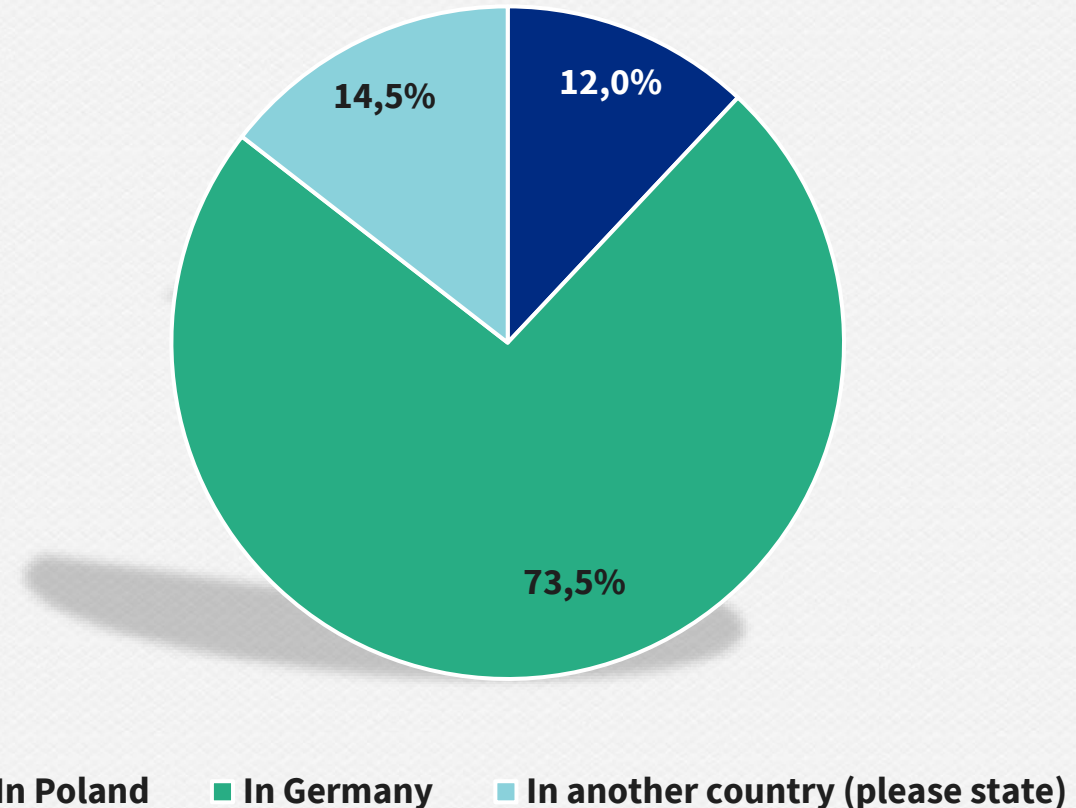


# **POLAND AS ASSESSED BY FOREIGN INVESTORS FORECASTS AND MARKET ATTRACTIVENESS FACTORS**

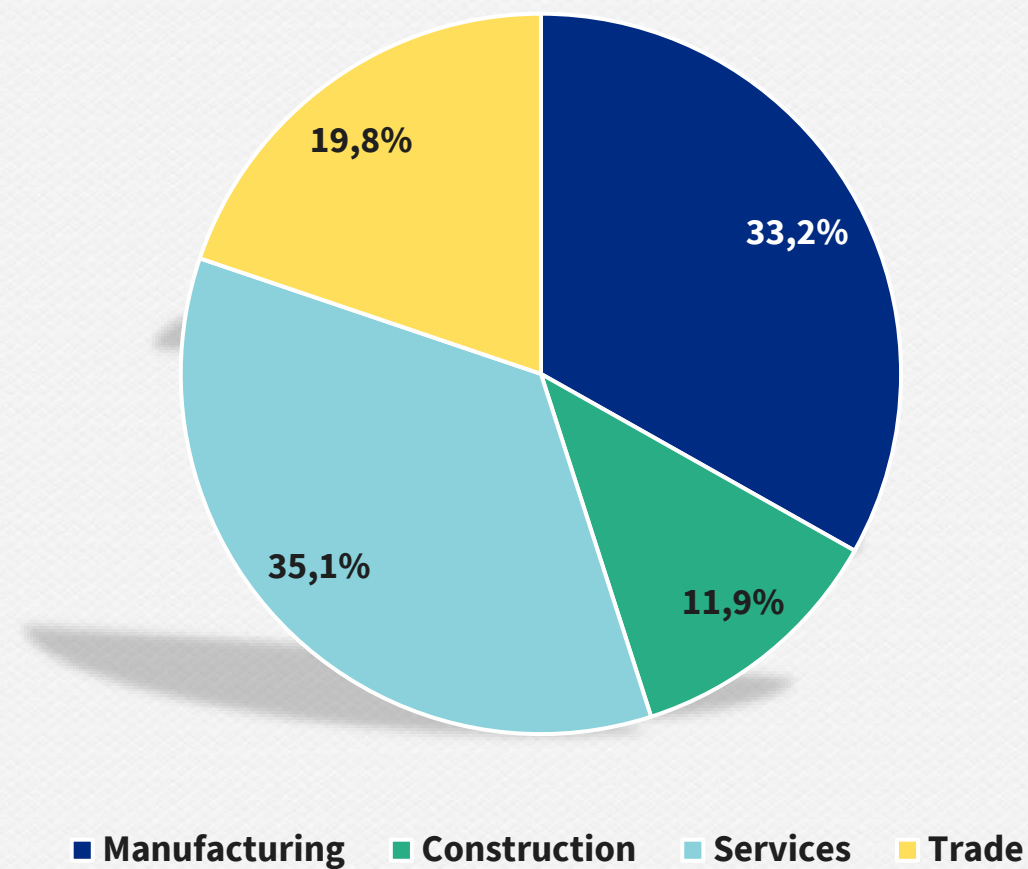
# CHARACTERISTICS OF ENTERPRISES

## IN WHICH COUNTRY IS THE MAJORITY OWNER OF YOUR COMPANY LOCATED?

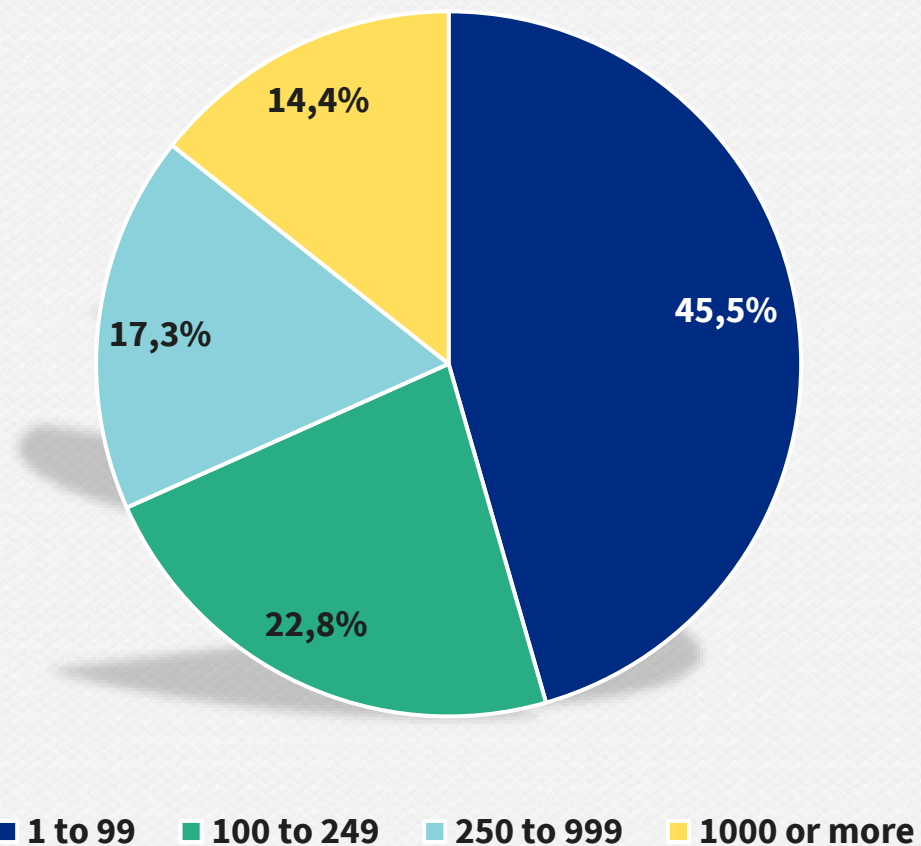
- Countries other than listed were, for example: Austria (N=6), Switzerland (N=5), Luxembourg (N=2), and the United States (N=2).



