



Polish Investment  
& Trade Agency  
PFR Group

# THE HEALTH-RELATED SERVICES & MEDICAL TOURISM SECTOR

**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 HEALTH-  
RELATED SERVICES  
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 HEALTH-RELATED SERVICES SECTOR



## Great place for medical tourism

Based on the estimates of Institute for Medical Tourism Research and Development, in 2018 Poland was visited by 182,000 foreign patients.



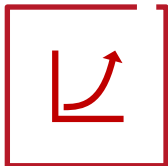
## Future- and patient-oriented

Compared to 2021 study, where telemedicine topped the list, in 2022 AI and machine learning was listed as a solution employed by 46% of the surveyed start-ups.



## Prime destination for specialised services

Poland has been reported as one of the most frequently chosen countries in the CEE regions for fertility treatments as well as body sculpting services.



## Resilient Start-ups

According to the 2022 study, more than half of surveyed start-ups declared that COVID-19 pandemic had overall positive impact on their business. More than 90% of the surveyed medical start-ups were on the market for more than a year.



## In 2021, Poland was visited by

over 51 mln non-residents, of whom 442,900 visited it for health-related purposes (compared to 378,000 in 2020).

According to Polish Tourism Organisation's 2021 study of foreign tourists, out of 6954 respondents, 25% of them associated Poland with stay in a health resort or a spa.

Sources:

Top Disruptors in Healthcare 2022, Polish Hospital Federation;

Adrian Lubowiecki-Vikuk & Diana Dryglas (2019) Medical tourism services and medical tourism destinations in Central and Eastern Europe - the opinion of Britons and Germans, Economic Research-Ekonomska Istraživanja, 32:1, 1256-1274

# WHAT MAKES US DIFFERENT

## Just one click away

Polish Telemedicine subsector has been rapidly expanding in recent times. For example, in 2020 a Warsaw-based healthtech start-up HomeDoctor, specialising in telemedicine and geolocation, raised € 3.7mln euros in a Series A funding.

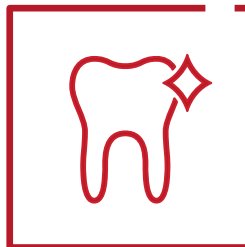


## A seal of approval

Poland took 29th place in the Global Ranking of 2020-2021 Medical Tourism Index, prepared by the Medical Tourism Association.

## Dental Health

Poland remains a popular destination for patients interested in dental procedures due to high care standards, sophisticated medical facilities and significantly lower costs of such procedures at Polish private clinics, as exemplified by the GCR accredited Dentim Clinic.



## Surgeries

If you are in need of a surgery, be it cosmetic or not, Poland should be at the forefront of your mind due to its talented surgeons and world-class standards at an affordable price. For example, an angioplasty procedure that would cost \$32,000 in the US, costs only \$6,000. in Poland.

# DID YOU KNOW THAT



## 45 spa towns

Poland has a long-standing tradition of spa towns, with the oldest one in Cieplice Śląskie-Zdrój dating back to 13th Century.



## Booksy

Is a leading platform for scheduling appointments with your local beauty, wellness and health professionals. It's been often described as a Polish 'unicorn'.



## A perfect microclimate

The Health Resort in "Wieliczka" Salt Mine specialises in prevention and treatment of respiratory system diseases, using the unique characteristics of the underground microclimate to boost your mood and improve your health.

Sources:

Poland Health Resorts and Spas. Polish Tourism Organisation, 2017  
Emerging Europe, The future of IT landscape report  
Wieliczka Salt Mine.

# SUPPORT INSTITUTIONS

## POT

The chief government agency supporting legal entities involved in tourism



## NCBR

A Government institution overseeing the development of innovativeness



## Proturmed

An organisation dedicated to promotion and aid of medical tourism in Poland



## IBIRTM

An institute disseminating knowledge and facilitating cooperation in the field of medical tourism





# 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**

# Contact us

## The Polish Investment & Trade Agency

Krucza St. 50  
00-025 Warsaw

NIP: 526-030-01-67  
KRS: 0000109815

Contact FORM:



Service PAIH24: +48 22 334 99 55  
Contact PAIH24: [paih24@paih.gov.pl](mailto:paih24@paih.gov.pl)

Social media:



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Strategy and Business Promotion Department,  
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