



PODLASKIE

THE NATURAL PLACE
TO DO BUSINESS



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PODLASKIE

THE NATURAL PLACE TO DO BUSINESS

In the heart of Europe, where East meets West, there is Podlaskie – a dynamically developing region with extraordinary economic and investment capacity. Here, at the crossroads of pan-European road and rail routes, we create ideal conditions for investment and business development.

Our region offers a stable business environment, with strong support from local authorities. We provide access to qualified staff and strong academic centres, fostering the development of new technologies. Our position in the European innovation ranking has been steadily increasing over the last several years. Today, we are outdistancing other regions that have long been economically stronger than us. But our ambitions go much further.

We believe that the creativity of the people of Podlaskie can bring answers to the challenges of the modern world. This is why we are carrying out the Agricultural Valley 4.0 project, which focuses on developing new technologies in agriculture, food, and health. Next to the Agricultural Valley, the Podlaskie Silicon Forest is flourishing – a technological ecosystem driven by the IT industry. Its representatives are regularly listed among the fastest growing European companies, and the ideas crafted here conquer international markets.

Investing in Podlaskie not only means access to a growing market, but also an opportunity to put your roots in a place that ensures harmony with nature and a welcoming atmosphere. We invite you to invest in a region filled with lots of opportunities.

Podlaskie is the natural place to do business.



CROSSING OF TRADE ROUTES

Podlaskie is distinguished by its strategic location on the map of Europe, which results from its position in the geographical centre of the continent. Centuries ago, branches of two significant trade routes, the Amber Road and the Silk Road, reached all the way here. Today, important pan-European and transcontinental routes cross the region, from east to west and north to south.

The most important routes through the Podlaskie Voivodeship are the Via Baltica (connecting the Baltic countries with Western Europe) and Via Carpatia (leading from Finland to Greece) expressways. Next to them is the Rail Baltica high-speed railway route, connecting Helsinki, Tallinn, Riga, and Vilnius with Warsaw and further with Berlin. In the long term, there are plans for a Rail Carpatia railway route that will connect Scandinavia and the Balkans.



Madrid



Kirkenes

Helsinki

Riga

Minsk

Rotterdam

London

Berlin

Białystok

Vilnius

Paris

Prague

Warszawa

Vienna

Rome

Thessaloniki

Marseille

Piraeus

PROXIMITY TO THE CAPITAL



Poland's dynamic economic development, lasting over three decades, has made Warsaw one of the most important business centres in Europe. The proximity of the capital is not without impact on Podlaskie, to which the journey from Warsaw takes just over an hour. It is worth mentioning that Białystok is currently one of the three regional cities with the best connections to the capital of Poland.

Convenient road and rail connections facilitate business cooperation between businesses based in Podlaskie and Warsaw. Still, an efficient infrastructure translates not only into the effective flow of people and goods, but also into the development of tourism. Among Warsaw residents, microtrips and weekend tourism are popular, with Podlaskie often their destination.



200 km/h
target speed
for passenger trains

120 km/h
target speed
for freight trains

< 90 min
train journey between
Białystok and Warsaw

S8
expressway connecting
Warsaw with Białystok

MODERN INFRASTRUCTURE

Investments in the development of communication infrastructure in the Podlaskie Voivodeship are unprecedented. Modern expressways, as well as standard- and wide-gauge railway lines, integrate Podlaskie with the rest of Poland and neighbouring countries. Economically, they open up two dimensions of pan-European trade: East-West and North-South, making the region an ideal place for the development of the logistics sector.


The strategic location is an additional argument. Within a radius of 300 km from the centre of the Podlaskie Voivodeship, there are the capitals of Belarus, Lithuania and Poland, and areas inhabited by more than 20 million potential consumers. The markets of Latvia, Estonia and Finland are also located within a short distance.



Investors encourage the potential of the region by placing logistics centres and intermodal terminals in Podlaskie. The largest and most modern of them is the Barter intermodal terminal in Sokółka, which provides fast cargo handling from the Baltic countries, Belarus, Russia, China, and Central Asia. In addition to the extensive infrastructure with cranes covering the European and wide-gauge railways, the company has its own rolling stock, which allows the transport of freight deep into Poland and Europe.

Wide and normal gauge rail is also supported at the Chryzanów terminal in the Narewka municipality, which improves the flow of goods across the eastern border of the European Union and is an important point on the Railway Silk Road. The logistics centre in Łapy, thanks to its excellent location on the Rail Baltica railway route, allows easy access to Baltic Sea ports.