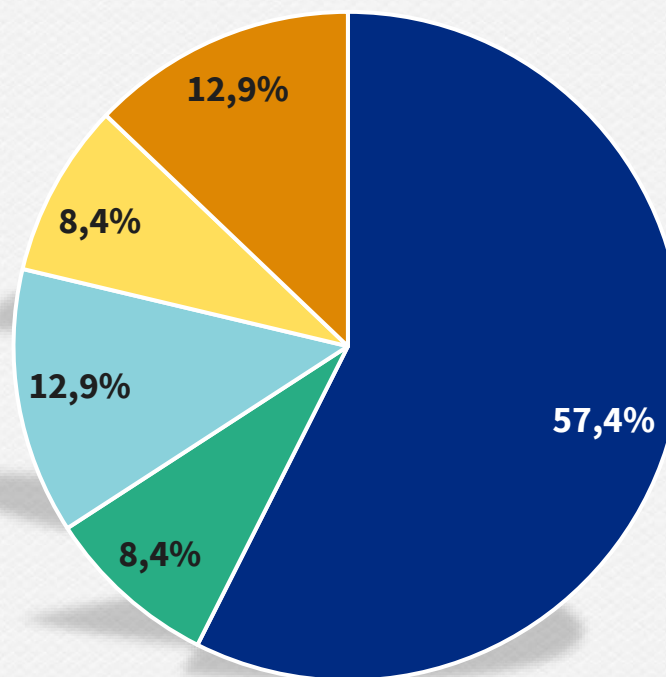
# MAIN AREA OF ACTIVITY



# NUMBER OF EMPLOYEES



## SHARE OF EXPORTS IN REVENUE



■ 0% to 20%

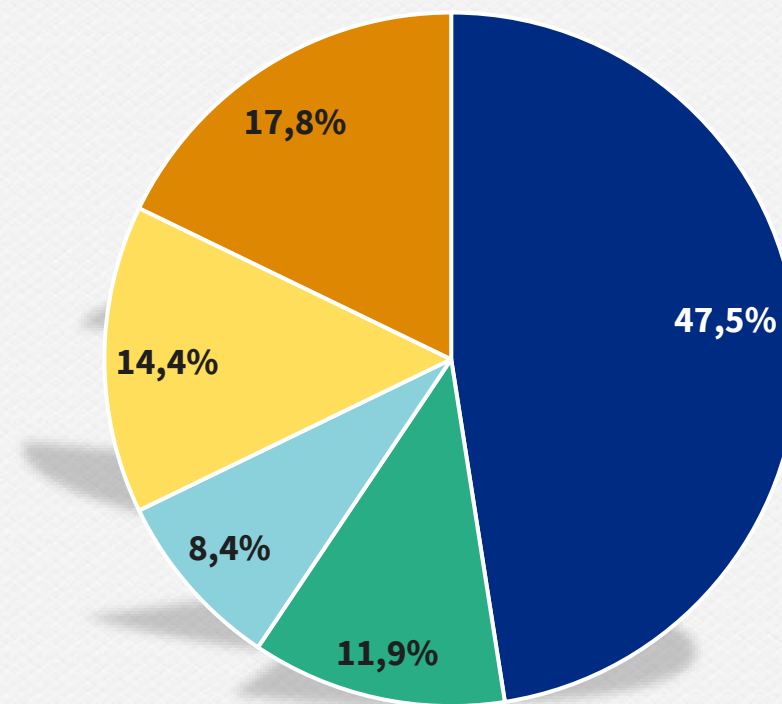
■ Over 20% to 40%

■ Over 40% to 60%

■ Over 60% to 80%

■ Over 80% to 100%

## SHARE OF PURCHASES MADE BY THE COMPANY FROM POLISH SUBVENDORS



■ 0% to 20%

■ Over 20% to 40%

■ Over 40% to 60%

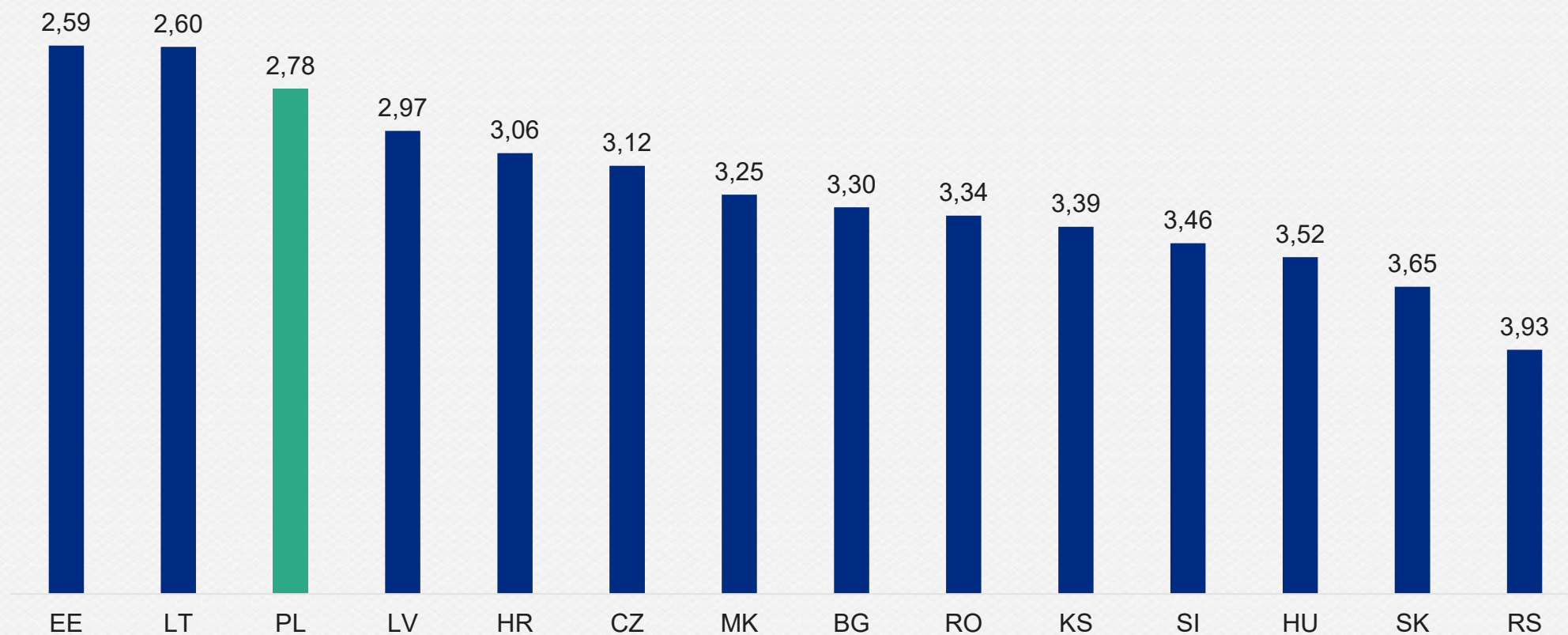
■ Over 60% to 80%

■ Over 80% to 100%

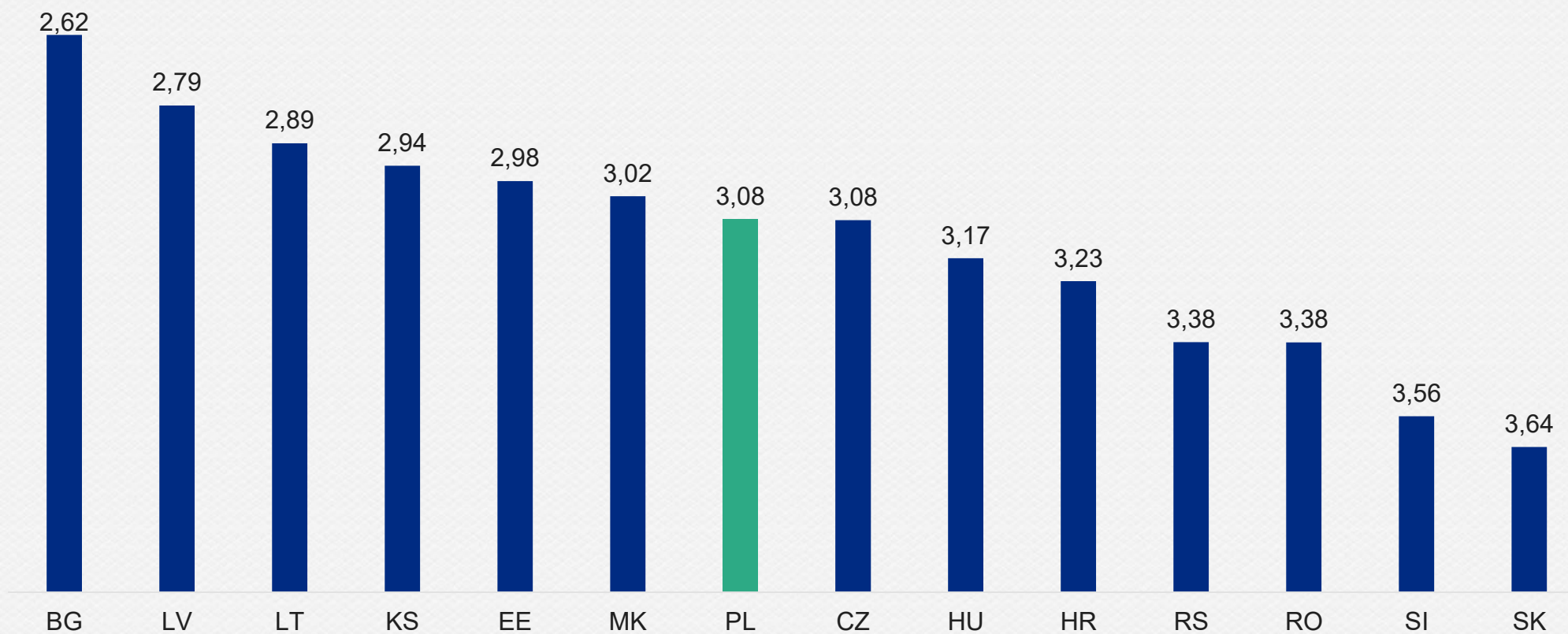
# COUNTRY RANKING



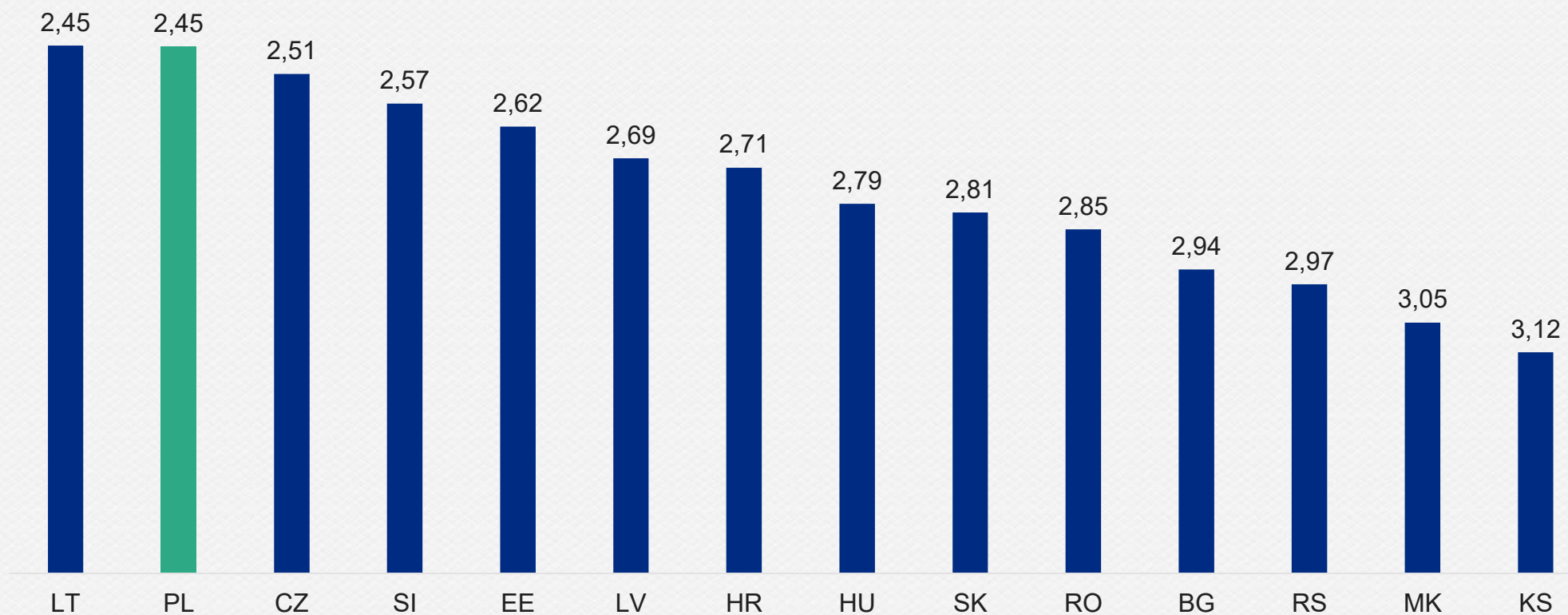
# ECONOMIC POLICY



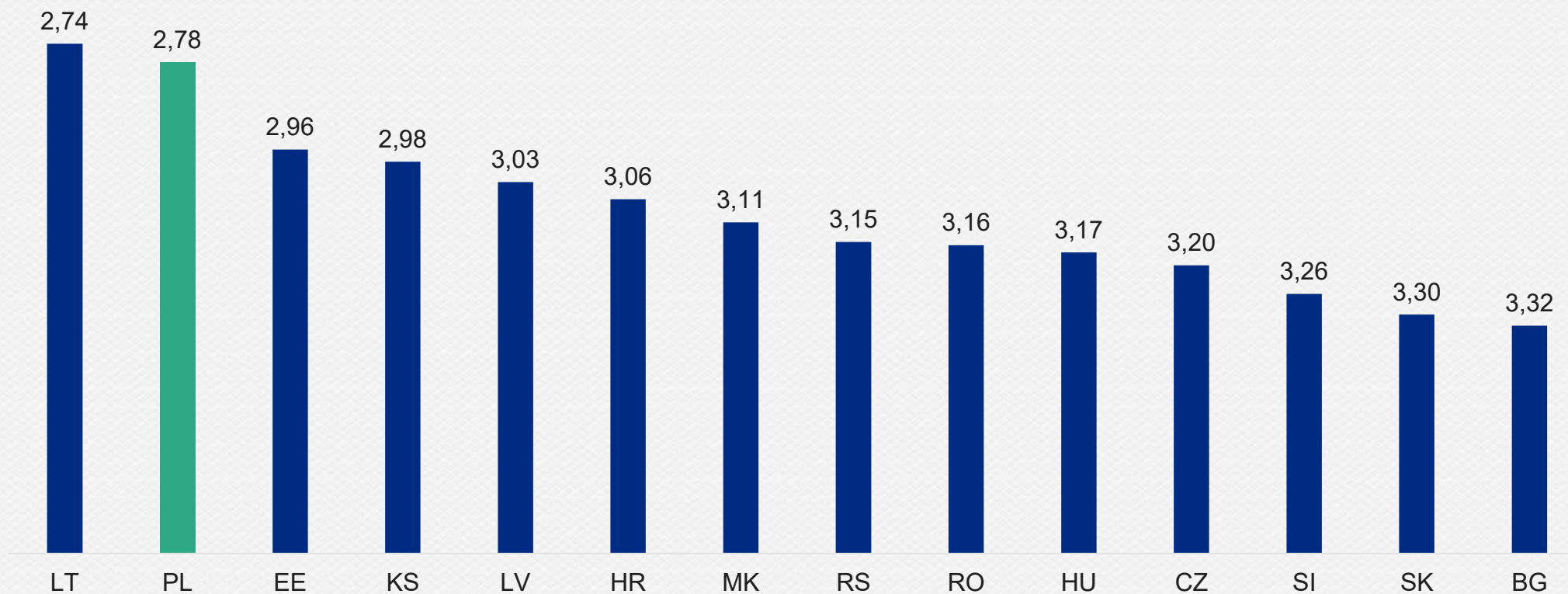
# FINANCE



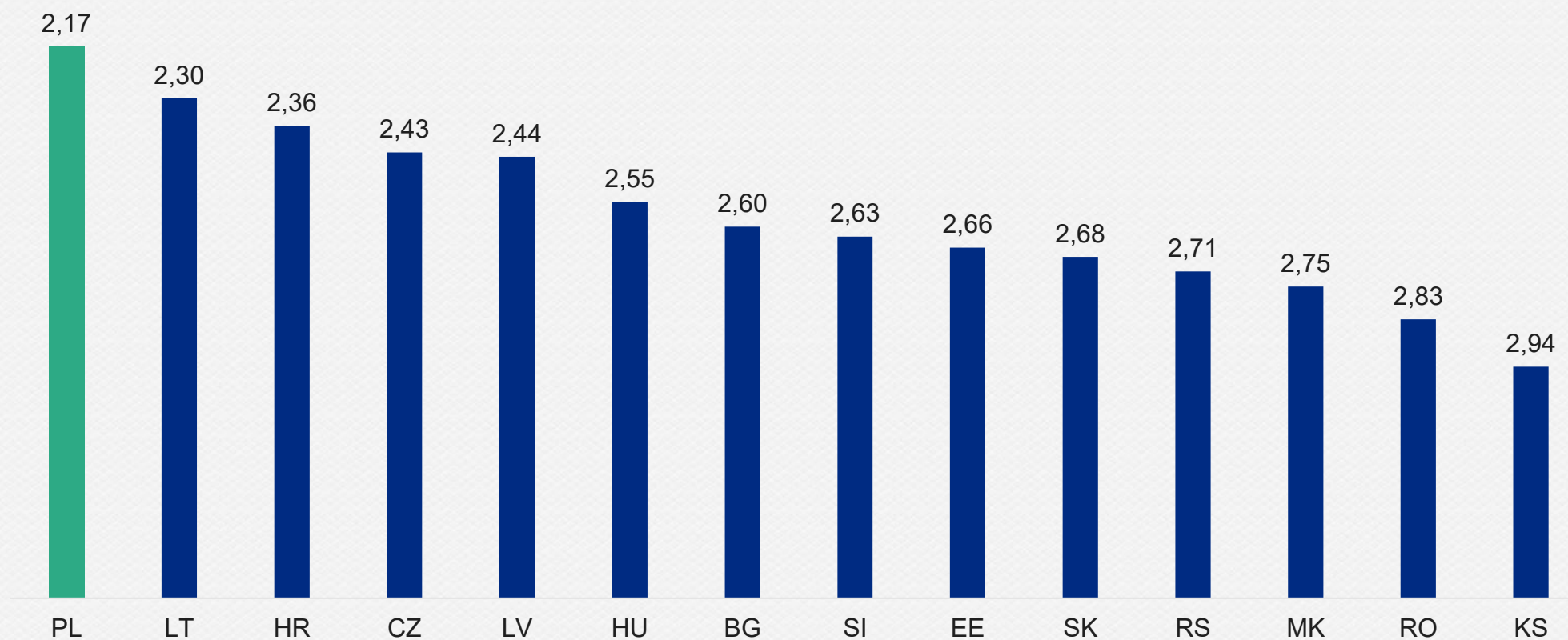
# ECONOMIC ENVIRONMENT



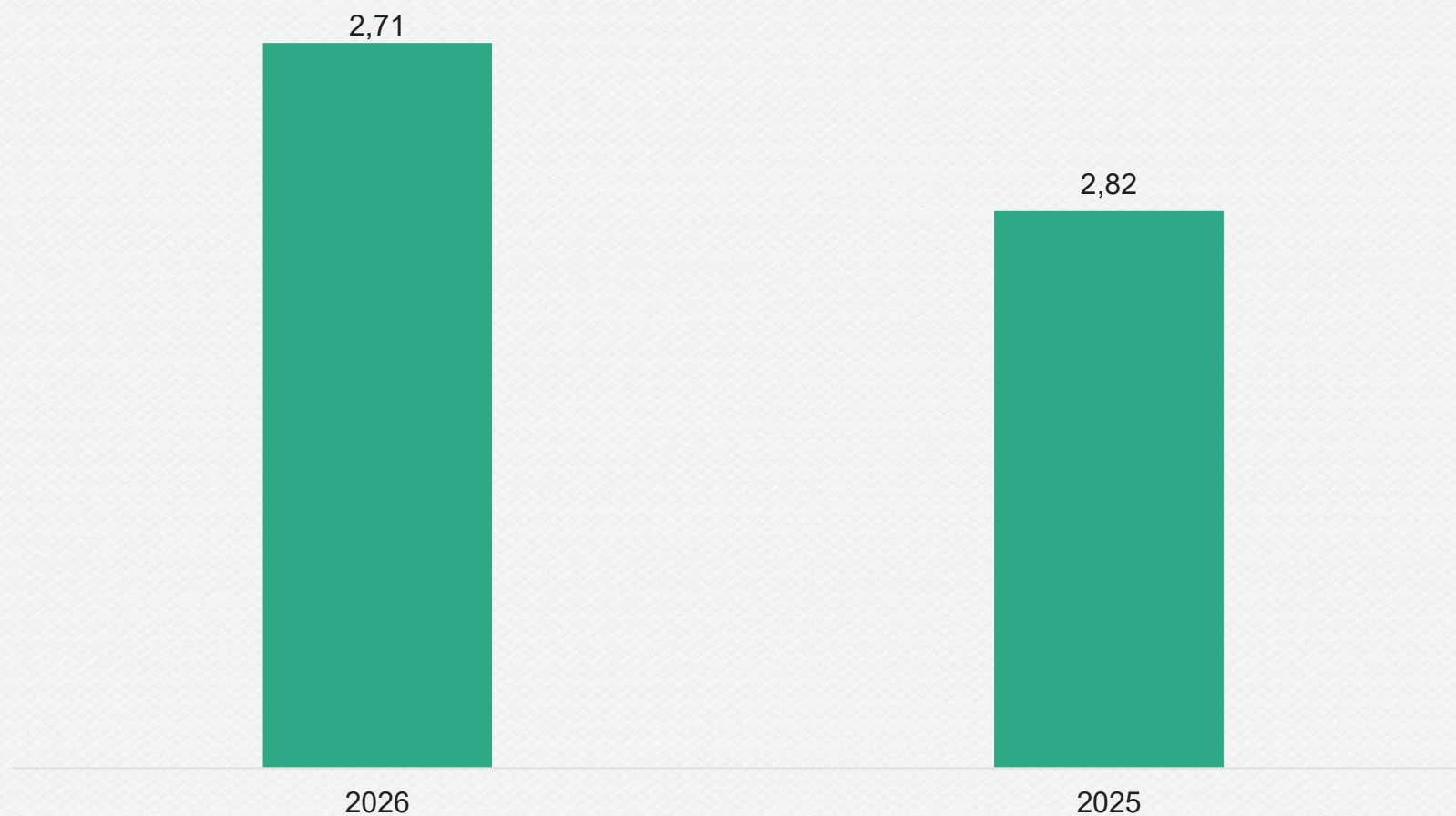
# LABOR MARKET



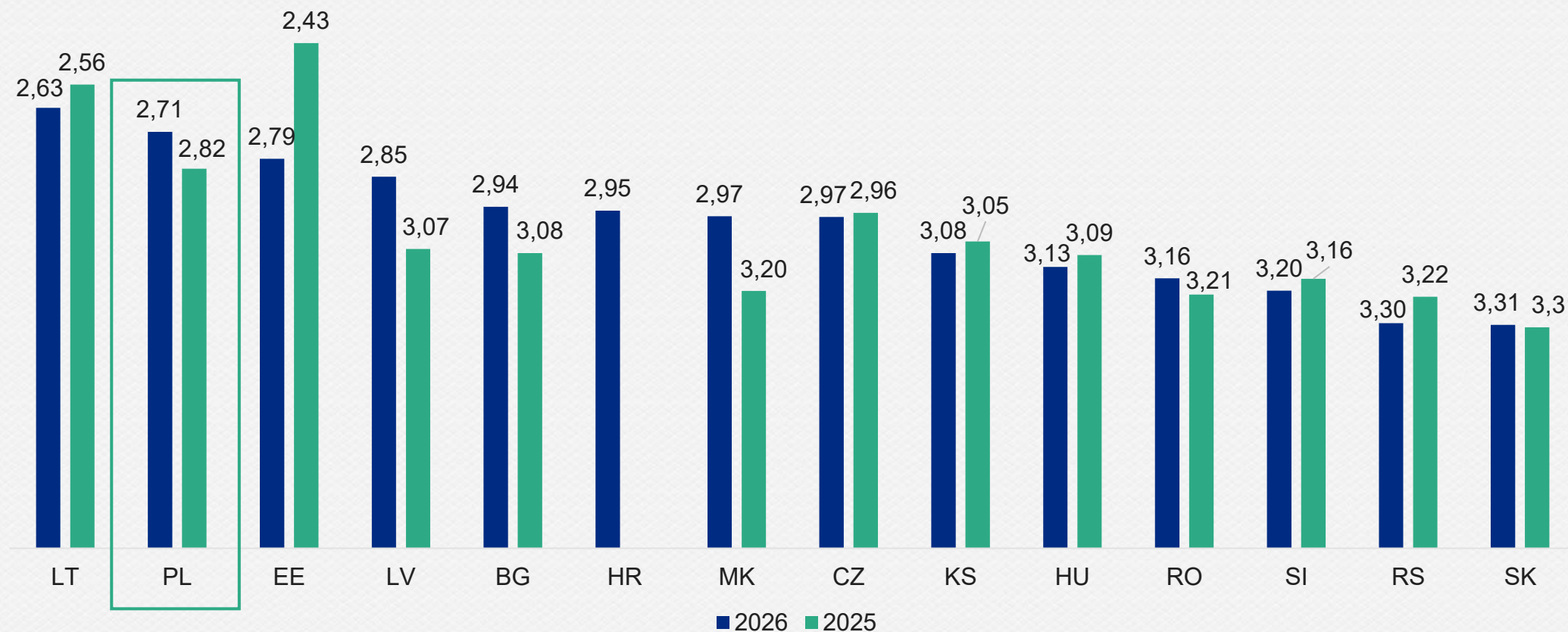
# INFRASTRUCTURE



# OVERALL SATISFACTION SCORES - Poland



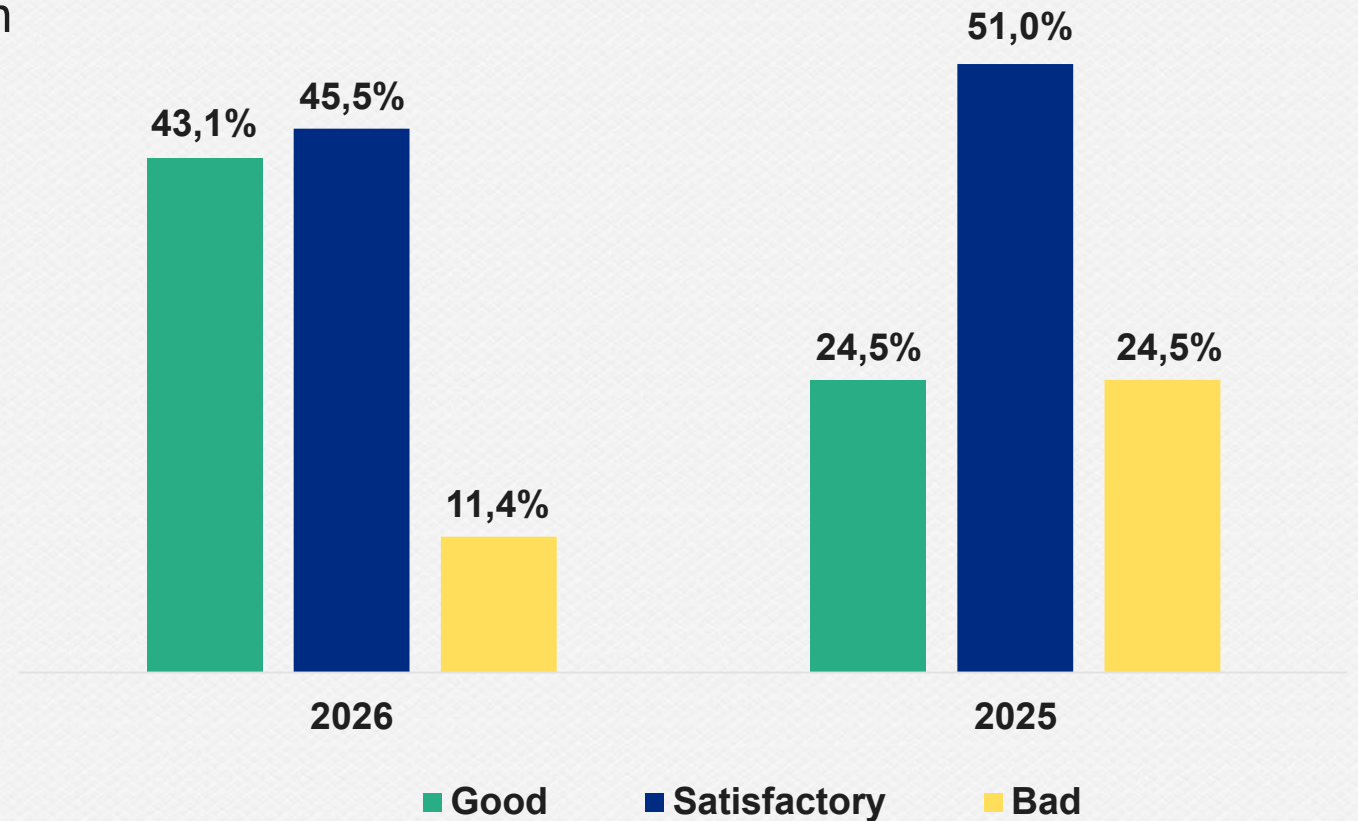
