



DISCOVER CITY OF ŁÓDŹ



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Director of Investor Service Bureau - City of Łódź



24th of April 2014

WHY ŁÓDŹ?

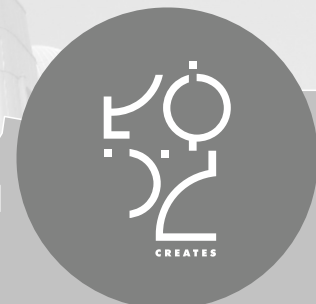
8 REASONS TO INVEST IN ŁÓDŹ

- People
- Location
- BPO/ITO/SSC/KPO Cluster
- Presence of German companies
- Cost effectiveness
- Lodz SEZ
- Life quality
- City support



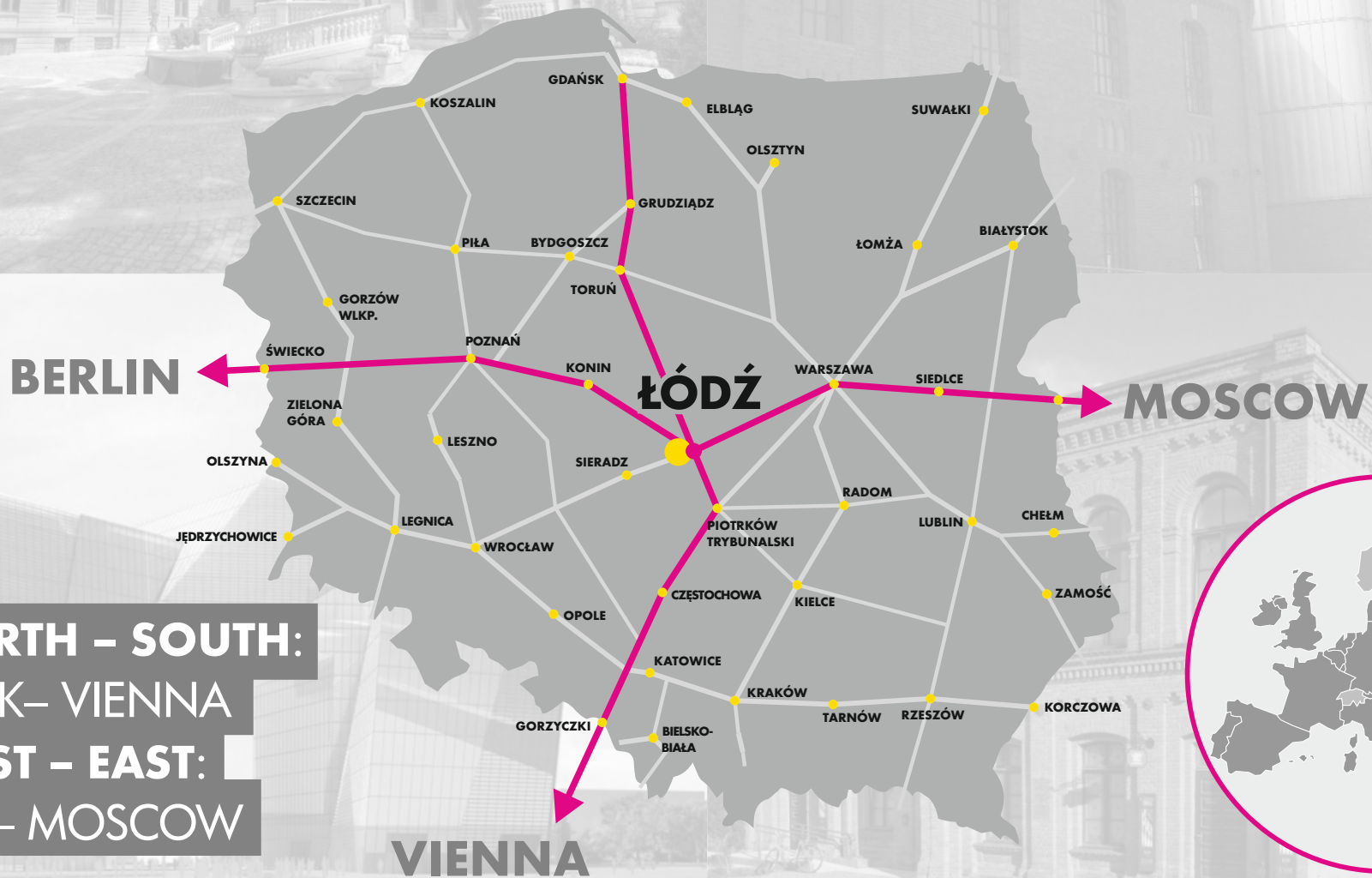
WHY ŁÓDŹ?