~ 500 km
 target road
 network in Podlaskie


3 intermodal
 terminals


300 000 TEU
 capacity of Podlaskie
 terminals


20 million
 consumers within 300 km
 from the centre of the region

PODLASKIE SILICON FOREST



The Silicon Forest is a term for the technological ecosystem located mainly in and around Białystok. Gaining in significance domestically and abroad, the IT sector plays the leading role in the ecosystem. The Financial Times 1000 ranking of Europe's fastest growing companies regularly features software houses from Podlaskie, such as TenderHut (2018-2022), SoftwareHut (2020), Inspernity (2023).



PODLASKIE SILICON FOREST

AIM CONTROLLERS

specialises in creating personalised controllers for video game consoles such as PlayStation and Xbox. The company's offer includes a wide range of custom design options, allowing players to personalise the look and functionality of their controllers. The company's products not only stand out through their unique design, but also offer advanced configuration options, adapting to the individual preferences of users.



ELASTIC CLOUD SOLUTIONS

offers solutions that increase productivity, efficiency, and employee engagement, and save time associated with administrative and HR processes. The company is constantly implementing new mobile, wearable, and artificial intelligence solutions.



HOLO4LABS

is revolutionising laboratories around the world using augmented reality (AR). Offering tools for virtual interaction with data and laboratory processes, Holo4Labs specialises in creating AR solutions for the pharmaceutical and biotechnology industries. The company's products increase precision and efficiency in the laboratory, reducing the risk of error and facilitating the management of complex data.



INFINITY GROUP



provides innovative digital solutions. The company offers advanced programming services, development of mobile and web apps, and dedicated business solutions. Infinity Group offers high-end tools and expertise in marketing strategy and creation, UX, e-commerce and sales optimisation.

PHOTON EDUCATION

specialises in educational robotic technologies. It creates innovative educational robots that support STEM (science, technology, engineering, mathematics) in schools and kindergartens. Photon robots teach children through play, developing critical thinking and creativity skills.





AGRICULTURAL VALLEY 4.0

Agricultural Valley 4.0 – Podlaskie’s strategic project in modern agriculture, food, and health. It is a response to the challenges of the modern world, such as economic security, demographic change, and sustainable development. The aim of the project is to increase the competitiveness of the region through the development of start-ups and new technologies.

The Agricultural Valley is an innovation ecosystem that includes enterprises, universities, research institutes, farms, business environment institutions, financial institutions, and local authorities. At the centre of the ecosystem, there is an operator responsible for the fostering of local and international cooperation, as well as for the organisation of an acceleration programme for entities operating in the AgriTech, FoodTech, and HealthTech sectors.



RESEARCH AND DEVELOPMENT

The development and implementation of innovations are the pillars of a knowledge-based economy. In the Podlaskie Voivodeship, the Medical University of Białystok, the Białystok University of Technology, and the University of Białystok are natural hubs for research activity.





The Medical University of Białystok has created Poland's first Centre for Artificial Intelligence in Medicine, an innovative platform for research on the use of AI to improve diagnostics, treatment, and management of medical data. The university carries out unique research programs in the field of personalised medicine and so-called diseases of civilisation, and is increasingly active in functional food, which is an opportunity for business.

Research that may contribute to the treatment of cancer patients is conducted by scientists from the Białystok University of Technology. To this end, they analyse the properties of fungi with medicinal potential found in the Białowieża Forest. They discovered that one of the species can support cancer therapy, especially colon cancer. Other species are currently being studied, with the hope of new discoveries. The Fungi Extract Bank®, created at the Białystok University of Technology, which is a database of over 200 extracts of Białowieża Forest fungi, supports these efforts.

Revolutionary solutions are also patented by researchers at the University of Białystok. These include the development of an algorithm that helps in the early detection of optic nerve damage, and the invention of a method that enables ultra-fast photo-magnetic recording of information. Among the greatest scientific successes of the University of Białystok is participation in the detection of gravitational waves, for which an international team of scientists was awarded the Nobel Prize in Physics.



1.46%

R&D intensity ratio
(GERD to GDP) in Poland



HUMAN CAPITAL

In the face of dynamic market changes and increasing competition, the qualifications and competences of employees are the foundation of economic success. Podlaskie's higher education institutions play a unique role in shaping the staff for the modern economy, including 5 public universities and 8 private universities. In total, there are almost 29 thousand students in the region, 60% of whom are women. Every year, around 7 thousand graduates leave the walls of Podlaskie's universities ready for the challenges posed by the modern economy.

