



**Opole**

City of business services





**Report prepared for Opole City Hall  
by the Association of Business Service Leaders (ABSLS)**

in cooperation with Antal and JLL



**Project Coordinator:**

**Janusz Górecki**, Head of Research, ABSLS  
e-mail: [janusz.gorecki@absl.pl](mailto:janusz.gorecki@absl.pl)

**Investor Service – Opole City Hall**

tel.: +48 77 45 11 861  
e-mail: [gospodarka@um.opole.pl](mailto:gospodarka@um.opole.pl)

**Graphic layout and typesetting:**

[www.ponad.pl](http://www.ponad.pl) The logo for 'ponad', featuring the word in blue lowercase letters with a stylized blue and white graphic element.

© ABSLS 2015

All copyrights in this work are the property of ABSLS. Unless otherwise stated by the relevant provisions of law, any use, reproduction, duplication, modification, adaptation or retransmission of this work, in whole or in part, in any manner, without the prior written consent of the copyright holder, is a violation of copyright law.

## | Table of contents

<b>1.</b>	<b>Opole investment advantages</b>	<b>4</b>
<b>2.</b>	<b>Labor market and salaries</b>	<b>8</b>
<b>3.</b>	<b>Office market</b>	<b>12</b>
<b>4.</b>	<b>Selected investors in Opole: success stories</b>	<b>14</b>
<b>5.</b>	<b>City business image</b>	<b>17</b>
<b>6.</b>	<b>Quality of life</b>	<b>24</b>
<b>7.</b>	<b>Investor support</b>	<b>25</b>



# 1 | Opole investment advantages

## Key information

Opole is a city of about 120,000 inhabitants in south-western Poland. It is the capital city as well as a leader in the region, and it is a developing social and economic center that concentrates administrative, education, commercial and cultural functions. Its convenient

location adjacent to the A4 motorway connecting Poland with Western Europe is an important asset of the city. Opole is a well-established academic center. The high human capital of the city makes it attractive to investors in the business services sector.



**119,574**

number of inhabitants (2014)



**25,015**

number of students (2014/15)



**6**

number of universities



**8,829**

number of graduates (2013/14)

including Opole University of Technology  
and Opole University

## Figure 1

### Opole in numbers

Source: ABSL own study based on data from the Central Statistical Office of Poland



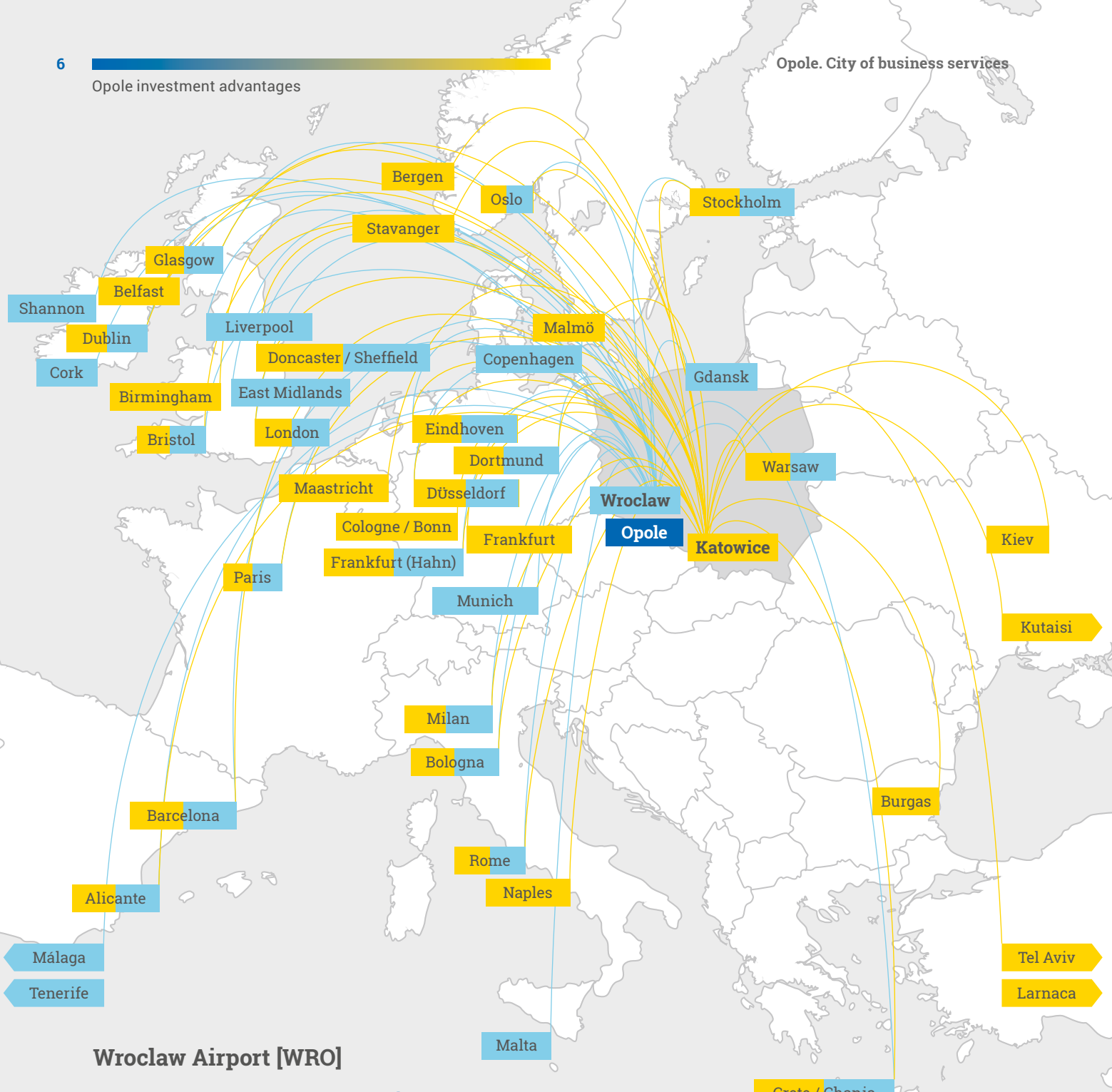
	Distance	Travel time
Wrocław	94 km	1h 10min
Katowice	110 km	1h 15min
Krakow	190 km	2h 00min
Lodz	200 km	2h 30min
Warsaw	315 km	3h 55min
Berlin	425 km	4h 20min
Vienna	450 km	4h 30min

### Location

Opole has convenient road connections with four international airports, located within a distance of less than 200 km from the city. These airports provide a few dozen different connections, including the most important business destinations.


- Wrocław Airport: 100 km**
- Katowice Airport: 120 km**
- Krakow Airport: 170 km**
- Ostrawa Airport: 180 km**

**Figure 2**  
**Location of Opole and distance to selected cities**  
 Source: ABSL own study based on Google Maps




**Wroclaw Airport [WRO]**



 **1h 10min**  
travel time from Opole

 **2,085,638**  
number of passengers in 2014

**Katowice Airport [KTW]**

 **1h 20min**  
travel time from Opole

 **2,695,732**  
number of passengers in 2014

 connections from Katowice  
 connections from Wroclaw

**Figure 3**

**Map of regular flight connections from Wroclaw Airport and Katowice Airport**

Source: [www.airport.wroclaw.pl/en/passager/route-map/](http://www.airport.wroclaw.pl/en/passager/route-map/), [www.katowice-airport.com/en/passenger/destinations-map](http://www.katowice-airport.com/en/passenger/destinations-map)

**Table 1**  
Companies in Opole providing business services

Company name	Year of starting activity in Opole	Country of origin	Area of operations
Call Center Inter Galactica	2008	Poland	Business services in the area of B2B and B2C
Future Processing	2011	Poland	Creation of individually designed software in line with clients' needs and related services
opta data	2012	Germany	Outsourcing of IT services, medical billing, telephone customer service to German-speaking clients
Capgemini	2012	France	Outsourcing, technological and consulting services
Contact Center One	2013	Poland	Business services in the area of B2B and B2C
ista Shared Services	2014	Germany	Shared Services Center of the ista group. Settlement of utility consumption, accounting and IT services
ifm ecolink	2015	Germany	Research and Development Center
JCommerce	2015	Poland	Programming, design, consulting and implementation of IT solutions

Source: ABSL own study



In the ranking of cities attractive for business prepared by the prestigious *Forbes* magazine, **Opole was ranked 2<sup>nd</sup>** in Poland in the category of cities of 50,000-150,000 inhabitants<sup>1</sup>.