CITY IN THE VERY HEART
OF POLAND AND EUROPE

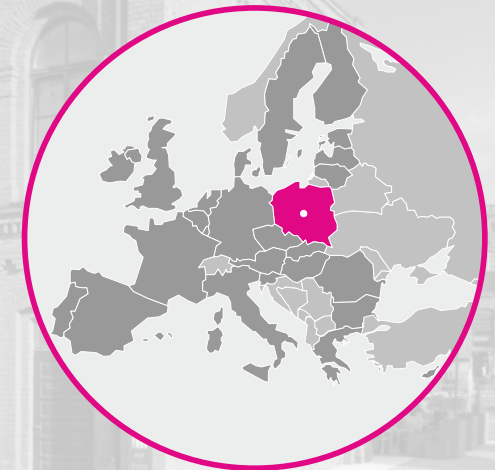


WHY ŁÓDŹ?

STRATEGIC HIGHWAY INTERSECTION
ONLY 1,5 H DRIVE FROM WARSAW



A1 NORTH – SOUTH:
GDANSK – VIENNA
A2 WEST – EAST:
BERLIN – MOSCOW



WHY ŁÓDŹ?



THIRD-LARGEST CITY IN POLAND

Over **716 000 citizens** in Łódź,
2,5 milion in Łódź region
approx. **1,5 million** citizens within 30 km



WHY ŁÓDŹ?



100 000 STUDENTS
IN ŁÓDŹ REGION

22 universities, 25 000 graduates each year

22 000 students of economy

6 000 students of IT

WHY ŁÓDŹ?



40 BPO/ITO/SSC CENTRES

Mature location for BPO and IT sector

THEY TRUSTED US...

KEY INVESTORS IN ŁÓDŹ



IT/R&D



BPO/SSC



PRODUCTION



SERVICE SECTOR IN ŁÓDŹ



OVER 9 600 EMPLOYEES IN BPO&SSC SECTOR
OVER 4 000 EMPLOYEES IN IT SECTOR

Infosys®

xerox®

PHILIPS

TATE & LYLE

Nordea

FUJITSU

citi handlowy

Takeda

COMMERZBANK

CERI

BSS
BUSINESS SUPPORT SOLUTION

mBank

UniCredit Group

DHL

McCORMICK

STI

hp

GE

PZU
Polska Akcja
ROK ZAŁ. 1933

Dalkia

VEOLIA
ENVIRONNEMENT
Center of Excellence SAP

MakoLab

TOMTOM

SAMSUNG

LSI
Software

CYBERCOM
GROUP

OPEN-RnD
RESEARCH AND DEVELOPMENT

Technitel®

mobica

st symphony
teleca

INTERsoft

accenture

ZETO S.A.
CENTRUM KOMPUTEROWE

faurecia

INTERGRAPH

SERVICE SECTOR IN ŁÓDŹ

ŁÓDŹ BECAME

IMPORTANT HUB FOR GERMAN COMPANIES



SIEMENS

ROSSMANN



COMMERZBANK 

mecalit
GmbH Kunststoffverarbeitung



WIRTHWEINAG

Faller

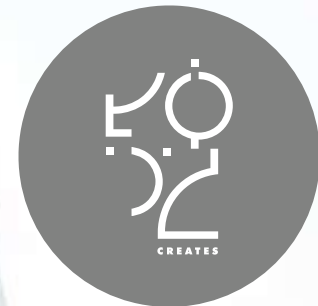
BPO AND IT IN ŁÓDŹ



- Outsourcing Stars Award 2013
- Fifth place in fDi ranking 2014 - strategy of winning investments and seventh considering the cost effectiveness
- IBM Smarter Cities Challenge grant recipient for 2013
- ABSL Excellence Award in Excellent Partner category 2011
- 2nd highest place in terms of cooperation between local authorities and service centres (ABSL Report, 2011, 2012)



