

Poland attractive to BPO investment

2009-03-13

According to a report commissioned by the Polish Foreign Investment and Information Agency in co-operation with the Jones Lang LaSalle and Grafton Recruitment Poland is one of the most attractive BPO investment destinations.

The study looks at the Polish investment attractiveness in the BPO sector in that it assesses Poles' professional qualifications and linguistic competence, the country's infrastructure, investment incentives and the local real estate market i.e. basic elements considerably influencing the process of investment selection in the BPO sector. The report clearly indicates that, first of all, the pace of the Polish economy development outstrips other EU economies. The 2009 economic forecasts for Poland show GDP growth may rise by 2% as opposed to the majority of the rest of European countries where the economy is expected to shrink. Secondly, Poland boasts a substantial young and talented pool of specialists, with 400,000 university graduates joining the labour market each year. The quality services and creativity of Polish employees has always been highly appreciated by foreign concerns. According to the report the competitive level of salaries and the wide range of investment incentives play an important role in shaping the trend. The report underscores the Polish labour market is stable with attrition levels typically not exceeding 15%. Apart from being stable it is also attractive - Polish employees do tend to be highly qualified and speak foreign languages i.e. not only the most popular English language but also German and French. Pay expectations in Poland still continue to be considerably lower than in the rest of Western Europe.

Moreover, easy access to office space constitutes another highly appreciated factor drawing investment to Poland. The outlook for the commercial premises market in the country for 2009-2010 is bright for tenants. The majority of office blocks in the biggest Polish cities meets the highest European standards (A class) with plenty of vacant office space available. Renting rates begin at 13 EUR/m² a month. However, experts advise that in order to secure the possibility of a pre-let agreement or a "made-to-measure" office project inquiries concerning large office space should be settled in advance. (PAIiIZ)