The largest universities, such as the University of Białystok, Białystok University of Technology and Medical University of Białystok, offer a wide range of

educational programmes that are also popular among foreign students. The region pays particular attention to those programmes crucial for the development of high-tech sectors, industry, and business services, such as IT, engineering, biotechnology, or management.

The staff provided by vocational schools are also important in Podlaskie. Vocational schools train young people in crafts, advanced industrial equipment, and programming. Local enterprises offering internship and placement programmes for students, and employment opportunities for graduates of this type of school, play a key role in the development of vocational education.





SUPPORT FOR INVESTORS

The Podlaskie Voivodeship is the perfect location for investment. Investors can count on professional advice, tax breaks and investment incentives, as well as access to areas with well-developed infrastructure. Dynamic local authorities and business environment institutions guarantee assistance in obtaining permits, as well as legal and business advice.

Thanks to cooperation with local universities and vocational schools, the region provides assistance in recruiting and training staff for the modern economy. Podlaskie Marshal's Office facilitates business contacts,

strengthens the internationalisation of enterprises, and enables access to programmes supporting the development of innovations and start-ups.

Investing in Podlaskie means favourable economic conditions, support at every stage of the investment, and a friendly environment for business.





SUCCESS STORY

IKEA has been present in the Podlaskie for many years. The decision to invest in this part of Poland was dictated by economic and logistical factors. Thorough analysis preceded it, considering various locations. Ultimately, we decided to build our factory in Orla, and we are delighted with it. Today, IKEA Industry Orla is a complex of two modern plants where we produce and cut ultra-thin HDF boards, used in IKEA furniture, available all over the world.

Excellent logistics conditions and easy access to raw materials were decisive when choosing the Podlaskie. The extensive road and rail infrastructure in the region means we can efficiently deliver raw materials to our plants and send finished products

to customers. In Podlaskie, we are also sure that the wood we use comes from proven sources, confirmed by the FSC certificate of sustainable forest management.

Our decision was also influenced by close cooperation with local authorities, their openness and support we can always count on. In addition, we have access to qualified staff, including graduates of Podlaskie's universities, which allows continuous development of the company.

Dmitrii Almukhametov

Managing Director IKEA Industry Poland sp. z o.o.
Orla Branch



A PLACE OPEN FOR INVESTMENT

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PODLASKIE ECONOMIC FORUM

The Podlaskie Economic Forum is the largest business conference in the region. It is held in Białystok. The Forum addresses topics such as trade, investment, economic security, the digital economy and support for start-up development. The two-day event includes twenty panel discussions, networking meetings and presentations by its partners.

The main focus of the Forum is international cooperation, as evidenced by the presence of diplomats and entrepreneurs from non-European countries, such as: China, Israel, Japan, South Korea, Malaysia, Thailand and Vietnam. In and around the event, there are study visits to Podlaskie's enterprises and municipalities interested in attracting foreign investment.





