



THE FASHION SECTOR
CLOTHING, FOOTWEAR,
HABERDASHERY, JEWELERY

Poland. Business Forward



Poland is an internationally acclaimed destination for:



Pristine nature
A top 10 country to visit according to Lonely Planet



A place where East meets West
Dynamic business hub at the heart of Europe



Vibrant food scene
Warsaw among Top 10 Vegan-Friendly Cities in the World



Great cities
Wrocław – most business friendly medium – sized European city (2022)
Kraków – a TOP 25 Travellers' Choice 2022
Łódź – in the „Best of the World 2022” List by National Geographic



Attractive place for expats
Young, increasingly international society, with a very high level of English proficiency



Rich history
Vast legacy of bravery and resilience



WHY
POLAND



FACTS ABOUT THE
POLISH FASHION
SECTOR



WHAT MAKES
US DIFFERENT



DID YOU KNOW
THAT



SUPPORT
INSTITUTIONS



HOW WE CAN
HELP YOU

Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

Superb market share

40% of the region's total GDP and a gateway to the wider EU market

Large, high-quality talent pool

300k+ of well-educated graduates annually

Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness

Almost 30 years of continuous growth

Almost 10 years of stable growth in foreign trade turnover

Transparent

Regional leader in the Transparency International Corruption Index

FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)

One third of all FDI stock in the region

Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

Ratings remain high despite the turbulent Times

Moody's: A2, S&P: A-, Fitch: A-, as of the first half of 2022

Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)

Warsaw: 7th position (ahead of Berlin and Stockholm)

Kraków: 2nd in EU in Business Friendliness among Large Cities



FACTS ABOUT THE POLISH FASHION SECTOR



Dynamic growth

Revenue from the apparel market amounts to \$12.29bn in 2022. The market is expected to grow annually by 11.05% (CAGR 2022-2026).



Expansion into foreign markets

In the textile category, as much as 61% of sales revenue comes from exports. Poland's main partners in this industry, in terms of value of exported goods, are Germany, France and Ukraine.



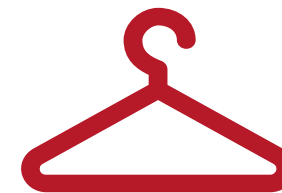
Jewelry created with passion

Exports of Polish amber and silver jewelry are worth €300mn a year. Nearly 40% of exports are to the Chinese market and the South and East Asia region.



Competitive advantages that keep us one step ahead

The strengths of the Polish clothing industry are high quality, the ability to respond to changing trends quickly, competitiveness against goods imported from Asia. Investment in the expansion of e-commerce channels and stationary stores abroad, a stylistically diverse assortment and cooperation of Polish companies as subcontractors with global luxury clothing brands.



In 2022 Poland was the **11th largest** apparel exporter in the world

WHAT MAKES US DIFFERENT



Buyers of Polish amber, in addition to the extraordinary aesthetic qualities of jewelry from Poland, also pay attention to the healing properties of amber and its links to Buddhism.



The Polish garment industry is based on hundreds of years of tradition dating back to 1800, when Polish seamstresses were appreciated throughout Europe and were famous for their extraordinary skills in creating beautiful garment. Polish manufacturers perfectly combine experience in weaving with the latest technological sewing machines. Polish designers create "made-to-measure" designs, understanding trends and needs of consumers while maintaining particularly high quality and style.



Over the past few years, Polish manufacturers of textile goods have been making large investments to expand their network of stationary stores abroad, as well as in e-commerce channels. Thanks to the use of online sales platforms, Polish brands are becoming increasingly recognizable around the world.



In addition to clothing, the Polish fashion sector also focuses attention on the production of shoes, handbags and hats, jewelry and haberdashery. Polish designers and manufacturers focus on high quality products and handmade workmanship. The use of natural materials, high-quality leathers, semi-precious stones and minerals makes it possible to create unique products, responding to the tastes of the most demanding customers. Polish quality is recognized around the world, and Polish designers are the focus of attention of industry colleagues from other countries.

Sources:
Apparel industry –PKO bank report 2022
www.krakow.pl, Kraków - then next city of fashion?

DID YOU KNOW THAT



The Fashion industry in Poland is valued at €10.2bn, placing it 6th in Europe in 2022.



From 2017 to 2022, the Fashion industry recorded stable growth, averaging 9.7% per year.



Kraków's Cloth Hall was considered the first shopping center in Europe as early as the Middle Ages. It was considered a „showroom" where one could view and purchase fashionable goods and accessories, which were enjoyed by the bourgeoisie and fashion lovers from all over Europe.



Poland's fashion sector adheres to European standards, using safe and high-quality materials in the production process. Poland, compared to other EU countries, pays special attention to the issue of caring for the environment. One in four Poles declares that, because of environmental issues, they are willing to pay up to 20% more for products manufactured in accordance with the "zero waste" principle.

Sources:
www.ibisworld.com/poland/industry-statistics/clothing-retailing/3060/
www.buypoland.pl, Fashion Industry in Poland

SUPPORT INSTITUTIONS

Federation of Apparel & Textile Industry Employers

The Federation of Apparel & Textile Industry Employers is active on the international and domestic market. It creates a positive image of the Polish T&C sector and seeks out opportunities for it to increase competitiveness in the domestic and foreign markets. It also represents the interests of entrepreneurs in the clothing and textile sector with State Authorities, Local Governments, domestic and foreign organizations and takes an active part in international projects. PIOT is a member of EURATEX.



Polish Chamber of Shoe and Leather Industry

The mission of the Polish Chamber of the Shoe and Leather Industry is to create an economically and organisationally strong leather industry in Poland and to support and promote its activities on the global stage.



The International Amber Association

The International Amber Association, founded in 1996 in Gdańsk aims to promote Baltic Amber by supporting initiatives in fashion, art and science. Recently, the Association has been promoting the use of amber by young people in creative and scientific projects.



The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a Government Agency is:

- To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- To promote 'Poland as a Brand'

How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding of the needs of entrepreneurs will ensure that your projects will move as fast and smooth as possible.



Information packs
macroeconomic, HR,
legal, sectoral data



**Analysis
of export
potential**



**Preparing
information
packs**



**Verifying
business
partners**



**Organising
business
missions**



**Preparing lists
of possible
business partners**



**Organising
B2B meetings**



**Support in contacts
with Government
Agencies**

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Polish Investment
& Trade Agency
PFR Group

Strategy and Business Promotion Department,
September, 2022



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