**Opole was ranked 5<sup>th</sup>** in Poland (before Katowice and Wrocław) in the "Learning Cities" ranking prepared by the Schuman Foundation<sup>2</sup>.



In the ranking by *fDi Magazine*, **Opole was ranked 4<sup>th</sup>** among Polish medium-sized cities (from 100,000 to 250,000 inhabitants) with the greatest economic potential<sup>3</sup>.



According to a report by the World Bank entitled "Doing Business in Poland 2015", **Opole was ranked 5<sup>th</sup>** among 18 other provincial cities in Poland<sup>4</sup>.

<sup>1</sup> Source: [www.forbes.pl/ranking-miast-atrakcyjnych-dla-biznesu-efekt-kuli-sniegowej,artykuly,195054,1,4.html#](http://www.forbes.pl/ranking-miast-atrakcyjnych-dla-biznesu-efekt-kuli-sniegowej,artykuly,195054,1,4.html#)

<sup>2</sup> Source: [www.schuman.pl/pl/europolis/europolis-aktualnosci/3499-publikujemy-ranking-miast-uczacych-sie](http://www.schuman.pl/pl/europolis/europolis-aktualnosci/3499-publikujemy-ranking-miast-uczacych-sie)

<sup>3</sup> Source: [www.fdiintelligence.com/Locations/Europe/Poland/Polish-Cities-of-the-Future-2015-16](http://www.fdiintelligence.com/Locations/Europe/Poland/Polish-Cities-of-the-Future-2015-16)

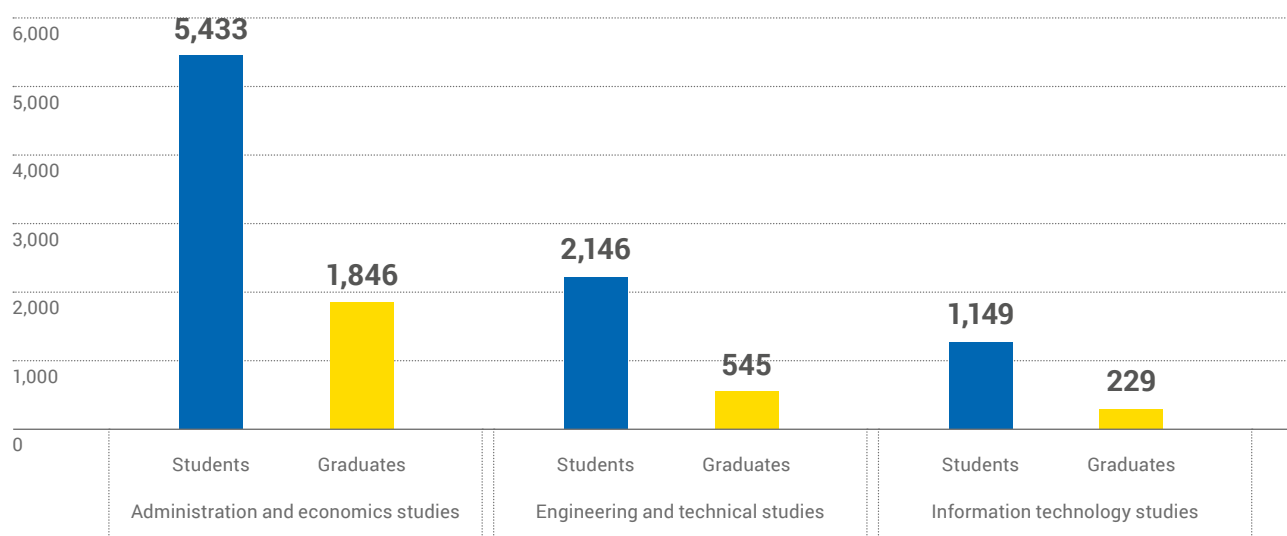
<sup>4</sup> Source: [polish.doingbusiness.org/~/\\_media/GIAWB/Doing%20Business/Documents/Subnational-Reports/DB15-Poland-polish.pdf](http://polish.doingbusiness.org/~/_media/GIAWB/Doing%20Business/Documents/Subnational-Reports/DB15-Poland-polish.pdf)



## 2 | Labor market and salaries

There are 6 higher-education institutions in Opole, which in the academic year 2014/2015 had more than 25,000 students. In the academic year 2013/2014, almost 9,000 graduates completed their education. Almost all students in Opole who participated in the Human Capital Balance Research survey declared that they spoke English (91%) and more than half

of the students declared that they spoke German (55%) (Human Capital Balance Research 2013, N=904). The students receive education in fields useful to the business services sector. The education institutions offer studies in the fields of economics and administration, information technology, engineering and technology, and in language studies.



**Figure 4**  
**Number of students and graduates of economics and administration, information technology, engineering and technical studies in Opole (academic year 2013/14)**

Source: ABSL own study based on data from the Central Statistical Office of Poland



**Table 2**

Number of students in language studies at Opole University (academic year 2014/15)

English studies	478
German studies	265
French studies	103
Slavic studies	49
Russian studies	39

Source: ABSL own study based on data from the Central Statistical Office of Poland

**25,015**number of students in Opole  
in academic year 2014/15**5,433**number of students in  
administration and economics  
studies in Opole in academic  
year 2013/14**8,829**number of graduates in Opole  
in academic year 2013/14**2,146**number of students in engineering  
and technical studies in Opole  
in academic year 2013/14**91%**percentage of students in Opole  
who declare that they speak  
English (BKL 2013)**1,149**number of students in information  
technology studies in Opole  
in academic year 2013/14**55%**percentage of students in Opole  
who declare that they speak  
German (BKL 2013)**Figure 5**

Labor market in Opole in numbers

Source: ABSL own study based on data from the Central Statistical Office of Poland, BKL (Human Capital Balance)

