



Polish Investment
& Trade Agency
PFR Group

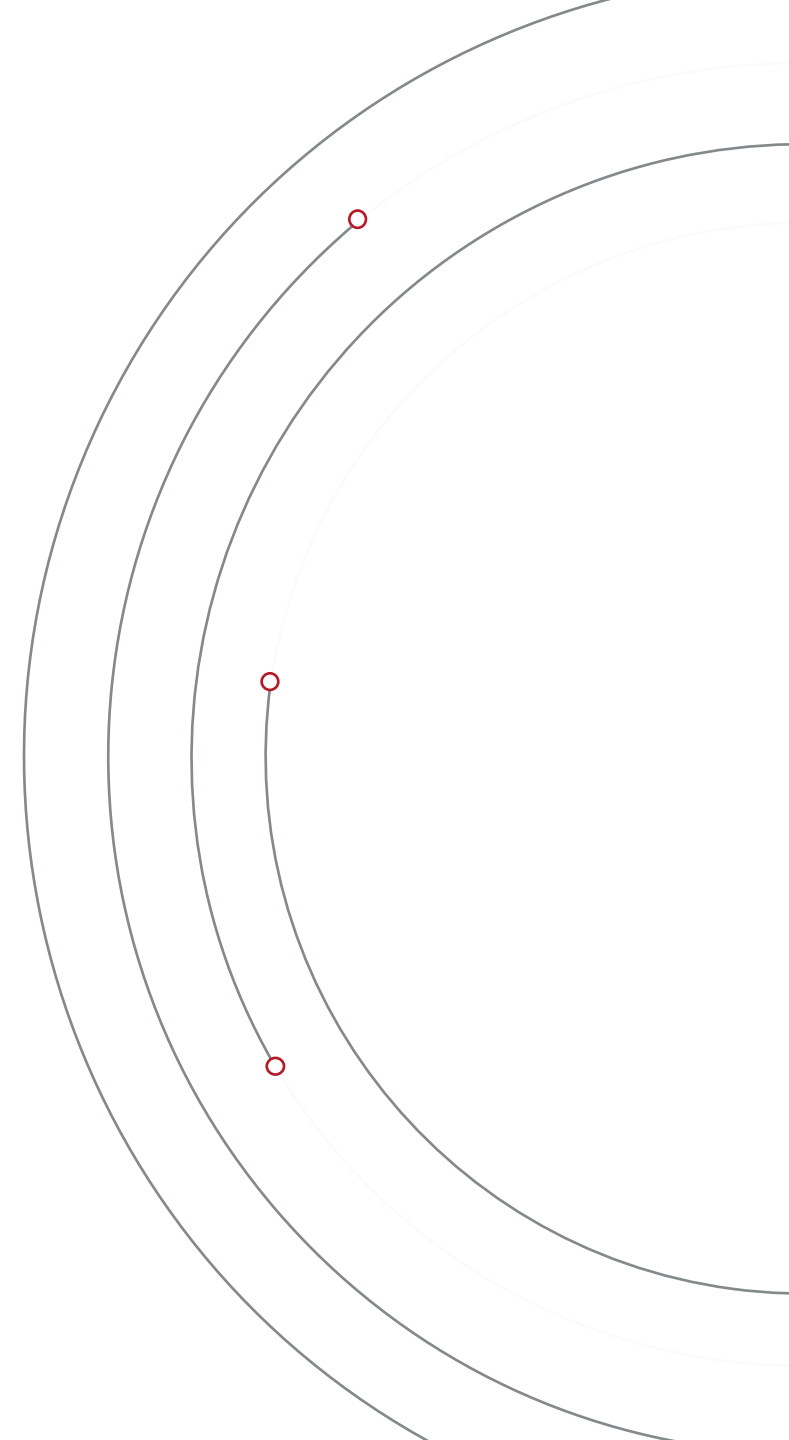
Polish Investment and Trade Agency

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Budapest Bureau Chief

Polish Investment and Trade Agency

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Polish Investment and Trade Agency



An institution operating in the business environment within the Polish Development Fund.

A modern, global organization whose activities work to build the recognition of Poland in the world as an attractive and reliable business partner.

A leader in export and investment consultancy, operating in dozens of markets around the world. We offer comprehensive services for entrepreneurs, combining industry competencies and international experience.



Mission:

The development and promotion of the Polish economy.

Aims:

Supporting the international expansion of Polish companies.

