
Lower Silesia
The power of innovation,
the potential of talent
INVEST PARK
devire.

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Introduction

Lower Silesia has remained one of the most dynamic and industrialised regions in Poland for years. The region serves as an intersection of European logistics routes, is home to a thriving modern manufacturing sector and attracts investors from around the world, who establish their industrial and technological centres here. The region consistently builds on its position as one of the country's economic powerhouses. Tradition and innovation come together right here.

This report aims to showcase the strength of Lower Silesia; a region that not only attracts investment but also actively shapes the future. The report focuses on three sectors that are key to the modern economy: semiconductors, electromobility and machine production. Each of these sectors has solid foundations in Lower Silesia, a growing pool of specialists, and the scientific and infrastructural resources necessary for further, stable development.

The **'INVEST-PARK'** Wałbrzych Special Economic Zone (WSSE 'INVEST-PARK') is very important in building the region's position. It is one of the largest and most dynamic investment zones in Poland, which aims to support and shape Polish business by creating a favourable environment and favourable investment conditions for both local and global investors. For over 25 years, WSSE 'INVEST-PARK' has been successfully supporting investors in 174 municipalities located across three provinces: Dolnośląskie Province, Opolskie Province and Wielkopolskie Province. To date, nearly 450 investors have taken advantage of the zone's offers, investing a total of over PLN 48 billion and saving over PLN 7 billion through tax relief. In addition to state aid – namely income tax relief for a specified period – WSSE 'INVEST-PARK' offers investment land of various size, tailored to the individual needs of businesses, as well as modern industrial and storage halls for rent or sale. Global brands such as Toyota, Mercedes-Benz, 3M, Electrolux and Colgate-Palmolive operate in the Wałbrzych Special Economic Zone in Lower Silesia, employing thousands of people and supporting the region's socio-economic development.



The partnership between WSSE 'INVEST-PARK' and Devire – an expert in the labour market – allows us to focus particularly on the human factor, which is decisive for the success of any investment. It is people, their competencies and skills that determine whether a given region attracts new projects, develops research centres or supports advanced manufacturing.

The goal of this report is not only to present data on the labour market and investments but also to conduct an analysis of the trends that are to shape the region's future in the coming years. In the report, we examine Lower Silesia in the context of:

- **Global and European trends in key sectors,**
- **The local labour market and the availability of competencies,**
- **Views of senior management at companies operating in the region,**
- **Expert opinions and recommendations for investors, local governments and universities.**

Lower Silesia not only looks into the future – it actively shapes it.

Lower Silesia compared to the rest of Poland Investments, innovations and the region's specialisations

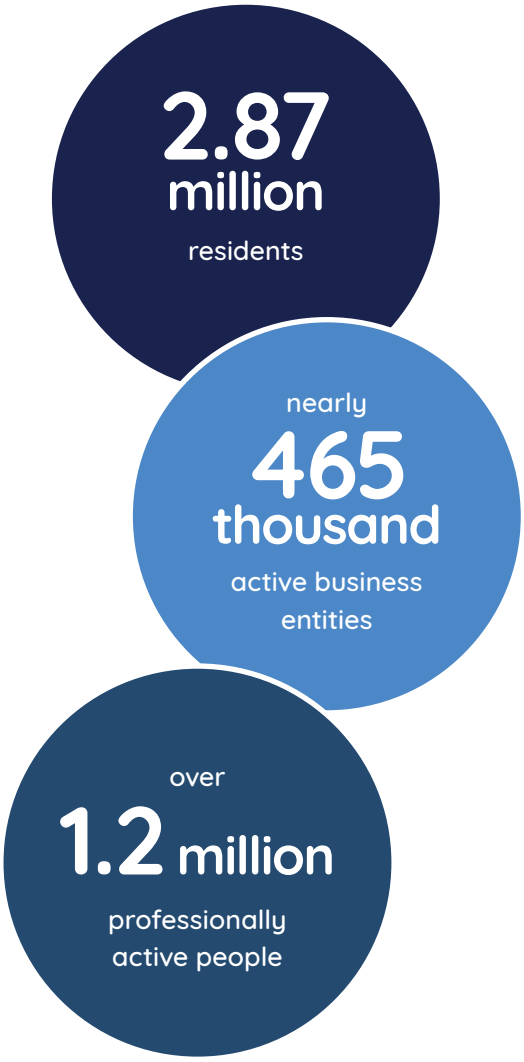
Lower Silesia is one of the most heavily industrialised and urbanised regions in Poland, with advantages arising from its location on the border with Germany and the Czech Republic and its dense network of cities serving as centres of production and technology (including Wrocław, Legnica, Wałbrzych, Jelenia Góra and Lubin-Polkowice).