# OVERALL SATISFACTION SCORES



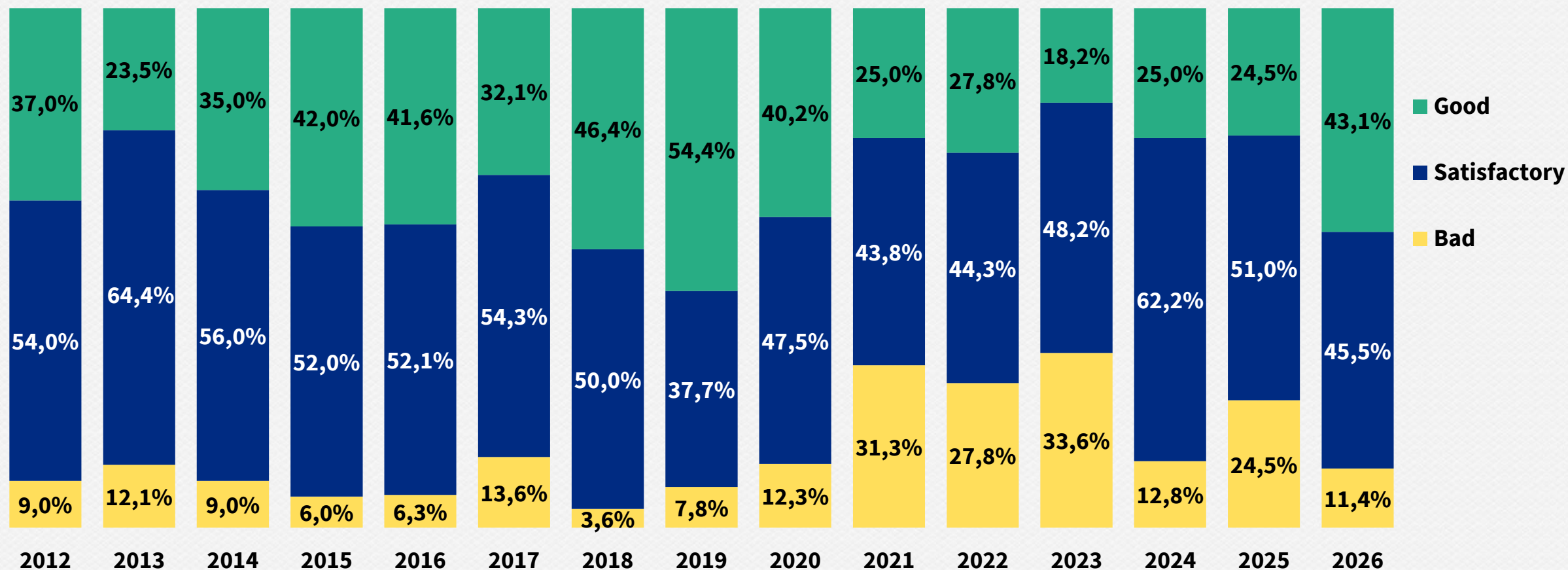
# ASSESSMENT OF ECONOMIC CONDITION AND ECONOMY FORECAST

# CONDITION OF THE POLISH ECONOMY

- After 2025, there was a significant increase in the percentage of responses indicating a good condition of the economy. In 2025 the rate was 24.5%, while in 2026 – 43.1%, an increase of 18.6 percentage points.
- There was a significant decrease in the percentage of responses indicating a poor condition of the economy – a decrease of 13.1 percentage points.

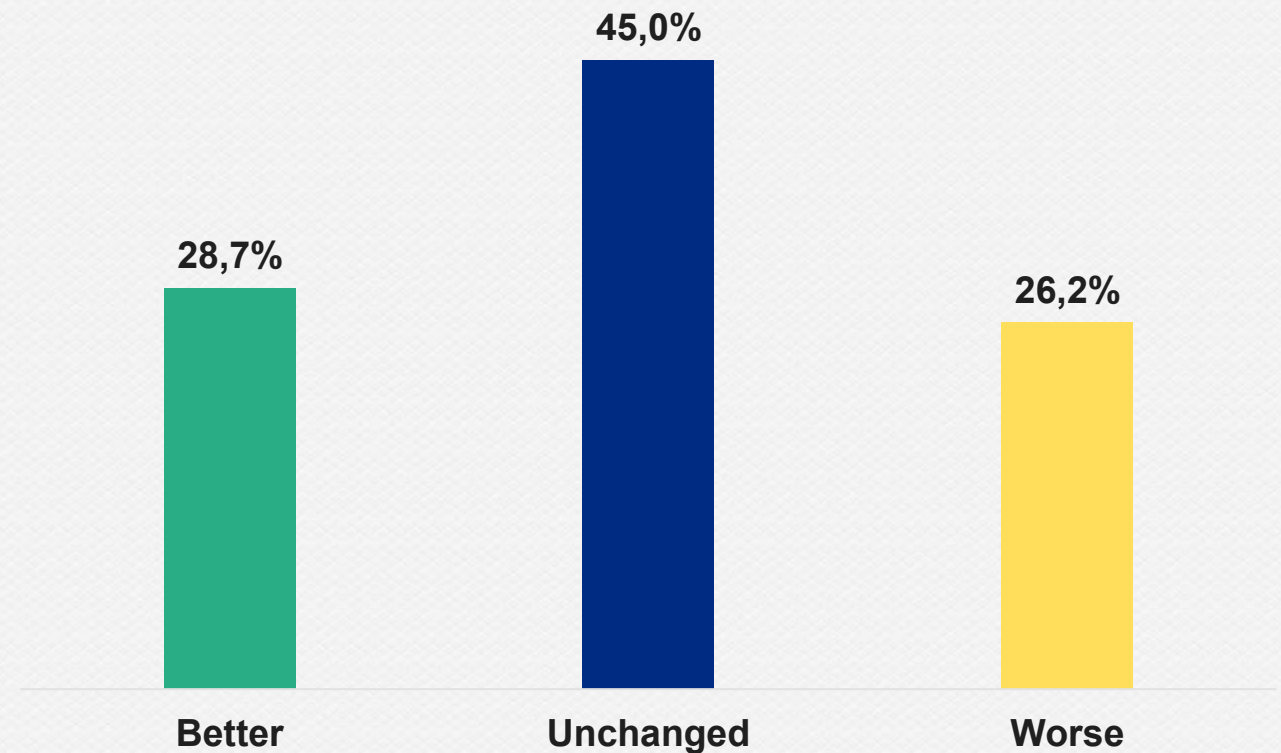


# CONDITION OF THE POLISH ECONOMY



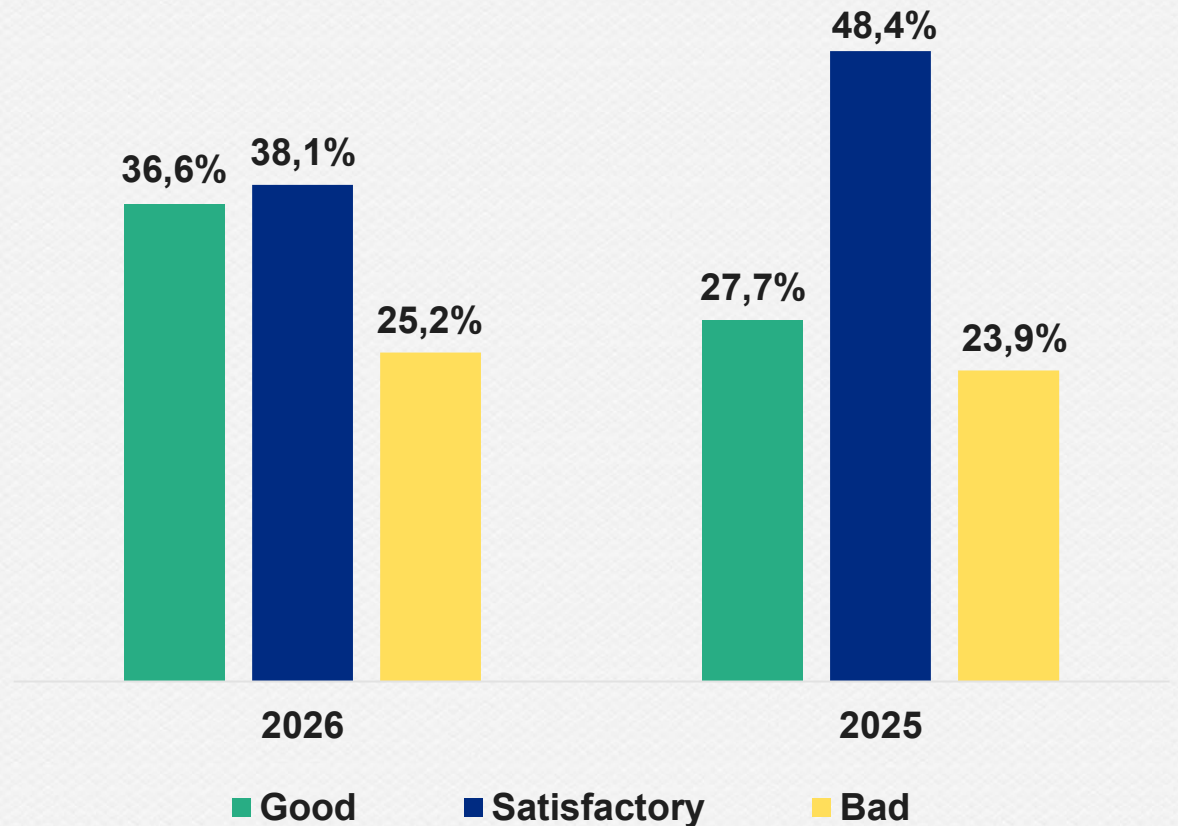
## PROSPECTS FOR THE POLISH ECONOMY as compared to the previous year

- When comparing the prospects for the Polish economy with the previous year, more than 2/5 of respondents believe that the situation remains unchanged – 45.0% of responses.
- More than one in four respondents described the prospects as better – 28.7%.