## Labor market and salaries

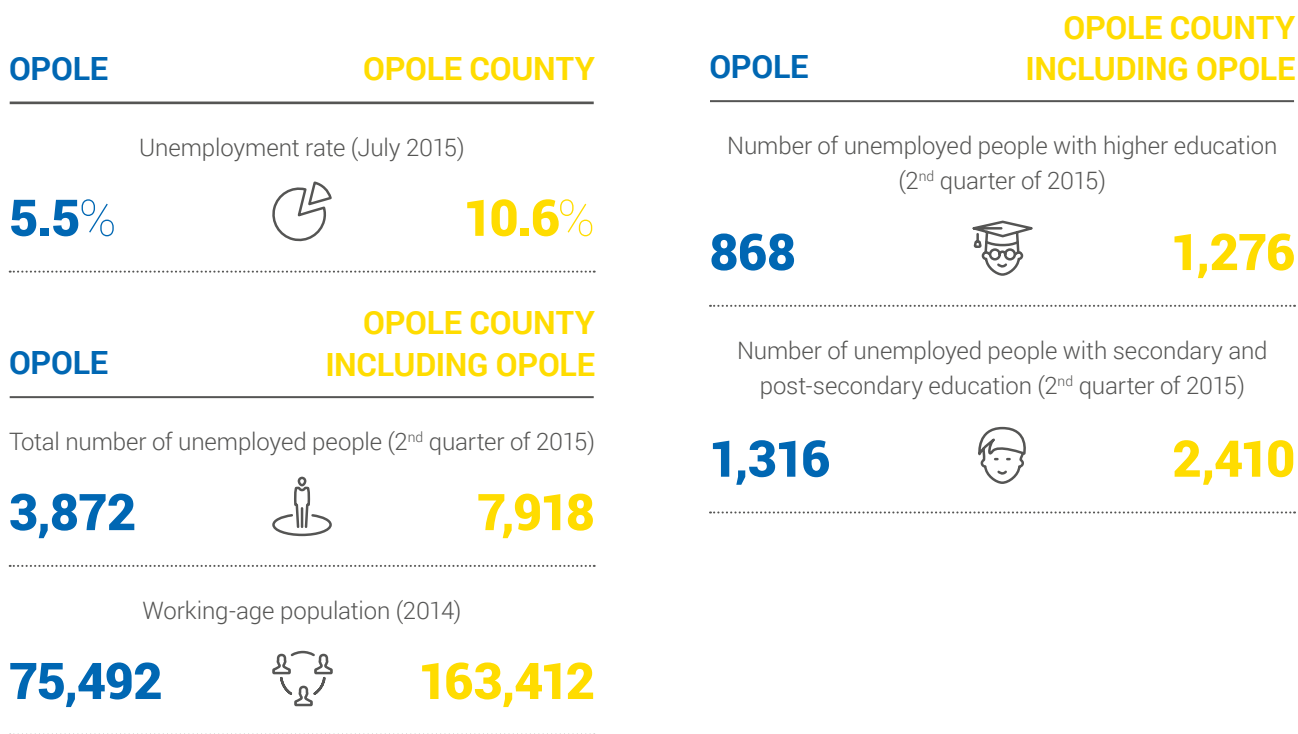


Figure 6

## Labor market in Opole and Opole County in numbers

Source: ABSL own study based on data from the Central Statistical Office of Poland

Table 3

## Salaries in Opole in the business services sector (PLN gross)

The given salaries relate to positions with the English language. If the employee uses at work more than one foreign language, shall be entitled to a language bonus.

Position	min	opt	max
Technical Support Assistant	2,500	3,000	3,500
Junior Accountant	2,500	3,000	3,500
Senior Accountant	3,500	4,000	4,500
IT Network Administrator	3,300	3,700	4,200
Call Centre Consultant	2,000	2,500	3,000
Team Leader	3,500	4,200	5,000
HR Administrator	2,500	3,000	3,500
Recruitment Specialist	3,200	3,500	3,700
Customer Service Specialist	2,500	3,000	3,500

Source: Antal

## Business and universities cooperation

Service centers operating in Opole are eager to establish cooperation with local universities. Their objective is to educate students (who are potential employees of the centers) in modern business services, characteristics of working in the sector and concrete solutions applied by companies. Representatives of the centers stress that the flexibility of universities in Opole to adjust their programs to meet the needs of the labor market is a very important aspect of the cooperation. They also cite the openness of the administrators of the universities to allow for changes in programs of studies, connected with offering

courses in which students may acquire practical skills for work in the sector. It is worth mentioning that the universities also are open to allowing students in the Masters studies to benefit from an individual program of studies when they are already employed in the sector.

Companies regularly cooperate with the Career Service Centers that operate at the universities. This allows the service centers to find new employees and actively promote the sector while helping young people learn about business services, what kind of employees are needed and which employment opportunities are available in the business services sector.

**Table 4**  
Examples of cooperation between companies and universities in Opole

Company	Examples of cooperation
<b>Capgemini</b>	Cooperation with Opole University and Opole University of Technology on training and internships for students and academic staff, enhancement of student qualifications, organization and carrying out joint training, meetings and seminars. Capgemini Academy (Akademia Capgemini) –for students of Opole universities organized at Opole University of Technology. Meetings (workshops and lectures) concern mainly: Architecture of Business Mobile Solutions, Java Coderetreat, Agile City and HTML5 + CSS3.
<b>Future Processing</b>	Joint cycle of lectures “Modern technologies in informatics” at the Faculty of Electrical Engineering, Automatic Control and Informatics of Opole University of Technology. The lectures offer various levels of difficulty and allow for the acquisition of knowledge useful to those working in sectors connected with the creation of software, which is a response to specific business issues. Regular participation in events and conferences organized by universities in Opole, e.g., Opole Academic Day. Future Processing is also a partner of the Academic Career Service Center of Opole University of Technology.
<b>ifm ecolink</b>	Cooperation with Opole University of Technology, presentation to students and academic staff concerning the product creation path from application to implementation. ifm ecolink is planning to organize training and workshops/lectures for students aimed mainly at the development of skills of future employees concerning the specific types of work in the research and development center and products that will be enhanced there.
<b>opta data</b>	Cooperation with Opole University concerning training and internships for students, organization of joint training, meetings and seminars, employment of students and graduates of the university. Study meetings in the company are organized for students to familiarize them with the type of work in the sector.

Source: ABSL own study based on the web sites of the companies and universities, as well as information obtained during interviews with service centers representatives



## 3 | Office market

Opole is characterized by a growing number of office buildings that meet the requirements of service centres. The evidence is Capgemini which in 2012 decided to take on staff in Opole and to further enlarge their business there. The current supply of office space for lease in Opole stands at 26,000 m<sup>2</sup>. The existing stock is mostly concentrated in central parts of the city and near to the Old Town. The major developments there include: the Ostrówek 5/7 office building, which is leased by the Marshal Office (1,300 m<sup>2</sup>); the Kaskada office block (2,400 m<sup>2</sup>) at Ozimskiej 25; and the PZU headquarters at Ozimskiej 5 (6,000 m<sup>2</sup>). To the east, Horoszkiewicza 6 is where one finds phase 1 of the Błękitna Wstęga office development (4,000 m<sup>2</sup>). In the north, the Artim office complex (two phases, with a net office area of 3,400 m<sup>2</sup>, currently occupied by Capgemini) is located at Olecka 121.

The current vacancy rate in the city stands at only 6.5%; around 5,200 m<sup>2</sup> of modern office space is under construction. Among the projects under development one should note the CGI office block on Wrocławska (2,700 m<sup>2</sup>) and Premium House on Kołłątaja Street (2,500 m<sup>2</sup>).

The total volume of planned investments stands at 20,000 m<sup>2</sup>. Among those buildings which already have a building permit are Rzepka Invest (a 2,000 m<sup>2</sup> office building at the junction of 1 Maja and Katowicka) and the third phase of the Artim project (approximately 1,700 m<sup>2</sup>). Prime headline rents for offices in Opole are very attractive, ranging between 8 EUR / m<sup>2</sup> / month and 10 EUR / m<sup>2</sup> / month.