According to the latest data from the Statistical Office in Wrocław (from the second half of 2025), the region has a population of 2,868,200, and the number of economically active national economy entities[1] stands at 464,900, making Lower Silesia one of the country's most entrepreneurial regions. The unemployment rate stands at 5.2%, and average employment in the corporate sector amounts to 490,200 people. The average gross monthly remuneration in this sector is PLN 9,058.79, which is one of the highest figures in Poland. These figures demonstrate the scale of Lower Silesia's economic activity and its significance as a region with high investment growth.[2]

From a macroeconomic perspective, Lower Silesia continues to outperform the national average in terms of wealth. The region also continues to strengthen its funding from the Cohesion Policy: from the start of the current EU financial framework (2021–2027) to mid-2025, the Dolnośląskie Province ranked second in Poland in terms of the value of approved projects, with a total of EUR 1.5 billion in EU funds.[3]

Lower Silesia's strength lies in its diverse economic structure. Alongside its mining and metallurgical base, the region is establishing a foothold in the industries of the future: from electromobility, through automation and robotics, to electronics and engineering services. In recent years, sectors related to green technologies, renewable energy sources and advanced materials processing have also been developing increasingly strongly here, making Lower Silesia one of the most economically diversified regions in Poland.

The region in numbers



[1] Active entities in the national economy are all units actually carrying out economic activity – including both private and public companies, as well as self-employed individuals, foundations and cooperatives – registered in the REGON system and showing activity in a given year

[2] https://wroclaw.stat.gov.pl/wojewodztwo/

[3] https://www.money.pl/gospodarka/te-regiony-korzystaja-najbardziej-nierownosci-w-podziale-unijnych-pieniedzy-7182833441708640a.html

Another strength of Lower Silesia is its robust academic and research base. Wrocław University of Science and Technology has approximately 20–21,000 students (including ~1,300–1,400 from abroad) and offers over 70 engineering degree programmes, including programmes taught in English. There are around 100,000 students in Wrocław each year, providing a source of skilled employees for the region's industry and R&D sectors. This potential is complemented by the region's largest higher education institutions, including the University of Wrocław, the Wrocław University of Environmental and Life Sciences and the Wroclaw University of Economics and Business, which train specialists in technical and natural sciences as well as in business, finance and management. A strong educational base is also developing outside Wrocław – in Wałbrzych, Legnica and Jelenia Góra. In Wałbrzych, there is for example the Angelus Silesius State University, which trains engineers, IT specialists and experts in automation, logistics and production management. There are also branches of Wrocław's higher education institutions here, including the Wrocław University of Science and Technology and the Medical University, which strengthen the local pool of skilled employees. These institutions collaborate with local companies and WSSE 'INVEST-PARK', tailoring their study programmes to the needs of industry and new investors.

As a result, Lower Silesia forms a cohesive educational and industrial network in which universities, research institutes and companies work together to develop innovation, new technologies and the skills of the future particularly in the fields of electromobility, semiconductors and industrial automation.

In summary, the scale of Lower Silesia – 2.87 million inhabitants, nearly 465,000 active entities, over 1.2 mln economically active people, as well as an above-average GDP per capita and a network of modern investments – is clearly visible throughout the province: from the Wrocław metropolitan area, through Legnica, to Wałbrzych and the Copper Basin. This is a diversified industrial and technological ecosystem that tangibly strengthens Lower Silesia's position, both within Poland and, to an increasingly greater extent, in Europe.

One of Lower Silesia's strengths is its strong academic and research base, including the Wrocław University of Science and Technology, the University of Economics and Business, the University of Wrocław, the University of Environmental and Life Sciences, and the Angelus Silesius State University in Wałbrzych.



Industry 4.0 and the megatrends shaping the modern economy

Modern industry faces a range of challenges today. Climate change, rising energy costs, pressure to reduce emissions, dwindling raw material resources and growing international competition mean that traditional production models are no longer sufficient. Companies must meet the goals of the green transition, ensure stable and resilient supply chains, and respond to increasingly complex market needs. In this environment, the importance of **Industry 4.0** – a modern, smart approach to manufacturing, based on automation, digitalisation, artificial intelligence and advanced data analysis – continues to grow. These technologies make it possible to increase productivity, reduce energy and resource consumption, and adapt more quickly to economic changes. Industry 4.0 has become the cornerstone of the European economy's competitiveness and a prerequisite for the success of the green transition and digital transformation.

