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Poland

Export Opportunities in Poland

In 2016, Poland ranked 47th among U.S. export destinations and 42nd among Virginia export destinations. Some of the top opportunities for U.S. exporters in Poland include:

- » Defense Industry
- » Information Technology
- » Electrical Power Systems
- » Green Building Products
- » Agriculture
- » Cosmetics
- » Intelligent Transport Systems
- » Safety & Security

Map of Poland



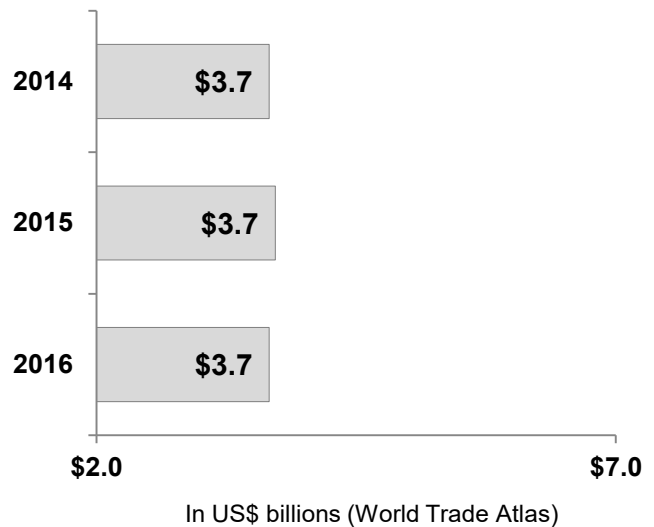
(U.S. Central Intelligence Agency)

Top Virginia Exports to Poland

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$ 60.4	-10%
Industrial Machinery	\$ 16.1	3%
Ceramic Products	\$ 10.4	150%
Food Residues	\$ 9.2	-19%
Mineral Fuels and Oils	\$ 7.5	-47%
Vehicles, Not Railway	\$ 3.3	307%
Electrical Machinery	\$ 3.2	-32%
Misc Chemical Products	\$ 3.1	29%
Plastics	\$ 2.1	3%
Medical Instruments	\$ 1.9	-4%
Iron And Steel	\$ 0.5	-10%

In US\$ millions (World Trade Atlas)

U.S. Exports to Poland



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Opportunities in Poland for Exporters

Information Technology

The Polish information Technology market is considered as one of the most stable and fastest growing IT markets in Europe. BMI has estimated that the IT market grew by 3.4% and 2.5% in 2015 and 2016 respectively (In Polish Zloty). The dominant trend in Poland is technology convergence and the rapidly growing diversity of access to services. The best prospects for U.S. exporters in Poland include:

- » Cyber security systems
- » Specialized software for vertical markets
- » E-commerce solutions
- » Storage systems
- » Peripherals

Electrical Power Systems

The Polish market for electrical power transmission and distribution equipment is very competitive due to extensive local production and significant imports. In 2015, imports from the US grew by 7% to \$2.4 billion. Power transmission and distribution engineering and servicing companies are well represented in the market, with many high qualified engineering companies providing services for power transmission and distribution grids. Top opportunities include:

- » Waste Water technologies in power plants
- » Coal to liquid fuel conversion technologies
- » Electrical power transmission equipment
- » Technology to increase efficiency of coal-fired power plants

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

Green Building Products

The residential and tertiary sector, a major part of which includes buildings, accounts for more than 40% of final energy consumption in the European Community. This sector continues to expand, resulting in an increase in energy consumption and the subsequent carbon dioxide emissions. Poland remains, however, below the average energy consumption in Europe. The majority of energy (75%) consumed in Poland is in the housing sector. Top prospects include:

- » CO2 and air contamination HVAC sensors
- » Energy efficient appliances
- » Ventilation and heat recovery systems
- » High-tech biomass boilers

