

WSSE INFO

MAGAZINE OF THE WAŁBRZYCH SPECIAL ECONOMIC ZONE "INVEST-PARK"



POLAND. INVESTMENT ZONE #MEANS SUCCESS.

Introduction:



Maciej Badora, President of the Wałbrzych Special Economic Zone „INVEST-PARK”

Last year was very important both for the Polish economy and for special economic zones. The introduction of changes in the investment policy has opened up new opportunities for business. At the same time, companies managing the zones have been given an optimized tool to support economic development.

It would be no exaggeration to say that Poland is currently the most attractive investment destination in Europe. It is confirmed by both international reports and, most importantly, the quality and quantity of new projects located in its territory. Among the factors affecting this state of affairs, the human factor is at the forefront. It is the employees, their knowledge, experience and commitment that guarantee success for companies operating

in Poland. Consequently, Polish branches stand out against their foreign counterparts.

What is important, in order to maintain the existing competitive advantages it is necessary to continue investing in people. I do not just mean education and improving qualifications – it is a much more comprehensive process. All environments and business sectors should be involved in creating the optimal investment climate, thus contributing to the Responsible Development Strategy. At the same time we must remember that people are in the center of any change. Special economic zones, due to their position in this ecosystem, have become an excellent platform for facilitating cooperation. Its quality determines whether we will achieve the intended goals and whether its results could be unanimously deemed a success.



The Wałbrzych Special Economic Zone “INVEST-PARK” is an area offering preferential conditions to investors in south-western Poland. Locating a business operation within the WSEZ makes the investor eligible for tax exemptions and a number of other forms of support from the company managing the zone.

WAŁBRZYCH SPECIAL ECONOMIC ZONE "INVEST-PARK"



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WSSE "INVEST-PARK"
16 Uczniowska Street
Wałbrzych, 58-306



Poland
Investment Zone

www.invest-park.com.pl
invest@invest-park.com.pl
tel.: +48 74 664 91 64



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Publisher:
Wałbrzyska Specjalna Strefa Ekonomiczna
„INVEST-PARK” sp. z o. o.
ul. Uczniowska 16, 58-306 Wałbrzych

Contact the publisher:
e-mail: invest@invest-park.com.pl
tel.: +48 74 664 91 64

Editorial team:
Jacek Serdeczny - Managing Editor

Contact the editors:
e-mail: redakcja@invest-park.com.pl
tel.: +48 74 664 91 53

Layout & DTP:
„Grafol” Agnieszka Blicharz-Krupińska
ul. Żmudzka 21, 51-354 Wrocław

BILLIONS TO BE INVESTED IN THE WAŁBRZYCH ZONE

The Wałbrzych zone is the leader in terms of the value of new investment projects – nearly PLN 4.5 billion will be spent on the construction and expansion of plants. This is the best result among the 14 companies managing economic zones in Poland. Thanks to the support granted by the WSEZ in 2018, nearly 50 investment projects will be conducted. As a result, at least 1,400 new jobs will be generated.

In 2018, Polish economic zones issued nearly 350 permits and decisions on support. In total, entrepreneurs declared to invest over PLN 14.5 billion. As much as 30% of this amount will be generated by projects carried out with the assistance of the Wałbrzych zone. The WSEZ supported 48 investments, including eleven decisions issued on the basis of the new rules for granting public aid (Poland - Investment Zone).

The following companies decided to build or expand their plant: Toyota, Guotai-Huarong (GTHR), Solgaz, LS, Gestamp, Umicore, Dongil, Famot, Mitsui High-tec, Famot and Bioagra. Twenty-three companies joined the group of zone investors, and 25 decided to expand the scope of their business. As many as 23 projects are connected with Lower Silesia. Fourteen projects will be conducted in the Opole region, and eleven in Wielkopolskie Province.

The new projects will result in more than 1,400 jobs. Importantly, the qualitative criteria that have been introduced by the new rules provide additional preferences for investors generating highly-paid R&D jobs. Employment in the zone will increase mainly in the automotive industry, in particular due to projects connected with electromobility. ■

Wałbrzych subzone (photograph by Tomasz Góra)



Cooperation

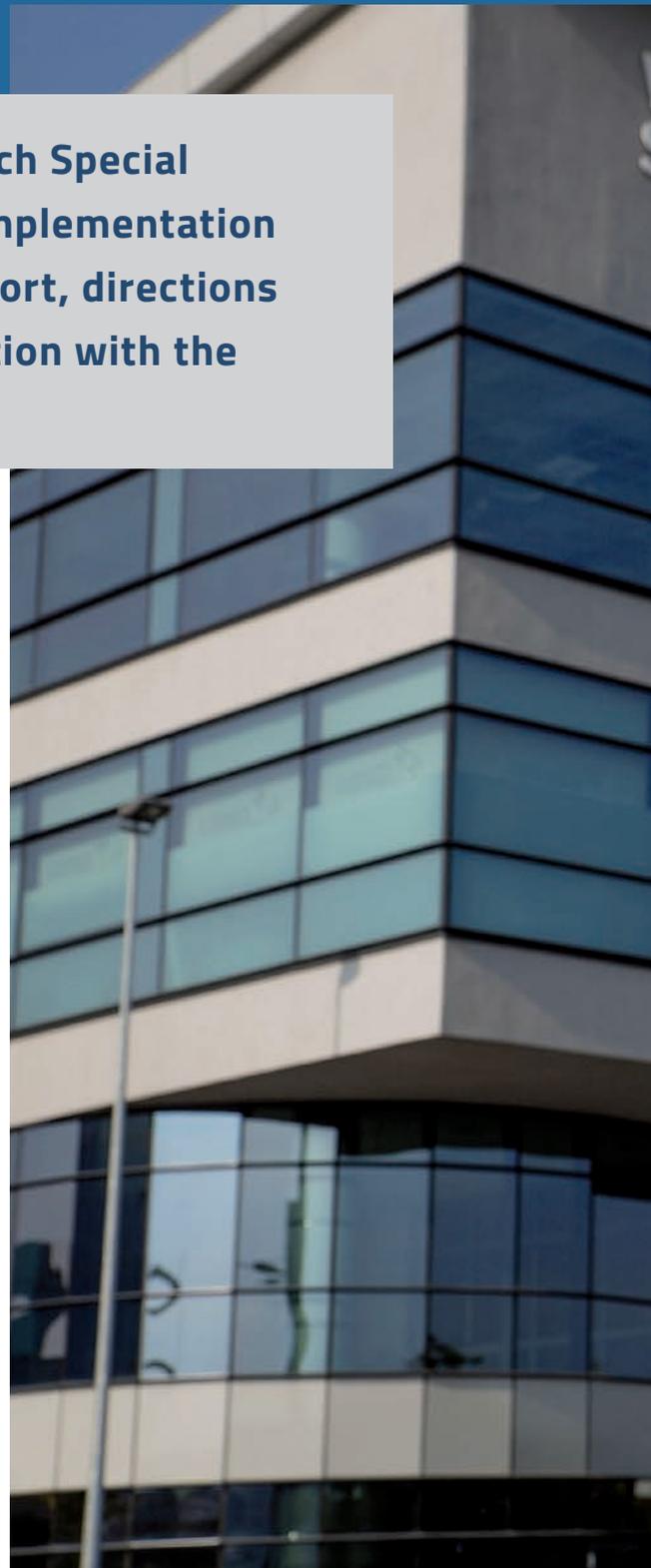
Maciej Badora, President of the Wałbrzych Special Economic Zone "INVEST-PARK", on the implementation of the new principles of investment support, directions of zone development and closer cooperation with the economic environment.

WSSE INFO: For several months, special economic zones in Poland have been operating on the basis of a new investment policy called Polish Investment Zone. What has been the reaction of the Wałbrzych zone and its tenants to the new reality?

MACIEJ BADORA: We had been involved in building the new model from the very beginning, even before the legislative phase began, consulting it with our stakeholders and submitting the conclusions to the ministry. This process was intended to make it possible to enter the new reality as smoothly as possible, and it seems that this goal has been achieved. A very important aspect of the change was to inform entrepreneurs that they can now apply for support in a wider scope. An analysis of the submitted applications shows that the message has reached them. It can also be assumed that this instrument will become more commonly used as entrepreneurs get accustomed to the new rules and possibilities. Of course, the time will come to summarize the effectiveness of this instrument, but we are pleased that the first decisions on support have already been issued under the new regulations.

Do these changes mean that every entrepreneur who is planning a new investment can choose a special economic zone in which to submit the application?

Certainly, entrepreneurs should be interested in the subject of economic zones and analyze their investment project in this respect. Exemptions are granted on the basis of a decision preceded by administrative proceedings. Therefore, we are not able to clearly determine whether the application will be considered positively before the end of this procedure. We encourage entrepreneurs to familiarize themselves with the new



is a priority



rules, procedures and ways of preparing and submitting applications. Of course, we will do our best to ensure that the process of analyzing and issuing decisions will be as short as possible so that it does not block the investment process.

Recent projects and new investment decisions have mostly been connected with the broadly understood electromobility. Does this mean that Poland is becoming a hub for this industry?