SERVICE SECTOR IN ŁÓDŹ



UP TO 25 LANGUAGES IN ONE CENTRE

Easy access to staff with multilingual capabilities
Courses of Scandinavian languages financed by Łódź

SERVICE SECTOR IN ŁÓDŹ

WIR LERNEN UND SPRECHEN DEUTSCH!

- Over 570 German language students, over 226 graduates at 3 Universities
- Over 1000 employees in 30 BPO/SSC companies speak German on a daily basis
- German - second popular language in Łódź
- Primary school in Łódź with extended curriculum of German
- Two junior high schools in Łódź with bilingual classes of German
- High school in Łódź cooperating with schools in Germany



COST EFFECTIVENESS



MODERN OFFICE SPACE AT REASONABLE PRICE

Easy access to offices by public transportation

Approx. 270 000 sqm of modern stock office in Łódź (A/B+, B)



MODERN OFFICE SPACE IN THE CITY CENTRE



COMPETITIVE RATES FOR OFFICE SPACE IN ŁÓDŹ (ASKING PRICE)



LODZ SPECIAL ECONOMIC ZONE – A UNIQUE BUSINESS CENTRE



FUJITSU

AMG.net

A Bull Group Company

CLARIANT

D1 Digital One

Infosys®

AMB ENERGIA

ERICPOL
i-EVOLUTION

BSS
BUSINESS SUPPORT SOLUTION

ONE OF THE BEST RATED SPECIAL ECONOMIC ZONE BY INVESTORS

■ fDi IPA Innovation Awards 2013

a title for Lodz SEZ as the most creative free zone worldwide
Lodz SEZ overall winner Free zone

Source: fDi Magazine, Financial Times Group, 2013

■ fDi Global Freezones of the Future 2012/2013*

- 3rd place in Europe, 18th place among SEZ worldwide taking into account Lodz SEZ' softer, results, investment potential and incentives as well as marketing tools to attract new projects

Source: fDi Magazine, fDi Global Freezones of the Future 2012/2013, Financial Times Group



LODZ SPECIAL ECONOMIC ZONE – A UNIQUE BUSINESS CENTRE



INFOSYS
BPO EUROPE
CENTER
1945 JOBS



AMB
EMERGIA SSC
13 JOBS



ERICPOL
IT CENTER
163 JOBS



DIGITAL ONE
IT CENTER
15 JOBS



FUJITSU
BPO & IT CENTER
529 JOBS



AMG.NET
IT CENTER
150 JOBS



BSS
BPO CENTER
330 JOBS



CLARIANT
SSC
30 JOBS

LODZ SPECIAL ECONOMIC ZONE – A UNIQUE BUSINESS CENTRE



WOULD YOU LIKE TO PAY 30% OF YOUR LABOUR COSTS INSTEAD OF 100%?

- Just use Lodz SEZ's ready office space and tax exemption up to 70%*

WOULD YOU LIKE TO BE SUPPORTED COMPREHENSIVELY?

- Just take advantage of our professional team and business partners
- ICT Cluster – 22 members

*from 1st July 2014, the level of State Aid decreases by 15 percentage points



ICT
CENTRAL
POLAND
CLUSTER



LODZ
SPECIAL
ECONOMIC
ZONE

YOUTH IN ŁÓDŹ PROGRAMME

PLATFORM BETWEEN STUDENTS AND BUSINESS



- Portal - practices and internships
- Training courses „Your Career in Your Hands”
- Meet Łódź Employers – open doors
- Summer internships in companies
- Promotion of companies during job fairs
- Scholarships for the best students funded by Employers and the City Hall of Łódź



ŁÓDŹ CREATES WORKPLACES



FUJITSU
CONNECT WITH US
JUNTE-SE A NÓS
CONECTAR CON NOSOTROS
PRZYŁĄCZ SIĘ DO NAS
REJOIGNEZ NOUS
SCHLIEBE DICH UNS AN
HR.L00Z@TS.FUJITSU.COM