**26,000** m<sup>2</sup>

Total office stock



**5,200** m<sup>2</sup>

Office space under construction



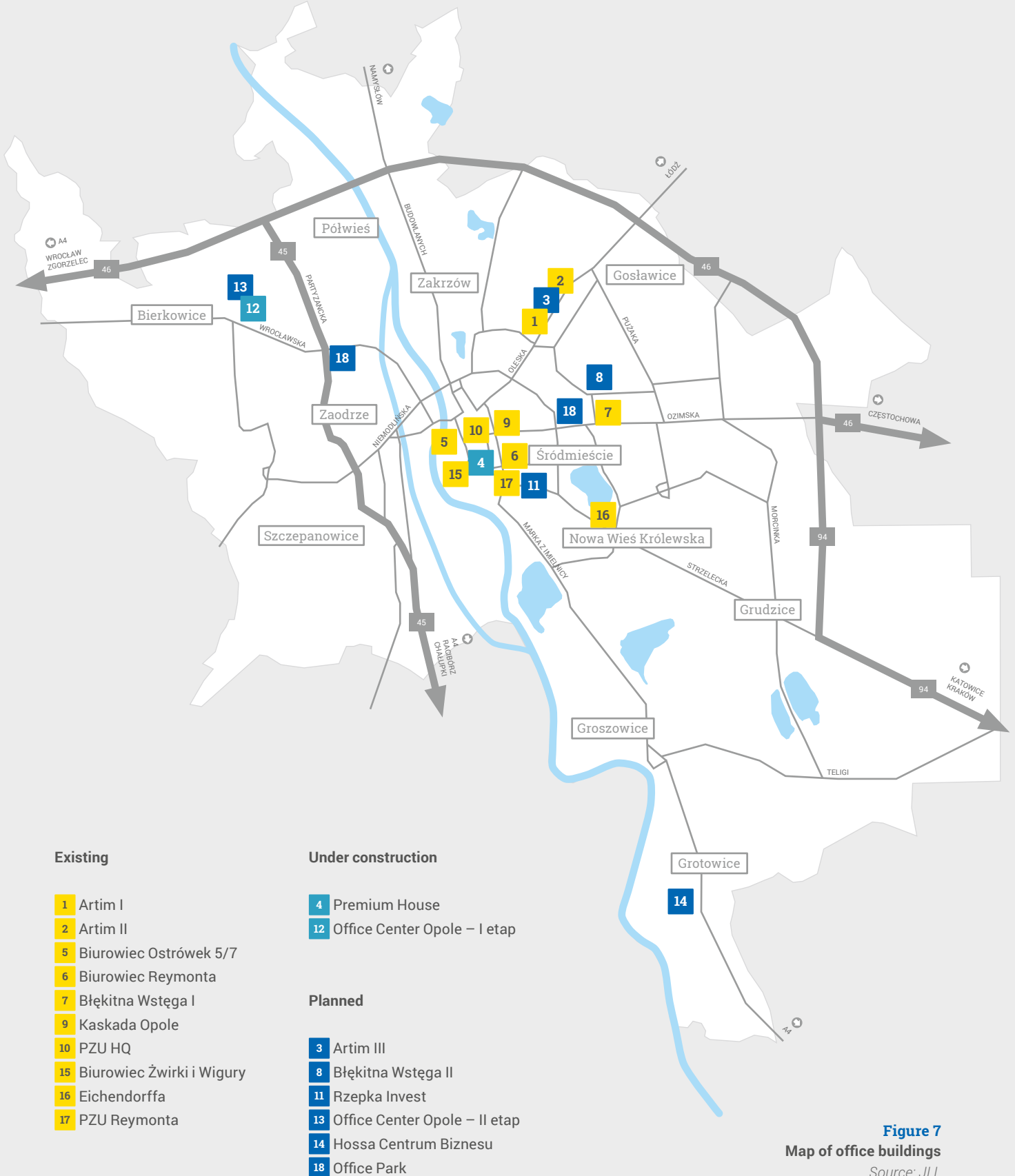
**6.5%**

Vacancy rate



**8-10** €

Prime rents



**Figure 7**  
Map of office buildings

Source: JLL

## 4 | Selected investors in Opole: success stories



Capgemini in Opole started operations by providing IT and technical support services. As a result of growth in its employees' skillsets and subsequent success in providing day-to-day customer services, the scope of the services provided was gradually extended.

The "VOIP Migration" project is one example of this and was undertaken for a leading representative of the public transport sector on the German market. Its main objective was to implement migration (i.e., replacement) of more than 20,000 telecommunications connections to modern VOIP, GSM, Hybrid technologies. The Capgemini team, relying on one of its main skills – project management – worked to carry out the new task.

In the preparation phase, the project team, composed of experienced employees of the Opole-based office, learned the needs and requirements of the client and familiarized themselves with the available documentation. Based on Capgemini's best practices in project management, the team worked out a concept to accomplish the task. The proposed solution included establishing a support and service line for users affected by the replacement of the telephony systems, designation of a technical team responsible for relevant coordination of migrated equipment and the creation of a database to document the work.

The Capgemini team also proposed an additional model for reporting and monitoring the project's execution. These tools allowed the client to maintain a high satisfaction rate among users affected by the migration and constant monitoring of the project's execution while helping the ordering party to entrust the whole coordination of the migration with the Capgemini technical team.

The manner of the project's execution was highly appreciated by the client, including especially: the technical "know how" of Capgemini's employees, the professional management, flexibility and creativity of those involved in carrying out the tasks, and their excellent command of the German language.

The success achieved by the team resulted in proposals for cooperation on subsequent large migrations: 80,000 operational systems and 150,000 SIM cards. Thanks to the success of the VOIP migration project and other similar, successfully completed projects Capgemini has been constantly expanding the Opole-based branch, employing over 50 new German – and English-speaking employees since the beginning of 2015.

## Future Processing

Future Processing (FP) is an information technology company established in 2000 in Gliwice that produces specialized computer software for international trade, industry and services. The company's products are distributed in the UK, U.S., Germany, France, Denmark, Sweden and Norway. Since 2011, the company has also operated a branch in Opole. Currently, Future Processing employs almost 700 people and is one of the most dynamically developing technology companies in Central Europe. The company is ranked 7th among the largest IT exporters in Poland, 25th among Polish ICT-sector companies that yielded the highest net profit in 2014, and was in the top 10 companies with the highest employment growth in 2014.

Most of the projects' implementations are based on agile methods, which offer a client quick verification of its business assumptions. The company's offer comprises: IT system modernization and migration, design and creation of mobile, web-based, desktop or embedded applications using state-of-the-art technologies. Solid Entreprenør, a Norwegian construction company, is one of the clients in Future Processing's portfolio. As part of FP's cooperation with the company, a team of engineers designed a web-based application to manage and supervise construction sites and an Android application to manage quality. The system was designed to replace traditional paper checklists and reduce the amount of documentation, save time, facilitate access to important information and enhance work quality.

Currently, more and more employees are using the application, which has resulted in stricter quality control and improved work efficiency at the construction site as well as speedier rectification of errors. It also streamlines the process of claims acceptance during the guarantee period. The solution worked out by Future Processing is integrated with the client's infrastructure thanks to a special Microsoft Outlook plugin that organizes mail and attachments saved on the company's SharePoint platform. As a result, Solid Entreprenør is more frequently selected by investors who perceive it to be a responsible company that places quality at the heart of every aspect of its operations. Solid Entreprenør has thus gained a competitive advantage and enjoys great recognition on the Norwegian market.



Opta data sp. z o.o. is part of the opta data GmbH group, one of the leading medical billing and IT services companies in Germany. The company offers outsourcing services related to medical billing as well as telephone customer service to German-speaking clients. From the very beginning of its operations in Opole, the company has successfully combined experience with constant development and enhancement of its processes.

Ensuring the highest quality of its services is the company's priority, therefore it constantly invests in upgrading the skills of its employees during intensive training carried out by specialized coaches. The security of data provided to the firm is also another very important aspect of its operations, and therefore it constantly enhances its IT systems and processes as a core interest.

The company started operations in Opole as one of the first outsourcing companies in 2012. Currently, it employs 60 people. It is constantly expanding and is planning development in establishing its own customer contract processing department—which is currently managed outside Poland. To ensure what it describes as healthy development, it chooses to develop gradually to ensure the highest quality of services and the widest range of operations.



The Research and Development Center of ifm ecolink in Opole is one of the largest R&D investments in Poland. The almost 4,000 square meters of modern space will accommodate modern and ergonomic work places for construction engineers and programmers.

The office space enables open communication and comfort while working. Easy access to measurement and testing equipment installed in selected places will ensure easy access to information and higher work efficiency of employees. A professional lecture hall and a showroom also will be available in the building.

The Designer Teams work in international environments, and therefore the engineers' work zone will accommodate a few conference rooms equipped not only with telephones but also with video-conference equipment and hardware remote-control devices. This new R&D building in Opole will house engineers working in design teams designing new products.

The work starts with defining product requirements, project assumptions and delivery terms. A group of engineers will work on Software Architecture while other team members will work on hardware. All of it will be enclosed in a case, which will be developed by a team of construction technicians. Material engineers will deal with the proper selection of materials from which the products will be made. The first prototypes constructed here will be tested in specially designed research workstations.

There will be two zones set up in the new building designated as laboratories. The first of them is an electrical metrology laboratory. This is where the designed devices will be subjected to a series of electrical tests. The types of tests and process are defined by the test engineers and are based on standard requirements and internal regulations of ifm electronic. The tests planned by ifm electronic will measure insulation resistance, current carrying capacity at a given temperature and electrical resistance. Additionally, functional examinations of the designed electrical systems will be carried out.

The other laboratory will carry out rigorous mechanical and chemical testing of new products. Prototypes and finished products will be subject to liquid and gas tightness tests. The tests will be carried out in shock chambers in order to prove the resistance of the products to high and low temperatures when at work. The products will be subject to mechanical resistance tests, such as compression, twisting and vibration. Material flammability tests will also be performed.

The finished products, together with a set of relevant documents, will be sent to certification bodies, which will release the products for use across the world. On certification, the firm cooperates with VDE, DEKRA, TÜV, UL and CCC.