Yes, I think so, but let us remember that we are talking about a trend that began when the previous regulations were still in force. It should not be directly connected with changes in investment policy. However, it is evident that investors are interested in running this kind of business activity in Poland – both as production of finished components and as elements of electric and hybrid power units. If this trend continues, we have a chance to become a leading center of the electromobility industry in Europe. In order to maintain a high level of investors' interest, it is necessary not only to promote the attractiveness of investing in Poland, but also to take steps connected with the broadly-perceived business environment.

For years, the automotive industry has been the driving force attracting investors to the Wałbrzych zone. In fact, this sector of the economy is developing in many parts of our country. What makes Poland, and especially its south-western part, so attractive for this industry?

It is a very complex issue that it is difficult to summarize in a few sentences. I think, however, that the success of plants that are already present in Poland is a key factor. These subsidiaries stand out against their European and global counterparts, which is noticed by the owners of corporations. The high profitability and efficiency of these ventures means that Poland is chosen as the destination for subsequent projects. What is more, this is an important argument for other companies that are considering investment in this part of Europe. The question is, however, why are Polish subsidiaries so successful? It is mainly due to the workforce – reliable and ambitious employees who contribute to this success. It is the capital that determines our advantage compared to other European locations. In combination with factors such as the rich industrial traditions of this part of Poland, stable macroeconomic situation, well-connected and developed areas, and preferential tax conditions, we receive a mix that translates into such good results.

So what should be done to maintain dynamic growth and preserve these competitive advantages?

I think that we have learned how to effectively use the funds allocated to the development of infrastructure. In this respect, we have achieved the intended goals in recent years and maintained the appropriate growth dynamics. The right investment in human capital becomes the main challenge. Fortunately, the problem of high unemployment has been successfully resolved, especially in areas that were affected by economic restructuring that was often connected with the liquidation of entire industries. At that time, the priority was to provide people with work. Unfortunately, there was a number of negative effects, the most serious among them being mass emigration. It seems, however, that this stage is behind us and the problem of joblessness has been solved – the current unemployment rates fall within the natural limits associated with employee turnover. Therefore, our goal is to introduce systemic mechanisms that will ensure a steady increase in the quality of jobs and, consequently, wages. Both the Responsible Development Strategy and the new law on investments support address this task by, among other things, introducing a qualitative criterion that must be met by companies applying for exemptions. Raising employee qualifications has thus become one of the key challenges facing the economy. This process should include not only young people entering the labor market, but also those who are already in work. It will provide an additional impulse for high-quality investments in Poland.

How does the educational cluster run by the Wałbrzych zone fit into this task? At the beginning, its main role was to connect entrepreneurs with vocational schools. At present, its scope is much wider, including joint projects with vocational counselors as well as universities and research clubs.

Support for ambitious and creative young people is a special aspect that brings a lot of added value. Students who, besides the standard course of study, are involved in developing their ideas and projects will become the foundation of our economy. We try to co-finance their work, promote its effects and look for additional forms of support for them at the government and local government level. They are also a model for secondary school students who, seeing the example of their older colleagues, are more willing to choose technical schools and engage in extra projects. This is just one of the examples. Our activities are addressed to people with various interests, ambitions and potential. It is crucial to find common areas for education, business, non-government-



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tal organizations and supporting institutions. The point is to put together elements that have worked so far in isolation from each other. It is at these points of intersection that impulses for activity emerge and the best ideas are created. Companies that manage special economic zones, because of their location in the economic ecosystem, are perfectly suited for initiating and coordinating this kind of cooperation. The challenge is to find the right communication channels – a common language between these sectors. However, the cluster seems to be an appropriate platform for building such relations.

What are some of the tasks facing the Wałbrzych zone in the near future? What should it focus on in order to effectively use the new support instrument?

The detailed tasks facing SEZs are specified by law. However, it is necessary to choose the right tools that will maximize the efficiency of our work. I am convinced that cooperation is a priority, and it should be perceived as broadly as possible. All stakeholders that shape the economic reality should be involved – entrepreneurs, employees, schools, universities, local government units, business-related institutions. We must reach them with the information that we are ready to cooperate and build a network of links – an economic ecosystem. Another goal is to spread the message to the representatives of local small and medium-sized enterprises, who until now remained outside the zone and could count only on themselves. We want to increase their sense of security and provide an impulse to develop, especially through new export opportunities and help in finding contractors in the European Union and beyond its borders. Prime Minister Morawiecki and his government place great emphasis on this. One of the results is the creation of a new network of foreign trade offices managed by the Polish Investment and Trade Agency, which closely cooperates with the zones. This tool will contribute to the expansion of Polish SMEs. New sales markets will result in increased investment potential and, consequently, stronger presence of these companies in the zones. The third important task is to enter the next phase of Poland's development as a destination for investors. The period of change that took place after the political transformation should now be closed. All the factors that determined development throughout this time are losing strength today. Industry 4.0, electromobility, renewable energy, the investment policy of Asian countries – these are currently the criteria on which the new economic reality should be based. Mechanisms should be developed that will convince domestic and foreign investors that we have knowledge, a vision and a strategy for further development based on new paradigms – that we are a place where it is not only worth investing, but also settling down and connecting your future with us, both professional and private.

Thank you for the conversation. ■



Poland. Investment Zone

In September 2018, the law concerning the new formula for the functioning of economic zones entered into force. This means that tax exemptions are available throughout the entire territory of Poland, and entrepreneurs can apply for support under new, more transparent rules.

"The new investment support system is the result of long work. We asked investors about their point of view, consulted with

local governments about regional needs, analyzed the models of investor support in other countries, and tried to base the new system on the diagnoses and guidelines included in the Responsible Development Strategy. All of it has resulted in a sustainable system of support that encourages investment in less industrialized areas while promoting innovative and technologically-advanced ventures in more developed regions," emphasizes Minister **Emilewicz**. ■



Poland
Investment Zone

What changed?

- Tax exemptions are available throughout the entire territory of Poland
- Easier access to exemptions for SMEs by removing territorial restrictions
- Investment assessment based on transparent quantitative criteria (minimum capital expenditure depending on the unemployment rate in a given county and on the size of the company)
- Additional qualitative criteria (creating stable jobs in R&D)
- New criteria supporting underinvested regions
- Time guarantee – the exemptions are granted for a period of 10 to 15 years
- Faster process of issuing decisions

The new law offers benefits to:

- Poland – transfer of knowledge, support of R&D, stable jobs for highly-skilled employees, elimination of unemployment in less developed areas
- Polish investors – preferences for micro, small and medium-sized companies,
- Foreign investors – new areas for investment projects, guaranteed time to use tax exemption
- Employees – over 200,000 attractive jobs to be generated within 10 years
- Gminas – every gmina in Poland supported by a company managing an SEZ
- Currently operating SEZs – greater impact on sustainable development in their region and elimination of investment barriers

#MEANSUCCESS.

Mercedes:

invests in electromobility

Mercedes-Benz Cars will build a factory producing batteries for electric vehicles in Jawor, in the area managed by the Wałbrzych Special Economic Zone. In this way, Daimler will expand the existing complex, which will also produce engines. As a result, about 300 jobs will be generated.

“We are witnessing industrial revolution 4.0, in which Poland plays a leading role. What pleases me is that not only traditional engines will be produced in Jawor, but also electric batteries,” said Prime Minister **Mateusz Morawiecki** after a meeting with **Markus Schäfer**, a member of the management board of Mercedes-Benz Cars.

Mr. Morawiecki emphasized that the investment shows that, on the one hand, entrepreneurs are eager to expand their operations across the country and are satisfied with the business environment, and on the other hand that Poland is solidifying its position as a leader in the electromobility industry.

The plant in Jawor will produce approximately 100,000 batteries per year. The investor is going to extend the existing facility to around 20,000 m² and create approximately 300 additional jobs. It is estimated that capital expenditure will amount to EUR 200 million. Production is scheduled to begin in mid-2020.

“The decision to start production of electric batteries shows that companies that have already begun investment projects in Poland believe in the talent of employees, suppliers, contractors and in good cooperation with government institutions,” the prime minister added. He also stressed that the investment in electromobility fits in with the promoted clean air strategy.

This is another investment in electromobility in the Wałbrzych zone. So far, projects connected with electric vehicles have been implemented by companies such as Umicore, LS, GTHR, and Capchem. Recently, Toyota Motor Manufacturing Poland has also decided to launch the production of hybrid transmissions.

“It is evident that investors are interested in running this type of business activity in Poland, producing both ready-made components and elements related to electric and hybrid power units,” stressed Maciej Badora, President of the Wałbrzych zone. “If this trend continues, we have a chance to become a leading electromobility center in Europe,” he added. ■



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FOR WHOM ———



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and medium-sized
enterprises based
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estate located in Lower Silesia,
for the purposes of running
an enterprise

ON WHAT CONDITIONS ———

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- commission: 0%
- payback period: 15 years
- level of own contribution: 5% of the value of immovable property (< 10 years)
20% of the value of immovable property (< 15 years)



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FOR WHOM ———



For micro-, small and medium-sized
enterprises, based or operating in Lower
Silesian voivodeship (no minimum
company's age requirement)

FOR WHAT PURPOSE ———



For current expenditures excluding
tangible and intangible assets
or intangible values

ON WHAT CONDITIONS

- maximum loan
amount: 500 000 zł
- interest rate:
> 2,87%
- commission: 0%
- payback period:
3 years

Toyota invests



The Toyota factory in Wałbrzych began manufacturing gears for hybrid drives. The Japanese company spent nearly PLN 290 million to expand the plant and install a new production line. The factory operating in the Wałbrzych Special Economic Zone is Toyota's first center outside Asia in which components for hybrid systems are manufactured.