Three megatrends stand out in this context, shaping the industry of the future: **semiconductors**, **electromobility** and **modern machine production**. Each of these influences the others, and together they form a coherent ecosystem that determines the economic strength of countries and regions.



Industry 4.0 has become the cornerstone of the European economy's competitiveness and a prerequisite for the success of the green and digital transition.

Semiconductors

Semiconductors have become one of the most important strategic resources in the modern economy. No modern technology exists without integrated circuits; neither artificial intelligence, nor the automotive industry, nor electronics, nor telecommunications infrastructure. According to a forecast by the US advisory firm Gartner, the global semiconductor market is set to reach nearly USD 815 billion in 2026.[4]

The Asia-Pacific region is the largest production centre, with the United States holding the next largest share, while Europe's share of global production currently stands at around 10 per cent.

Europe has taken specific measures to change this. As part of the European Chips Act (ECA), there are plans to double the EU's share of global chip production to 20 per cent by 2030.[5] The document provides for investment funding and support for projects from the R&D phase, through design, right through to production and testing. Numerous investments in new factories, including those planned or implemented by large companies, are expected to transform the European technology sector and strengthen the security of supply chains.

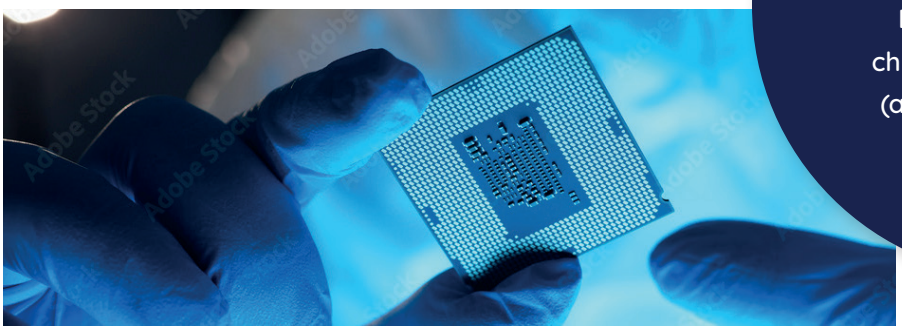
[4] https://www.gartner.com/en/documents/6355479

[5] https://digital-strategy.ec.europa.eu/en/policies/european-chips-act

The Polish semiconductor sector remains relatively small, but it is growing rapidly. According to a report by the Polish Investment and Trade Agency (PAIH), it employs around 9,000 people and generates annual revenue of 3.2 billion euros,[6] mainly in the areas of circuit design, R&D, testing and the manufacture of components for the automotive and electronics industries.

20%

expected increase in the EU's share of global chip production by 2030 (according to the ECA).



Electromobility

Another megatrend, responding to climate and energy challenges, is electromobility. Its expansion is underpinned by advanced automation, modern battery production technologies and smart energy management systems. Globally, electric vehicles and the infrastructure supporting them are one of the fastest-growing industrial sectors.

New factories are opening across Europe (including Germany, France, Spain, Sweden, Poland and Hungary), and the electromobility sector and electric vehicle (EV) batteries are becoming a key element of European industrial policy. Leading companies in this area include Tesla, LG Energy Solution, Samsung, and CATL.[7] The focus is not only on the production of components and cells, but also on battery recycling and integration with renewable energy.

Poland plays an important role in this process. The automotive industry accounts for around 8 per cent of Poland's GDP, and exports of vehicle parts make up over 13 per cent of Poland's total exports, with components for electric and hybrid vehicles accounting for an increasingly large share.[8] A key factor in Poland's development in this area is the LG Energy Solution Wrocław factory. Located in Biskupice Podgórne, covering an area of over 100 ha, it is Europe's largest electric car battery factory. It currently manufactures around 700,000 batteries a year, and its production capacity reaches 86 GWh annually.[9]

Modern machine production

The third megatrend is modern machine production. It is thanks to robots, advanced CNC (computer-numerically controlled) machine tools, automated production lines and smart manufacturing technologies that it is possible to scale up production in sectors such as electronics, electromobility, renewable energy and medical technologies.