Cosmetics

The Polish cosmetic market is growing by 4-5% annually. In 2016, the Polish imports of cosmetics were valued at \$1.79 billion. This market is mature, stable, and in constant development. In 2016, U.S. exports of cosmetics to Poland were \$28.2 million and constituted a small portion of imports to Poland. U.S. made cosmetics are imported at a duty rate of 0%, with no excise tax applied. Top prospects include:

- » Beauty care products for men
- » Derma-cosmetics
- » Professional/spa cosmetics
- » Organic/ecological cosmetics
- » Cosmetics for mature female customers

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Economic Overview

Poland has the sixth-largest economy in the EU and has long had a reputation as a business-friendly country with largely sound macroeconomic policies. Poland has pursued a policy of economic liberalization since 1990 and Poland's economy was the only EU country to avoid a recession through the 2008-2009 economic downturn.

The government of Prime Minister Donald Tusk steered the Polish through the economic downturn by skillfully managing public finances and adopting controversial pension and tax reforms to further shore up public finances.

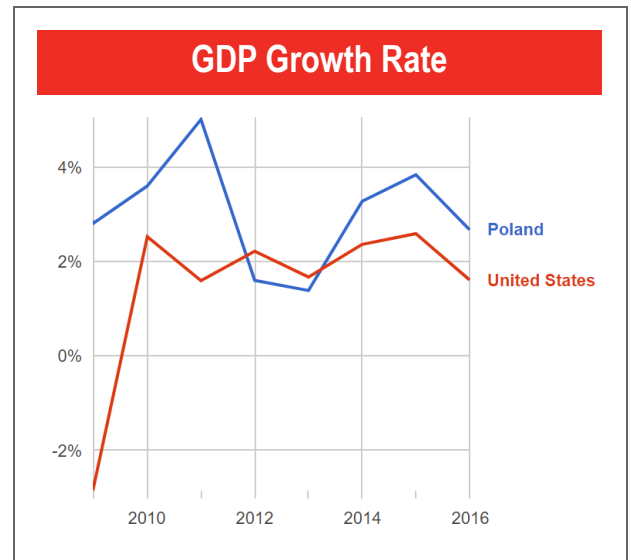
Poland faces several challenges, which include addressing some of the remaining deficiencies in its road and rail infrastructure, business environment, rigid labor force, commercial court system, government red tape, and burdensome tax system (especially for entrepreneurs).

(U.S. Central Intelligence Agency)

Cultural Guide

- » Have one side of your card translated into Polish. Include advanced university degrees and titles on your business card; qualifications are impressive.
- » Generally speaking, Poles judge others by their personal qualities. They therefore like to spend time getting to know people. Honesty is highly valued in Poland since trust is the cornerstone of business relationships.
- » For newly established and more formal relationships, a great deal of emphasis is placed on diplomacy. Once a relationship has passed through the initial phases, people feel more comfortable speaking frankly with each other and animated exchanges become more common.
- » The first few meetings may in fact seem to be more small talk than business discussions. If this is the case it means that your Polish colleagues are still sizing you up and have not yet made up their minds. You may want to consider this as an opportunity to get more personal and try and form that relationship.
- » Hard facts are important so participants come well-prepared with facts and figures to back up their statements. Foreigners would be expected to do the same.
- » Business decision-making processes tend to have a hierarchical basis. Final decisions are translated into rigorous, comprehensive action steps that you can expect will be carried out to the letter.

(Kwintessential)



You may do business with people for years and still not be invited to use first names.

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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources: Market Reports

[Poland Country Commercial Guide](#)

U.S. Commercial Service

[Doing Business in Poland](#)

Export.gov

[Ease of Doing Business Report](#)

World Bank

[Doing Business in Poland](#)

United Kingdom Trade & Investment

Online Resources

[Poland Overview](#)

Global Edge - Michigan State University

[Taxation in Poland](#)

Ministry of Finance

[The Warsaw Voice \(English\)](#)

[Kwintessential Poland](#)

Kwintessential Guide to Poland

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