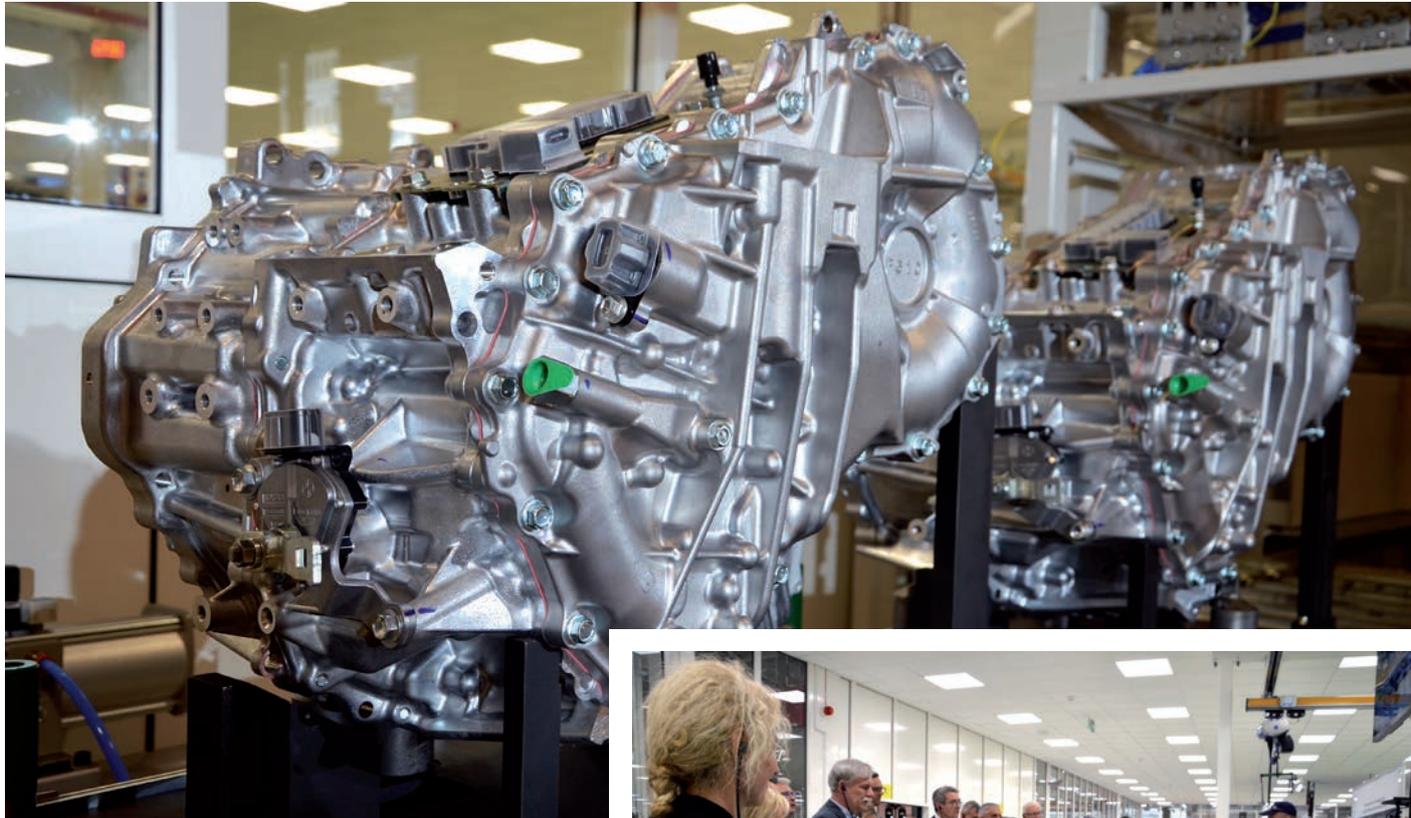
The investment is the first stage of a several-year program of introducing Toyota's advanced hybrid technology and its new architecture to Polish factories. The gear that will be manufactured in Wałbrzych is a key element of the drive, which coordinates the interaction of the electric motor and the internal combustion engine.

"The introduction of hybrid transmission technology to TMMP as the first factory outside Asia is a great honor for us and a token of huge trust of the company's management in the Polish Toyota factories. It shows the potential of our employees and the competitiveness of the entire organization," said **Eiji Takeichi**, President of Toyota Motor Manufacturing Poland, during the ceremony of opening the new part of the plant.

The event was attended by Deputy Minister of Entrepreneurship and Technology **Marcin Ociepa**, who read a letter from Prime Minister **Mateusz Morawiecki**.

"Ladies and gentlemen, our country is becoming Europe's factory for a reason. It is not because we provide cheap labor, but because we successfully participate in global competition. Our success is determined by healthy and sustainable economic growth, good investment climate and great potential of Polish employees. I am glad that another technologically-advanced and extremely forward-looking investment is about to be launched, which will increase the competencies of our employees and our development opportunities," the head of government wrote in his letter to the participants of the event.

in hybrids



Toyota was one of the first companies to invest in the Wałbrzych Special Economic Zone. During almost two decades of its functioning here, the Japanese company has influenced not only the economic sphere, but also the social reality of the entire region.



Deputy Minister Marcin Ociepa emphasized that the investment confirms favorable conditions for the development of companies in Poland, including foreign ones. It also demon-

strates that Poland's economy is becoming stronger and increasingly important on a global scale.

Toyota was one of the first companies to invest in the Wałbrzych Special Economic Zone. During almost two decades of its functioning here, the Japanese company has influenced not only the economic sphere, but also the social reality of the entire region.

"We perceive the new project as a sign that the largest automotive group in the world connects its future with us, just like we connect our future with them," said **Maciej Badora**, Presi-



dent of the WSEZ during the ceremony. "I am convinced that it opens a new chapter in our relations, which we want to base primarily on people who are both creators and consumers of industrial production. Thanks to them, it has been possible to carry out the project whose successful completion we are celebrating today."

The new investment significantly contributes to the development of the electromobility program in Poland. The hybrid technology contributes to significant reduction of pollution, in keeping with Toyota's strategy in Poland: "Stop smog. Go hybrid."

"In 2000, when the hybrid model was unveiled, we made the first step on the road to electric cars in Europe. Currently, almost every second car leaving our showrooms is a hybrid car, and the sales of hybrids are constantly growing. The hybrid technology is our main competitive advantage and a vital element of our ambitious global electromobility strategy, which assumes that by 2030 we will achieve annual global sales of more than 5.5 million electric cars, including one million zero-emission cars. The steady growth in hybrid sales in Europe allows us to increase the local production of components for hybrid drives," said Dr. **Johan van Zyl**, President and CEO of Toyota Motor Europe.

After the completion of the most recent investment and including the projects planned for the upcoming years, Toyota's total investment in Polish factories will have amounted to over PLN 4.5 billion. These projects will also create new jobs. By 2020, the number of employees in TMMP plants is to increase by almost 600 people to a total of over 2,500 employees. Intensive recruitment is currently underway for both Toyota factories located in Lower Silesia, within the Wałbrzych Special Economic Zone.

Apart from hybrid drive gears, the factory in Wałbrzych produces one-liter gasoline engines and manual and semi-automatic gearboxes. Its annual output reaches 371,000 engines and 720,000 gearboxes for conventional cars, while the new production line can produce 180,000

gears per year.

The plant in Jelcz-Laskowice produces 1.5-liter gasoline engines as well as diesel engines with a capacity of 1.4 l and 2.2



l. Its annual production volume is 180,000 drive units. The new production lines, which will make 2.0- and 1.5-liter engines designed in TNGA technology (Toyota New Global Architecture), will increase the factory's output to 309,000 units.

The TMMP factories supply Toyota's assembly plants located in Europe (Czech Republic, Great Britain, France, Turkey, Russia) and outside it (Republic of South Africa, Japan). ■

GROUND-BREAKING CEREMONY



Mitsui High-tec Inc.

19 March 2019



E-engine cores from Mitsui

Mitsui High-tec (MHT) will erect Europe's first factory producing e-motors for hybrid and electric cars. The Japanese company will invest over PLN 160 million in the Wałbrzych zone and initially employ 30 people. The project was supported by the Polish Investment and Trade Agency with the participation of its Foreign Trade Office in Tokyo.

Mitsui High-tec is the world's biggest motor core stamping company for generator and motor parts of hybrid and electric vehicles. MHT's first factory in Europe will be built in Skarbimierz (Opolskie Province) in the Wałbrzych Special Economic Zone "INVEST-PARK". In the first years of operation, the investor will create 30 jobs, and ultimately this number will rise to 200.