According to Reports Insights Consulting Pvt Ltd, the market value was estimated at USD 750 billion in 2025. It is forecast to reach USD 1,280 billion by 2033.[10] Such dynamic growth reflects strong demand across various end-use sectors, driven by infrastructure development and the growing adoption of advanced manufacturing technologies.

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6 https://semiconductors.investinpomerania.pl/semiconductor-industry-in-poland-report
7 https://www.reuters.com/business/autos-transportation/companies-invest-ev-battery-factories-europe-2023-05-18
8 https://www.paih.gov.pl/wp-content/uploads/2024/02/The-Automotive-Electromobility-Sector-2023.pdf
9 https://lgensol.pl
10 https://www.thebusinessresearchcompany.com/report/machinery-global-market-report

Europe maintains its strong position: manufacturers of machinery and machine tools account for a significant share of global production, making the Old Continent one of the key players in the global machinery industry. Poland has been developing as a manufacturing base for German and Scandinavian companies, to name but a few; in the general-purpose machinery sector as well as in industrial equipment and household appliances.

The role of Lower Silesia in industrial transformation

The growing importance of the three Industry 4.0 megatrends is also evident in Lower Silesia. In recent years, the region has emerged as one of the key centres of industrial transformation in Poland, and its role in the European economy continues to grow.

Electromobility remains the strongest pillar of Lower Silesia's development. LG Energy Solution Wrocław operates in Biskupice Podgórnel Europe's largest electric vehicle battery factory and one of the most important elements of the EU's e-mobility value chain. A dynamic cluster of companies supplying materials, components and technologies for battery production has developed around the facility, supported by the infrastructure of EURO-PARK Kobierzyce and the Special Economic Zone.

Lower Silesia is also quickly strengthening its position in the area of semiconductors and advanced technologies. Although Intel's proposed investment in Miękinia did not ultimately materialise, the very fact that the region was selected as a potential location confirmed its strengths: well-developed infrastructure, a strong workforce, and access to high-calibre engineering and research expertise, particularly that associated with Wrocław University of Science and Technology. Wrocław and the surrounding towns have been gaining in importance in the electronics, industrial automation and export-oriented high-tech sectors, a trend highlighted for years by analyses conducted by Big Science Hub.

A third area in which Lower Silesia aligns with the megatrends of the future is modern machine production. The region has strong industrial traditions, which today are evolving towards the production of advanced machinery, electrical equipment and automotive components. Its proximity to Germany and the Czech Republic – two of Europe's largest industrial markets – fosters natural links within supply chains, and its well-developed transport infrastructure and robust engineering base further strengthen the region's competitive advantages.

This makes Lower Silesia one of the few places in Europe where three key megatrends of the future not only develop in parallel but also create synergies that drive the development of the entire region. It is precisely this combination that enables Lower Silesia to become an increasingly important player in the green transition and digital transformation of European industry.

Lower Silesia continues to strengthen its position in the area of semiconductors and advanced technologies. Modern machine production is an important area.



The potential of the Lower Silesian labour market

The labour market in Lower Silesia is characterised by exceptional diversity and a large pool of human resources, making the region one of the most important economic centres in Poland. An analysis by LinkedIn Talent Insights, covering around 40,000 local professional profiles, combined with data from Statistics Poland, Eurostat and regional reports, provides an overview of both the structure of employment and the skills trends that are driving the market's development.

The Dolnośląskie Province has a population of just under 2.9 million,[11] of whom around 69–70% per cent live in towns and cities.[12] Such a high level of urbanisation favours the concentration of services, industrial activity and the inflow of investment, particularly in sectors requiring highly skilled staff. An unemployment rate of 5.2%[13] confirms that Lower Silesia is among the provinces with a slightly lower unemployment rate than the national average (5.6%),[14] which in turn intensifies competition for skilled professionals. At the same time, according to Eurostat, the employment rate in Poland for the population aged 15–64 reached a record high of 78.4%[15], indicating a historically high level of labour force participation and a relatively limited availability of untapped labour resources. Nevertheless, regional differences are significant: while some districts in Lower Silesia record unemployment rates of just over 2.0%,[16] there are others where the proportion of unemployed people stands at 13–15%.[17] It is therefore clear that labour supply is not distributed evenly.

Modern technologies, industry, banking and trade

Data from LinkedIn Talent Insights clearly confirms that, in terms of its employment structure, Lower Silesia is a region built on two pillars: both the modern service sector and industry are extremely well-developed here. The largest number of employees work in technology-related sectors. Around 24,800 specialists are employed in the IT sector (services and consultancy), and a further 16,700 in software development. Both sectors are characterised by high recruitment demand, as confirmed by the hundreds of job advertisements published over recent months – over 645 offers in IT services and over 452 in the software sector. At the same time, recruitment and HR services also show intense recruitment activity, supporting the development of the region's entire talent ecosystem.