The new Research and Development Center will also offer engineering education and training for marketing and sales organizations. Specially equipped rooms will help train application, sales engineers and technical advisors. Their tasks will comprise promotion, sales and professional advisory services concerning ifm electronic products. The company is planning seminars and workshops with project managers and clients of ifm electronic.

Currently ifm ecolink employs more than 260 people and 17 people are employed in R&D department. The company plans to employ 100 people in R&D center in the future.





## 5 | City business image

Qualified staff in the region – language (German) and cultural factors

Affordable costs, good location and developed transport infrastructure

Cooperation in the area: business – local authorities – science

Healthy competition between service centers in the city

Conditions conducive to organic growth of centers operating in Opole

**Figure 8**

**Advantages of Opole as a business service centers location according to current investors in the city**

*Source: ABSL own study based on interviews with service centers representatives*



This chapter was prepared based on individual in-depth interviews conducted with representatives of BPO, ITO, SSC, and R&D centers operating in Opole. The interviews concerned issues related to the functioning of business service centers in the city and which are important in the opinion of those managing the centers and have impact on the work carried out by them, as well as the development opportunities of the represented companies.

We would like to thank our respondents for their time and opinions.

Janusz Górecki, Ewa Kapusta, Sylwia Sadlik  
ABSL Business Insights

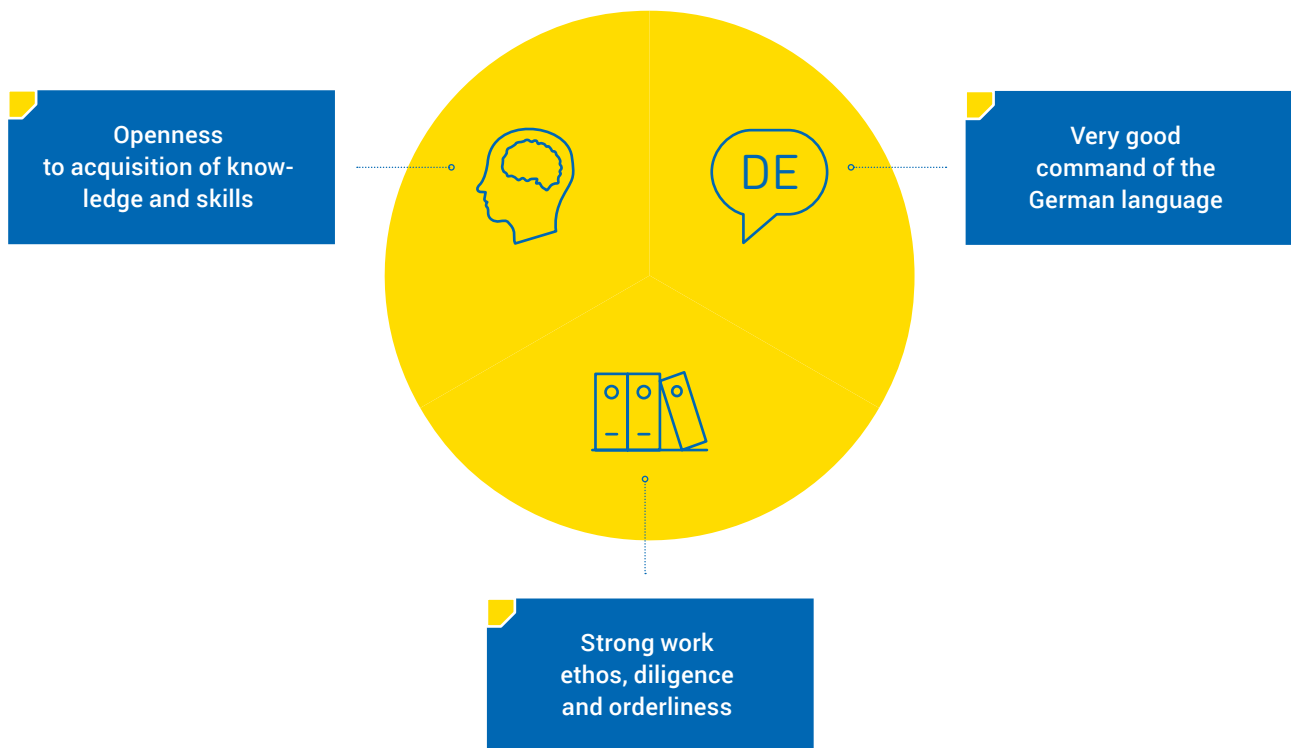
## Highly qualified staff – language and cultural factors

The availability of qualified staff—potential employees—is a major advantage of Opole, a factor emphasized by representatives of service centers operating in the city. Opolskie Province is characterized by people with a very good knowledge of the German language. For many citizens of the region this language is “the second mother-tongue,” which makes Opole an attractive place for investors from companies carrying out business processes in German. This is all the more important since in other parts of Poland it is often difficult to find potential staff with a highly advanced command of German.

The centers’ representatives also stress another important asset of the potential staff in the Opole region, i.e., a cultural affinity with German-speaking countries and the advantage of a closeness in the behavioral characteristics of the people. They are

characterized by a strong work ethos, diligence and orderliness. What is more, the staff in Opole is extremely open to acquiring new knowledge and skills, which is of great importance in a sector requiring its employees to enhance their qualifications.

Service centers in Opole may find staff from among the graduates of universities operating in the city, mainly Opole Technical University and Opole University. These institutions are very open to cooperation with service centers in many areas and also in supporting recruitment processes in the centers that aim to acquire new employees from among graduates of the institutions. Important, too, is that the higher education institutions are also open to adjusting their program of studies to the needs of employers in a given industry as well as joint education projects to develop awareness of employment opportunities in business services sector and develop the skills necessary to undertake and perform a given job.



**Figure 9**

**The most important characteristics of the Opole staff in the opinion of service centers representatives**

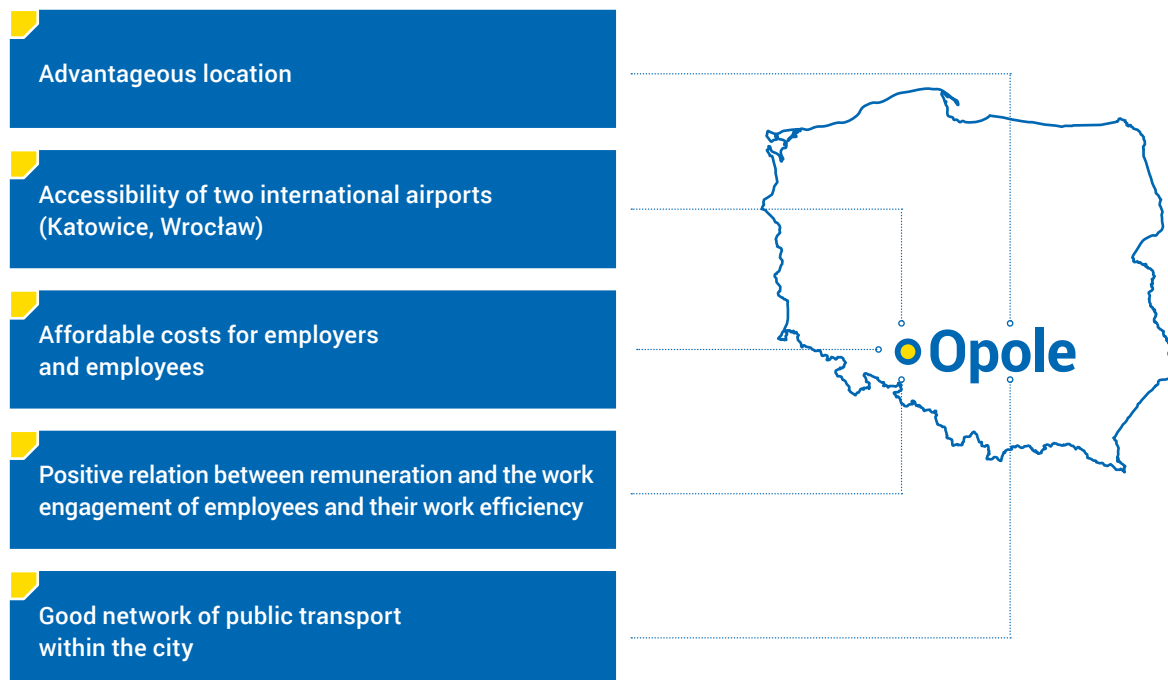
Source: ABSL own study based on interviews with service centers representatives

## Affordable costs, advantageous location and developed transport infrastructure

The employers of the business service sector in Opole stress that the location of the city near the A4 motorway was a very important factor when making the decision about where to place their service center. They stressed that although Opole is located near the motorway it is not just a pass-through city, but a travel destination.

