



Israeli - Polish Cooperation



Polish Information and Foreign Investment Agency
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The residents of Poland and Israel are united by centuries old traditions and linked fates, in which there were beautiful times of shared heritage, scientific discoveries, economic development and also the dark times of the Second World War, the holocaust and the common suffering of both nations. Polish citizens of Jewish origin helped to form the II Republic of Poland. The Polish Jews forced to leave the country of their ancestors by the communist regime, helped form the basis of today's state of Israel. But, it was only the eradication of our totalitarian regime that has allowed the unhindered cooperation between Poland and Israel.

The foundation for the wellbeing of a society and the state is a strong economy. Both of our countries can be pleased with their significant economic achievements. Israel is mentioned today among the world's most highly developed nations; its economy being based on the most modern high-tech sectors worldwide. Whereas Poland has undergone a great transformation, from the backwardness of a totalitarian state with

with an ever increasing rate of cooperation, based on the utilization of Israeli experience in the sectors of IT, telecommunications and electronics. Poland recognizes and is interested in Israel's economic successes, resulting from its exemplary cooperation between higher education institutes, technology parks and business. This exemplary model is the one that we hope to utilize in Poland. We would also invite the Israeli investors to invest in the Technology Parks of Poland.

significant role in the property market. There currently operate over 100 firms with shares of Israeli capital and there are almost 200 shareholders in Poland. Amongst the largest investors on the Polish market are firms such as Asthrom, BST, IT International Theatres and Sorbit. It is however still a level of business activity that is far below its potential.

2008 will be a particularly important year for Israel, as the 60th anniversary of its establishment will

INVEST IN POLAND

Poland is a country of extensive opportunity, with considerable economic potential. Its features include a stable democracy, an established market economy, close and good relationships with other countries from the region and an active involvement

in the EU, WTO and NATO. It is an unquestionable economic and political leader in Central and Eastern Europe. It is a trustworthy and reliable partner for international business. All of these factors contribute to a positive, investor-friendly climate in Poland.



Photo: S. Szczygiel, Warsaw City Centre (from Warsaw City Promotion Bureau)

a centrally planned economy, where everything was nationalized, to the free market, from shortages of all kinds of goods and services, to one of the fastest growing economies of Europe and from a degrading dependency on the Soviet Union, on to NATO and EU membership.

Poland and Israel today find themselves at similar stages of development, which creates great chances for successful economic cooperation. My country is interested both in the export to Israel of food products and

Poland is a good business partner; we're a partner that can offer everything that is essential to the Israeli entrepreneurs. We have at our disposal a market of almost 40 million people, in a country that is an EU member. Also entering the Polish market is to enter a market that is fully integrated into the European market. Poland is highly rated by foreign investors because of the competitiveness of its labour costs, together with its large reserves of qualified personnel and the largest number of higher education graduates in Central Europe. The Polish Universities and Academies turn out very well educated staff, that are employed in sectors such as: IT, electronics, telecommunications, the motor industry, the BPO services sector and in R&D centres.

Israeli companies have now been in Poland for well over a dozen years. They play a very

take place. It's also the hundredth anniversary of Tel Aviv and the 50th anniversary of the Israeli Export Institute. It's no coincidence that Poland decided to be in Israel in a special capacity, as we believe **2008 will be Poland's year in Israel**. We hope to be visible not only at the conferences: "Israel Prime Minister Conference" and "Israel Gateway". The basis for increasing cooperation is in the intensification of the frequency and quality of meetings and working contacts. The Polish Information and Investment Agency has become involved in this process by sending a large working committee to Israel, in order to draw a greater awareness to Israeli businesses of what Poland has on offer. A majority of the foreign investors from all of the world's leading economies are already present on the Polish market. I am certain that those Israeli firms that are now considering entry to the Polish market will shortly see the benefits of entering it and doing business in Poland and with the Poles.

I warmly welcome you.
 Pawel Wojciechowski, Ph.D.
 President of the Polish Information and Foreign Investment Agency.