Magdalena Kanclerz
Regional Director of Permanent Placement, Devire

Industry maintains a strong position. The automotive sector employs around 14,500 people, confirming Lower Silesia's importance as one of the country's key automotive hubs. Construction is another major employer, with over 12,500 employees. Banking and trade each generate more than ten thousand jobs, which demonstrates the broad spectrum of industries operating in the region. Lower Silesia's higher education institutions, which act both as employers and as institutions shaping new generations of specialists, employ over 10,000 people.

[11] https://stat.gov.pl/obszary-tematyczne/ludnosc/ludnosc/powierzchnia-i-ludnosc-w-przekroju-terytorialnym-w-2025-r-,7,22.html
[12] https://wroclaw.stat.gov.pl/files/gfx/wroclaw/pl/defaultaktualnosci/752/2/26/1/rocznik_2023_dolnoslaskie_net_.pdf
[13] https://stat.gov.pl/obszary-tematyczne/rynek-pracy/bezrobocie-rejestrowane/bezrobotni-zarejestrowani-i-stopa-bezrobocia-stan-w-koncupazdziernika-2025-r-,2,159.html
[14] ibid.
[15] https://ec.europa.eu/eurostat/databrowser/view/lfsi_emp_a/default/table?lang=en
[16] https://wupdolnoslaski.praca.gov.pl/documents/d/dolnoslaski-wojewodzki-urzad-pracy-we-wroclawiu/info_09-2025_dostepny
[17] https://wupdolnoslaski.praca.gov.pl/documents/d/dolnoslaski-wojewodzki-urzad-pracy-we-wroclawiu/info_09-2025_dostepny

Most sought-after roles

The most sought-after roles also reflect the skills landscape described earlier. IT positions are at the forefront. The position with the greatest demand for employees is Software Engineer – 301 offers for a pool of over 5,200 specialists. Next in line are: Full Stack Engineer (81 offers), Java Software Engineer (56 offers) and DevOps Engineer (55 offers).





Joanna Wykurz
Branch Manager, Devire

This strong demand extends to R&D centres, manufacturing companies and international technology service centres operating in Wrocław and the surrounding area. There is also significant demand for sales and operational roles, such as Salesperson, Accountant and Project Manager. The wide range of positions in demand confirms that the region's economy is developing in many different directions, and that technology, industrial and service companies operate here side by side, benefiting from access to a diverse talent pool.

The most important employers

Lower Silesia is also a region with a high concentration of major employers representing both modern industry and the technology sector. Companies operating in the region include Toyota, Mercedes-Benz, LG Energy Solution, Bosch, ZF Group, IBM, EPAM Systems and Align Technology. This employer structure confirms that Lower Silesia is developing in parallel as a hub for advanced manufacturing, electromobility, automation and knowledge-based services. Higher education institutions are also very important, for example: Wrocław University of Science and Technology, University of Economics and Business, and University of Environmental and Life Sciences. Meanwhile, Sii Poland, EY, Capgemini, Santander Bank Polska, and Luxoft stand out as the most active recruiters. These are companies that not only shape the local labour market, but also confirm that Lower Silesia is a strategic location for investors.



Key competencies

One of the key areas of analysis in LinkedIn Talent Insights is skills profiles and the the dynamics of their development. The data points to a rapid increase in the importance of both soft skills and advanced technical skills.

- Among the former, interpersonal leadership **has been growing the fastest**: by as much as 64.5% year-on-year, which reflects a growing need to develop local management teams. Competencies related to customer service and relations also show dynamic growth: customer satisfaction (37%) and customer support (31.7%), as well as partnership with customers (28%). This clearly demonstrates that the region is maturing towards structures requiring an ever-greater focus on the customer and partnership;
- **In the area of hard skills, cloud technologies and tools related to modern software architecture show the strongest growth**. Skills such as Kubernetes (28.9%), Azure SQL (28.4%) and REST APIs (24.4%) are developing faster than any others in the region;
- **The importance of CRM** (25.9%) is also continuing to rise sharply, a consequence of the digitalisation of sales and customer service channels. Meanwhile, analytical skills have seen a 23.3% increase – skills possessed by over 42,000 people, which clearly indicates that business in Lower Silesia increasingly relies on data. This is linked to the growing importance of e-commerce and the optimisation of sales processes across digital channels.