Nordea
Looking For A Good Job?
Nordea Operations Centre
Is Looking For You
JOIN US!
recruitment.noc@nordea.com

rule FINANCIAL
The Sector Specialists
ZATRUDNIA! KARIERA W IT
recruitment.poland@rulefinancial.com

Faller
WORKING AT FALLER:
EXPLORE YOUR OPPORTUNITIES!
PRODUKUJEMY OPAKOWANIA DLA BRANŻY FARMACEUTYCZNEJ.
CZY JESTEŚ GOTOWY DOŁĄCZYĆ DO NAS I WSPIERAĆ NASZYCH KLIENTÓW?
Aby zdrowie łatwiej przyszedło
KREUJE CA PRACY

ŁÓDŹ KREUJE MIEJSCA PRACY

PROMOTION CAMPAIGN FOR COMPANIES

ATTRACTIVE EVENTS



60 EVENTS DURING THE YEARS

ATTRACTIVE EVENTS



CITY VIBRANT WITH LIFE



ATTRACTIVE EVENTS



CITY VIBRANT WITH LIFE

Łódź Design Festival

FashionWeek Poland

International Festival of Comics and Games

Fotofestival

Łódź of Four Cultures Festival

ATTRACTIVE EVENTS



CITY VIBRANT WITH LIFE

Light Move Festival

MEETINGS IN THE CITY CENTRE



PIOTRKOWSKA STREET

ŁÓDŹ WILL BE LOUD!