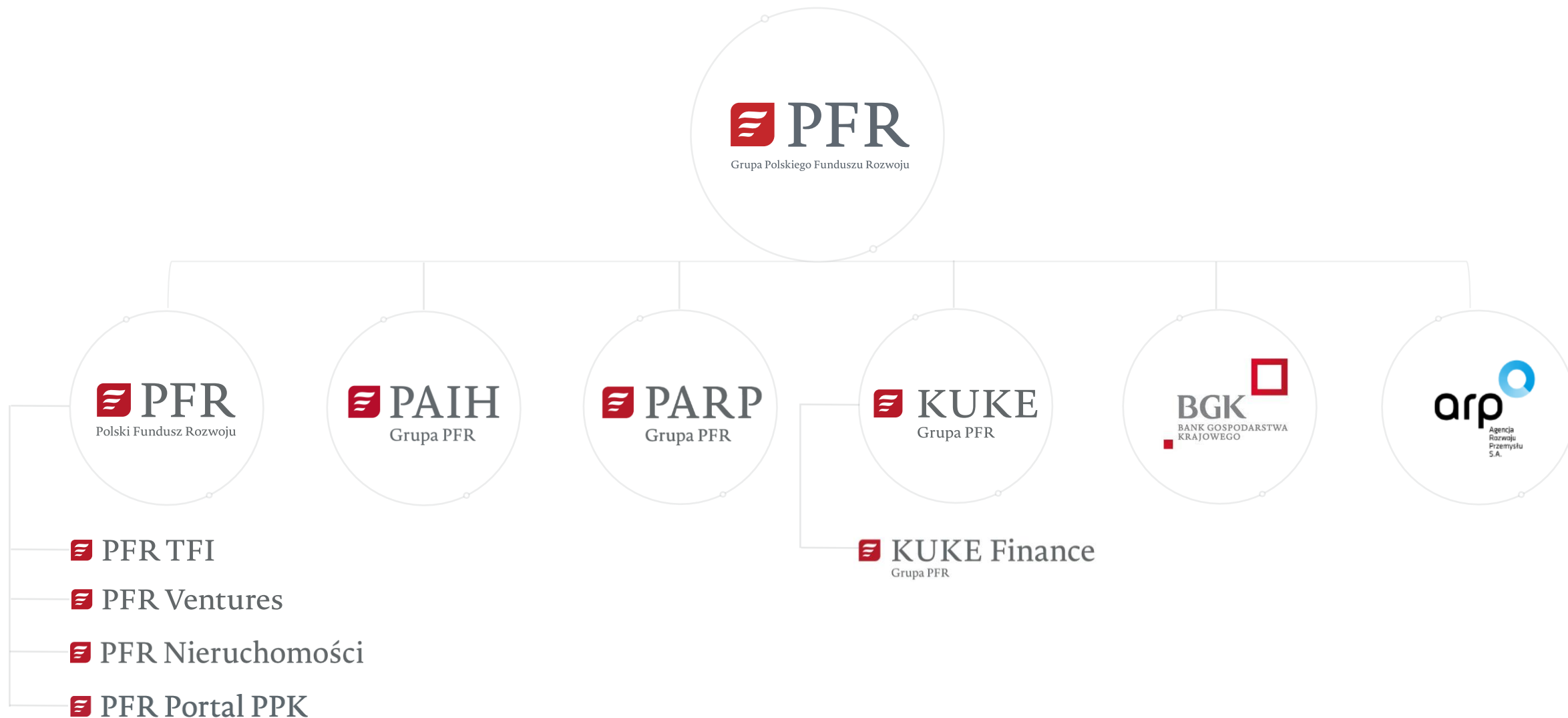
Attracting and serving the needs of foreign investors.

Support for Polish investments in Poland and abroad.

Promotion and development of innovation in Poland.