"In Japan, we are a leading supplier of eco-technology for the automotive industry. We would like to achieve a similar status in Europe. In our opinion, south-western Poland is becoming a European hub for the development of the e-mobility sector, so with the help of Polish engineers and technical staff, we want to build our brand on the Old Continent from here," said **Yasunari Mitsui**, President of Mitsui High-tec.

The Polish Investment and Trade Agency (PAIH) provided the investor with comprehensive support in the decision-making process. So far, the Agency has served 10 projects in the e-mobility sector, which may create over 2,400 jobs. Most of them will be implemented by companies from Asia – South Ko-



rea, China and Japan. "The highly-automated Mitsui High-tec factory is certainly one of the high added value investments, and Poland is slowly becoming an ecosystem of manufacturers and suppliers of the electromobility industry, unique on a European scale. Other advantages include qualified staff, stable economy and convenient location, enabling foreign investors to access other markets," says **Krzysztof Senger**, Deputy President of the PAIH.

"Mitsui High-Tec is another strong brand with whom we have established cooperation. Apart from attracting advanced technologies and creating attractive jobs, the decision of the Japanese company strengthens the image of the Wałbrzych zone as Europe's leading area for the development of the electromobility industry," says **Maciej Badora**, President of the WSEZ "INVEST-PARK."

The first stage of the investment is scheduled to end next year. The factory will have an area of 9,500 m², but the investor is already planning to expand it to 22,500 m². ■



Umicore

invests in electromobility

The Belgian automotive giant has decided to build a factory for the production of electric vehicle batteries near the town of Nysa. The investment in the Wałbrzych Special

Economic Zone is worth nearly PLN 1.4 billion. In the first phase, around 400 people will be employed, and ultimately this number will reach around a thousand.



The directors of the corporation emphasize that Nysa will be the site where the most important component of batteries for electric vehicles will be manufactured. Production in the plant will be based on state-of-the-art technologies developed to meet the highest standards of performance and quality in the automotive industry. Deliveries are scheduled to start at the end of 2020, and the subsequent stages of expansion are planned for 2023 and 2025.

When deciding on the location of the project, the company considered a dozen or so places in Europe and the world. The directors admit that the final decision was influenced by factors such as the proximity of European markets, access to skilled technical staff and the availability of low-emission supply of electric energy.



The decision of the Belgian giant was announced during a conference attended by representatives of the Polish government and the company's management board. During the meeting **Mark Grynberg**, CEO of Umicore, stressed the importance of the investment both for his company and for the entire region. Minister of Entrepreneurship and Technology **Jadwiga Emilewicz** empha-

sized that it is a clear sign for other investors that Poland is well-prepared for the implementation of projects with a "green quality mark."

Umicore is already present in the Polish market – in 2014 the company decided to build a catalyst factory in Nowa Ruda, which is also located within the Wałbrzych Special Economic Zone. ■





ENERGY INDUSTRY

ON ENERGY, RENEWABLE ENERGY SOURCES, BUSINESS AND INNOVATION IN WROCŁAW

350 participants, 130 representatives of companies and institutions operating in the energy sector (including eight key players from Poland and Italy), several hundred business meetings and an expanded scientific part with over 30 invited speakers – these are the figures summarizing this year's edition of Energy Industry Mixer, which was co-organized by the Wałbrzych zone.

"The interest in the meeting and the involvement of participants was beyond our expectations," says **Fabrizio Bosetti**, founder of Bosetti Global Consulting, the main organizer of the event.

"It is thanks to investors in electro-mobility such as Daimler, Umicore or Campchem that we are changing the face of the Polish economy and the energy industry," **Michał Szukała**, Deputy President of the Wałbrzych zone, said during the opening.

The formula of Energy Industry Mixer is a combination of two events addressed to companies operating in the energy in-

dustry and those about to enter it. The first part was a business and networking meeting, following the model of speed dating, which enabled companies interested in cooperation to instantly get acquainted with the offer of potential contractors and establish valuable business contacts.

"This model has proven to be very efficient, much better than traditional fairs – it allows all participants to meet with vir-





MIXER 2019

tually all potential contractors in a short time, get to know their offer, and then continue talks with selected companies,” explains **Enrico Ciullo** of Bosetti Global Consulting.

The participants in Energy Industry Mixer included representatives of companies such as Tauron Polska Energia S.A., AB Cogeneration World, Comatec Poland Sp. z o.o., Energoprojekt-Katowice SA, ABB Poland Sp. z o.o., Innpact Sp. z o.o., Santander Bank Polska S.A., and many others. The event was held under honorary patronage of the Ministry of Energy, the Ministry of Entrepreneurship and Technology, the Marshal of Dolnośląskie Province, the Voivode of Dolnośląskie Province and Consiglio Regionale del Lazio.

The participants (including contractor companies operating in the EPC formula, subcontractors, producers and suppliers, institutions and public entities operating in the sector) had the opportunity to present their solutions to potential contractors in the so-called showrooms, which guaranteed comfortable conditions.

The second part of the event consisted of a series of scientific sessions comprising lectures and discussion panels devoted to key issues in Poland’s energy policy. The program included

Energy Industry Mixer 2019 in numbers:

- 130 companies and institutions
- 350 participants
- 8 key players from the energy market in Poland and Italy
- 20 institutions from the energy industry
- 5 honorary patrons of the event from Poland and Italy
- 30 speakers
- over 100 company meetings at rotating roundtables
- nearly 100 bilateral meetings
- 1500 cups of excellent Italian coffee

four discussion panels on the optimization of electric energy costs for industry, adjusting Poland’s energy infrastructure to renewable sources, SmartCity solutions and subsequent investments connected with them.

“It’s safe to say that we have chosen the right subjects – the participants showed huge interest in them and considered the conclusions from conversations and lectures delivered by both scientists and practitioners as valuable and useful in the functioning of their companies or institutions,” says Fabrizio Bosetti. ■



Photograph by Messe München GmbH

THE WSEZ IN MUNICH

Over 2,000 exhibitors and nearly 45,000 visitors, including the most important people from the world of business and politics – EXPO REAL in Munich is the largest investment and real estate trade fair in Europe. The Wałbrzych zone could not miss such a prestigious event and presented its offer for investors.

The Munich trade fair is a unique opportunity to meet and exchange experiences between investors, construction companies and local government representatives. Last year's edition turned out to be record-breaking both in terms of the number of exhibitors and visitors. The event was attended by delegations from 72 countries, including presidents, directors and managers of international corporations.

The fair was accompanied by a rich program of specialist events, including nearly one hundred symposiums and dozens of conferences. Nearly 400 experts discussed current trends and innovations in real estate markets.

Among the countries of Central and Eastern Europe, Poland has been one of the most active partners of the event for years. The fair was attended by 37 national exhibitors – companies, institutions and regions. Among them was the Wałbrzych zone, which at a special stand presented its offer for companies wishing to invest in south-western Poland. The presence of the zone's representatives resulted in many business meetings with entrepreneurs from Germany, USA, Great Britain, India or South Africa. ■



Photograph by Messe München GmbH



Fot. Messe München GmbH

JOURNEY: TO THE MIDDLE KINGDOM



Strengthening relations with Chinese partners and presenting the available areas were the main goals of a study trip of the Wałbrzych zone delegation to China. The management board of the WSEZ met with entrepreneurs, representatives of cities, institutions and industrial centers.

During the trip, an agreement was signed with the economic zone CIXI (Zhejiang Cixi Coastal Economic Development District), which will facilitate joint activities supporting Polish and Chinese entrepreneurs. ■

The trip was a response to the growing interest in locating Chinese investments in Poland. The WSEZ board participated in meetings with the owners of Guotai-Huarong and Capchem, who are conducting their investment projects in the zone. It was also an opportunity to establish contacts with subcontractors of the Chinese giants – chemical companies supplying the electromobile sector.

The zone's management board also met with the representatives of the city of Ningbo – the largest seaport in the world, and two institutions: Ningbo Auto-Parts Industry Association, which groups nearly 4,500 entities operating in the automotive industry, and Ningbo Household Electrical Appliances Association, one of the largest centers of the home appliance industry in China. The meetings were intended to discuss the Chinese investment potential in Central and Eastern Europe and to open up trade routes for Polish entrepreneurs interested in expanding into Chinese markets.

The trip to Shanghai resulted in a visit to the Polish national stand during Automechanika Shanghai, one of the largest trade fairs in the world. The delegation also attended a meeting at the headquarters of HSBC Bank, an institution supporting Chinese entrepreneurs wishing to invest in Europe. As part of the ONE BELT – ONE ROAD initiative, HSBC opened 25 help desks in Europe, including an office in Warsaw.



The WSEZ

among the best zones

Once again, the Wałbrzych Special Economic Zone "INVEST-PARK" has been recognized in the prestigious ranking "Global Free Zones of the Year," compiled by the fDi Magazine. This time the WSEZ proved to be the best site for the automotive industry. It was also appreciated for its dynamic development.



The annual report identifies and describes the world's most attractive destinations for locating foreign direct investment. It is published by fDi Magazine, which belongs to the Financial Times group. This year, nearly 80 locations offering preferential conditions for investors have been evaluated.

