



Polish Investment  
& Trade Agency  
PFR Group

# Poland. Business Forward

THE HEALTH-RELATED SERVICES & MEDICAL TOURISM SECTOR

Poland. Medical services

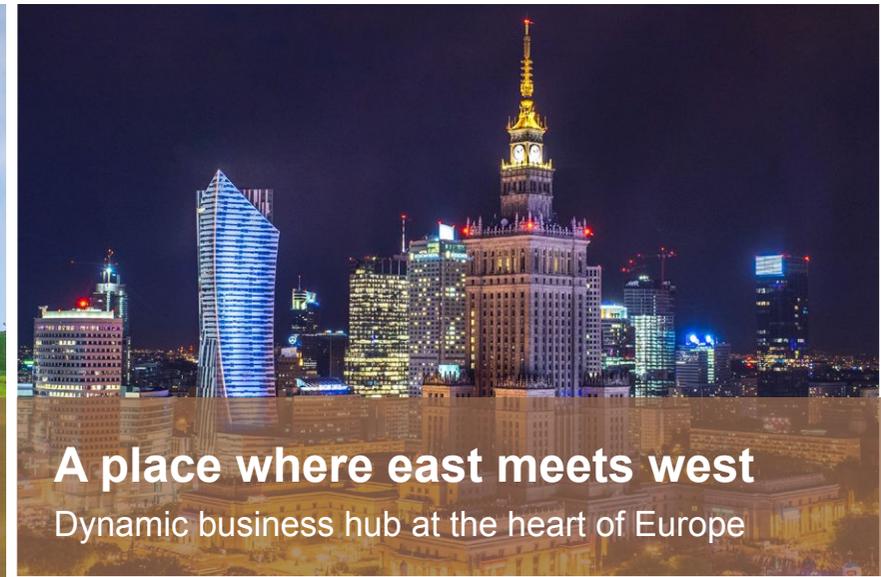


**Poland is an internationally acclaimed destination for:**



**Pristine nature**

Top 10 country to visit according to Lonely Planet



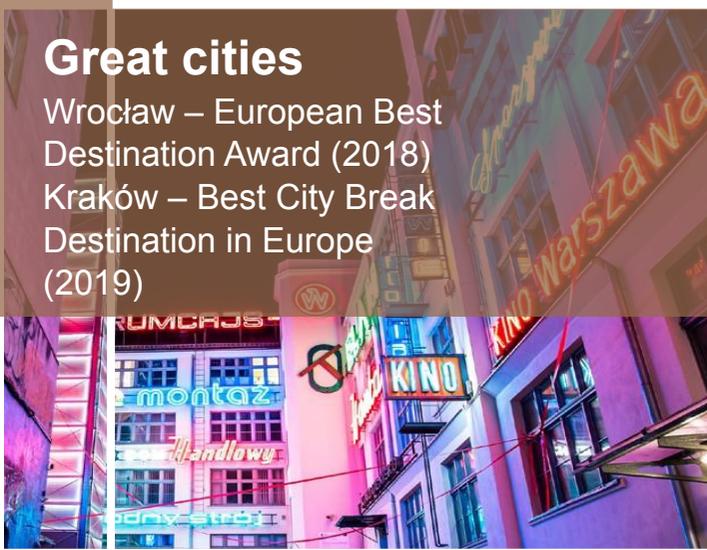
**A place where east meets west**

Dynamic business hub at the heart of Europe



**Vibrant food scene**

Warsaw among top 10 vegan-friendly cities in the world



**Great cities**

Wrocław – European Best Destination Award (2018)  
Kraków – Best City Break Destination in Europe (2019)



**Attractive place for expats**

Young, increasingly international society, with very high level of English proficiency



**Rich history**

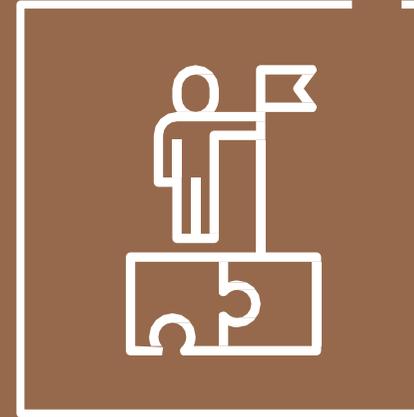
Vast legacy of bravery and resilience



WHY  
POLAND



WHAT THE POLISH  
HEALTH-RELATED  
SERVICES &  
MEDICAL TOURISM  
SECTOR STANDS  
FOR?



WHAT MAKES  
US  
DIFFERENT?



DID YOU  
KNOW?



INSTITUTIONAL  
ENVIRONMENT



HOW WE CAN  
HELP YOU

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market access

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)

## Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

## 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



# WHAT THE POLISH MEDICAL SERVICES SECTOR STANDS FOR?



## 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

In a 2021 study of Polish medical startups as many as 55% of subjects indicated telemedicine as one of the areas of their activities.



## 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.



## Third in Europe in Health-related tourism

According to a landmark study for the EU Parliament, Poland ranked in the EU with a 13,4% share of the EU's total health-tourism revenues.



## In 2020, Poland was visited by

51 075 thousand non-residents of whom 378 thousand visited it for health-related purposes.

According to Polish Tourism Organisation's 2020 study of foreign tourists, 27% of respondents associated Poland with stay in a health resort or a spa.

Sources: Top Disruptors in Healthcare 2021, 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;

Mainil, T, Eijgelaar, E, Klijs, J, Nawijn, J, Peeters, P, 2017, Research for TRAN Committee – Health tourism in the EU: a general investigation, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels;

# WHAT MAKES US DIFFERENT?

## Just one click away

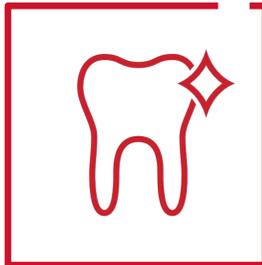
Polish Telemedicine subsector has been rapidly expanding in recent times.

For example, in 2020 a Warsaw-based healthtech start-up HomeDoctor, specialising in telemedicine and geolocation, raised 3.7 million euros in a Series A funding.



## 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.



## A seal of approval

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



## 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 thous. \$ in the US, costs only 5 thous. \$ in Poland.



# DID YOU KNOW?



## 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.

# INSTITUTIONAL ENVIRONMENT



**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 the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



**Information packages**  
(macroeconomic, HR, legal, sectoral data)



**Analysis of export potential**



**Preparing information packages**



**Verifying business partners**



**Organising business missions**



**Preparing lists of possible business partners**



**Organising B2B meetings**



**Supporting in contacts with government agencies**

# Contact us

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Poland.Medical services