economy



Poland.Business Harbour Program

1

- Program Poland. Business Harbour (PBH) is a comprehensive package that makes it easier for IT professionals, start-ups and small, medium and large companies to relocate their operation to Poland.

2

- Dedicated team to supporting entrepreneurs who are considering expanding their activities to Poland. This team comprises of PAIH's experienced employees who will ensure that the relocation of your business activities will be swift and efficient.



Goal: To meet the increasing demand for IT specialists in Poland and support relocation of programmers from the Eastern markets to Poland.
To enhance the IT sector in smaller cities of Poland.
To strengthen further the position of Poland as a major IT hub in Europe.



Partnership and Economic Promotion

PAIH's Offer. Partnership and Economic Promotion



Cooperation
with public
administration



Cooperation with
Regional partners



Cooperation Network
with business support
institutions

SUPPORT TOOLS AND PROJECTS



Competition "Site
worthy of a medal"



Invest in Gmina



Training and
internships



Patronages

Cooperations with PAIH's partners



Cooperation
with public
administration

1

- The organization of all the economic elements of State and Government visits.

2

- The organization of events and economic missions, which are part of Government and State visits, with the participation of Polish companies.



Goal: Cooperation to support Polish entrepreneurship, removing barriers to entry into foreign markets and creating a friendly climate for investment.



Cooperation with
Regional partners

1

- Improving competences in the field of serving investors and exporters.

2

- The organization of training, audit of investment areas and the promotion of Poland's Regions, PSI and investment offers.



Goal: Cooperation for the economic promotion and development of Regions by supporting activities related to the acquisition and service of investment and export projects.



Cooperation
Network with
business support
institutions

1

- Building a network of cooperation with domestic and foreign business support institutions, including Polish diaspora organizations. .

2

- Cooperation with key business organizations for the preparation of webinars, training and conferences, as well as the preparation of reports.



Goal: Wide promotion of exports and investments.

Support tools and projects



Competition
"Site worthy
of a medal"



Invest in Gmina



Training
and internships



Patronages

1

- A cyclical competition, organized every two years. Results based on the audit of the notified investment areas.

2

- Promotion of the winning areas on the websites of PAIH and its Partners. Preferential offering of locations in projects implemented by PAIH.

1

- A marketing activity which consists of building a website template enabling the promotion of investment offers of local government units.

2

- Assistance in creating a tab on the commune's website.

1

- Education of PAIH's partners on the preparation, promotion and sale of investment offers.

2

- Cyclical (4 times a year) information and training meetings addressed to PAIH's partners - presentation of the Agency's offer.

1

- Granting the PAIH Honorary Patronage on the basis of a completed application.

2

- Promotion of patronage events.



Goal: Improving the quality of the investment offer of local government units. Stimulating the process of improving the creation of the municipality's investment offer according to PAIH standards. Supporting investments in the Territory of the Republic of Poland by identifying attractive investment areas.



Goal: Standardization of the rules for the promotion of the municipality's investment offer via the website



Goal: Improving the competences of the Agency's employees in the field of product preparation and promotion and sale.



Goal: Distinction of initiatives converging with the mission and strategy of the Agency.

Contact us

The Polish Investment and Trade Agency (PAIH)
Krucza St. 50
00-025 Warsaw
+48 22 334 99 55
paih24@paih.gov.pl

www.paih.gov.pl

[PAIH Newsletter](#)

