

# Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, Institute of Export & International Trade



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The Doing Business in Poland guide will help UK businesses to take a look at this growing European market. Poland is the largest market among the former Eastern Bloc countries of Central Europe and can be a gateway to the emerging markets of Eastern Europe.

Poland is also the largest recipient of EU structural and cohesion funds, with €82.5 billion budgeted during 2014-2020. This represents a great opportunity for UK businesses. Current plans are to use funds to support continued infrastructure development, including improving internet access and developing smart cities. The funds are also being used to encourage businesses to conduct research and development in Poland.

Further important growth sectors include cybersecurity and software for mobile applications, consumer goods, and automotive products.

The wide availability of flights between all parts of the UK and Poland make it easy for UK companies to visit and meet with prospective customers. Personal contact with the customer is critical in the Polish market as final purchasing decisions typically require a face-to-face meeting. Success in this market often requires an in-country presence, such as an agent, distributor, or representative office - although the Institute of Export is always ready to help you meet any exporting challenges you may come across!

You can be sure that you will be received warmly as Poles make every effort to be good hosts, Polish people are very open and friendly and take a great deal of pride in providing hospitality to their visitors. They have a saying: "A guest at home is God at home".

Good luck or "Powodzenia!" as they say in Poland - but note that according to an old Polish superstition, answering "thanks" will bring bad luck.

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