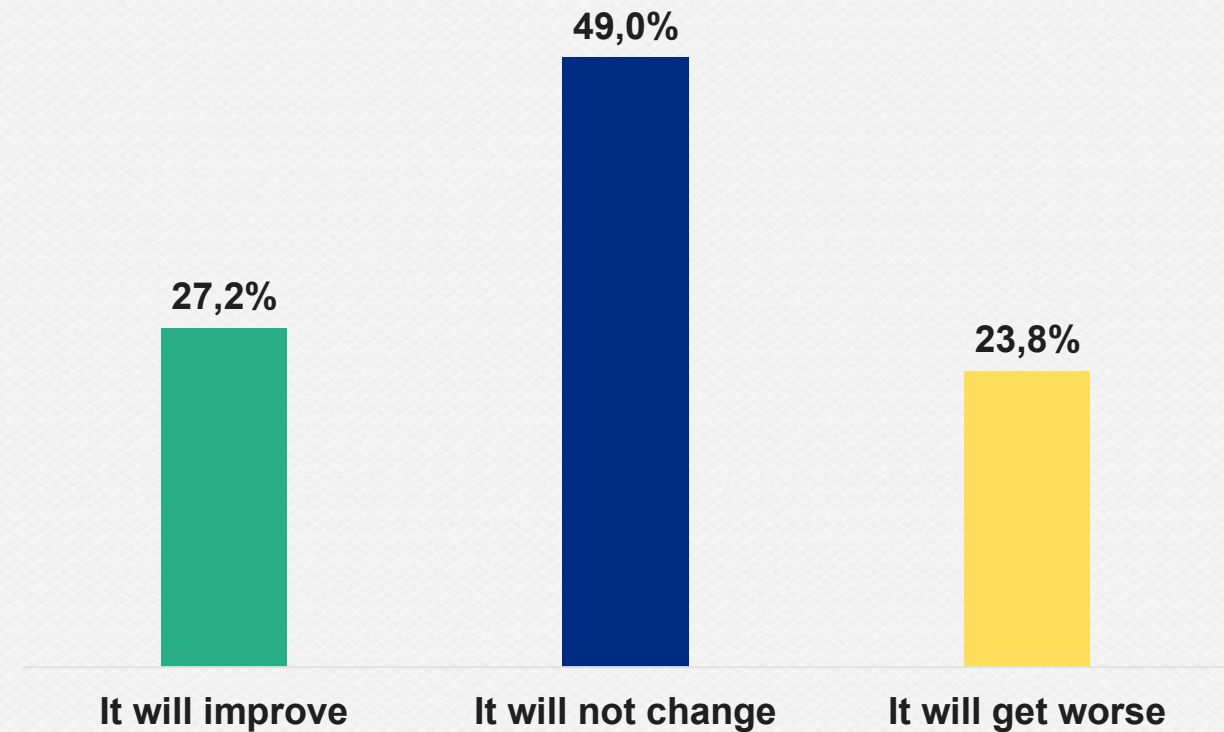
# THE ECONOMIC CONDITION OF THE INDUSTRY

- In 2026, respondents were significantly more likely to describe the economic condition of their industry as good (an increase of 8.9 percentage points), and significantly less likely to describe it as satisfactory (a decrease of 10.3 percentage points).
- The percentage of respondents who described the economic condition of their industry as bad also increased slightly – by 1.3 percentage points.



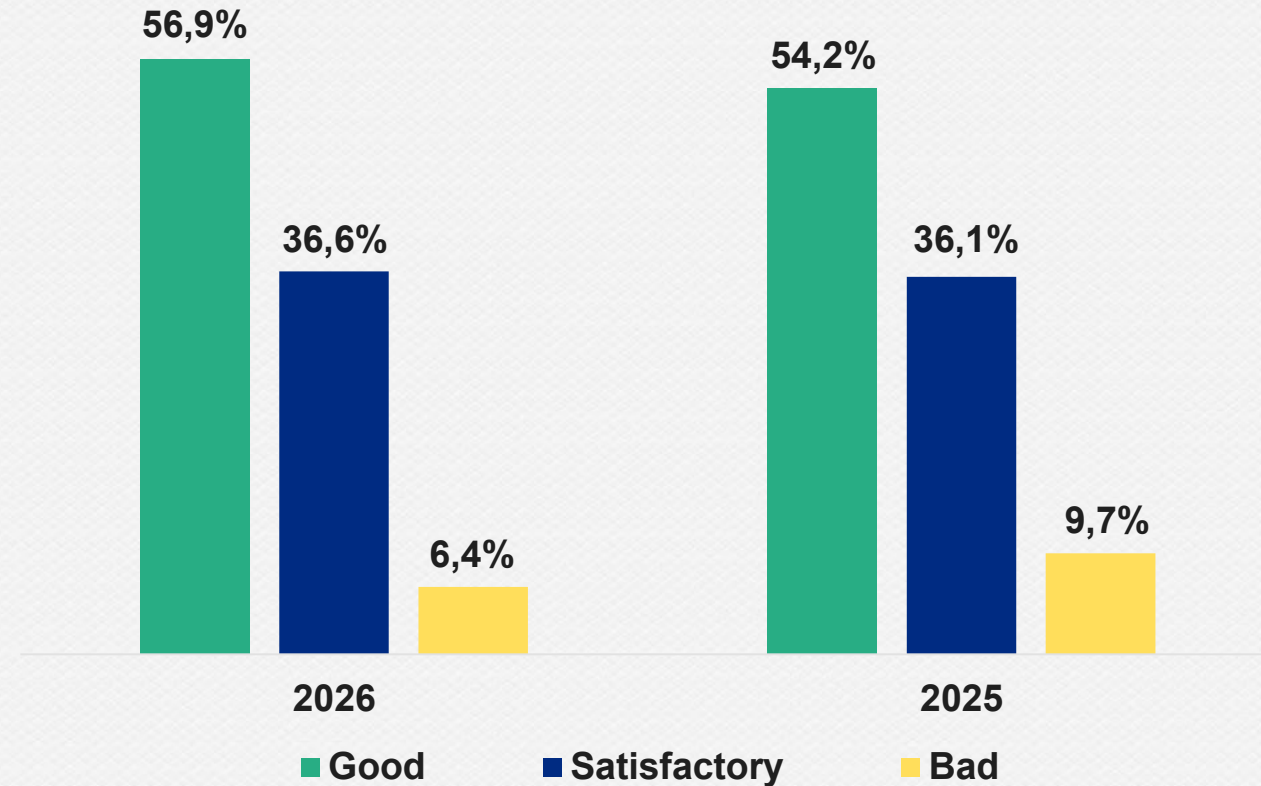
## THE ECONOMIC CONDITION OF THE INDUSTRY as compared to the previous year

- Almost half of the respondents stated that the situation in their industry this year would not change compared to the previous year – 49.0%.
- More than one in four expect that the situation in the industry will improve – 27.2%.



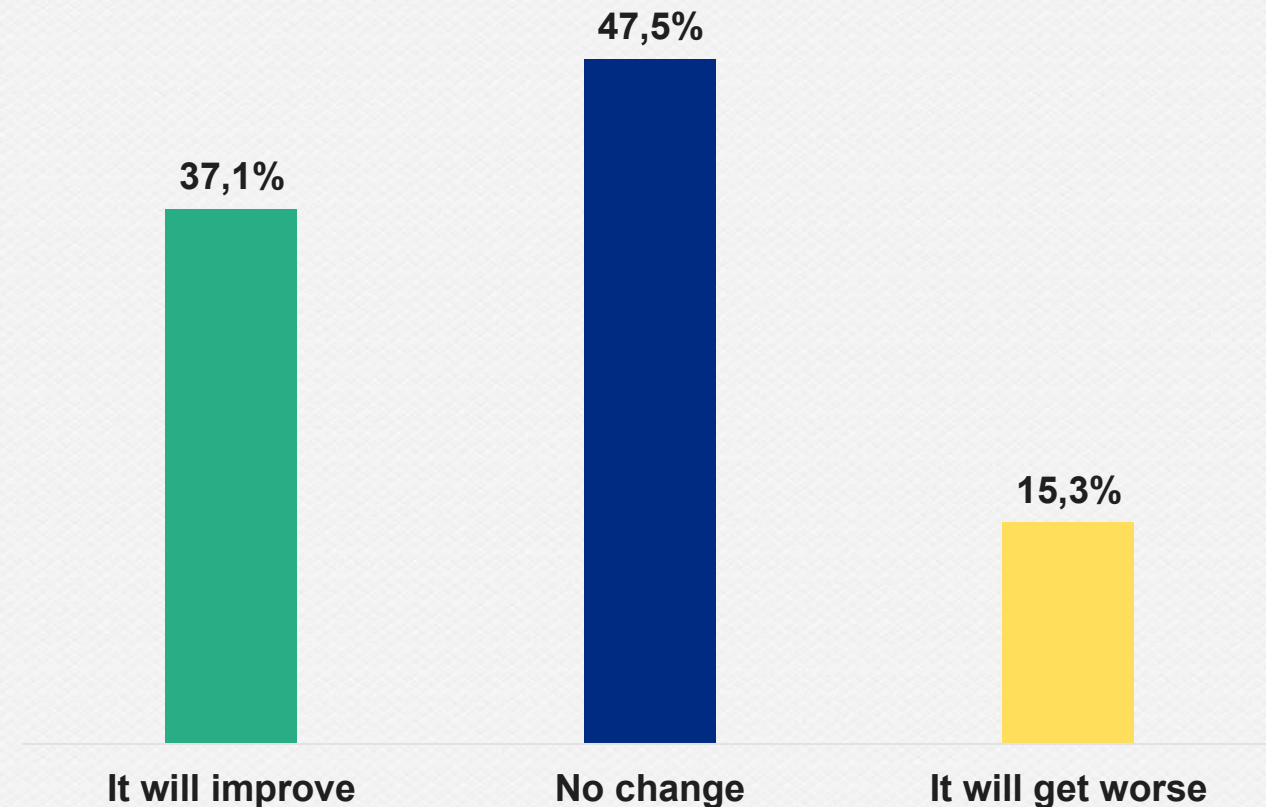
# THE COMPANY'S BUSINESS CONDITION

- In 2026, there was a slight increase in responses indicating a good business condition – by 2.7 percentage points, and a satisfactory condition – by 0.5 percentage points.
- The percentage of responses indicating a poor business condition decreased – by 3.3 percentage points.



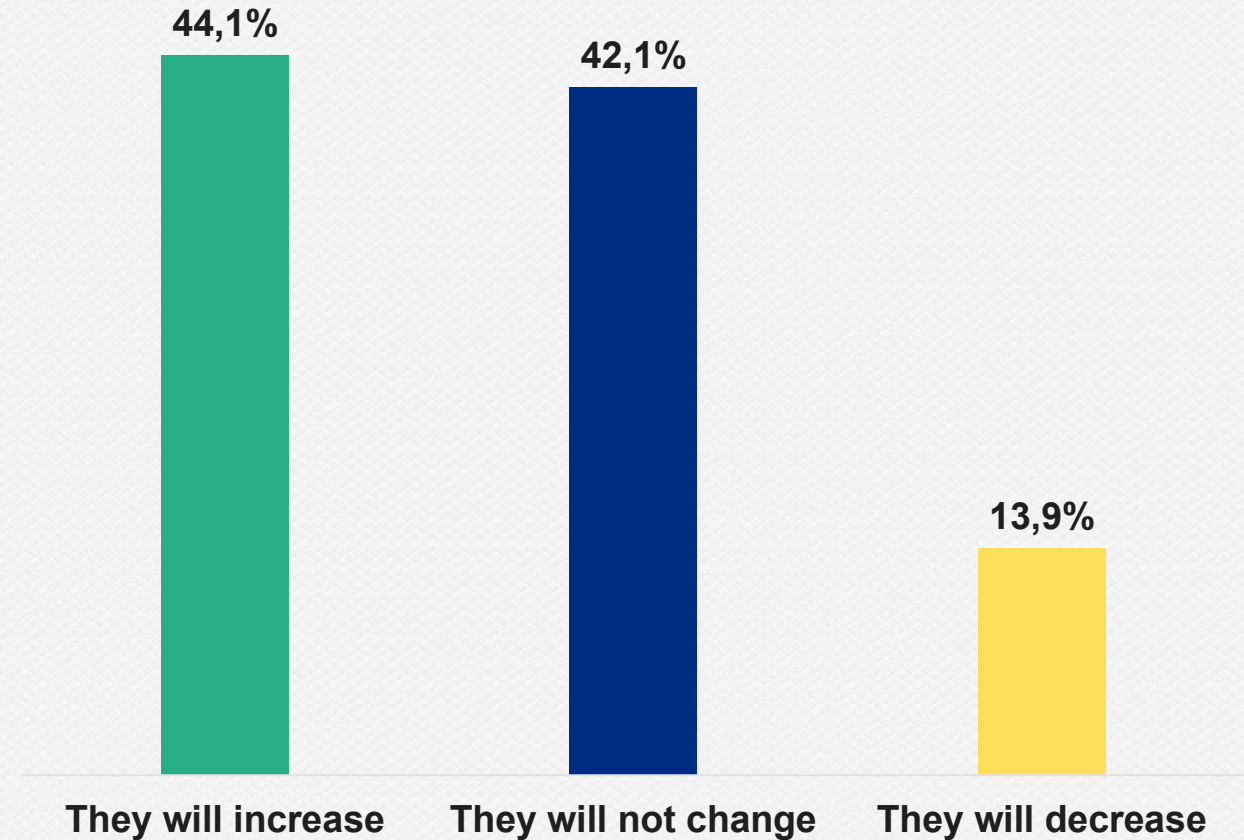
## THE COMPANY'S BUSINESS SITUATION as compared to the previous year

- Almost half of the respondents asked about the future of their company's business situation answered that they did not expect any changes compared to the previous year – 47.5% of responses.
- More than 1/3 of respondents believe that the situation will improve – 37.1%.



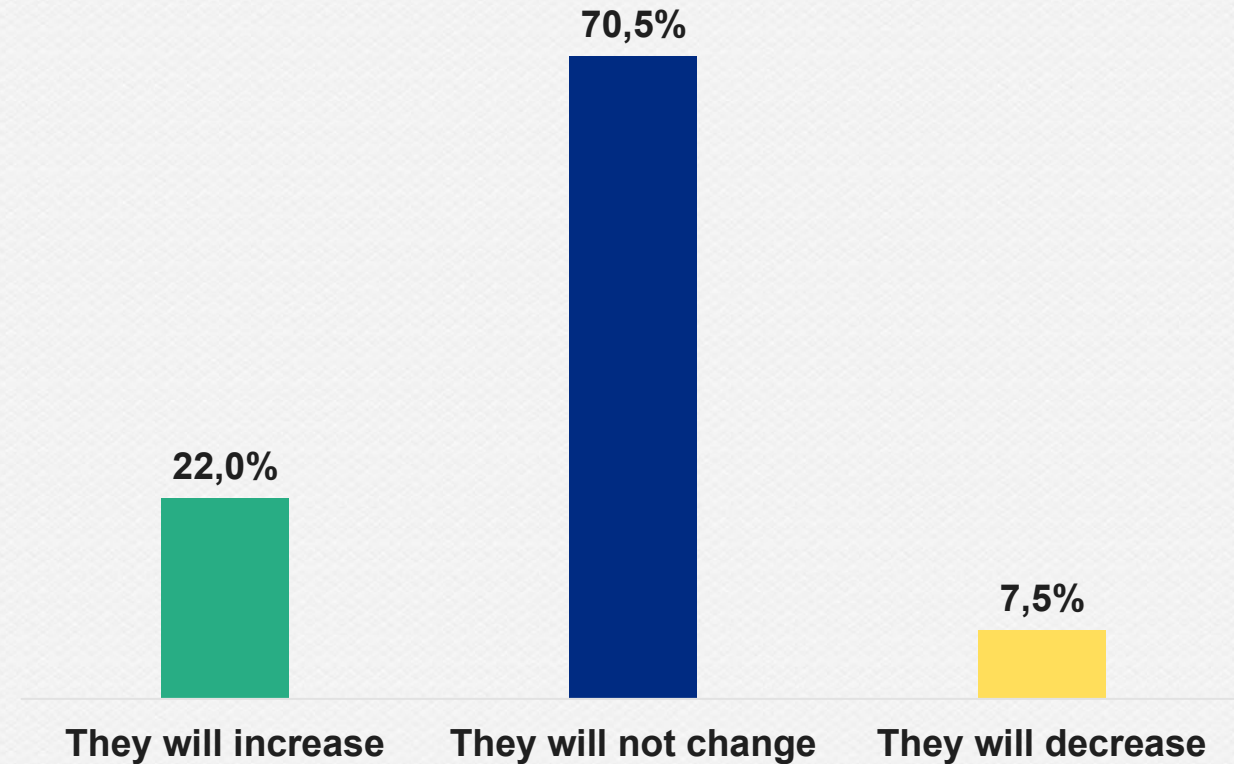
## THE COMPANY TURNOVER as compared to the previous year

- 44.1% of respondents predict that the turnover will increase compared to the previous year.
- 42.1% of respondents expect the turnover to remain at a similar level.
- 13.9% of enterprises surveyed fear a decline in turnover.