The Wałbrzych Special Economic Zone has been recognized as a particularly attractive site for the car industry. The investments of global giants such as Toyota, Mercedes and Volkswagen in south-western Poland have led to the development of not only the automotive industry, but also related sectors such as metal and plastic processing, as well as

logistics and warehousing. What is more, many companies associated with the electric vehicle industry have recently located their operations in the WSEZ, making this region the center of attention of global corporations producing electric and hybrid power units.

The WSEZ was also appreciated for the speed of development, which is connected both with the rapid increase in the number of investors and with the numerous reinvestment project that are currently being conducted within it. Most notably, the report mentioned the expansion of Toyota Motor Manufacturing Poland plant. Thanks to the investment of the Japanese company, Poland has become the second center of modern hybrid drives outside of Japan.

In previous years, the Wałbrzych zone was ranked 4th in Europe and 22nd in the world in terms of investment attractiveness. The WSEZ was also highly commended as a destination for locating investment projects in Europe and received an award for the quality and comprehensiveness of services for entrepreneurs. ■

AMBITIOUS AND SUCCESSFUL



Popularization of higher technical education among young people was the main goal of a conference organized by the Wałbrzych Special Economic Zone. Nearly 100 secondary school students participated in a meeting with representatives of science clubs functioning at Wrocław University of Science and Technology that are supported by the WSEZ. The zone also organized a trip to Warsaw, during which students met with the Minister of Science and Higher Education Jarosław Gowin.

“Building the right investment climate requires the involvement of many parties. We are pleased that entrepreneurs are increasingly willing to cooperate with both industry and professional schools as well as universities,” said **Maciej Badora**, President of the WSEZ, during the conference opening. “The example of Wrocław University of Science and Technology shows that in order to achieve success, you have to compete with the best, as well as recognize and take advantage of development opportunities,” he emphasized.

Wrocław University of Science and Technology is a member of the “INVEST in EDU” Educational Cluster run by the Wałbrzych zone. Over 150 student science clubs and several dozens of student organizations gathering around 2,000 people function at the university.

“Studying is not just about going to classes, taking exams, writing papers and getting a diploma,” explained **Jacek Lamperski**, vice-rector in charge of student affairs. “Ambitious students want something more – to develop their passions, participate in conferences abroad, develop their own ideas and achieve successes. They graduate not only with a diploma, but also with a lot of experience and an impressive resume.” Students of Wałbrzych schools could acquaint themselves with the offer of science clubs that are supported by the Wałbrzych zone as part of the educational cluster’s activity. Among the achievements of the OFF-ROAD Unconventional Vehicles Science Club has been the construction of the Mars rover Scorpio X and the design of a Mars lander. The members also took the second place in Red Eagle, an international competition co-organized by NASA. The Robocik Automation

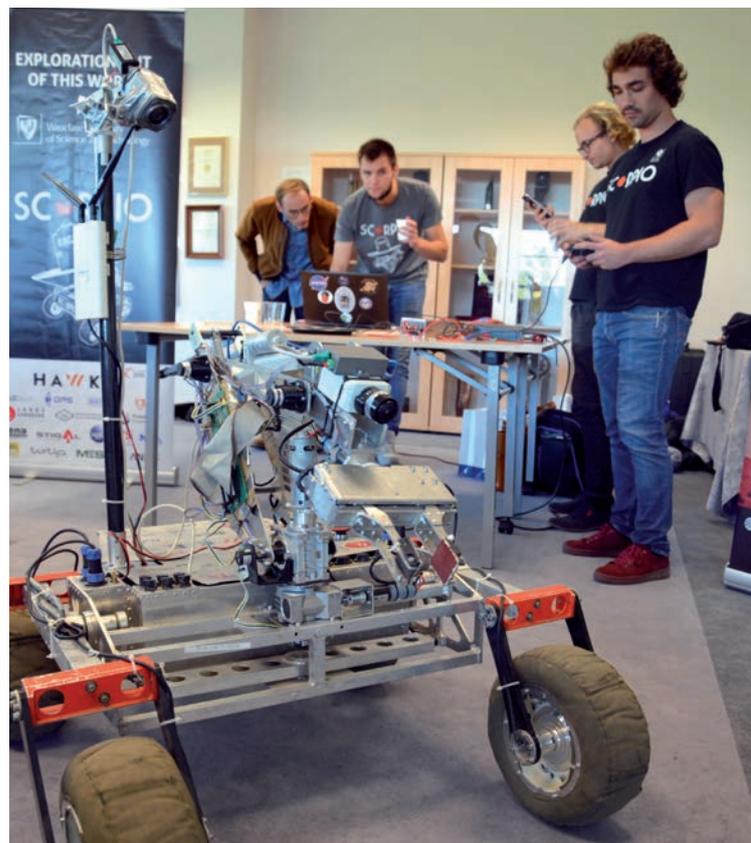
and Robotics Club presented a submarine. The autonomous watercraft can recognize obstacles and perform tasks while moving around the sea bottom. The submarine received a special prize at an international competition in San Diego. The Vehicles and Mobile Robots Science Club showed an electric motorbike, one of six that have been built by the students. Their latest vehicle, which is adapted to participate in the DAKAR Rally, was awarded 1st place at the SmartMoto Challenge in Barcelona in the Design category.

“The effects that we achieve during our work have already found commercial applications. Electromobility is in fashion, as is a more environmentally-friendly approach to motorization. Therefore, our work is not just about playing with technology, but also about gaining practical skills and searching for new solutions that can be implemented in the automotive industry,” says **Kamil Mocherek** of the Vehicles and Mobile Robots Science Club.

“The clubs are for people who do not like to get bored. Learning by experiencing something that fascinates us makes it much easier to acquire knowledge,” adds **Jakub Binkowski** from the same club.

Another benefit of belonging to a student science clubs is connected with gaining experience related to management, promotion or team work. Thanks to the support of the university, government grants or external sponsors, the annual budgets of the largest clubs reach a quarter of a million zlotys. “In order to develop, we must combine technical knowledge with marketing skills that ensure proper promotion of the effects of our work. The most active clubs at Wrocław University of Science and Technology are basically like small companies. Such experiences translate into further professional career of their members,” says **Mateusz Zimoch**, deputy president of the Robocik Science Club.

The Wałbrzych zone also organized a trip to Warsaw to visit the Space Research Center and the Industrial Institute for



Automatics and Measurements. The students had an opportunity to present their achievements to Deputy Minister of Entrepreneurship and Technology **Marcin Ociepa** and Minister of Science and Higher Education **Jarosław Gowin**.

“The way in which science clubs function is fantastic because it allows students to discover their true potential and facilitates their self-development,” Mr. Gowin said during the meeting at the ministry. “The path that you follow perfectly fits in with the Responsible Development Strategy adopted by the Polish government. We want to change the image of the Polish economy by basing it on innovative projects and modern technologies. The first steps have already been made in this area,” he added. ■





TECHNOLOGY IS FOR GIRLS!

“Girls GO Technology” is a program created by Mercedes-Benz Manufacturing Poland (MBMPL) for young girls who attend secondary schools of general or technical education in Jawor county. Why? Because there are still too few women in STEM (Science, Technology, Engineering, Mathematics) and, as we all know, what youth is used to, age remembers.

“Both statistics and my experience show that girls are still avoiding technology and technical studies. It is a pity, because it is the door to interesting and well-paid jobs, for example in modern industry. Artificial intelligence, cooperation of people and robots, virtual reality – what used to be science fiction has nowadays become the basis of production in modern factories,” says Dr. **Ewa Łabno-Falęcka**, Director of Communication and External

Affairs at MBMPL. “Our ambition is to break stereotypes and convince girls that technical and engineering studies have long ceased to be a ‘typically masculine’ domain. They offer a chance for a satisfying life and professional success also for women,” she adds.

Fifteen participants, seven months, five thematic workshops – this was the first edition of the project “Girls GO Technology” in numbers. Initiated by Mercedes-Benz Manufacturing Poland, it was intended to familiarize girls with technology and convince them that new technologies and science can be a great idea for a future professional life.

Intelligent planning and digital twinning

The program was conducted in cooperation with Geek Girls Carrots, Randstad Poland, Wrocław University of Science and Technology – The Faculty of Technical and Natural Sciences in Legnica, Siemens Poland, the Wałbrzych Special Economic Zone “INVEST-PARK” and the Educational Cluster run by it. The inaugural edition of the project had two stages – the first one was intended to identify the participants’ strengths, predispositions and talents. The second



one, consisting of a series of five workshops, involved fifteen students who would like to connect their future with the STEM industry.

The workshops lasted from June to December 2018. The participants learned how to create websites, discovered the basics of digital marketing, SEO, advertising and privacy regulations on the internet, wrote business plans, practiced public speeches, created chatbots and wondered if artificial intelligence is going to take over the world. The program also included issues related to the digitization of production, information about how the industry uses virtual and augmented reality and what is the so-called digital twin.