 **PODLASKIE
FORUM EKONOMICZNE**

Perspektywy współpracy gospodarczej
między Polską a Azją

13 października 2022, Białystok

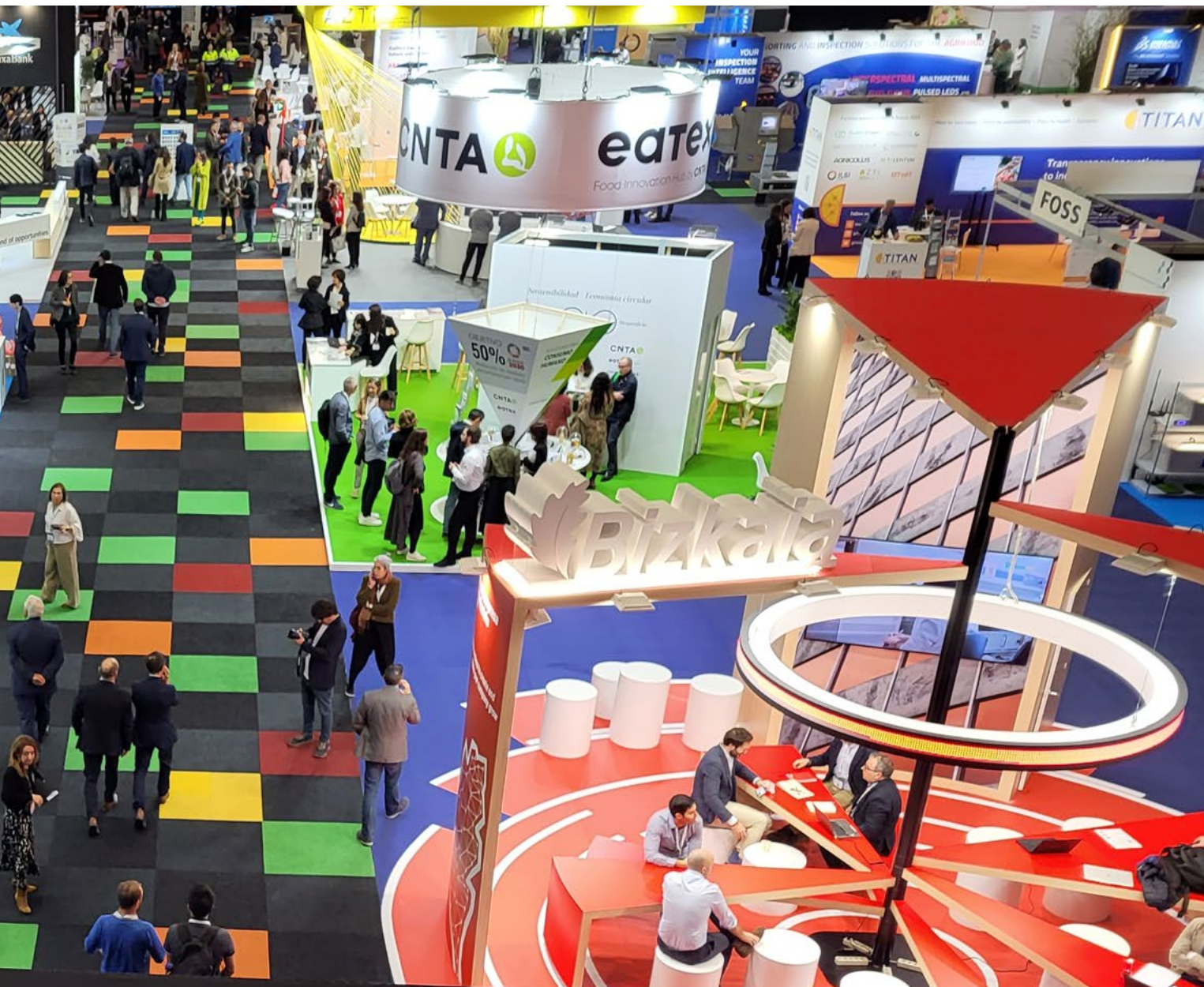




FOREIGN MISSIONS

International economic cooperation, especially in the field of trade, is treated as a priority by the Podlaskie Marshal's Office. This is reflected in the establishment of the Podlaskie Exporter Centre, a project jointly implemented with regional business environment institutions: the Podlaskie Regional Development Foundation, the Chamber of Commerce and Industry in Białystok and the Podlaskie Business Club.

The Podlaskie Exporter Centre is responsible for organising trade missions and providing individual support for regional entrepreneurs planning to enter foreign markets or expand their business abroad. An important element of the project is the internationalisation of start-ups who relatively rarely plan to go beyond Poland. However, start-ups that create innovative products should have inscribed international expansion into their DNA. The Podlaskie Exporter Centre is intended to help them do this.



**PAN
TRY PARTNER**



- knauf** ceiling solutions
- LEV2050**
- multi** lighting
- sener**
- T Systems**

INTERNATIONAL COOPERATION

STUDY VISITS

It is impossible to disagree with the saying that travel broadens the mind, and this is confirmed by the knowledge gained during foreign study visits. Concept work on the Agricultural Valley project has shown that creating an innovation ecosystem requires learning about best solutions and practices at the source. Therefore, the Podlaskie Marshal's Office organised trips to Israel, Finland, and Silicon Valley.





Although the concept work on the above-mentioned project has already been completed, study visits, in which Podlaskie's entrepreneurs, scientists, and officials participate, continue – but with a different purpose. Currently, the exchange of knowledge is focused on Podlaskie's Smart Specialisations, i.e. areas such as eco-innovations and agri-food, metal processing, machine, and medical sectors. In all of the above areas, the IT sector also plays a key role.

DIPLOMATIC OPENING OF THE YEAR

The Diplomatic Opening of the Year is an initiative by the Polish Chamber of Commerce (KIG) aimed at diplomats accredited in Poland, entrepreneurs involved in foreign trade, and representatives of state and local government institutions. The event is regularly attended by employees of the Podlaskie Marshal's Office, who build and maintain international relations.