CONCERTS, EVENTS, VOLLEYBALL CHAMPIONSHIPS

WORK-LIFE BALANCE



CHARM OF NATURE - GREEN AREAS TAKE ABOUT 30% OF ŁÓDŹ

GREEN CITY



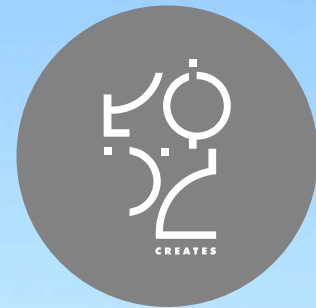
500 HA OF PARKS FOR EVERYONE
BIGGEST URBAN FOREST COMPLEX WITHIN CITY

AMAZING CITY



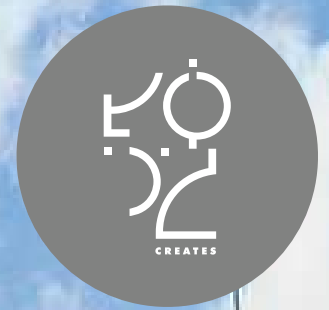
MORE THAN 3 800 RESIDENCES
AND 27 PALACES IN THE HEART OF THE CITY

NEW LIFE OF FACTORIES - MANUFATURA



A PLACE WHERE RETAIL, GASTRONOMY, LEISURE
AND CULTURE, FUN AND SERVICES MEET

NEW LIFE OF FACTORIES - MANUFAKTURA



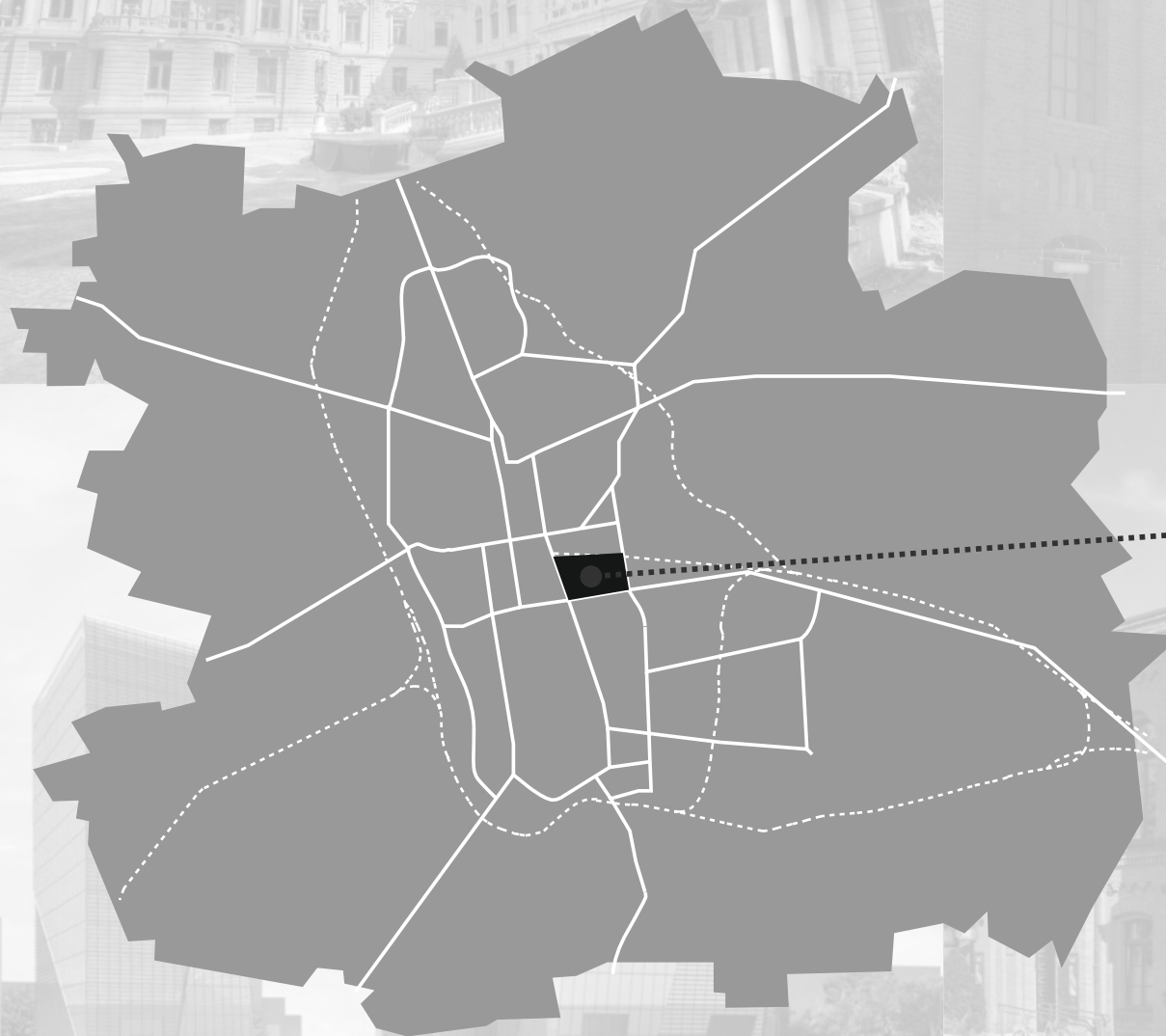
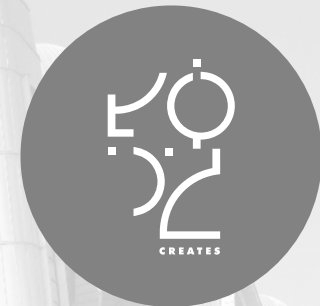
The biggest transaction on European Real Estate market in 2012. Union Investment Real Estate AG has closed on the acquisition of Manufaktura regional shopping center in Łódź, Poland, for the open-ended real estate fund Unilmmo: Deutschland.