"The workshop program was designed to show the girls how technology influences our lives and how it is used in modern industry. On the other hand, it was very important for us to provide the participants with practical knowledge that will be useful in planning their professional future. As a result, there were discussions about artificial intelligence and a virtual tour of a 'smart factory,' but the last December workshop was devoted to learning how to write a CV and find one's place in the labor market," says Dr. Ewa Łabno-Falęcka.

The fourth industrial revolution in Jawor

One of the aims of the project was also to familiarize the participants with the newly built Mercedes-Benz factory in Jawor. The plant fits in the so-called the fourth industrial revolution (Industry 4.0.), which is based on the use of superin-

telligent machines allowing real-time information management and digital production management. The production process will use, for example, augmented reality (AR), which was presented to the girls during the workshops, and big data analysis that supports the production and assembly process. The plant will be completely neutral in terms of CO₂ emissions, with its energy supplied by environmentally-friendly renewable sources – wind and biomass.

"One of the most modern factories in the world is being built in Jawor. Participants in the 'Girls GO Technology' programme are its nearest neighbors. We want as many of them as possible to find their place in Industry 4.0 and in intelligent factories like the one we are building in Jawor. The evaluation of the project by the participants allows us to believe that this will be the case," says Dr. Ewa Łabno-Falęcka. "The girls praised the atmosphere of the program and the professionalism and patience of the trainers. The coolest thing is that thanks to the classes, they 'caught' the new technologies bug and boldly talk about them."

The "Girls GO Technology" project will be continued in 2019. The recruitment of new participants will take place in January, and the series of workshops will last from February to June. ■

Source: Mercedes-Benz Manufacturing Poland Press Office



Sweet investment

Mondelez International, a global leader in the production of snacks, has launched a new technical hub at the Research, Development and Quality Centre, located in Wrocław within the Wałbrzych Special Economic Zone. Just 1.5 years after the official opening of the \$17 million facility, the company allocated additional \$5 million to expand the scope of research and development to serve the Gum and Candy category. Recipes for Milka chocolate or Oreo biscuits will be created there. Soon, innovations developed in the Lower Silesian capital will be launched throughout the world in the Gum and Candy categories, including famous global brands such as Hollywood, Stimorol, or European brands Halls, Trident, Trebor and many others.

Opened in spring 2017, the global Center for Research, Development and Quality is one of the most modern R&D facilities owned by Mondelez International. Its team consists of over 200 highly qualified experts representing 28 nationalities from four continents. About 45 specialists will be working exclusively on the new category of Gum and Candy. They are the most talented technologists and engineers with unique competences and R&D expertise. Thanks to this multi-million investment, new variants and combinations of iconic brands from the category of Biscuits and Chocolate, such as Milka and Oreo, will be created in Wrocław, in a facility covered by the WSEZ.

“At the time of its opening 1.5 years ago, the facility was already one of the most technologically advanced RDOQ centers

in the world. We started with the most modern solutions and innovations in the segment of Chocolate and Biscuits. These are the two main product categories in which Mondelez is the world leader and biggest producer – also in the Polish market. Now we have supplemented our portfolio with a third category of products, Gum and Candy. The expansion of the facility and the installation of additional equipment will allow us to create a truly complementary R&D center for the category of broadly understood snacks. This will create the right conditions for projects that holistically address the needs of our consumers. The Wrocław Center will become a real pearl in the global research and development structure of Mondelez. It will create trends, flavors and recipes for iconic snacks that will spread from Wrocław to several continents,” emphasizes

Adam Gajewski, Director of the Wrocław-based Mondelez Center.

The newly-opened part of the Center, with an area of approx. 1,200 m², is dedicated to Gum and Biscuits categories. The priority task is to develop products for European markets, especially France, Great Britain, Russia and Turkey, as well as for the Middle East and Africa.

“The uniqueness of the Wrocław Center is determined not only by the innovativeness of the technologies used there, but above all by the ability to combine all confectionery techniques. Another advantage is the possibility to be in the same place as the pilot lines of chocolate and biscuits. Extruders, enrobers and other confectionery machines are part of the equipment that our specialists will have at their disposal.

What does it mean for lovers of sweets? For example, the opportunity to create new and surprising product combinations – such as chocolate with biscuits, and now also – candy with chocolate or gum with unique flavored fillings. We already have many products combining gums, candies and chocolate technologies, such as Eclairs, produced in the Bielany plant. A research and development center for gums, candies, chocolate and biscuits located under the same roof is an amazing field for creativity. Fans of chewing gums and sweets can expect a lot of new products,” says **Norberto Chaclin**, global head of RDQ for Gum and Candies at Mondelez Int.

The extension of the existing \$17-million R&D Center with labs worth another \$5 million is part of the company’s consistent strategy aimed at the development of innovation in



Poland. Mondelez's network of production facilities in Poland currently consists of seven plants, including a chocolate products factory located in the Skarbimierz subzone of the WSEZ. It is one of the most modern production centers in Europe, where in 2015 the so-called Future Line was launched at a cost of \$30 million.

Mondelez Polska is a leading food industry company in Poland, which has been present here for 26 years. It employs nearly 4,600 people and is the market leader in the sales of chocolate and cookies in Poland. The company's rich portfolio includes household brands of snacks, such as Milka and Alpen Gold chocolates; Prince Polo and 3BIT chocolate bars; Milka, OREO, belVita, Petitki, Lubisie, Delicje, San, Łakotki biscuits;

and Halls chewing gum. Mondelez Polska is part of the Mondelez International group of companies. Formerly known as Kraft Foods, it has been operating in Poland since 2013.

Mondelez International (MDLZ) is a global leader in the category of chocolate, biscuit, chewing gum and candy. With net revenues of around \$26 billion, it encourages people in 160 countries around the world to eat snacks in a responsible way. As the owner of iconic brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolates; Sour Patch Kids candies and Trident chewing gum, MDLZ plays a key role in shaping the snack market in the world. The company is listed on Standard and Poor's 500, Nasdaq 100 and the Dow Jones Sustainability Index. ■



Did you know that Mondelez:

- o Produces gum which can have up to 80 layers, applied in a device resembling a washing machine.
- o Until recently, it produced a gum called Mastic, whose flavor was based on a soft, aromatic resin obtained from the mastic tree, which people have chewed since antiquity.
- o Within 1 hour, it produces so many dragées that they could cover the surface of five American football pitches.
- o During a week, it produces 300 tons of dragées, which is the same weight as the largest passenger plane in the world – Airbus A380.
- o In 4 days, it produces more than 800 km of chewing gum in strips, which is the distance needed to reach the International Space Station and back.



Think – design – build

During the first edition of the Zone Makeathon, organized by the Wałbrzych Special Economic Zone “INVEST-PARK”, students had an opportunity to design and build their own robotic systems. Almost 60 students of Lower Silesian secondary schools took part in the event. Classes were taught by lecturers of Wrocław University of Science and Technology. Organized as part of the activities of the “INVEST in EDU” Educational Cluster, the event was held under the patronage of the Ministry of National Education.

In contrast to hackathons – popular events in which the participants create virtual effects, usually software or computer code, in the Makeathon emphasis was put on making real things. Participation in the Makeathon was not just about winning, but about the creation process itself – working together to solve a given problem. The Zone Makeathon was held for the first time, and students from 11 Lower Silesian schools took part in it.

“After you have made important professional and life choices, you will become full participants in the economic reality,” **Maciej Badora**, President of the Wałbrzych zone, said to the students. “Initiatives like this are intended to stimulate your creativity and motivate you to set ambitious goals. We want you to be the best not only in Poland, but also in the world, and I am convinced that you have the potential to achieve this,” he added.

The Makeathon began with a lecture on the principles of programming on the Arduino platform and the functioning of

controllers, sensors and mechatronic systems. Then the participants were assigned a seemingly easy task: to transport an element from point A to a randomly chosen point B. To build the controller, they could use not only their knowledge and creativity, but also a whole range of sensors, diodes, meters, wires and electronic circuits.

“The participants had unlimited freedom in choosing the materials and solutions to the problem. They had to demonstrate logical thinking as well as complementary knowledge combining areas such as IT, mechanics and electronics. Of course, the teams were supervised by our lecturers and students,” explained **Piotr Górski**, vice-dean of Wrocław University of Science and Technology.

Construction of the equipment began before noon. The participants had about 7 hours to design and build it.

“It is a very good initiative that awakens passion and stirs creativity in young people,” stressed **Michał Dudek** from Segepo-Refa, a company operating in Świebodzice. The company, which is a member of the educational cluster of the Wałbrzych zone, sponsors a class where young people are taught the profession of a machine tool operator. “Such events give us the opportunity to meet with vocational teachers, see how they work with students and talk about possible cooperation,” he added.

The zone provided a chillout room in which the students could relax, play table football or coin football. Work on the projects lasted until late in the evening. When it finished, each team presented their device and summarized the techniques used in the design. ■

Selena Labs

new R&D Center – global business, local benefits



The Selena Group has launched its main laboratory center in the Dzierżoniów subzone of the Wałbrzych Special Economic Zone. Built at a cost of almost PLN 8 million, the facility with usable area of over 4,000 m² will significantly increase the company's ability to develop and market unique chemicals for the construction industry all over the world.