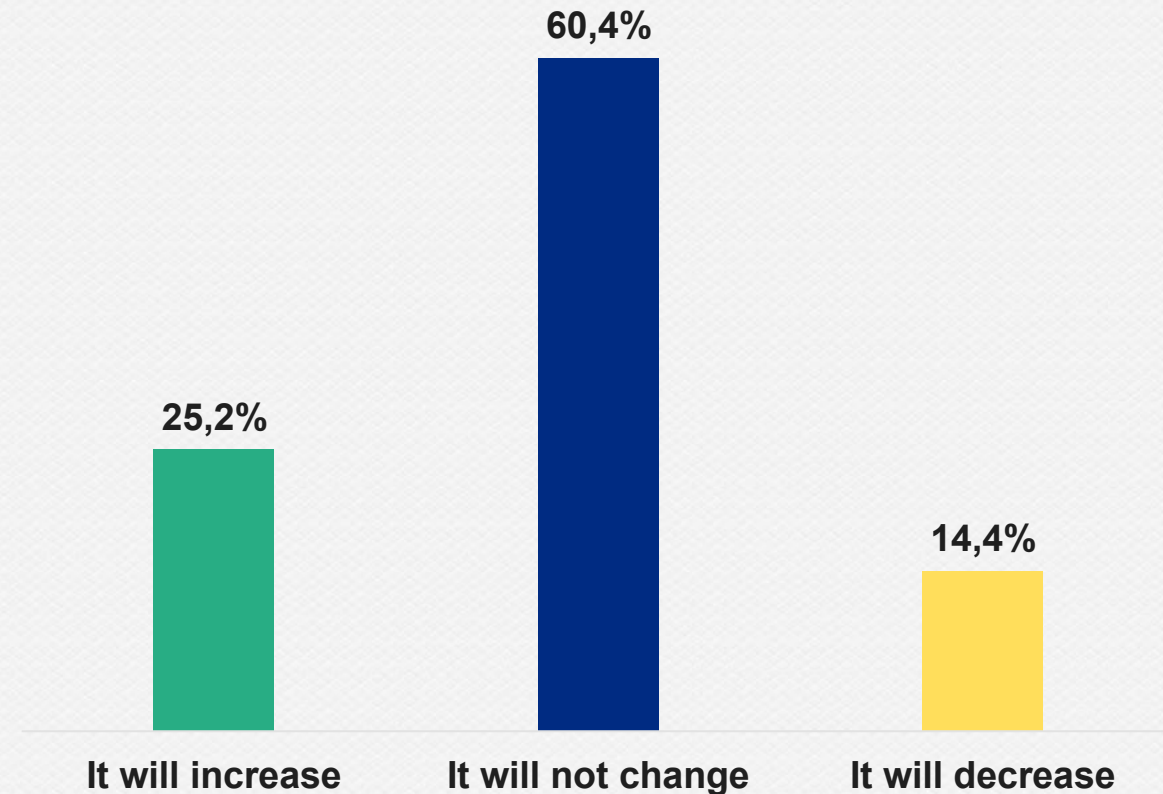
## THE COMPANY EXPORTS REVENUE as compared to the previous year

- 7 out of 10 respondents expect the exports revenue to remain at the same level as last year – 70.5% of responses.
- More than every fifth respondent expects an increase in revenues from this source – 22.0%.



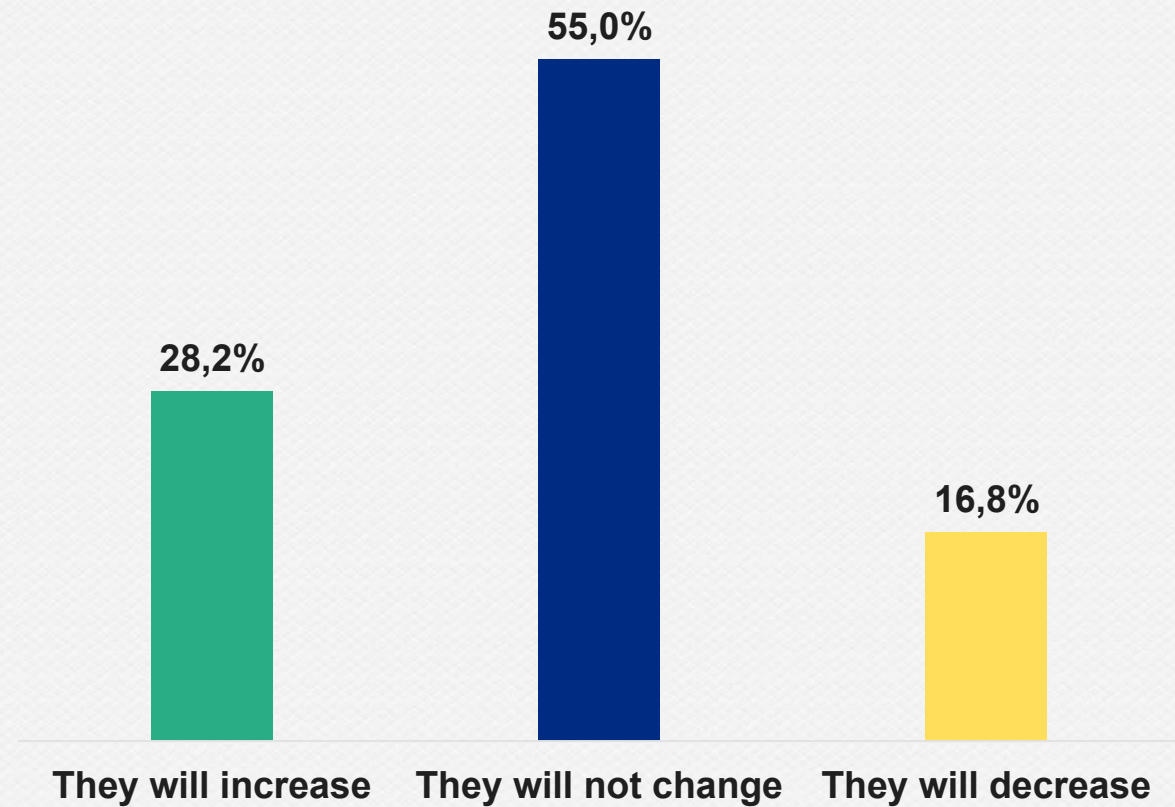
## NUMBER OF EMPLOYEES as compared to the previous year

- 6 out of 10 survey participants stated that the number of employees would not change compared to the previous year – 60.4%.
- Every fourth company surveyed expects an increase in the number of employees – 25.2%.



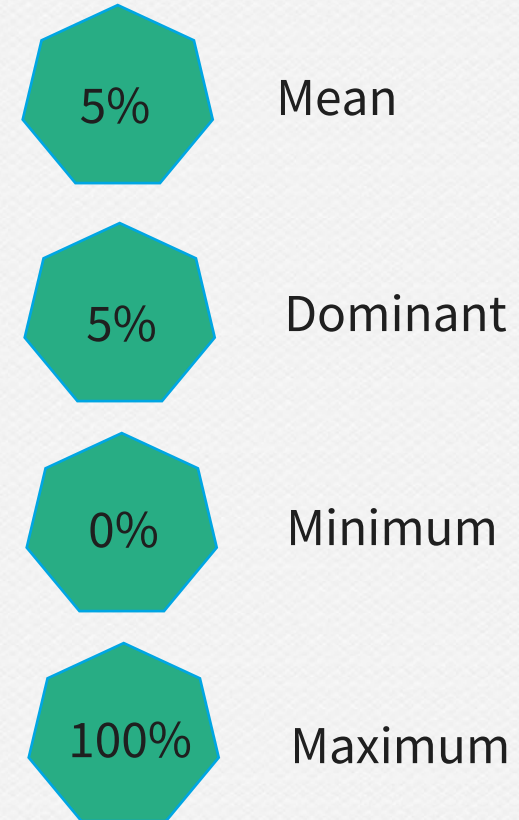
# CAPITAL EXPENDITURES as compared to the previous year

- In more than half of the companies, capital expenditures are forecast to remain at the same level – 55.0%, while in more than a quarter of companies they are expected to increase – 28.2%.
- Capital expenditures will decrease in every sixth enterprise surveyed – 16.8%.



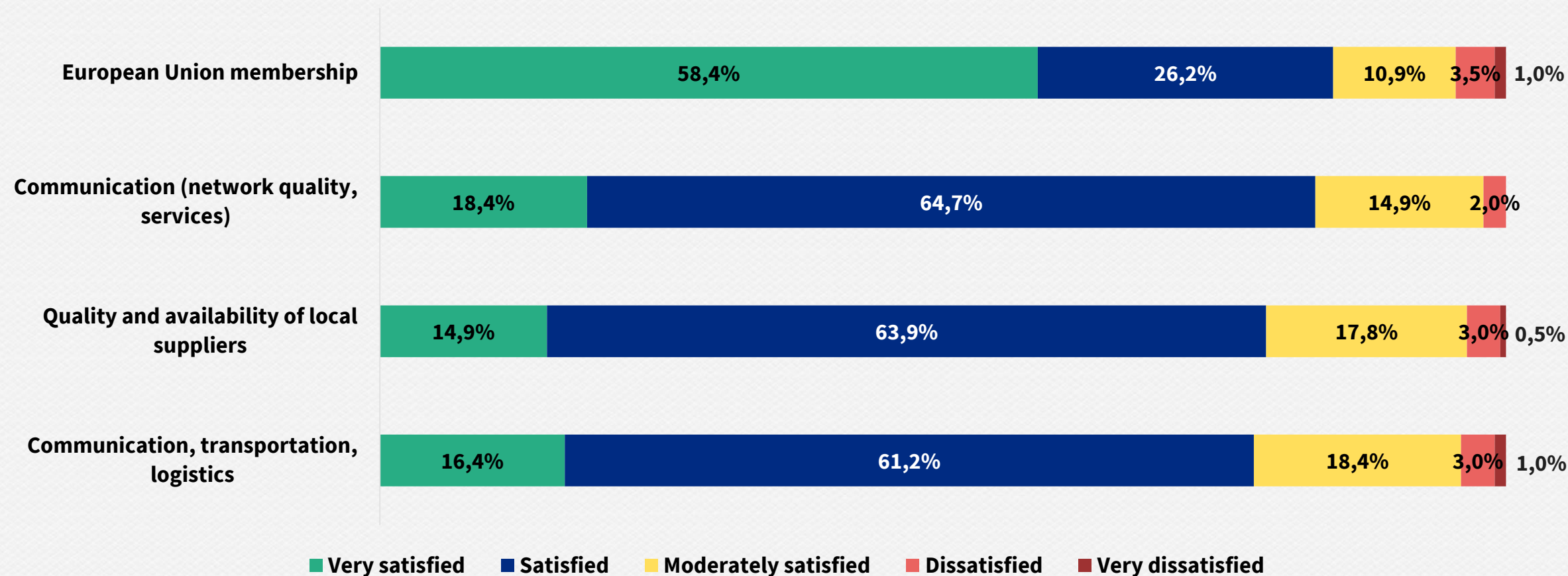
## INCREASE IN AVERAGE SALARY

- In the enterprises surveyed, an average 5% increase in average salary is expected, and the most frequently indicated level of increase is 5% (dominant).
- In some enterprises no growth is expected, while in others 100 percent growth is expected.