**LIVE YOUR LIFE
IN FACTORIES**

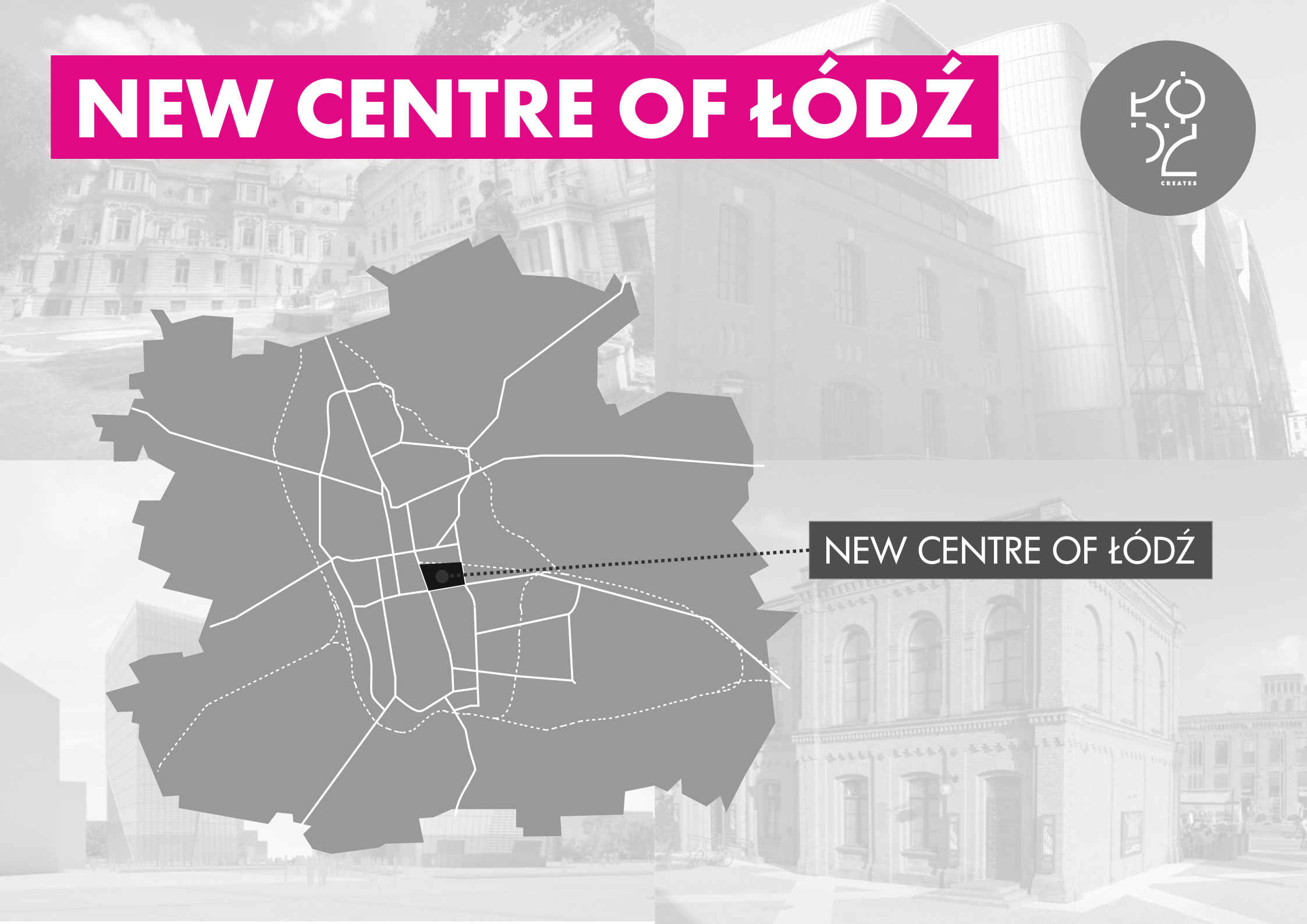


LOFTS - CHARM OF POST-INDUSTRIAL INTERIORS

NEW CENTRE OF ŁÓDŹ



NEW CENTRE OF ŁÓDŹ



NEW CENTRE OF ŁÓDŹ



REVITALIZATION OF THE FORMER POWER STATION EC1

NEW CENTRE OF ŁÓDŹ



CITY GATE

NEW CENTRE OF ŁÓDŹ



NEW RAILWAY STATION
70 MINUTES TO WARSAW BY TRAIN IN 2015

SYSTRA

SUMMARY - WHY ŁÓDŹ?



- People
- Location
- BPO/ITO/SSC/KPO Cluster
- Presence of German companies
- Cost effectiveness
- Lodz SEZ
- Life quality
- City support

THEO, WIR FAHR'N NACH ŁÓDŹ



CONTACT

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Lodz Special Economic Zone

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www.sse.lodz.pl
aleksandra.suszczyk@sse.lodz.pl