Selena Labs is a new facility coordinating the activities of the company's R&D departments from Poland, Italy, Spain, Turkey and China. It will result in global integration of teams of researchers, facilitate exchange of experiences and ultimately provide solutions for professional users in more than 70 countries around the world.

"Selena's strength lies in the constant search for new, high-quality solutions that change the approach to construction

based on the creativity of our employees. Today, the situation in the market is completely different than several years ago. We've observed a significant increase in the level of skill and expertise of builders as well as their greater awareness of application technologies. That's why it is so important to carefully observe the environment in which we operate and ensure direct cooperation with builders and the world of science, including Wrocław University of Technology, as well as with suppliers who create new raw materials. It is thanks to the ideas devised and implemented by the R&D department that Selena's products, such as the solutions based on hybrid polymers, are guaranteed to create a new value for users – this is particularly important in the era of changing climate conditions and staff shortages experienced by contractors," says **Krzysztof Domarecki**, President of Selena FM SA.

"I'm proud when Polish, and especially Lower Silesian firms boldly enter and succeed in global markets. As the local authority body of the region, we have been supporting and facilitating the development of our companies in foreign markets for many years. This is one of our priorities and I'm glad to see the effects of these actions," says **Cezary Przybylski**, Marshal of Dolnośląskie Province.

Selena is a global producer and distributor of construction chemicals and one of the three largest producers of mounting foams for construction. The group's product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. The group includes 30 companies in 17 countries. Selena's production plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan. Its portfolio is topped by outstanding brands, including Titan, Quilosa, Artelit, Cool_R. Since April 2008, the shares of Selena FM S.A., the holding company, have been traded on the Warsaw Stock Exchange.

Program – Sub-measure 4.5.2, implemented by the Ministry of Economy. Selena Labs also participates in projects under the Horizon 2020 program and it is the first Polish company leading a project run by an international consortium. The center has also received a grant to develop and implement a

system of polyurethane foams and foam adhesives with advanced insulation properties under the EENSULATE project. It is part of Horizon 2020, the European Union's largest research and innovation program whose budget is nearly EUR 80 billion. Apart from the EENSULATE project, Selena Labs participates in the Horizon 2020 program as a member of the BioMotive project, whose aim is to pave the ground for the production and sale of components based on bio-renewable materials and crops.

At present, in Lower Silesia there are three production plants and the headquarters of Selena. The company also has plants in Brazil, South Korea, China, Romania, Tur-

key, Spain and Kazakhstan. The laboratory – an indispensable element of an innovative company – complements Selena's scientific and production chain and fits in with the strategy of international expansion based on product advantage. The group employs people in 30 companies on five continents and sells products in 70 countries around the world. Selena Labs in Dzierżoniów employs fifty highly skilled chemists. ■



"We strongly believe that the new laboratory center will become an important part of the Wałbrzych Special Economic Zone 'INVEST-PARK', and the activity of Selena Group will be even more embedded in the economic and social landscape of the whole region, opening up new markets and prospects for Selena," says **Maciej Badora**, President of the Wałbrzych Special Economic Zone "INVEST-PARK."

The company received around PLN 800,000 to equip the laboratory as a subsidy under the Innovative Economy Operational



The largest SME

Small and medium-sized enterprises constitute the most important sector of the Polish economy. Their situation was the main subject of the European Congress of Small and Medium-sized Enterprises in Katowice. Last year's 8th edition of the event was attended by a record number of participants – 7,500 people, including delegations from 37 countries. The Wałbrzych Special Economic Zone was a partner of the event.

Representatives of the most important state authorities and personalities from the world of science, politics and economy discussed the development opportunities and challenges fa-

ced by entrepreneurs. **Maciej Badora**, President of the Wałbrzych zone, met with the Chinese delegation headed by **Lu Pengqi**, Vice Chairman of the China Council for the Promotion of International Trade.

The congress included Business Expo Fair, during which over one hundred entities presented themselves. There were also over 100 events in the form of plenary sessions, workshops and presentations, held under the common slogan "Technologies, Man, Responsibility." The WSEZ was a business partner of the panel "The Whole Poland as an Economic Zone." **Krzysztof Drynda**, vice-president of the zone, talked about the benefits of the new law. ■



congress in Europe



Impact fintech'18: Poland is becoming a fintech factory

In the race of industries at the junction of finance and technology, Poland is increasingly active. To say even more: Poland has the ambition to become a leader, and this position can be achieved through the effort of not only start-ups and corporations, but also the public sector. During Impact fintech'18, a conference organized in partnership with the Wałbrzych zone, a strong message was sent to the world: "In 2019, Polish fintech is picking up speed!"

Poland is becoming a factory, but in the 4.0 version: without chimneys or halls full of workers where every dollar is counted. During the Impact fintech'18 congress in Łódź, Mastercard's long-term investment program was unveiled – this global corporation is very serious about fintech "made in Poland." "When we were thinking about the best location for a fintech start-up factory, it quickly turned out that Poland was the promised land. Our commitment to The Heart Ventures means that together we will produce breakthrough solutions and exceptional companies in the financial sector," emphasized **Bartosz Ciołkowski**, CEO of Mastercard in Poland, while launching the project of strategic partnership with the Warsaw-based The Heart.

This initiative was widely approved by the leaders of the fintech ecosystem who were present in Łódź. For two days, two thousand attendees listened to talks on three stages and in several dedicated spaces, participated in workshops and made pitches. Last year's Impact fintech was also a time of intense meetings of start-ups, investors, scientists, representatives of the business environment and key decision-makers from both the public and private sectors.

Blockchain drives the scale

The largest event devoted to fintech in the CEE region was marked by the combination of start-ups' agility with the unique resources of corporations. According to experts, this is the perfect market development model, and this is precisely the scenario targeted by fintech. It is based on one of the industry's driving engines: blockchain (i.e. a decentralized and distributed database on the Internet to record individual transactions, payments or accounting entries).

It turns out that almost every tenth start-up in Poland uses blockchain technology, and almost 50 percent of these companies have an international team of employees. Their goal is clear – global development with key technological competencies developed in Poland.

Youths and dinosaurs

According to **Chris Skinner**, a columnist and partner at 11:FS, the winners will be those who in 2019 will let in as much fresh blood as possible to the boards. Even people in their early twenties. Sounds like heresy?

"After all, it was teenagers who a few years ago laid the foundations for many solutions and services that today are becoming standard in fintech. They did not know banking pro-



Fintech (financial technology) is a term for a whole range of technological innovations related to the financial industry. The term is also used for companies offering technological solutions dedicated to the financial sector.

cedures and restrictions, but they did know how to code and what ordinary people need. So bankers – if you do not want to become dinosaurs – open your boards to young technology specialists,” urged Chris Skinner while speaking to hundreds of representatives of the financial industry who were present in Łódź.

Roy Teo, one of the key managers of the Monetary Authority of Singapore, the overseer of the local financial market, addressed his talk especially to the representatives of public administration. He declared that although the Singaporean government is going to spend USD 200 million on the development of an Asian oasis of fintech, it does not necessarily mean that emphasis is put on ultra-modern technologies. “The basic argument for supporting a start-up is the imple-

mentation of solutions that improve the comfort of human life,” Roy Teo said.

Magnet in the sandbox

While speaking on the main stage at Impact fintech’18, **Jadwiga Emilewicz**, Minister of Entrepreneurship and Technology, expressed her belief that it is not only Asian tigers that are able to build unicorns – companies worth at least a billion dollars.

“I believe that by the end of 2019, the first Polish unicorn will appear, and this belief is based on strong premises. We follow the example of the best supervisors and ecosystems in the world. Moreover, we are developing fintech with strong commitment of the banking industry. The next breakthrough in Polish fintech will be a simple joint stock company and blockchain included in the legal framework,” she argued.

It is true, the fintech melting pot under the Polish flag is forging its unique advantages: after Brexit, Poland will offer the only active regulatory sandbox in the European Union. **Artur Granicki**, director of the fintech department at the Polish Financial Supervision Authority, said: “Sandbox is the beginning. We are about to launch FinTech Hub, which is a modern, free co-working space dedicated to fintechs. This combination means that Poland will become a powerful magnet for the entire European industry at the junction of finance and technology.” ■





PAIH EXPO – The First Trade & Invest Forum

Almost 5,500 participants, twelve thematic pavilions from around the world, over 50 experts from foreign trade offices, workshops, discussion panels and sector reports – the first edition of PAIH EXPO is behind us. It was addressed to Polish enterprises interested in expansion into foreign markets, in particular outside Europe. The event was organized by the Polish Investment and Trade Agency (PAIH) at the PGE National Stadium in Warsaw.

The promotion of Polish companies, products and services abroad is at the center of attention of the government's economic policy. The Polish Investment and Trade Agency is working hard on the establishment of a network of Foreign Trade Offices located on six continents. They are becoming a key element of the new model of internationalization of Polish business, which is one of the pillars of the Responsible Development Strategy. In this way, a network of tailor-made support for Polish entrepreneurs is being created, addressed to those who have the courage to reach further and conquer distant emerging markets.