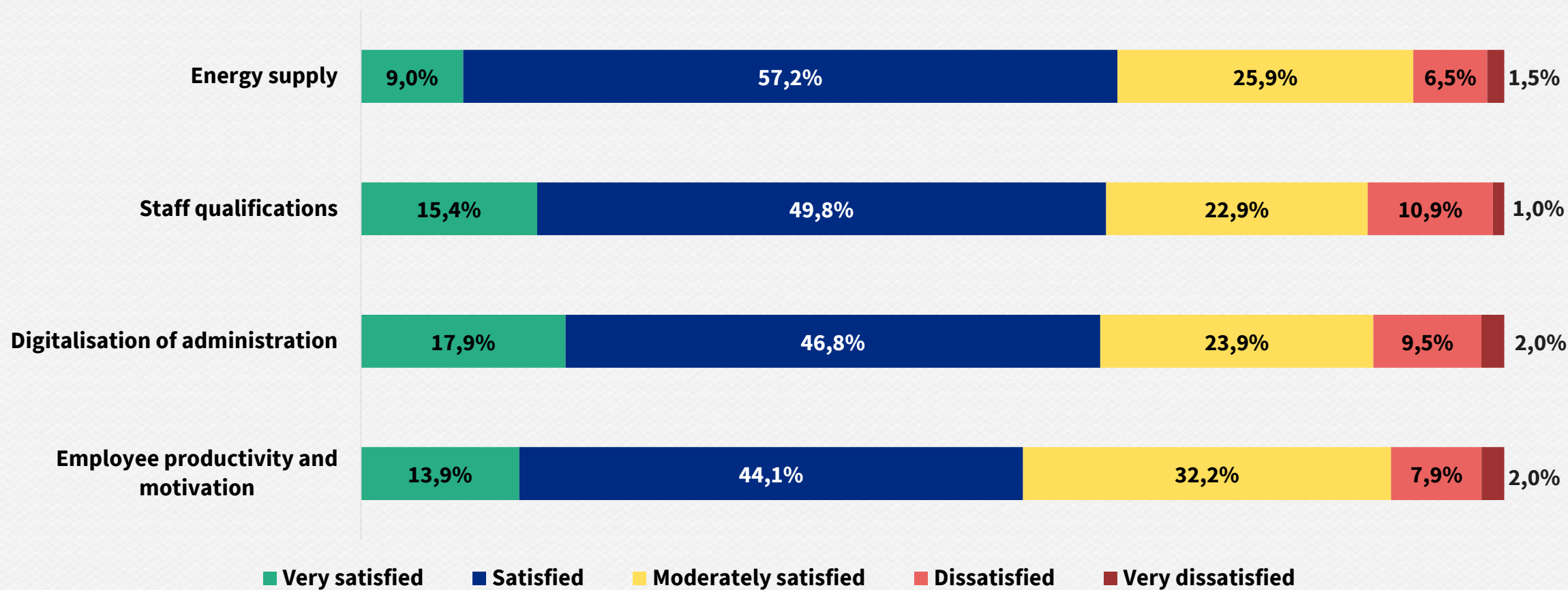


# FACTORS AFFECTING BUSINESS OPERATIONS

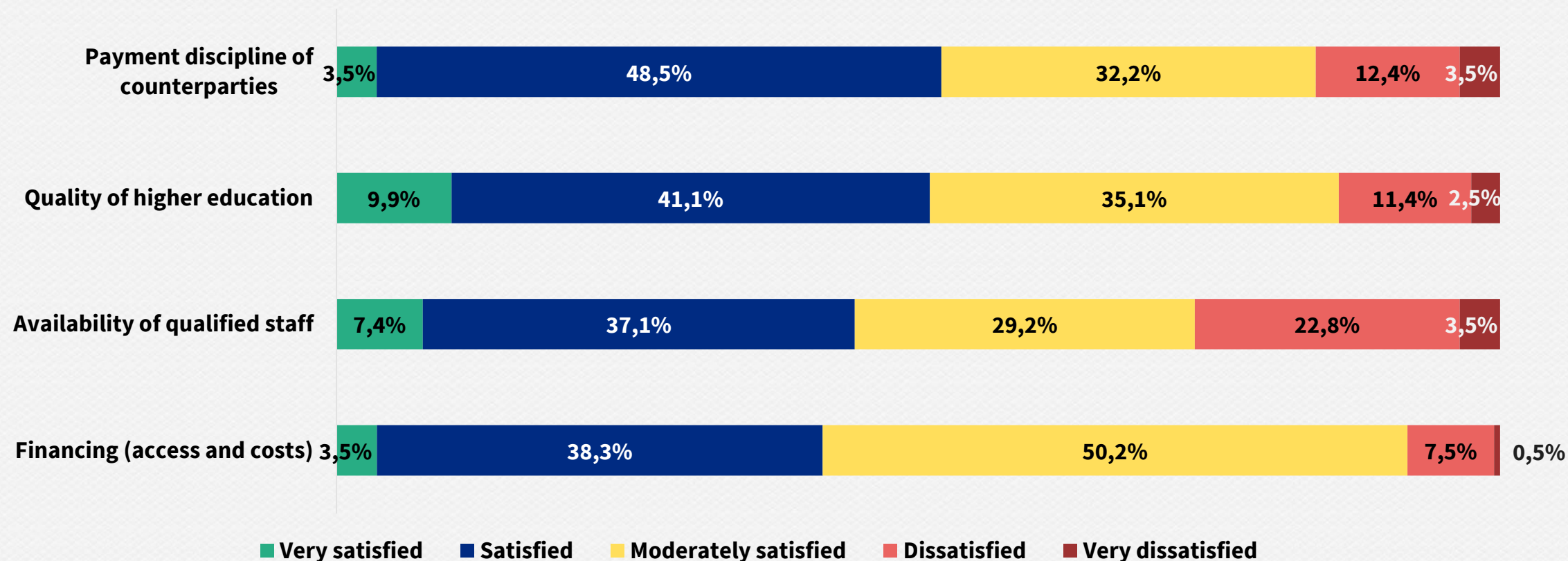
# FACTORS AFFECTING THE ATTRACTIVENESS OF BUSINESS ACTIVITY



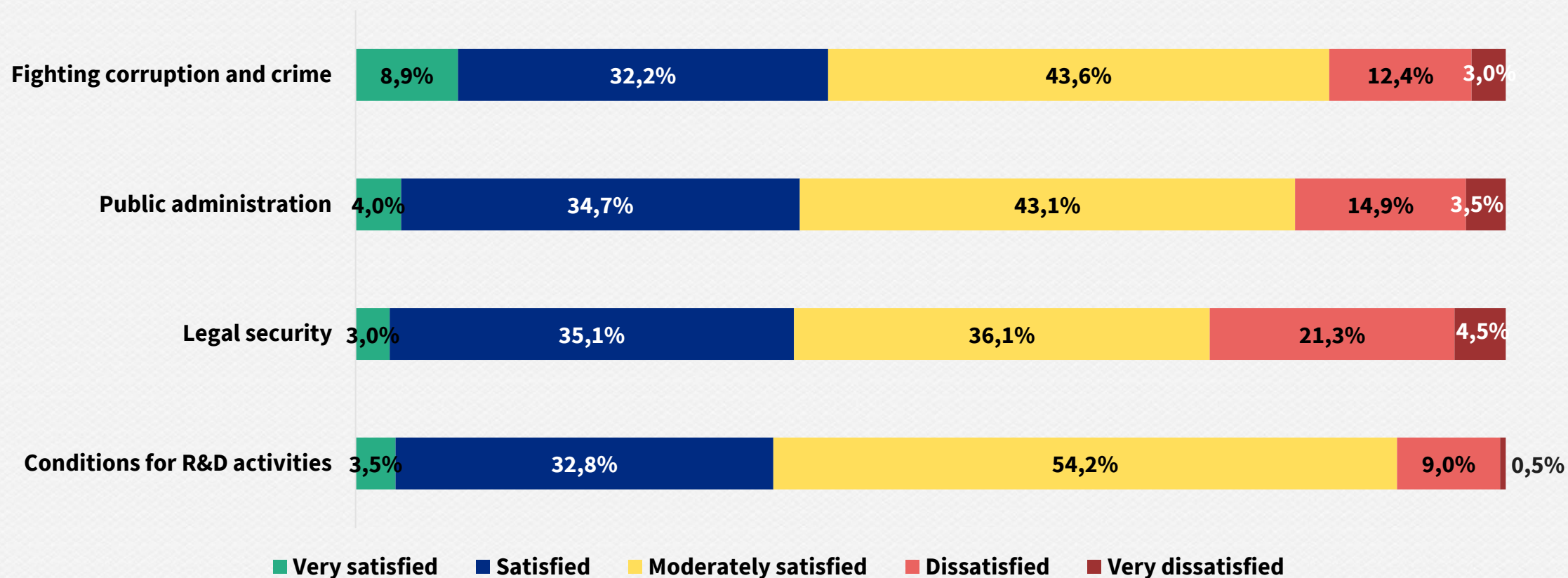
# FACTORS AFFECTING THE ATTRACTIVENESS OF BUSINESS ACTIVITY



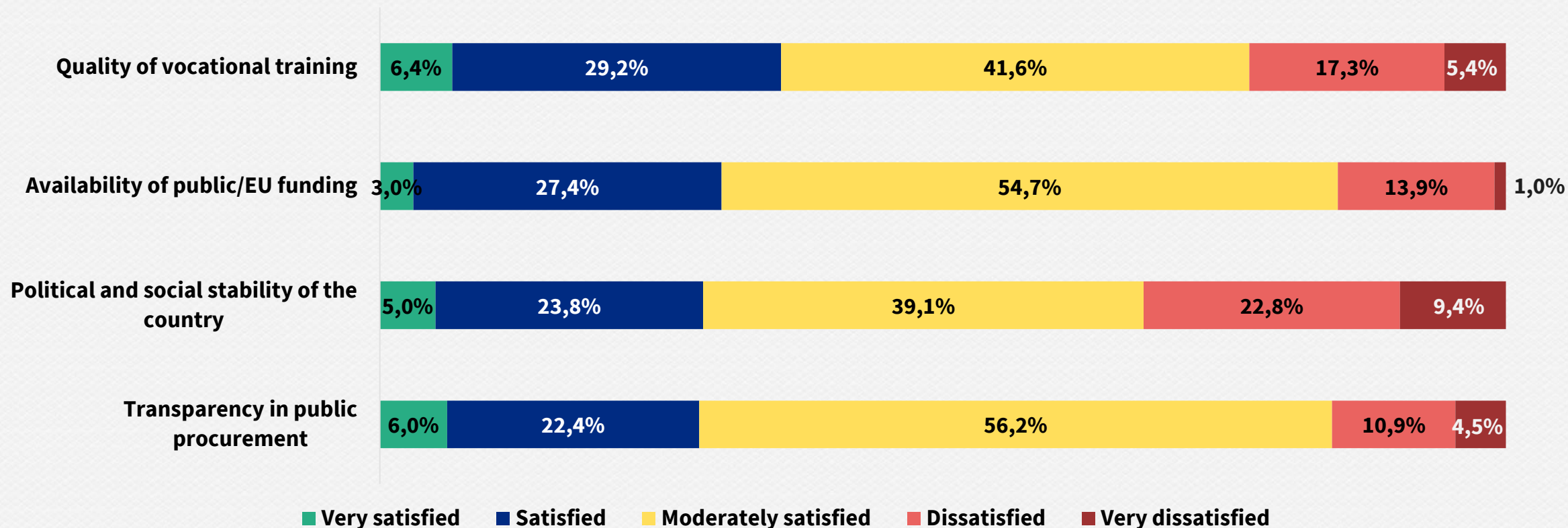
# FACTORS AFFECTING THE ATTRACTIVENESS OF BUSINESS ACTIVITY



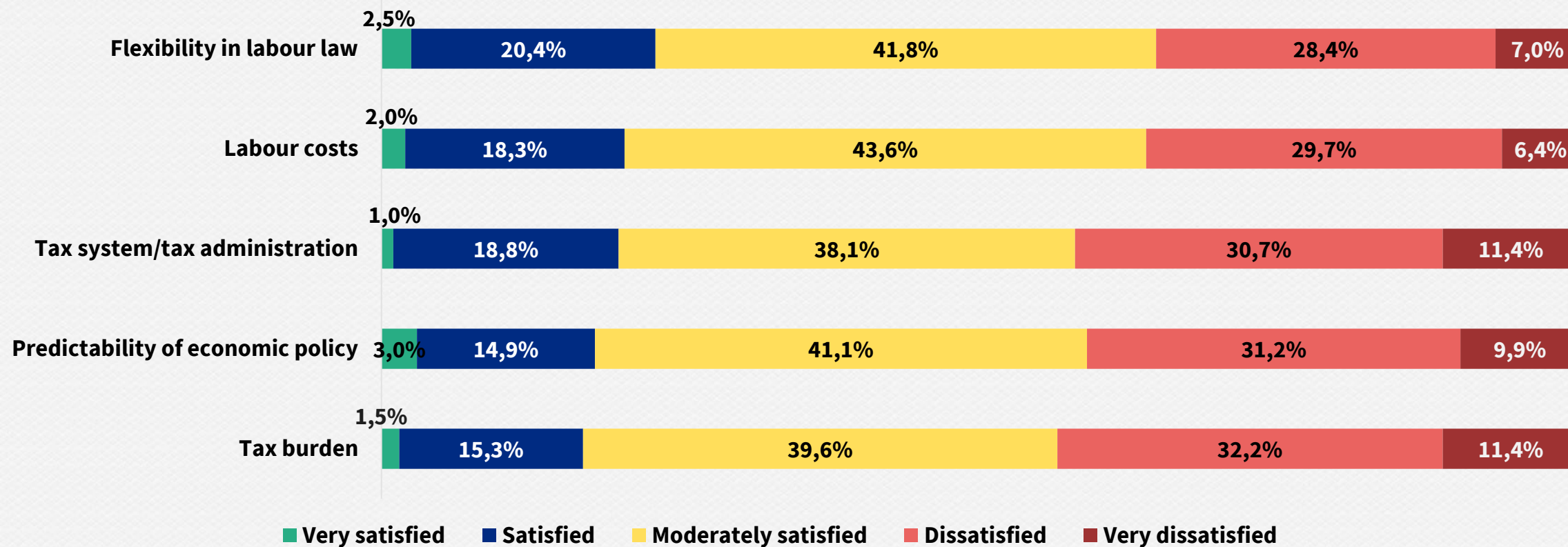
# FACTORS AFFECTING THE ATTRACTIVENESS OF BUSINESS ACTIVITY



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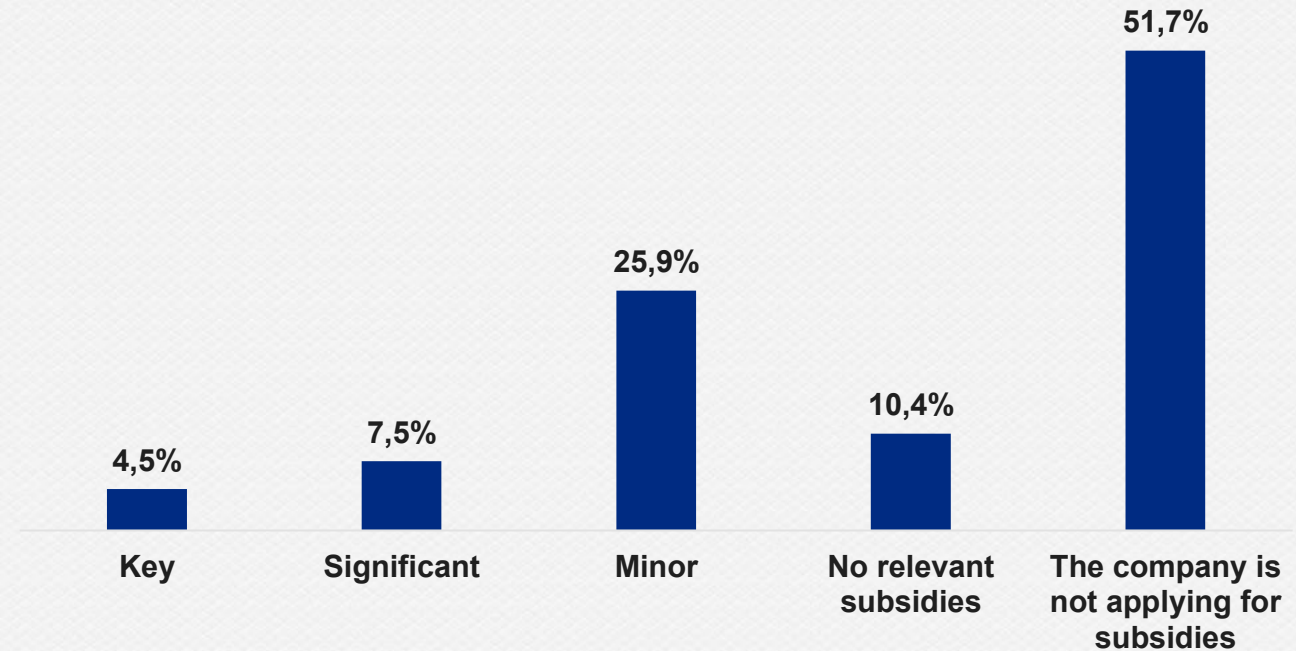


# FACTORS AFFECTING THE ATTRACTIVENESS OF BUSINESS ACTIVITY



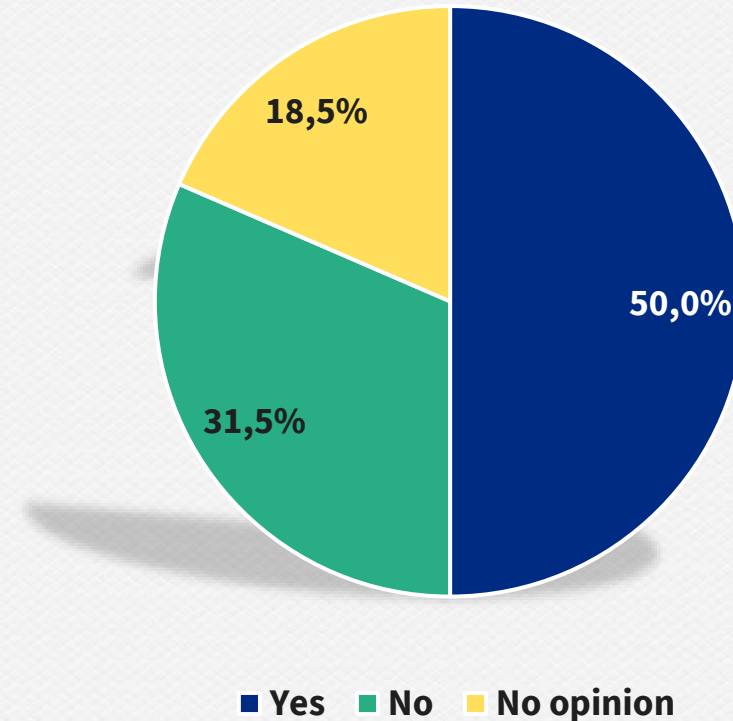
## THE IMPACT OF PUBLIC SUBSIDIES ON ENTERPRISE INVESTMENT DECISIONS

- More than half of the respondents stated that their enterprises did not apply for subsidies – 51.7% of responses.
- The lack of appropriate subsidies was indicated by every tenth respondent – 10.4%.