Bilateral meetings during the Diplomatic Opening of the Year are sometimes the first step in organising foreign trade missions and study visits. The meetings also lead to diplomat visits to the Podlaskie Voivodeship. It is worth emphasising that the KIG project is a unique opportunity to present the region's economic offer, especially in the area of investment and trade.

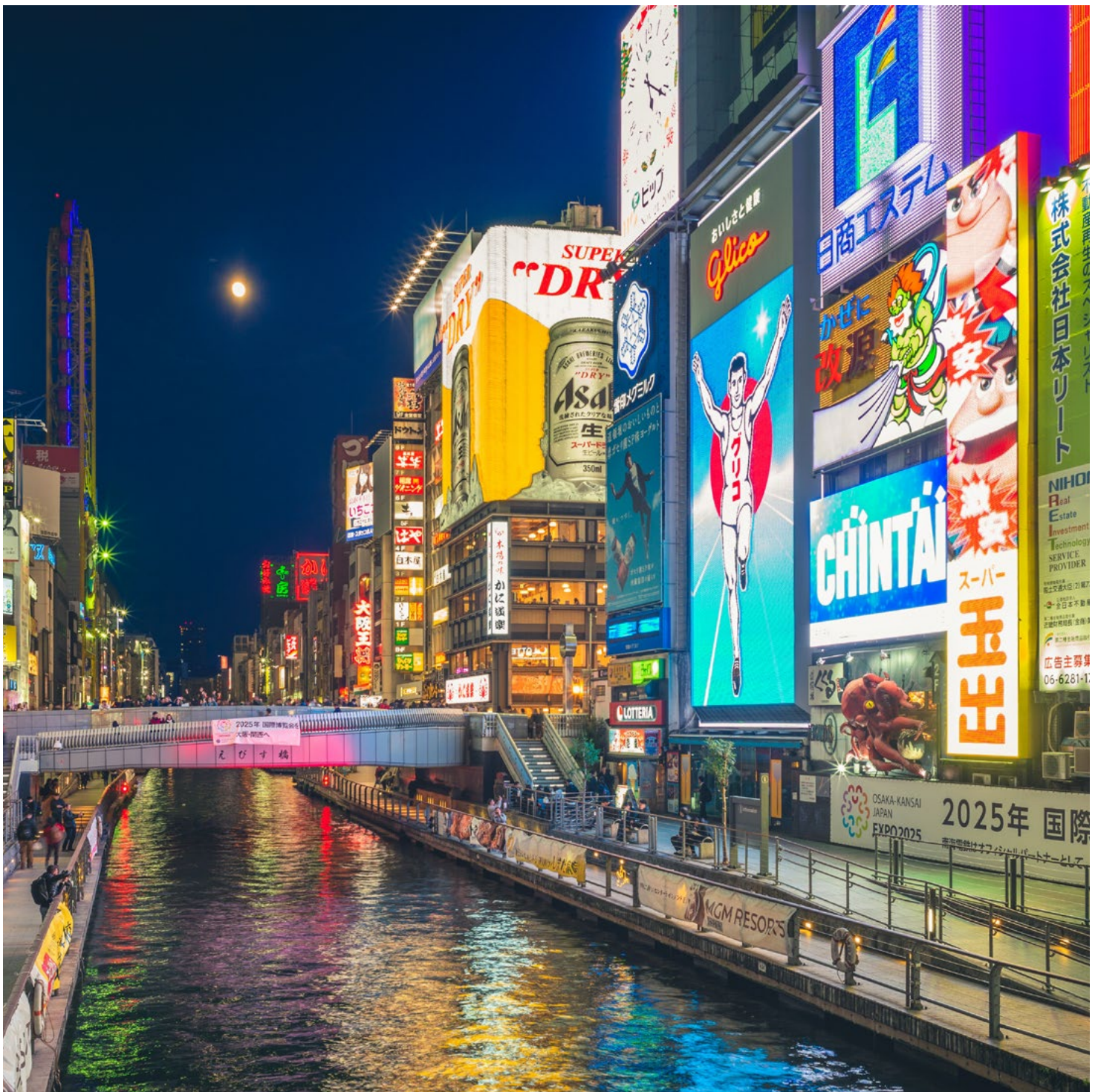




WORLD EXPO

The World Exhibition or EXPO is one of the most prestigious economic events, with a tradition dating back more than 170 years. The EXPO provides a unique opportunity to display the qualities of a country or region, as it brings together people from all continents. Podlaskie regularly participates in world exhibitions, where it presents its economic and cultural offer.





