

Until recently perceived as the city of factories (known as “Textile Industry Kingdom” and “Polish Manchester”), Łódź is currently the third largest city in Poland, a modern urban centre, open to changes and undergoing constant transformations.

A unique advantage of Łódź is its central location. Thanks to its location both in the heart of Poland and in the centre of Europe, at the intersection of the trans-European transport corridors running north-south (Scandinavia – Adriatic) and East-West (Moscow – Berlin), Łódź

Łódź has over 150 years of industrial tradition and an unusual history of a CEE textile industry hub. The pace and the scope of the Łódź’s progress in the 19th century can only be compared with the fastest growing cities in the world in that time, such as Manchester, Chicago, Los Angeles or Yokohama.

Today, the city benefits from its most valuable attributes: strong industrial traditions, excellent location and renowned universities and attracts international investors from such sectors as: BPO/SSC, IT/ICT, logistics, modern manufacturing (in particular home appliances), biotechnology & pharma and innovative textile industry.

Łódź is regularly recognised in many international economic rankings for the fastest-growing and most business-friendly cities. For example, the city is ranked by Emerging Europe in the Business-Friendly Cities Perception 2020 Ranking as the leader in the Business Climate category and as the 2nd best CEE city in the Local Authority Support category. The city is also noted among the best CEE cities in the Brand and Infrastructure and Connectivity categories.

### Key sectors with the highest development potential in the region:

- modern textile and fashion industry (including design),
- advanced construction materials,
- medicine, pharmacy, cosmetics,
- energy, including renewable energy sources,

- innovative agriculture and food processing,
- IT and telecommunications,
- manufacturing of construction materials, including ceramics, construction chemicals and woodwork,
- manufacturing of household goods,
- SSC, BPO/ITO, R&D,
- logistics,
- furniture industry,
- electromechanical and mechanical industries,
- creative industries (including film industry),
- environmental services.

The potential of the city have been noticed by numerous foreign companies that have decided to set up their businesses in Łódź. There are several important leading household goods producers such as Whirlpool or B/S/H, as well as representatives of other branches, e.g. Gillette.

Łódź has also become one of the biggest outsourcing centres in Poland and the best evidence of that is the fact that it has been chosen as a location for their offices by such companies as, among others: Infosys BPO Poland, Philips, Fujitsu Technology Solutions, Sii, Hewlett-Packard, or Nordea Operations Centre.

With 690 thousand inhabitants of the city and 1,2 million people living in the agglomeration area, Łódź (3rd largest Polish city) is one of the largest labour markets in Poland.

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With such higher education institutions as the University of Łódź, the Łódź University of Technology, the Medical University, the Academy of Fine Arts and the Łódź Film School, Łódź is also a major academic centre. The city offers a total of 19 higher education institutions and about 30 R&D institutions. There are almost 76 thousand people studying at the Łódź-based universities, including 5 thousand foreign students, with 20 thousand graduating each year.

### **Lodz, a gateway to the Polish market**

"Łódź may benefit considerably from the opportunities offered by the Belt and Road Initiative (known also as the New Silk Road). Łódź's participation in the project consisting in strengthening infrastructural links between Poland and China brings to the city a range of advantages emphasizing its significance and economic potential.

Łódź is one of the significant points on the map of the growing rail network. The first cargo link between Chengdu and Łódź, via Kazakhstan, Russia and Belarus, was launched in 2013. In 2015, the line was extended to reach Xianmen, China's important port city and a trading hub as well as a gate to the markets in South-East Asia.

From the business point of view, the new railway route results in significantly lower costs compared to air cargo (around 30 percent) and a definitely shorter transport time compared to sea transport (from 11 to 14 days by train, compared to ca. 40 by sea).