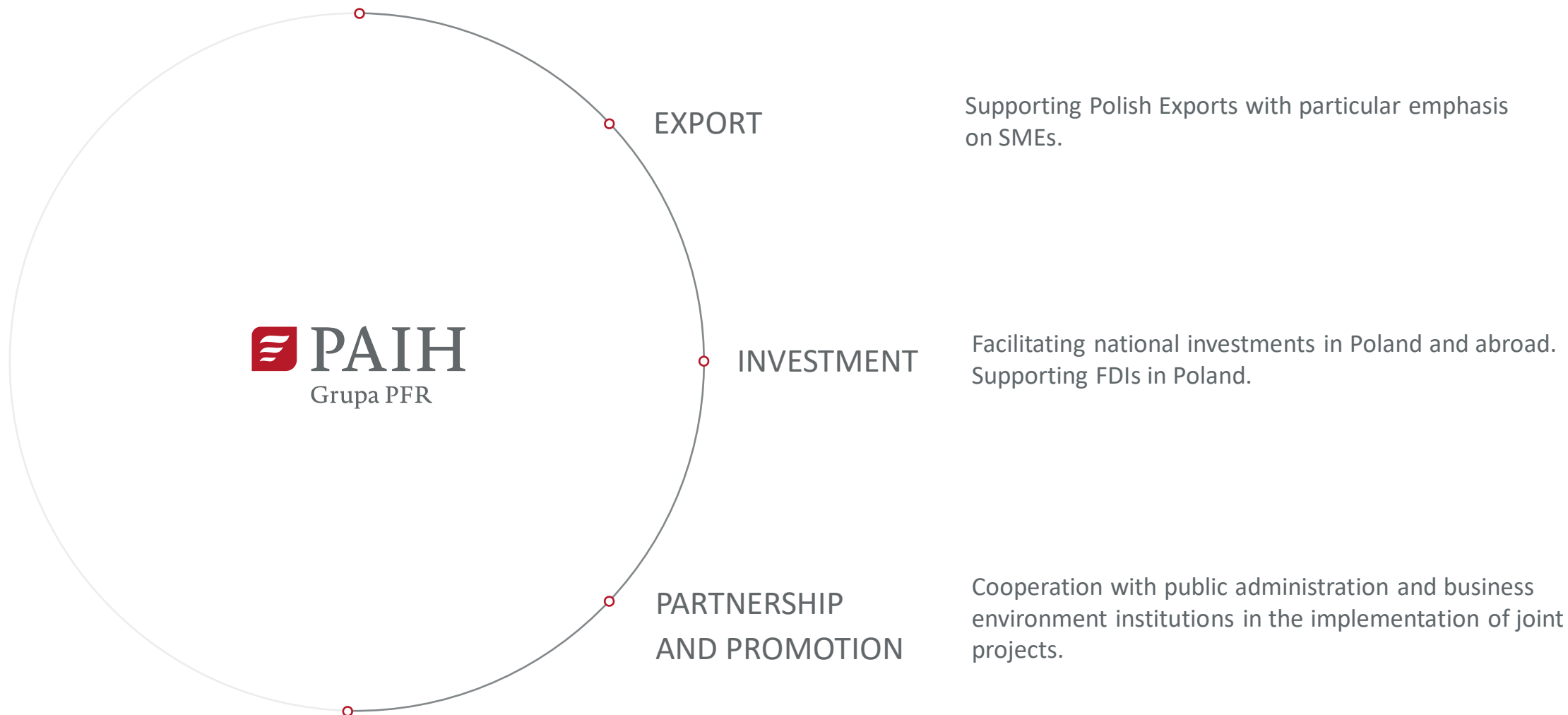
Strengthening the recognition of Polish brands on international markets.

Synergy Effect. Complementary Offer of the PFR Group.



What the Polish Investment and Trade Agency (PAIH) Can Offer?

Three key areas





PAIH's Offer for Exporters



Analysis of export potential



Preparing information packages



Organizing B2B meetings



Organizing business missions



Preparing lists of possible business partners



Verifying business partners



Developing strategies for expansion in selected markets



Support in contacts with government agencies



PAIH24

SUPPORT TOOLS



Webinars
Podcasts
Training



Map of Foreign Markets



Economic Events Calendar



PAIH's Offer for Investors



Location Consulting, online database of investment plots



Organization of site visits for prospective investors



Information about different forms of public funding



Tailor-made macroeconomic, HR, legal and sectoral datapacks



Identification of business partners and suppliers



Introduction to start-ups and technology providers/ B2B meetings



Support in building partnerships with R&D institutions and innovation centers



Facilitating contacts with local and central government



Follow-up services post completion of the project; media relations aftercare

SUPPORT TOOLS



Investment site database



Webinars Training



Where Can You Find Us?

Network of Foreign Trade Offices (ZBH)

Our competencies:



Knowledge of local specifics, culture and business conditions.



Knowledge of local languages.



Identification of key industries in individual markets.



Polish-Hungarian bilateral investment cooperation?

Introduction

Polish-Hungarian bilateral investment cooperation

Cumulative value of Polish direct investments in Hungary at the end of 2020 amounted to EUR 1.1 billion, which means that Hungary is the 7th largest recipient of our investments:

- Maspex Wadowice Group, owner of the Olympos, Plussz and Ápenta;
- TZMO S.A. brands (Bella Hungaria Kft.);
- ABC Data Group (IT);
- Tatum, LPP / Reserved, CCC;
- Medort Group from Łódź purchased the well-known Hungarian company Rehab (rehabilitation equipment);
- FMCG - Mlekovita and Mokate;
- Alumetal SA, which has had a production plant in Komárom since 2016 (investment value - approx. PLN 125 million);
- Rafako SA concluded a framework cooperation agreement with the Hungarian entity MVM Ovit Zrt, (energy sector);
- Fabryka Farb i Lakierów Śnieżka purchased 80% of shares in Poli-Farbe Vegyipari for PLN 108 million;
- Luma Automation has acquired the Hungarian company Iron-Tech in Szigetvár;
- Citronex investment in a banana ripening room and a logistics center.

Introduction

Polish-Hungarian bilateral investment cooperation

Cumulative Hungarian investments in Poland amounted in 2020 to EUR 1.1 billion, Hungary ranks 21st in terms of the value of foreign direct investments in Poland:

- Richter Gedeon (owner of Polfa Grodzisk),
- Slovnaft (MOL)
- DunaPack
- Central Group investment group acquired in 2018 Wydawnictwa Szkolne i Pedagogiczne S.A. (WSiP);
- Wing purchased 56% of shares in the Polish company Echo Investment - 2019;
- Cordia has purchased a controlling stake of the Polish developer Polnord - 2019.



Contact us

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PAIH Business Brief