Poland's Voivodeships are showcased at the EXPO during regional weeks in the Polish Pavilion, which is organised by the Polish Investment and Trade Agency (PAIH). In recent years, it has become a tradition that Podlaskie kicks off the presentation of Polish regions, following the example of EXPO 2020 in Dubai and EXPO 2025 in Osaka. The Podlaskie Week features an economic seminar as well as other events promoting the region.



XYLOPOLIS

CENTRE FOR WOOD ART AND SCIENCE

Forests in the Podlaskie Voivodeship are a pillar of an important branch of the regional economy – the wood industry. However, it is not only modern companies using this raw material that have a connection with forests and wood, but also traditional crafts, old wooden architecture, the mysticism associated with pristine wilderness, and folk music and culture drawing inspiration from nature. That is why, for the first time during the EXPO 2020 World Exhibition in Dubai, the Podlaskie Marshal's Office showed – with the help of an exhibition called XYLOPOLIS – the importance of wood in our region.

The building of the XYLOPOLIS Centre, strongly inspired by the Polish Pavilion from the Dubai EXPO, will be constructed on the premises of the Podlaskie Museum of Folk Culture.



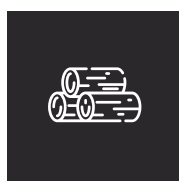
Xylopolis



XYLOPOLIS

CENTRE FOR WOOD ART AND SCIENCE

The planned facilities will meet the requirements of the three main pillars of its activity.



The first pillar is the exhibition area, where modern, engaging exhibitions will present all ways of utilising wood in the economy, science, and art. The centre will show visitors how strong an impact wood has had on human culture. Through modern technology, it will also show the nature of the primeval forests and other woodland ecosystems.



The next pillar is support for business. XYLOPOLIS will become a place for the exchange of experience for entrepreneurs related to this material, and will educate new companies, especially start-ups, who need the necessary information on effective and nature-friendly management of wood.



The last area that XYLOPOLIS will address is education and science. In cooperation with all Podlaskie's academic communities, the institution will prepare an attractive educational offer. The Centre can become an incubator for scientific research on the use of the gifts of nature in medicine, construction and other technical fields, and can develop a vision of a futuristic city powered by nature. Laboratory and teaching facilities will be used for this purpose, which will enable conducting educational classes or presenting the results of the latest scientific research.





CULTURAL DIVERSITY

For centuries, the lands of the Podlaskie Voivodeship have been a borderland where different cultures, nationalities and religions met. This mixture of traditions and cultures, including Polish, Belarusian, Lithuanian, Tatar, Ukrainian, and Jewish, creates a unique mosaic that has shaped the identity of the region. Podlaskie's multiculturalism is reflected in architecture, art, cuisine, religions and customs. Over the years, each culture has contributed distinctive features to the region's landscape that remain with us today.



The result of this cultural mosaic is the traditional hospitality of Podlaskie's inhabitants offered to our guests. Brought up in a spirit of respect for different traditions, the people of Podlaskie are open to visitors, sharing their heritage and culture with them. Podlaskie's welcoming nature draws people looking for authentic experiences and dialogue with different cultures.



BALANCE BETWEEN WORK AND LEISURE

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ACTIVE LEISURE

Podlaskie offers numerous attractions for fans of nature and active leisure. It is the perfect place to escape the daily turmoil and immerse yourself in the pure beauty of nature.

Untouched natural assets and picturesque landscapes are best explored by bicycle. Numerous bicycle routes, including the prominent Green Velo East, offer unforgettable sights and ensure closeness with nature.

Crystal clean lakes, most notably Wigry, are great sailing destinations drawing water sports enthusiasts. Canoeists often choose to raft along the Czarna Hańcza River, which flows unhurriedly through the Augustów Primeval Forest.



Horse riding enthusiasts will have an exceptional time in the saddle in Podlaskie. Numerous equestrian centres allow you to explore the vast openness of the region on horseback. In addition to close contact with nature, horse riding is a relaxing experience that calms the nerves and empowers positive feelings.

Another type of activity that has a positive effect on our well-being is forest bathing, also known as “shinrin-yoku”. Originating in Japan, forest bathing involves deep immersion in the atmosphere of the forest, which has a soothing effect on mental and physical health. Walking along forest paths, you can experience absolute serenity as you listen to the song of birds, the sound of trees, and the melodies of flowing streams.



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**INVEST
IN PODLASKIE**



Podlaskie



Podlaskie