By combining the exhibition with educational functions, the event was aimed at providing the full picture of the government's offer directed to Polish companies and intended to support their business activity in foreign markets, in particular outside Europe. The subjects raised during the forum included the following issues: information about the market and priority sectors, establishing business relations, identifying potential partners, identifying barriers to entry, business culture in different markets and the available support instruments.

In twelve thematic pavilions designed according to a geographical key, local PAIH experts professionally presented different regions of the world. Additionally, an investment pavilion was available, where services and investment support instruments were presented, including the offer of special economic zones. The event was also at-



tended by the WSEZ "INVEST-PARK", whose stand was visited by several dozen entrepreneurs. **Maciej Badora**, President of the Wałbrzych zone, took part in an expert panel devoted to the new rules of supporting investment (Polish Investment Zone). ■





INVEST-PARK supports us

Over 70 initiatives were supported under the WSEZ sponsorship program in 2018. Its main idea was to help in the implementation of educational projects developing competencies useful on the labor market, sports activities that activate children as well as youth and cultural initiatives that integrate the local community.

The WSEZ supported many sports initiatives, including running, mountain biking, fishing, football, volleyball and handball, swimming, biathlon, a combined driving competition or a chess festival. For several years, the WSEZ has also sponsored ŚKPR Świdnica, the Polish Youth Junior Champions in handball, who have been promoted to the top 16 best teams in Poland in their age category and will defend the title of Polish Champions in the next season.

Moreover, in 2018 the Wałbrzych zone co-financed projects connected with vocational education and educational activities for children and teenagers. It equipped a robotics laboratory at the Youth Culture Center in Świdnica, supported the functioning of the Robocik Automation and Robotics Club, the Interfaculty Mechatronics and Robotics Science Club of Wrocław University of Science and Technology, and the camp of the Polish Scouting and Guiding Organization of the Wałbrzych Region.

The Wałbrzych zone also sponsored important cultural events, such as the Henryk Wieniawski International Violin Festival, the Moniuszko Festival, the Summer Organ Concerts – Old Masters' Music, the Summer Double Bass Academy, the Rzeczką Szanty Płyną shanty concert, the Concert Season at Książ Castle and the National Bonsai Exhibition.

Support was also extended to music workshops, a Polish language course for Ukrainians, an artistic spectacle for children from hospitals in Wałbrzych and Świdnica, leisure activities for children from disadvantaged families, jubilees, picnics and festivals.

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In 2018, the WSEZ "INVEST-PARK" supported over 70 initiatives (with an amount of over PLN 240,000), mostly sporting and social



events. About PLN 50,000 was allocated to the education of children and youths and initiatives connected with vocational education, whereas culture was supported with over PLN 34,000. ■



Music of Old Masters

For the 10th time, the inhabitants of the region had the opportunity to listen to organ concerts held in Krzeszów Abbey, Lower Silesia. As part of the festival "Music of Old Masters" there were ten performers and 130 concerts, which attracted over 10,000 people. The event was organized by the European Pearl of the Baroque Foundation. The Wałbrzych zone sponsored the festival as part of the action "Cultural WSEZ."

The festival was opened by Józef Skrzek and Prof. Henryk Jan Botor. Two concerts took place every day throughout the duration of the event. In addition, every Saturday there was a chamber music concert in the St. Joseph's church. The participants had an opportunity to listen to masterful performances of musicians playing an original baroque instrument – Michał Engler's organs, which are unique on a global scale. Thanks to students and graduates of music academies from all over Poland, for two months Krzeszów resonated with sounds of Baroque music. The festival culminated in a special recital concert by Antoni Pokora. For two months, over 10,000 people attended the concerts. An additional at-

traction was the opportunity to listen to the concerts from a gallery while watching the organist's hard work. After each performance, the guests could participate in the presentation of the instrument to find out how it is constructed and how it works. ■



The WSEZ on Independence Day



“One hundred years of independence. Rise for the anthem!”- this was the title of a competition organized by the WSEZ “INVEST-PARK” to mark the centenary of Poland’s independence. The task for the participants was to record a film in which they perform the national anthem and to share it as a comment under the post announcing the competition on the WSEZ Facebook profile. They could win attractive financial prizes amounting to PLN 9,000.

The submitted films were rated in three categories: Category 1 – the largest number of participants performing the Polish anthem; Category 2 – the largest number of likes; Category 3 – the best performance.

 **Wałbrzyska Specjalna Strefa Ekonomiczna "INVEST-PARK"** ***
udostępnił(a) film.
14 listopada o 23:32 · 🌐

Mamy dwudzieste pierwsze zgłoszenie 😊 w konkursie Wałbrzyska Specjalna Strefa Ekonomiczna "INVEST-PARK" na FB "Sto lat Niepodległej. Do hymnu!". Dwudziesty pierwszy film, na którym występuje rodzina Państwa Francuziaków z Wałbrzycha wysłał Pan Robert Francuziak. Dziękujemy i życzymy powodzenia 😊

#WSE #ZnaczySukces #Współpraca #Rozwój #Inwestycje #Konkurs #Polska #Niepodległa #PL100 #StoLatNiepodległej #DoHymnu



The competition met with great interest. We received 35 submissions from all over Poland, including Gdańsk, Września and Czechowice-Dziedzice. The anthem was performed by both children and adults. The competition post was shared 457 times and received 766 likes.

The winners of the competition are:

- **Category 1** – Daniel Sanigórski, who sent us a film showing the performance of the national anthem before the basketball match of Górnik Trans.eu Wałbrzych on 10 November 2018. It was sang together by fans, players, coaches, youths training in the club, children participating in the SMOK program and a leading voice – the choir from the John Paul II Public Primary School No. 28 in Wałbrzych. In total, over a thousand people sang together. We were pleased to hear that Mr. Sanigórski decided to donate the prize for the purchase of sports equipment for children training at Górnik Trans.eu Wałbrzych,
- **Category 2** – Michał Łechtkański. The film sent by him received an impressive number of 1074 likes. The anthem was performed by students and employees of the Self-Government Primary School in Chwalibogów and the inhabitants of the commune,
- **Category 3** – the prize was awarded to Robert Francuziak, who performed the national anthem together with his talented family.

Each winner received a cash prize of PLN 3,000. We would like to congratulate the winners and thank everybody for participating in our competition.



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Racing in Żarów



Almost 300 runners from all over Poland showed up to take part in the Żarów Subzone Race. The event was organized to mark the seventeenth anniversary of establishing the Żarów subzone of the WSEZ "INVEST-PARK." It was the third edition of the running race, which has become a permanent element of the sports calendar of the region.

There were two distances to cover, 5 and 10 kilometers. The participants competing in many age categories included experienced marathon runners as well as beginners and the youngest sports enthusiasts. All the runners received commemorative medals, and the winners were awarded financial prizes. Employees of companies from the Żarów subzone did not disappoint and proudly represented their companies; there were also representatives of other enterprises and running clubs from the region. The Żarów Biega club, which gathers local running enthusiasts, actively participated in the organization of the event. The competition was organized by the Municipal Center of Culture and Sport in Żarów.



"On behalf of the organizers, we would like to warmly thank all the participants of the third edition of the Żarów Subzone Race. It was a great honor to host so many runners in our town. Special thanks should also go to the co-organizer of the event, the Wałbrzych Special Economic Zone "INVEST-PARK," said **Tomasz Pietrzyk**, director of the Municipal Cultural and Sport Center in Żarów.

The event turned out to be very exciting not only for the participants, but also for the fans who cheered on their favorites.



The atmosphere during the race was great and a spirit of fair competition could be felt.

"I hope that next year's edition will attract a similar or even larger number of guests and we will have great fun together too," said mayor **Leszek Michalak**.

Among the sponsors and partners of the Żarów Subzone Race there were also companies operating in the WSEZ: Yagi, Bridgestone, Electrolux, AKS, and Daicel Safety Systems Europe. The Wałbrzych zone was once again the co-organizer of the competition. The event was held as part of the action "Active WSEZ." ■





Training

with World Champions

Almost 200 participants, mainly children and teenagers, took part in free activities led by sumo world champions. The event was organized by the Wałbrzych zone and the Niedźwiadek Student Sports Club, which gathers the best sumo wrestlers in Poland.

The meetings were held on weekends at the Sports and Recreation Center in Świebodzice. The inhabitants of the region had a unique opportunity to talk to and train with the best sumo wrestlers in the world. The trainings included general development exercises, learning to fall down safely, and basic information about this relatively unknown martial art.

The event was run by the members of UKS Niedźwiadek, which has been the best sumo club in Poland for the last seven years. In total, the six meetings attracted nearly 200 people. The Wałbrzych zone also organized a meeting for Japanese investors operating in the WSEZ, which was accompanied by a special sumo show. ■







Budowa fabryki silników Mercedes-Benz Manufacturing Poland w Jaworze.
Tereny inwestycyjne pod zarządem Wałbrzyskiej Specjalnej Strefy Ekonomicznej „INVEST-PARK”
(fot. Marcin Jagielicz)

Construction of the Mercedes-Benz Manufacturing Poland engine factory in Jawor.
Investment areas under the management of the Wałbrzych Special Economic Zone
"INVEST-PARK" (photograph by Marcin Jagielicz)



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