



Polish Investment  
& Trade Agency  
PFR Group

# Poland.Business Forward

THE FASHION SECTOR  
CLOTHING, FOOTWEAR, HABERDASHERY, JEWELERY

## Poland.Fashion





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



### **Pristine nature**

Top 10 country to visit according to Lonely Planet



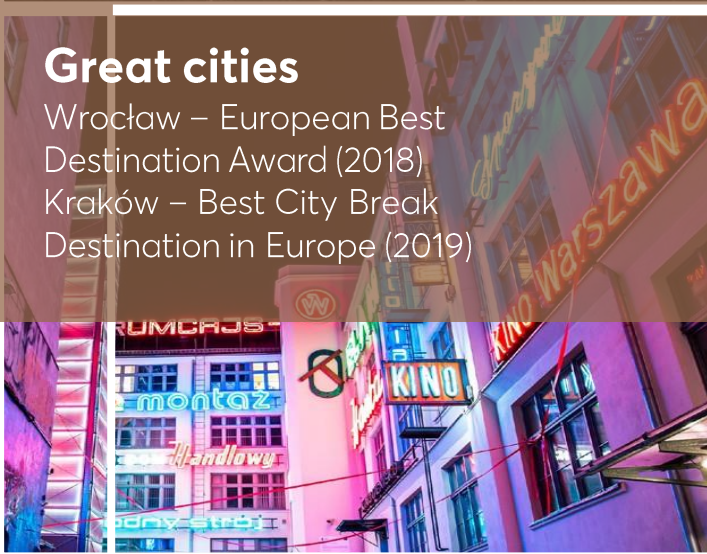
### **A place where east meets west**

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**

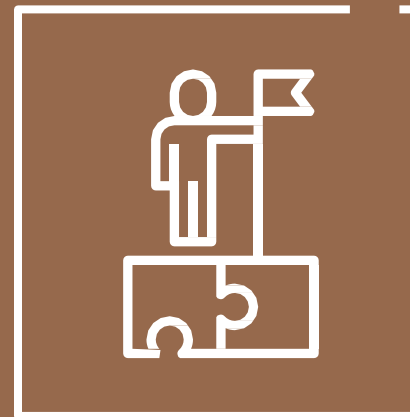
Vast legacy of bravery and resilience



**WHY  
POLAND**



**WHAT THE  
POLISH FASHION  
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 FASHION SECTOR STANDS FOR?



Revenue of the Polish clothing market in 2019: 13.1 b. €  
In 2023 it is estimated that it will be valued at 18.3 b. €



1st place in Europe in terms of the amount of amber jewellery produced  
70% share in the global amber production market



Polish clothing production – 8th place in the EU by industry's revenue



The value of Polish Fashion exports: 6.1 b. € (3.8% of Polish Exports)  
Main export destinations: Germany, Czechia, Romania, Hungary, Slovakia, Ukraine, Italy



Over the 2015-2019 period the exports of the clothing industry from Poland increased by 58.4%

# WHAT MAKES US DIFFERENT?



Qualified and creative people (designers, seamstresses, tailors, cutters)  
High quality of workmanship

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Compliance with the EU legislation ensures the quality and safety of materials

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Innovation and advanced production technology  
Digitalisation of production processes

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Flexibility in cooperation and manufacturing, and comprehensive service – both at the sales stage and in the form of after-sales services

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Diversity - The Polish Fashion industry provides its international business partners with an access to a wide range of clothing, textiles, leather, footwear, jewellery and other materials

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Environmental awareness and the adoption of sustainable production methods.  
Many brands use organic, vegan and natural materials of vegetable origin in the production of clothing and shoes

# DID YOU KNOW?



**5 – 6 tons** - this is the estimated annual yield of amber harvested on beaches. The city of Gdańsk, situated on the Baltic Sea, is the world centre for amber trade



In 2019, nearly **52%** of fashion industry products exported by Poland were purchased by Germany



A Polish retailer **LPP**, which includes the **Reserved, Mohito, Cropp and House** brands, has also become a global corporation



**Large is beautiful.** More and more Polish clothing manufacturers create collections in the plus size version, proving that anyone can look good in their clothes



Many Polish brands use organic, vegan and natural materials of vegetable origin in the production of their clothing and shoes. **BOHEMA** is a global pioneer in creating vegan footwear, e.g. from grape or cactus. **Fairma Ethical Design** produces shoes from pinatex (material made from pineapple), natural cork, high-quality microfiber and other alternative materials

# INSTITUTIONAL ENVIRONMENT

## Federation of Apparel & Textiles Industry Employers

PIOT is active on the international and domestic market. It creates a positive image of the Polish sector T&C and seeks out opportunities for it to increase competitiveness in the domestic and foreign markets. It also represents the interests of entrepreneurs in the clothing and textile sector towards state authorities, local governments, domestic and foreign organizations and takes an active part in international projects. PIOT is a member of EURATEX.



## Polish Chamber of Shoe and Leather Industry

The mission of the Polish Chamber of Shoe and Leather Industry is to create an economically and organisationally strong leather industry in Poland and to support and promote its activities on the global stage.



## International Amber Association

The International Amber Association, founded in 1996 in Gdańsk aims to promote Baltic Amber by supporting initiatives in fashion, art and science. Recently, Association has been promoting the use of amber in creative and scientific projects by young people.





# 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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