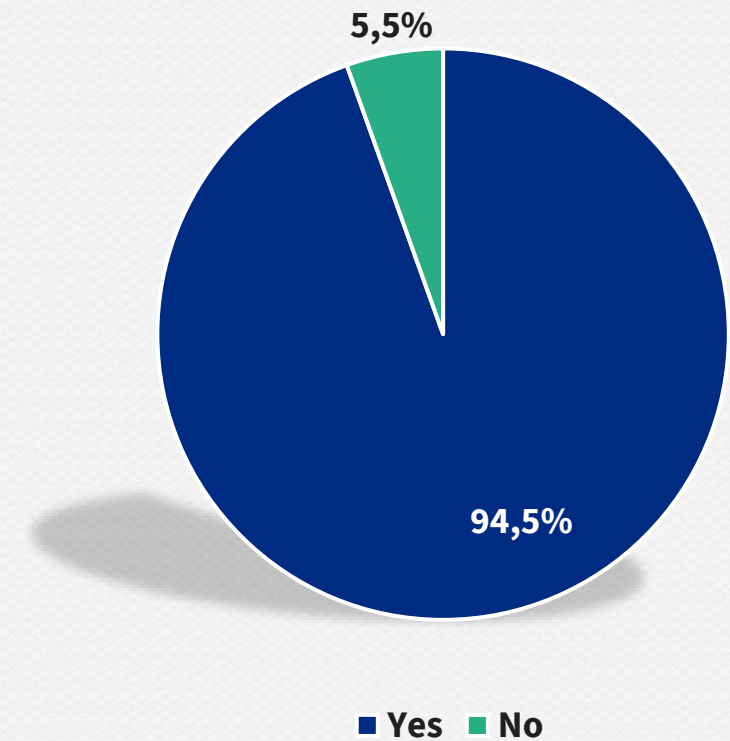
# POLAND'S ACCESSION TO THE EUROZONE

- Half of the respondents were in favour of Poland joining the eurozone – 50.0%, while almost every third respondent was against it – 31.5%.
- 18.5% of respondents were unable to provide a definitive answer to this question.



## POLAND REPEATEDLY CHOSEN AS AN INVESTMENT DESTINATION

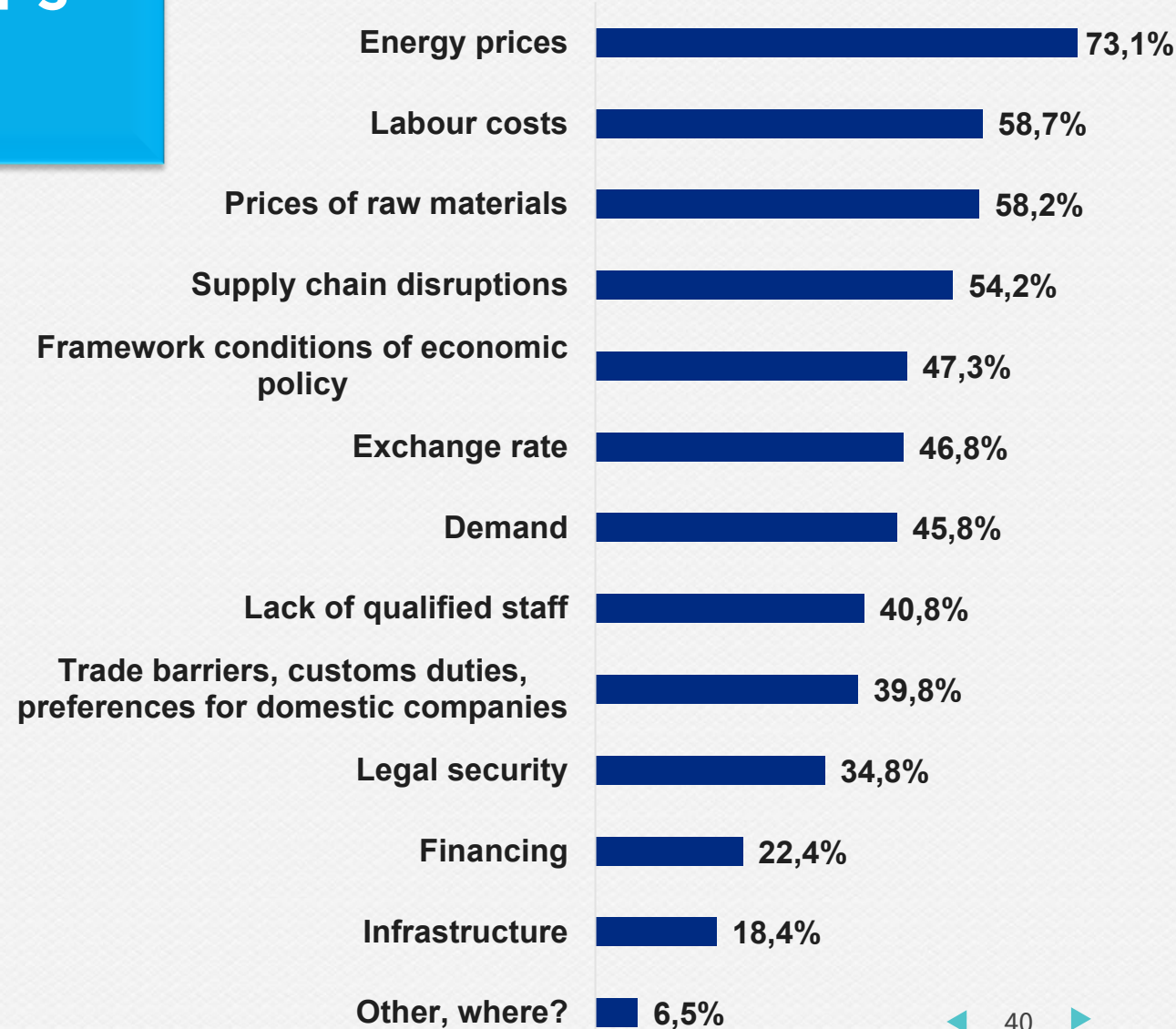
- Nine out of 10 enterprises surveyed stated they would choose Poland again as an investment destination – 94.5%.
- Respondents with a different opinion, when asked which country they would choose instead of Poland, were most often unable to give a clear answer.



# RISK AND INTERNATIONAL ENVIRONMENT

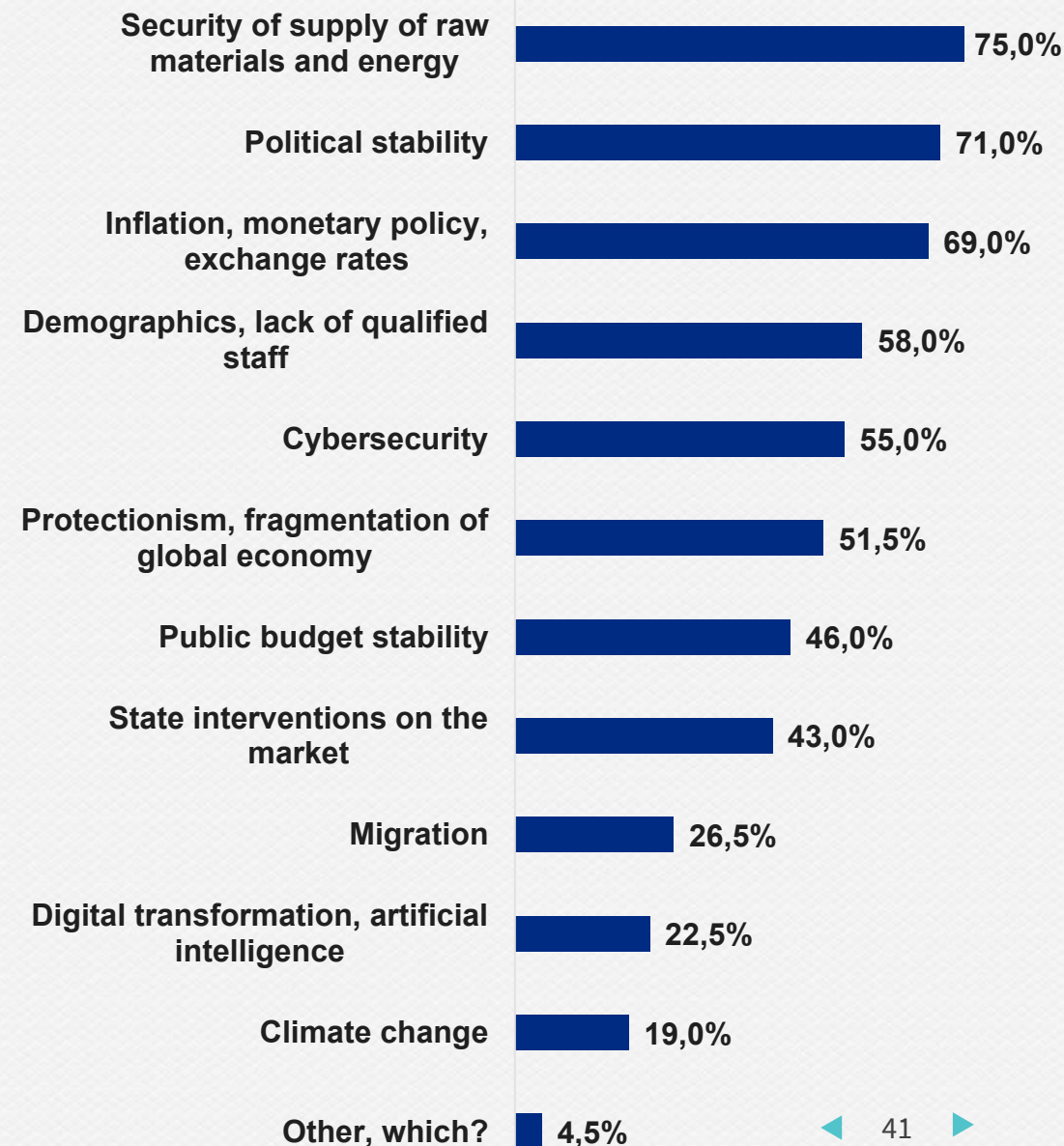
## THE GREATEST THREATS TO THE COMPANY'S ECONOMIC DEVELOPMENT IN THE NEXT 12 MONTHS

- Almost 3/4 of respondents believe that energy prices are the biggest threat to their company in the next year – 73.1%.
- More than half of respondents indicated labour costs – 58.7%, raw material prices – 58.2% and supply chain disruptions – 54.2%.
- Threats related to infrastructure were perceived the least frequently – 18.4%.
- In the case of the answer “Other, which?”, the respondents most often indicated no threats (N=4).



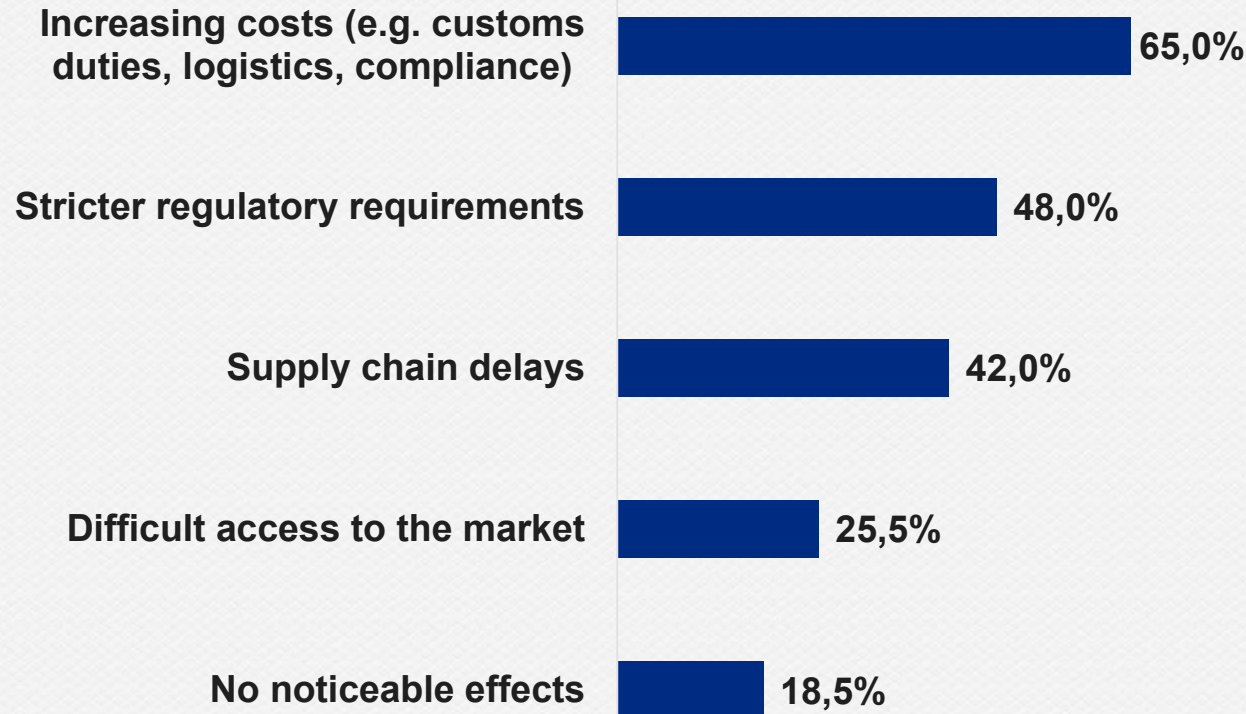
## THE GREATEST THREATS TO THE COMPANY'S ECONOMIC DEVELOPMENT IN THE NEXT 5 YEARS

- Three-quarters of respondents consider the security of raw material and energy supplies to be the greatest threat to their companies over the next 5 years – 75.0%.
- 7 out of 10 respondents are concerned about political stability – 71.0% – and inflation, monetary policy, or exchange rates – 69.0%.
- Threats related to climate change were perceived the least frequently – 19.0%.
- In the case of the answer “Other, which?”, the respondents most often indicated no threats (N=4).



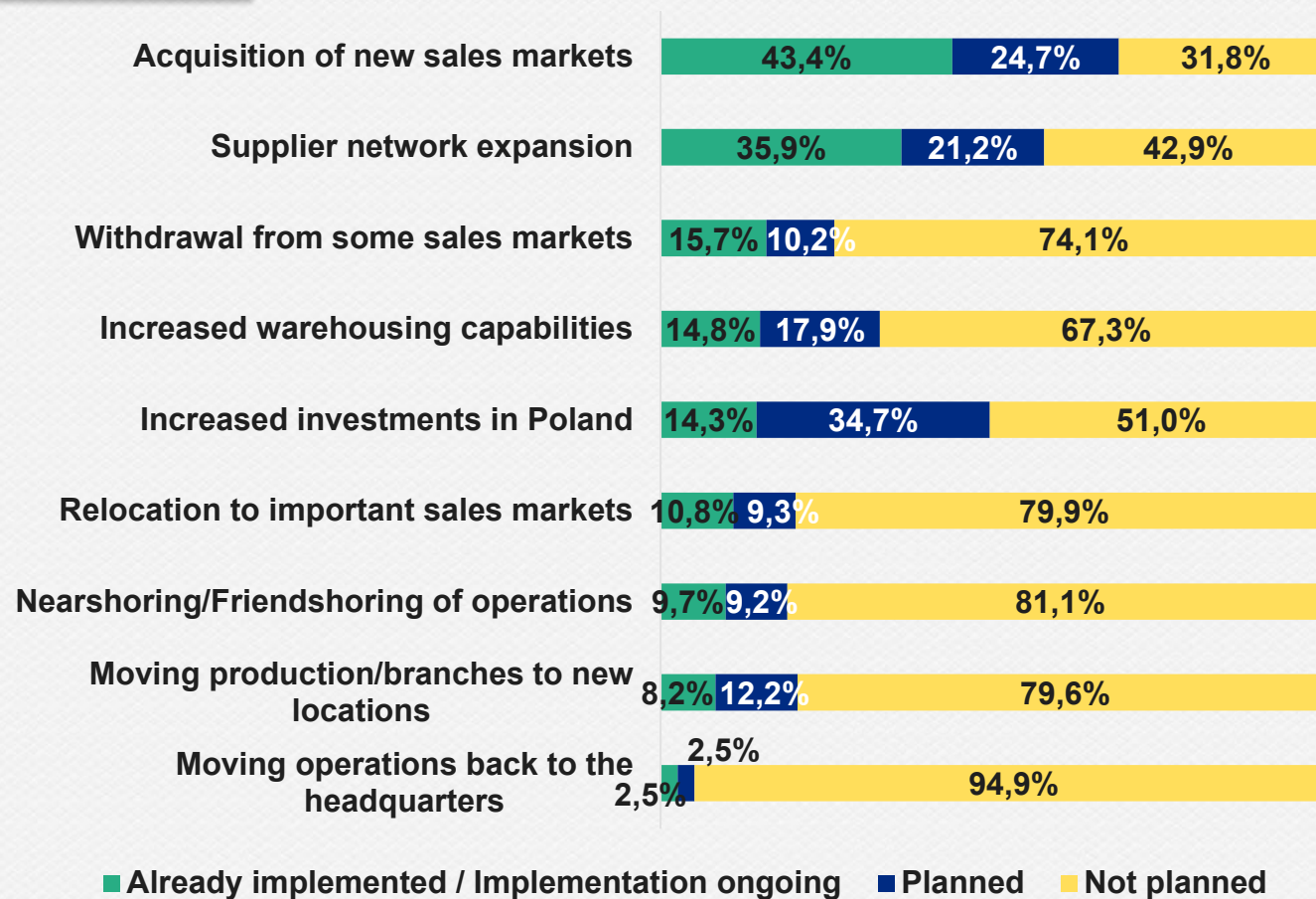
# THE IMPACT OF CURRENT GLOBAL TRADE CHANGES ON THE COMPANY

- Almost 2/3 of respondents indicated that current changes in global trade affect their enterprises through rising costs – 65.0%, while almost half of the respondents indicated stricter regulatory requirements – 48.0%.
- Almost every fifth respondent does not notice any effects – 18.5%.



