

Wielkopolska Region



About Wielkopolska

Wielkopolska is situated in central-western Poland. Regional economy is one of the most developed in the country: GDP is the third largest, unemployment rate is the lowest. Thanks to convenient location and availability of qualified staff, Wielkopolska attracts a lot of foreign investments.

The most prospective industry branches are food processing industry, wood and furniture, automotive, machine building, transport and logistics, medical technologies and ICT. Wielkopolska is also known for its highly developed agriculture and service sector.

Policy addressed:

Wielkopolska's ERDF Regional Operational Programme 2014-2020, Priority axis 1: Innovative and competitive economy; Objective 1.4: Internationalization of regional economy.

Local Action Plan

The level of internationalisation of Wielkopolska enterprises still remains at a relatively low level. About 10% of Wielkopolska companies' export reached non-European markets. A challenge faced by the Self-Government of the Region and business environment institutions (BEIs) from Wielkopolska is to use the potential of SMEs already conducting successful export activity on non-European markets.

General priorities of the Action Plan for Wielkopolska are following:

- increasing in the level of internationalisation of SMEs from Wielkopolska and regional economy,
- diversification of directions of companies' export,
- mobilisation of SMEs from Wielkopolska.

Among actions described in the document are:

- **survey among BEIs** on issues of experience and plans of Wielkopolska entrepreneurs on the export policy and the needs of companies related to foreign expansion and expected support instruments,
- **working meetings within Marshal Office** on results of the survey and proposals for changes of regional policy in the area of internationalisation of SMEs,
- **information meeting for BEIs and entrepreneurs** aiming to present results of the survey and the working meetings.

More than 30 BEIs, including chambers of commerce, regional agencies and funds, science and technological park, union of employers and association of local self-governments will take part in the survey that will allow to develop changes in regional policy.

For more information, follow the project at:
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