Export Opportunities in Poland

In 2017, Poland ranked 44th among U.S. export destinations and 36th among Virginia export destinations. American exporters are drawn to Poland due to the country’s large population, well-educated and competitive workforce, strong prospects for economic growth and its location which offers broader access to the European Union market of 500 million. 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

Top Virginia Exports to Poland

<table>
<thead>
<tr>
<th>Export Category</th>
<th>2017 Value</th>
<th>Change 2017/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Commodity Chapters</td>
<td>$101.1</td>
<td>72%</td>
</tr>
<tr>
<td>Mineral Fuels &amp; Oils</td>
<td>$41.1</td>
<td>449%</td>
</tr>
<tr>
<td>Industrial Machinery</td>
<td>$16.6</td>
<td>14%</td>
</tr>
<tr>
<td>Ceramic Products</td>
<td>$13.6</td>
<td>31%</td>
</tr>
<tr>
<td>Misc. Chemical Products</td>
<td>$9.0</td>
<td>191%</td>
</tr>
<tr>
<td>Medical Instruments</td>
<td>$5.1</td>
<td>161%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>$4.2</td>
<td>N/A</td>
</tr>
<tr>
<td>Electrical Machinery</td>
<td>$3.9</td>
<td>22%</td>
</tr>
<tr>
<td>Plastics</td>
<td>$2.2</td>
<td>2%</td>
</tr>
<tr>
<td>Fruits, Seeds, Grains</td>
<td>$0.9</td>
<td>207%</td>
</tr>
<tr>
<td>Aircraft &amp; Spacecraft</td>
<td>$0.8</td>
<td>609%</td>
</tr>
</tbody>
</table>

(U.S. Central Intelligence Agency)

Map of Poland

(U.S. Central Intelligence Agency)

U.S. Exports to Poland

In US$ Billions

- 2015: $3.7
- 2016: $3.7
- 2017: $4.5

(World Trade Atlas)
FAST FACTS

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. Dominant trends in Poland include technology convergence and the rapidly growing diversity of access to services. Over the last few years, Poland has become a primary European destination for outsourcing operations such as custom application development.

The best prospects for U.S. exporters in Poland include:

- Cybersecurity systems
- IoT
- Specialized software for vertical markets
- E-commerce solutions
- Storage systems
- Peripherals
- Cloud services

Advanced Manufacturing

Poland is in a strong position for and has good future investment prospects in industrial automation and manufacturing technology. There are also good prospects for IoT, advanced analytics, virtual reality, augmented reality, and general innovative solutions as these are key elements for the development of Industry 4.0 in Poland.

Top opportunities for U.S. exporters include:

- Sensors and instruments
- Industrial robots, including those used in spot welding, sorting, palletizing, and painting
- Additive manufacturing equipment
- Electric motors and actuators
- Welding and soldering equipment

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. While Poland remains below the average energy consumption in Europe, the majority of the energy (75%) consumed in Poland is in the housing sector.

New regulations will require new buildings to have "near zero emissions", energy usage of 50kWh/square meter per year, which will be 2.5–3 times less than buildings currently in operation.

Top prospects for U.S. exporters include:

- CO2 and air contamination HVAC sensors
- Energy efficient appliances
- Ventilation and heat recovery systems
- High-tech biomass boilers
- Solar photovoltaic panels (PV) integrated into the building facade
- Small wind turbines for multi-family houses
- Measuring equipment for energy and emissions testing

Agriculture

Best prospects for U.S. agricultural products in Poland include seafood, feed ingredients such as soybean meal, consumer-oriented products, and hardwood lumber products. The consumption of seafood continues to increase, and Poland ranks among the biggest salmon importers in the world. The dried fruits market is experiencing dramatic growth, led by dried cranberries, prunes, and dried cherries, which have experienced steady popularity as healthy snack foods.

Top opportunities for U.S. exporters include:

- Salmon and pollock
- Soybean meal
- Wine and distilled spirits
- Processed fruits
- Hardwood lumber (wood-sawn or chipped)
FAST FACTS

Economic Overview

Poland has the sixth-largest economy in the European Union 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 it was the only EU country to avoid a recession through the 2008-2009 economic downturn. Poland’s economy is projected to perform well in the next few years in part because of an anticipated cyclical increase in the use of its EU development funds and continued, robust household spending.

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). Additional long-term challenges include diversifying Poland’s energy mix, and strengthening its investments in innovation, research, and development.

(CIA World Factbook)

GDP Growth Rate

Cultural Guide

- Have one side of your card translated into Polish. Include advanced university degrees and titles on your business card, as qualifications are impressive to Poles.
- Poles judge others by their personal qualities, so they 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 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.

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

- 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)
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

**Doing Business in Poland**
- Export.gov

**Ease of Doing Business Report**
- World Bank

**Doing Business in Poland**
- United Kingdom Trade & Investment

**Poland Overview**
- Global Edge - Michigan State University

**Taxation in Poland**
- Ministry of Finance

**The Warsaw Voice (English)**

**Kwintessential Poland**
- Kwintessential Guide to Poland

**Country Commercial Guide**
- U.S. Commercial Service

**Doing Business Indicators**
- World Bank

**Poland Country Profile**
- BBC

**Country Travel Information**
- U.S. Department of State

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