The location of Opole between Katowice and Wrocław adds to the city's attractiveness in terms of transport. There are two international airports in a relatively short distance from the city (within approximately 100 km) that offer an extensive set of connections, which is a very positive aspect of conducting business in the city.

The representatives of the centers also indicate the attractiveness of Opole itself, a medium-sized city which is "ideal in the context of its scale". In their opinion, the size of the city means costs are reasonable, both for employers and employees. Another important aspect of doing business in Opole is that the city boasts an extremely good work productivity index, that is, the work engagement of employees compared to the costs related to remuneration. The local labor market is not saturated in the business service sector. Moreover, the city boasts a good network of transport connections. Respondents stressed that the city is visually attractive, which guests of the businesses cite as a reason to return.



**Figure 10**  
Factors of attractiveness of Opole as a medium-sized city

Source: ABSL own study based on interviews with service centers representatives

## Cooperation: business – local authorities – science

Representatives of service centers stress that the establishment and gradual development of service centers in a given city (apart from factors such as location and availability of qualified staff) is determined by day-to-day cooperation of businesses with local players, including local authorities (city offices) and academic institutions (universities). In the opinion of the employers from the modern business service sector, in Opole the triangle of “business – local authorities – science” is highly efficient.

Both the city and universities in Opole are characterized by great openness to investors. From the very beginning of their cooperation, they have demonstrated an attitude of actively establishing contact, offering assistance, and organizing meetings or joint initiatives aimed at familiarizing potential employees with the specifics of work in the sector.



**Figure 11**  
Cooperation between local authorities, academic institutions and business as an element of success achieved by service centers in Opole

Source: ABSL own study based on interviews with service centers representatives

The institutions demonstrate “positive thinking” – an orientation towards achieving a common goal and finding the means to do so, and also a “can-do-attitude” – an attitude of actively providing investors with assistance and establishing cooperation with them in various aspects related to the operations of their centers in Opole.

### Relations with local authorities

Representatives of service centers operating in Opole describe Opole City Hall as an institution open to the needs of investors, eager to establish contact with investors and providing them with any assistance. Employers of the sector stressed the fact that during their search for a location for their companies, the city provided them with comprehensive information and presented Opole professionally in regards to various aspects of doing business in the city and region, presenting them from many angles.

The attitude of the representatives of the local authorities is, in the opinion of the centers’ representatives, very open and active. They meet the needs of entrepreneurs by establishing contact on cooperation matters or help establishing contacts with local universities and organizing introductory meetings with the institutions’ representatives. The local authorities are flexible with regards to assistance to investors on such things as changes in public transport that might be potentially beneficial for a center’s employees. The City Hall makes efforts to take part in the process of knowledge transfer between companies operating in the city by organizing sector conferences (e.g., “Green Light for BPO”) and addressing the needs of investors by participation of city representatives in nationwide sector events organized in other cities. The local authorities also make efforts to assist in day-to-day functioning of the centers, for example, by providing information on pending recruitment processes in the centers and by maintaining regular contact.

Employers in the business service sector notice that the actions of the local authorities in Opole align with a concept and subsequent achievement of long-term goals consisting of undertaking well-thought through actions that contribute to the commercial development of the city, including development of the sector on the local market.

Openness for investors and eagerness to provide assistance, "can-do attitude"

Concept and long-term objectives of their actions

Advisory services related to the city and region

Organization of meetings, conferences, regular contact with investors



## Cooperation opportunities with local institutions (OCRG, PNT)

Service center representatives frequently name two institutions with which they have cooperated or know of cooperation opportunities, and they assess their operations positively. These are: Opolskie Center for Economy Development (Opolskie Centrum Rozwoju Gospodarki) and the Science and Technology Park in Opole (Park Naukowo-Technologiczny w Opolu). The representatives notice and appreciate the following aspects of their operations:

### Opolskie Center for Economic Development (e.g., as part of the 150 Club):

- » assistance in learning the local entrepreneurial market
- » possibility to establish contacts with other entrepreneurs from the sector operating in Opole, networking
- » seminars, conferences allowing for sharing of knowledge and experience.

### Science and Technology Park in Opole:

- » perceived by business centers representatives as a great opportunity to establish and develop R&D centers in Opole
- » is establishing a specific type of community of cooperation, focusing in one place companies paired with local universities, external entities and, for instance, industrial plants with R&D centers or companies considering establishing such a center
- » networking actions, conferences, local events.

**Figure 12**

The activity of local authorities in Opole, based on the opinion of representatives of service centers operating in the city

Source: ABSL own study based on interviews with service centers representatives

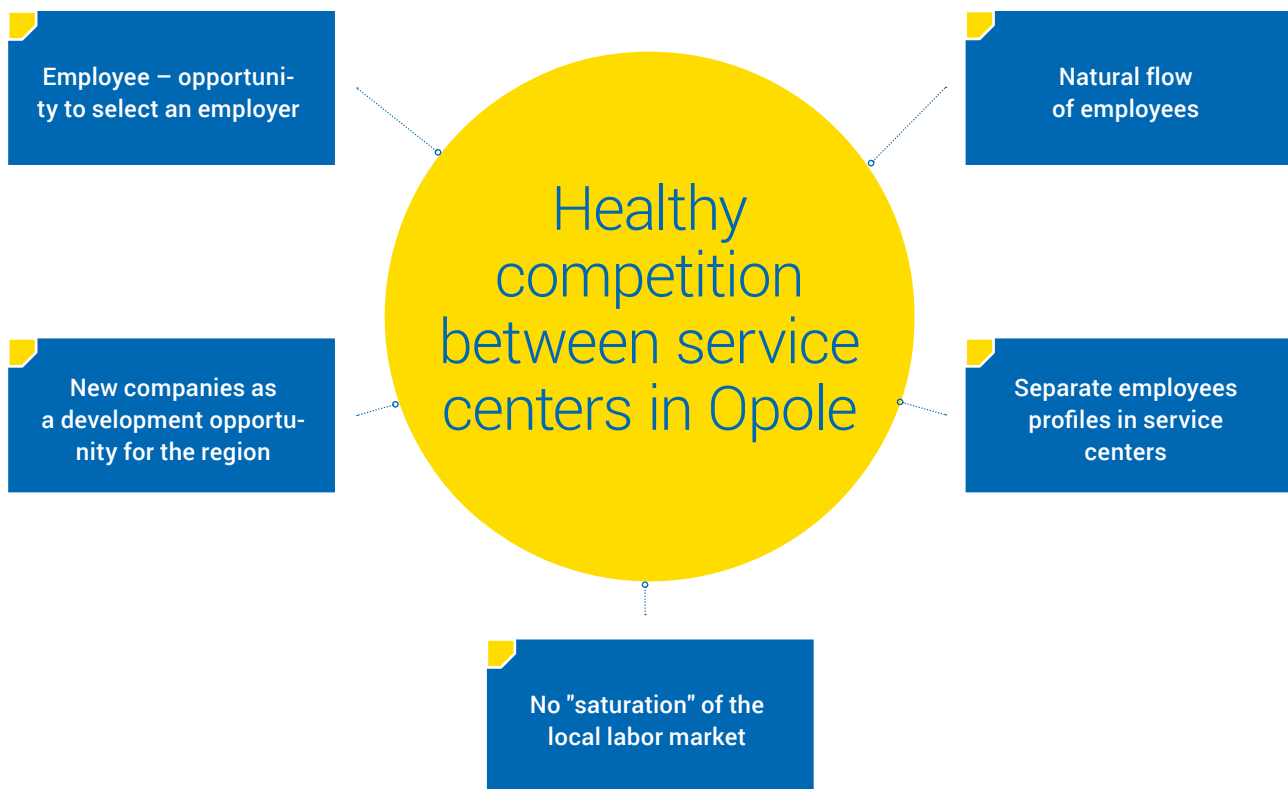
## Healthy competition between service centers in the city

According to the representatives of the companies, Opole is an attractive market for business services sector as there is no market saturation, as opposed to some other cities in Poland. They emphasized that employers in the sector in Opole had "minimum separate employee profiles"—requirements put forward to candidates in the companies are slightly different from each other, the companies have different clients and they "complement" each other.