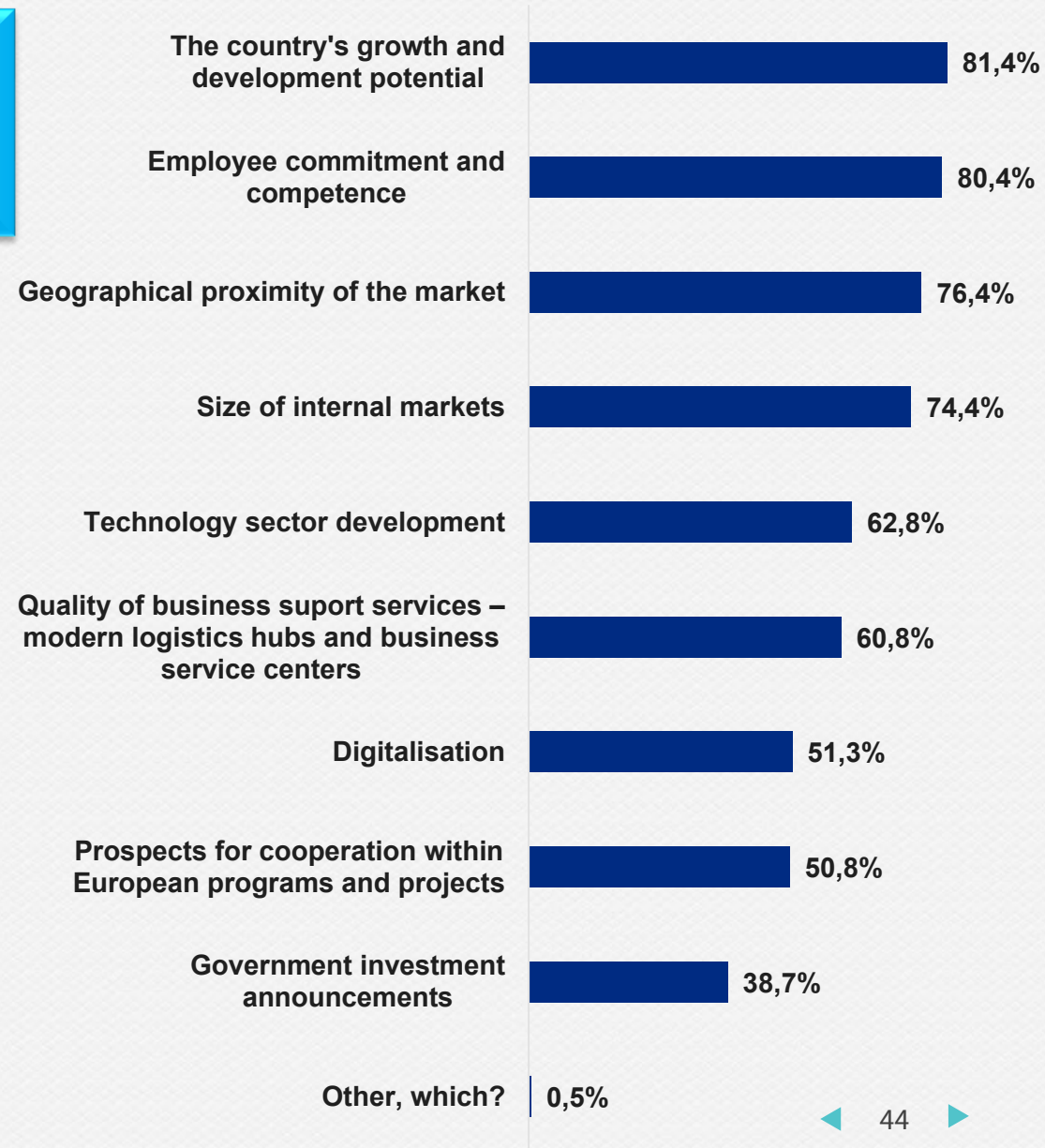
## ACTIONS TAKEN IN RESPONSE TO GROWING GEOPOLITICAL CHALLENGES

- More than 2/5 of the respondents indicated that their enterprises had implemented or were in the process of implementing such actions as acquiring new sales markets due to increasing geopolitical challenges – 43.4%, while in more than 1/3 of the responses an expansion of the supplier network was indicated – 35.9%.
- One-third of companies plan to increase investments in Poland – 34.7%.
- Almost all enterprises surveyed have no plans to relocate their operations back to their headquarters – 94.9%.



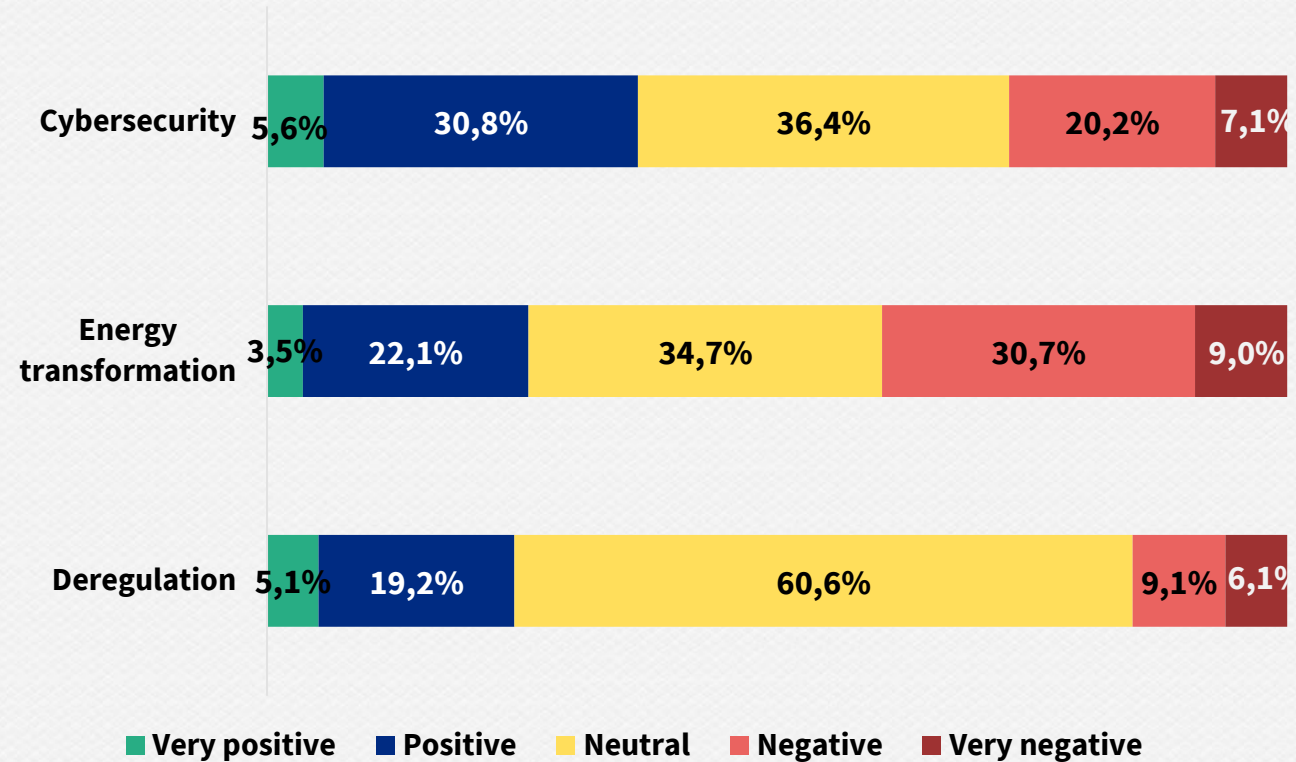
# FACTORS OF DECISIVE IMPORTANCE FOR INVESTING IN POLAND

- 8 out of 10 respondents considered the country’s growth and development potential – 81.4%, as well as employee commitment and competence – 80.4%, as factors of decisive importance for investing in Poland.
- About 3/4 of responses indicated the geographical proximity of the market – 76.4% – and the size of the internal market – 74.4%.
- The lowest number of indications was recorded for the factor of government investment announcements – 38.7%.



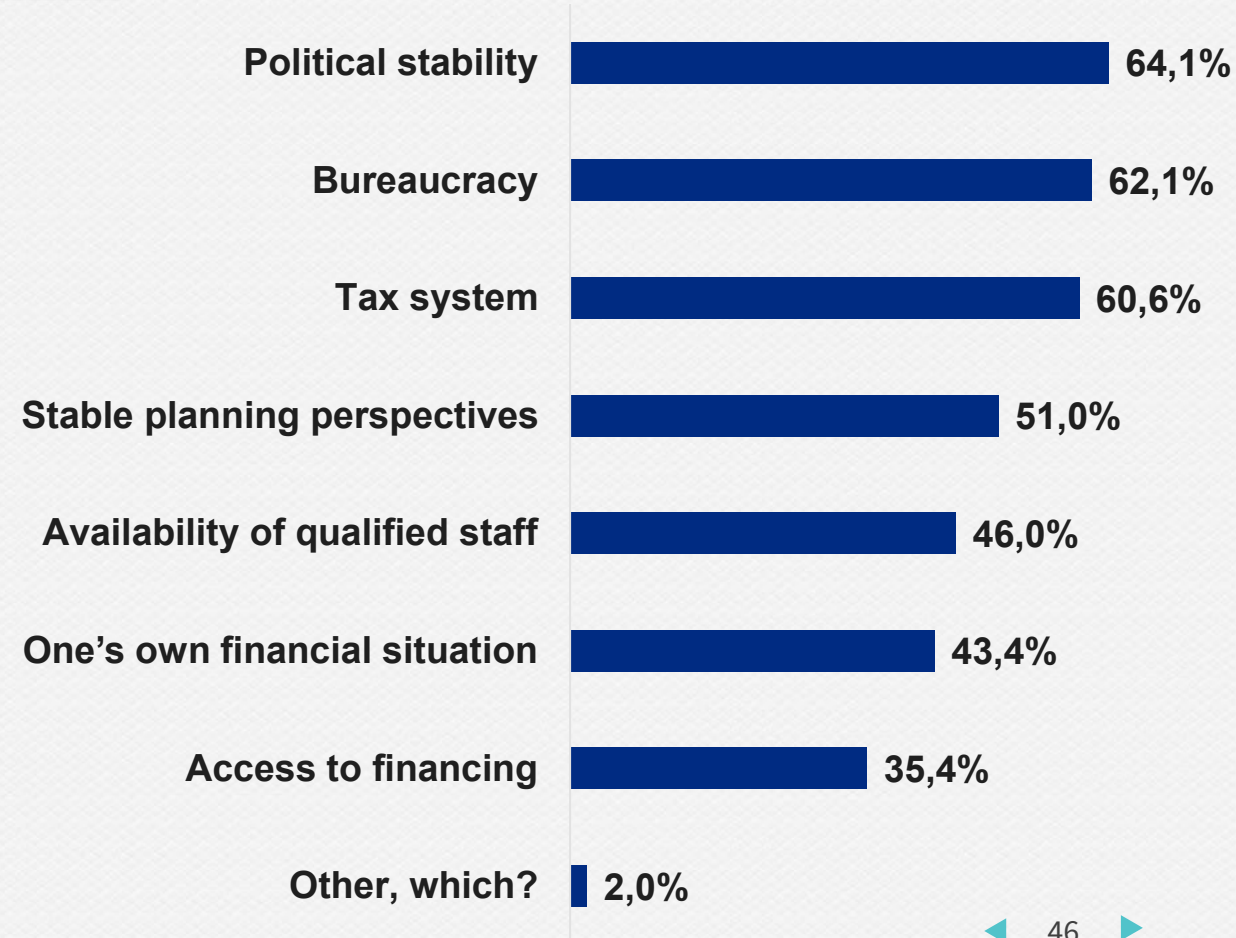
# EVALUATION OF PROGRESS IN SELECTED AREAS

- Respondents gave the highest ratings to progress in cybersecurity – 36.4% of positive responses.
- As many as 39.7% of the survey participants are dissatisfied with the country's energy transformation.
- 6 out of 10 companies assessed deregulation (as a package of proposals presented by the project group led by the Prime Minister) neutrally – 60.6%.



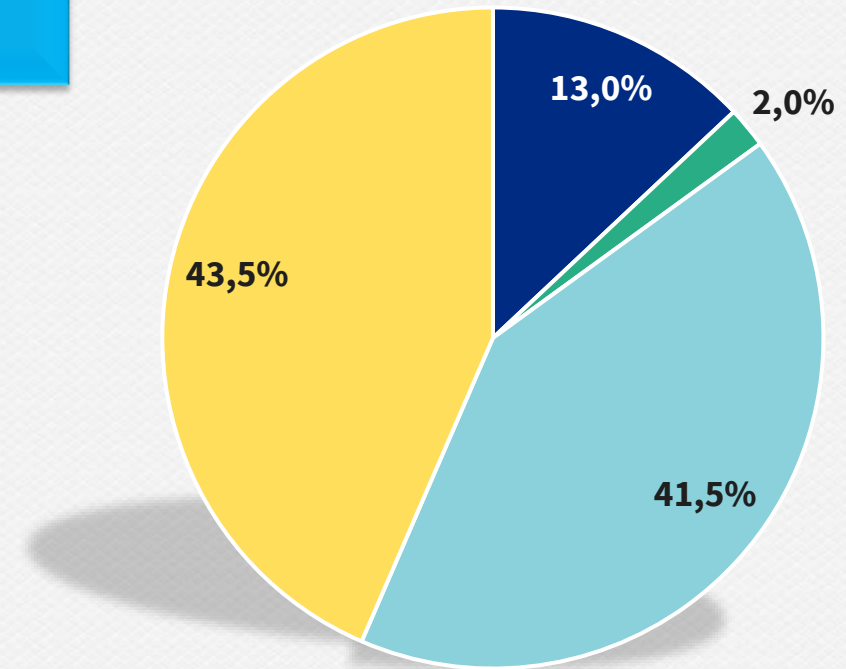
# THE BIGGEST INVESTMENT BARRIERS FOR ENTREPRENEURS

- According to the respondents, the biggest investment barrier for entrepreneurs is currently the political stability of the country – 64.1%. A slightly lower percentage of indications was recorded in the case of bureaucracy – 62.1%, followed by the tax system – 60.6%.
- Respondents least often indicated access to financing – 35.4%.



# THE IMPACT OF INTRODUCING AI TOOLS ON EMPLOYMENT IN THE COMPANY

- More than 2/5 of the survey participants believed that the introduction of AI tools would have no impact on employment decisions – 43.5%.
- Also, slightly more than 2/5 of the responses indicated no change in employment levels – 41.5%.



- Employment will be reduced
- Employment will be increased
- Employment will remain at the same level
- The introduction of AI tools will not impact hiring decisions



CAMERA DI COMMERCIO  
E INDUSTRIA ITALIANA IN POLONIA  
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

