

Polska



Trade variety

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Potential importers in Greater Poland may start cooperation with entrepreneurs who represent most branches.

Regional companies deal not only with production for export, but more and more often they offer their services on foreign markets. Products from Greater Poland are appreciated, and due to good quality and moderate prices they can be competitive on the markets worldwide. Most products are exported to the EU countries, and the leading buyers of products from Greater Poland are Germany, France, the Netherlands, Great Britain and Sweden.

Branches traditionally associated with export are food industry, machinery (automotive) industry as well as plastics and furniture industry. A dynamic economic development of the province has had this catalogue of branches extended, and with every year companies from Greater Poland become recognized on international markets. In Greater Poland, importers can also acquire products of metal, pharmaceutical wood and paper industries

One of the greatest exporters in the region is Volkswagen Poznań company which manufactures commercial vehicles - Caddy and Transporter T5; Posen is the only place in the world where manufactured are both VW Caddy and Transporter T5 vehicles with a single and double cab mounted on a frame. Most VW cars are sold abroad; in 2013 , the factory manufactured about 170,000 cars.

A great deal of products are exported form the Philips factory in Pila which makes sources of light and from the Posen factory belonging to GlaxoSmithKline, a pharmaceutical concern. An appreciated exporter is also Amica Wronki which manufactures household appliances; most of them are sold abroad. The plant belonging to Mahle Polska at Krotoszyn operates on a similar basis; this company represents the automotive branch and makes pistons, sleeves and valves. In Greater Poland can be also bought public transport vehicles manufactured by Solaris Bus & Coach. Solaris buses, streetcars and trolley buses are driven in almost 30 countries of the world. Also MAN makes its transport vehicles in Greater Poland. Electrotechnical products , applicable in various branches are offered, among others by the company Phoenix Contact Wielkopolska. In turn, Konimpex distributes chemical raw materials and is also a logistic company with agencies placed in France, Russia and China.

The local government is preparing analyses which should define the so-called smart specializations of the region, viz. areas which, if supported by researchers, are endowed with business potential and can generate products and services with a good chance of competing on international markets.

In the nearest future, Greater Poland desires to lay emphasis particularly on six areas of the so-called smart specializations arranged in three groups.

The first group includes regional specializations which are likely to be updated and modernized due to direct contact with the regional research specialization. According to the local government those are bio-based raw materials, ' interiors of future', and ' future industry'.

The second group includes the ICT branch, and due to the geographical situation of the region and its transport network - also specialized logistic processes. The third group regards modern medical technologies.

In the next years, goods offered in Greater Poland will be distinguished with improving quality. Like the entire country, the region is unable to compete with other entities of global economy through cost reduction possible, for example, thanks to the competition of Asiatic countries led by China. Products from Greater Poland should compete with their quality, skilled staff and modern technologies.



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