Sometimes a natural flow of employees between companies may be observed, but in the opinion of the centers representatives it is not a negative phenom-

enon. In their opinion, it is important for an employee to be able to select from among companies to give him or her an opportunity to remain in the sector and to make a conscious choice concerning a company where he or she would like to work. Later on, this results in greater work engagement of the employee.

The launching of new companies in the sector is of equal importance. This boosts competition on the local labor market but also results in a greater and more natural flow of people between companies. This allows for increased labor mobility, which helps more people stay in the region and which will have a significant impact on the development of the city and the whole region.



**Figure 13**

**Features of healthy competition between the service centers in Opole according to their representatives**

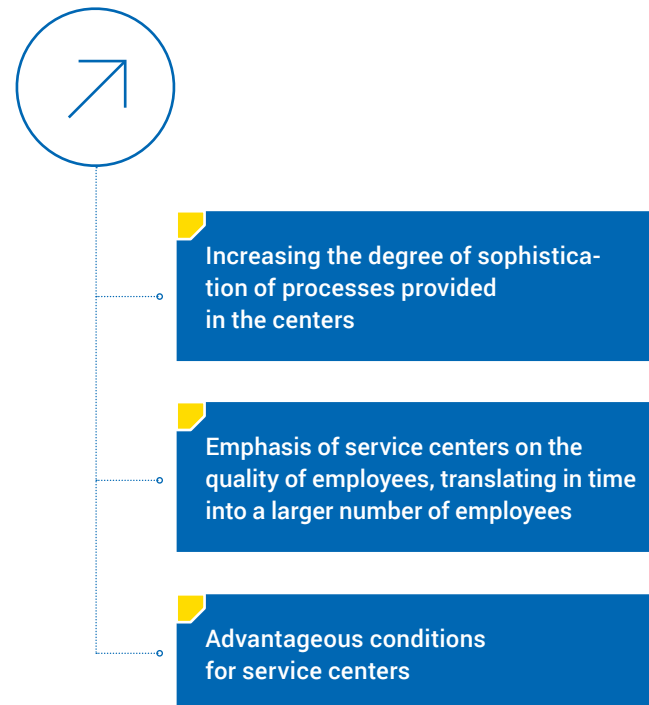
*Source: ABSL own study based on interviews with service centers representatives*

## Conditions favoring organic growth of centers operating in Opole

In the opinion of the service centers representatives operating in the city, Opole is a very good location for shared services centers, research and development centers of industrial companies, and a secondary location for outsourcing companies (BPO) that operate in another Polish city. The people managing the centers operating in Opole stress the fact that when they established a branch in the city they located their simplest processes there so they could familiarize their employees with the specifics of work in the sector and support their development—in parallel with their center's development. They emphasized the high quality of their staff (resulting in high work engagement, high efficiency and the quality of the tasks undertaken), which with time has translated into an increase in the number of employees.

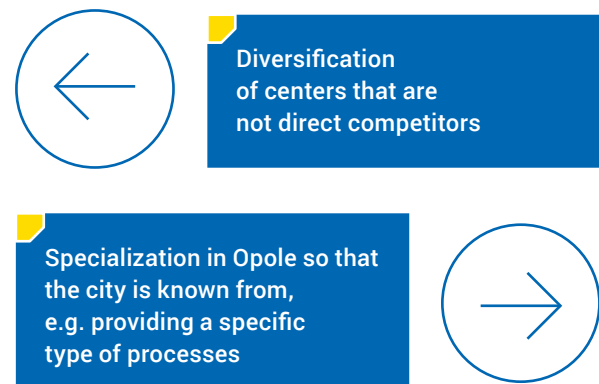
The business service centers operating in Opole are medium-sized and develop organically, systematically and dynamically through ongoing recruitment processes. It is rational, safe and gradual development. The increase in the number of employees translates into an increase in the Opole-based centers' range of services they can provide, the opening of new branches, new areas of activity to pursue, and new processes managed. The local labor market provides opportunities for such development.

People managing service centers in Opole outline two scenarios for optimal growth of the city with regards to the sector of modern business services. The first is the diversification of the centers, as they are not direct competitors, offer different ranges of services, and have a slightly different employee profile, enough that "healthy" competition—currently observed between the centers in the city—is maintained. The other scenario relates to the creation of specialization among service centers in Opole so that the city is recognized as carrying out a specific type of process. The creation of new centers contributes to development of the city and consolidates its position on the map of business services in Poland.



**Figure 14**  
Factors contributing to systematic organic growth of service centers operating in Opole

Source: ABSL own study based on interviews with service centers representatives



**Figure 15**  
Two scenarios for the optimal development of Opole as a location for business services, based on the opinion of companies' representatives

Source: ABSL own study based on interviews with service centers representatives

# 6 | Quality of life

	<b>Cinemas</b>	<b>2</b>		<b>Hotels</b>	<b>13</b>
	<b>Cinema theaters</b>	<b>7</b>	☆ ☆ ☆ ☆		<b>2</b>
	<b>Museums</b>	<b>4</b>	☆ ☆ ☆		<b>11</b>
	<b>Performance theaters</b> (1 drama theater)	<b>6</b>		<b>Number of facilities with a conference room</b>	<b>11</b>
	<b>Art galleries</b>	<b>3</b>		<b>Number of conference rooms</b>	<b>23</b>

**Figure 16**

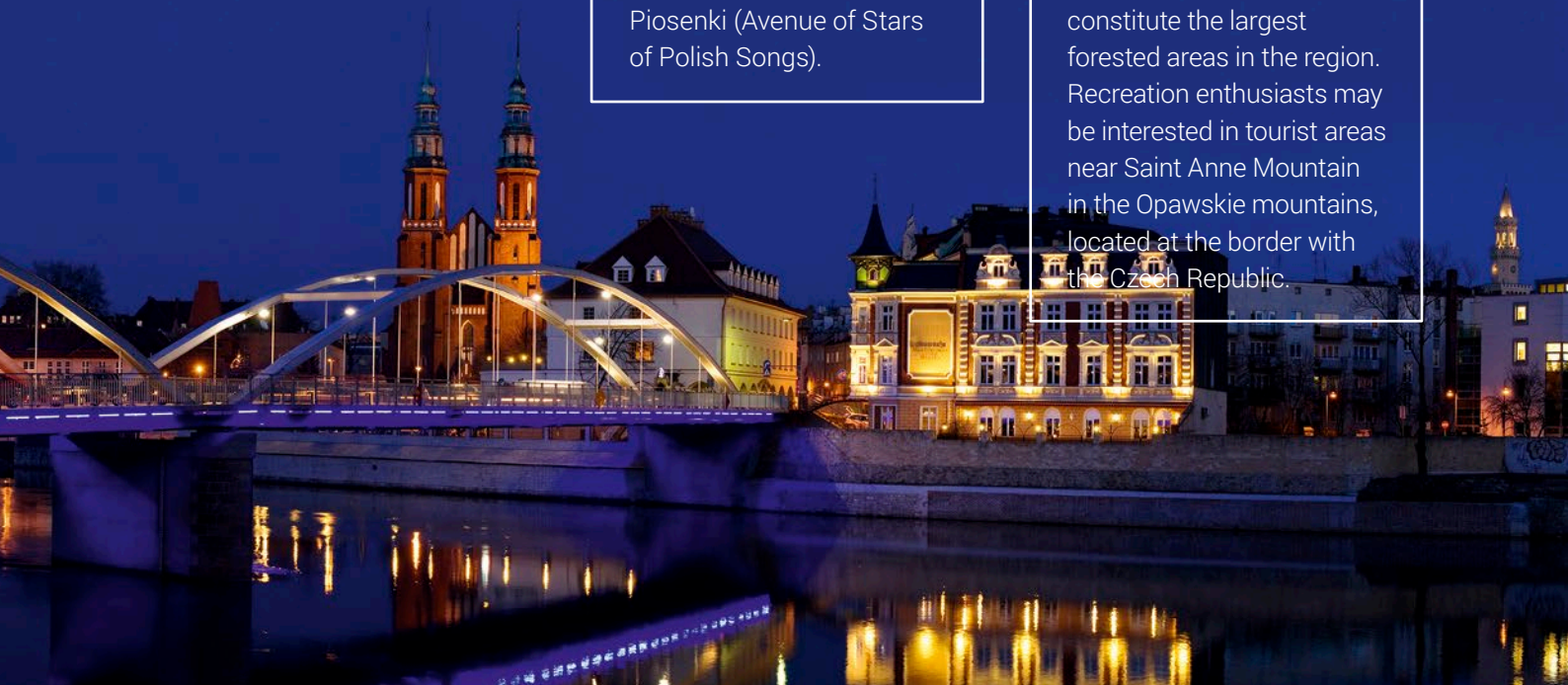
## Culture and entertainment in Opole

Source: ABSL own study based on data from the Central Statistical Office of Poland, Booking.com, filmweb.pl, e-teatr.pl, nimosz.pl

Many cultural events take place in Opole. The National Festival of Polish Song is the most recognized event, held since 1963.

There are many tourist attractions in Opole, including: the City Hall, Piast Tower, Tower of the Upper Castle, University Hill, Opole Musical Theatre and the Aleja Gwiazd Polskiej Piosenki (Avenue of Stars of Polish Songs).

There are 4 landscape parks and many nature reserves located in Opolskie Province. The Bory Niemodlińskie (Niemodlin Coniferous Forest), Stobrawskie and the Lubinieckie forests constitute the largest forested areas in the region. Recreation enthusiasts may be interested in tourist areas near Saint Anne Mountain in the Opawskie mountains, located at the border with the Czech Republic.





# 7 | Investor support



Opolskie Centre for  
Economy Development

## Opolskie Centre for Economy Development

### The best investment areas:

- » over 600 free hectares classified as special economic zones
- » attractive land prices
- » very well-developed technical infrastructure (including access roads)
- » local tax exemptions in many gminas (municipality)

### Professional investor services:

- » free support for Polish and foreign investors offered by employees of the Investor and Exporter Service Center at the Opolskie Centre for Economy Development as part of the investment process—organization of visits to gminas and field audits, provision of information on the region, support in talks with technical utilities suppliers, etc.

### Advanced post-investment support:

- » establishing cooperation connections between companies in the region
- » sector cooperation
- » export support
- » establishing purchase platforms
- » benchmarking meetings
- » professional education support and others

**The Opolskie Centre of Economy  
Development** – Investor and Exporter  
Service Center



+48 77 40 33 645 – 648



invest@ocrg.opolskie.pl



www.investinopolskie.pl



**Park Naukowo-Technologiczny**

w Opolu Sp. z o.o.

## Science and Technology Park in Opole

The Science and Technology Park in Opole was established at the end of 2012 as a limited liability company. In 2013, it applied for a subsidy for investment from funds of the Regional Operational Program of Opolskie Province for the years 2007-2013. After the application was accepted, relevant contracts with contractors were signed. In March 2014, it laid the foundation and exactly a year later the buildings were put into operation.

Today, the Science and Technology Park in Opole offers a wide range of possibilities. The main goal of the Science and Technology Park in Opole is to operate for the benefit of the Opolskie region by creating beneficial conditions for business development, in particular in the high technology sector. It is tasked with ensuring development of the economy based on knowledge, the creation of efficient connections between science and business and by stimulating innovative entrepreneurship in an open environment of cooperation between science, business and local governments at the territorial level.

### The Science and Technology Park in Opole

#### – areas of activity:

- » provision of services promoting entrepreneurship, such as the Pre-incubation, Incubation, Virtual Office, lease of office space and laboratories and experimental facilities;
- » creation of laboratory base necessary for technology development;
- » creation of a cooperation platform for the R&D sector;
- » co-participation in clusters and scientific networks;
- » cooperation with trend-setting institutions in the province and across Poland;

## Investor support

- » cross-border cooperation;
- » participation in forums and innovation fairs by promoting new technologies developed in the Science and Technology Park in Opole;
- » cooperation with local government at the territorial level concerning promotion and technological development;
- » organization of training and exhibitions concerning the development of technologies and entrepreneurship, such as StartUpMixer or KreatywneOpole.pl;
- » soliciting young scientists to develop technologies.

#### Sectors of interest for the Science and Technology Park in Opole:

- » information technology, automation and robotics, automotive, electronics, biotechnology, medical, chemical, food, furniture, steel industry, power, construction, design.

#### Programs offered by the Science and Technology Park in Opole:



**Pre-incubation** is a support program for people who are planning to conduct their own business activity. It offers a real opportunity for implementing their business concept by using the legal personality and infrastructure of the Science and Technology Park in Opole.



**Incubation** – a support program for people conducting business activity or legal persons (companies) that boast technological potential and are open to cooperation with the scientific environment.



**Commercial research services** – for companies from Opolskie Province and neighboring provinces. The scope of services is based on previous arrangements with entrepreneurs. Assumptions concerning the specific type of laboratories were formed from interviews with companies in the 150 Club.

#### Understanding the actual needs of entrepreneurs allowed for the creation of three models of services in laboratories belonging to the Science and Technology Park in Opole:

- » **Mechanical laboratory**, covering areas of reductive and additive technology.
- » **Measurement and experimental laboratory**, covering mechanical structures and others.
- » **General-purpose laboratories**, application-based research for the chemical, biotechnological and food sectors.



**Virtual office** – a prestigious address at the Science and Technology Park in Opole, full correspondence and courier post services, access to traditional office space in the co-working area and online booking of conference rooms, laboratory equipment and laboratories in the Park.



The Science and Technology Park in Opole provides a full range of services on any matters relating to legal protection, protection of industrial property (discoveries patent protection, industrial designs, trademarks) and advisory services until an effective decision is issued.

#### Park Naukowo-Technologiczny w Opolu Sp. z o.o.

ul. Technologiczna 2  
45-839 Opole, Poland



**+48 77 443 89 30**



**biuro@pnt.opole.pl**



**www.pnt.opole.pl**



## Walbrzych Special Economic Zone

### TAX EXEMPTION (OPOLSKIE PROVINCE)

small enterprises	<b>up to 55%</b> <b>up to 45%</b> <b>up to 35%</b>
medium-size enterprises	
large enterprises	
↓ ↓	
<b>investment costs</b> or <b>two-year labor costs</b>	
↓ ↓	
<b>Corporate Income Tax (CIT) or Personal Income Tax (PIT) exemptions</b>	

### Walbrzych Special Economic Zone

+48 74 664 91 64  
 +48 74 664 91 62  
[invest@invest-park.com.pl](mailto:invest@invest-park.com.pl)  
[www.invest-park.com.pl](http://www.invest-park.com.pl)

Branch Office in Opole:

ul. Horoszkiewicza 6  
41-301 Opole, Poland

Manager: **Kamil Goździk**

+48 77 441 11 77  
[k.goździk@invest-park.com.pl](mailto:k.goździk@invest-park.com.pl)

### Benefits of operating within the Walbrzych Special Economic Zone

- » income tax exemption (CIT or PIT) on activity conducted in the Walbrzych Special Economic Zone and specified in the exemption;
- » access to attractive, developed land with necessary infrastructure;
- » possibility of purchase or lease of existing real properties in the Walbrzych Special Economic Zone (production halls, office space);
- » possibility of using other investment incentives, e.g., real property tax exemptions;
- » legal and organizational support in the investment process (utilities providers, local authorities, etc.);
- » proximity of other zone companies – potential sub-suppliers, sub-contractors, clients;
- » assistance in finding qualified staff, including cooperation with vocational schools (e.g. vocational training classes).



### Investor Service – Opole City Hall

+48 77 45 11 861  
[gospodarka@um.opole.pl](mailto:gospodarka@um.opole.pl)