Krzysztof Hołub
Vice President of the WSSE
'INVEST-PARK'

In light of the above data, Lower Silesia emerges as a region with one of the strongest skills bases in Poland. A large, skilled and diverse workforce, high recruitment activity by global companies and the dynamic development of key skills ensure that the region remains attractive to both technology investors and manufacturing companies. At the same time, growing competition for specialists makes it essential to strengthen partnership between business, universities and public institutions in order to ensure the long-term development of the labour force and the region's ability to adapt to global technological changes.



What do managers think about Lower Silesia? The perspective of companies from key sectors of modern industry

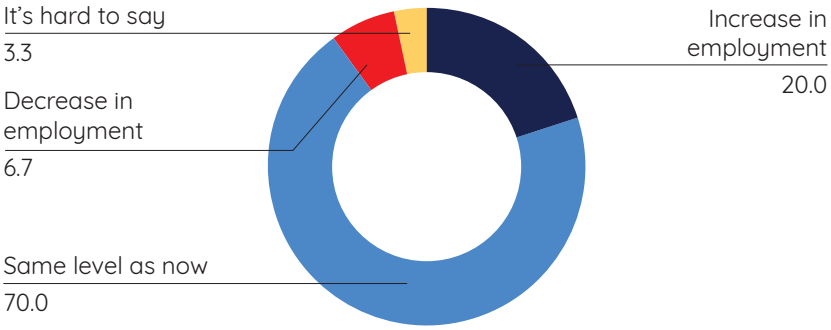
Lower Silesia has remained one of the most dynamic industrial centres in Poland for years, and the views of senior managers only serve to confirm the strength of the region's economic ecosystem.

An opinion poll conducted by SW Research on behalf of Devire among plant managers, operations managers, managing directors and company presidents from key sectors (semiconductors, electromobility, machine production, the automotive sector, manufacturing and the related FMCG sector) clearly indicates that Lower Silesia is perceived as a region with significant development potential. The respondents represent plants with a high level of technological advancement; therefore, their assessments provide a reliable picture of the region's investment and labour market realities.

The poll results confirm, above all, the stability of employment in Lower Silesia's industrial sector. **As many as 70% of managers state that their companies intend to maintain current employment levels over the coming year**, while one in five organisations (20%) expects employment to rise. Only 6.7% anticipate a fall in employee numbers. This clearly indicates that companies in the region are engaged in planning for growth or stabilisation, rather than job cuts, which is an exceptionally good result in light of the economic challenges facing Europe. A stable employment environment remains one of the most important factors determining Lower Silesia's attractiveness to investors.



How does your company assess employment changes in its plant over the next 12 months?

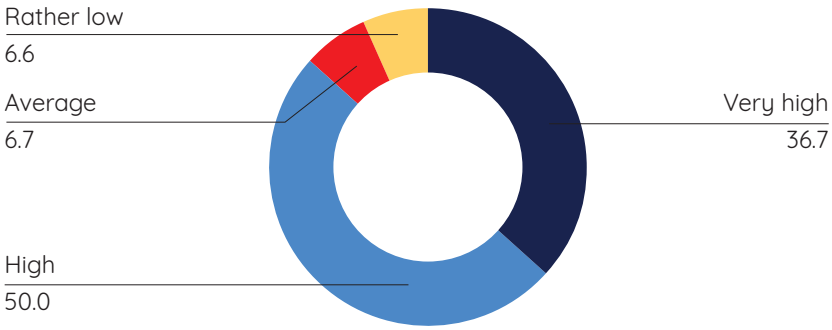


Opinion poll conducted by SW Research on behalf of Devire in October 2025. The poll covered employees from Lower Silesia holding the positions of plant manager, operations manager, managing director and president in the following sectors: semiconductors, electromobility, machine production, manufacturing and automotive. Methodology: CATI. N=30.

The assessment of the region's potential itself is even more striking. **As many as 86.7% of managers rate Lower Silesia as a location with very high or high potential** for the development of modern industry, with as many as 36.7% giving it a 'very high' rating. This is a rare degree of unanimity in studies of this kind and also a clear signal that the region competes effectively for investment with other parts of Poland. Average and lower ratings occur sporadically (13.4% in total), and 'very low' ratings did not occur at all. This means that Lower Silesia is seen as a stable, modern, attractive region that is well prepared for further stages of technological transformation.



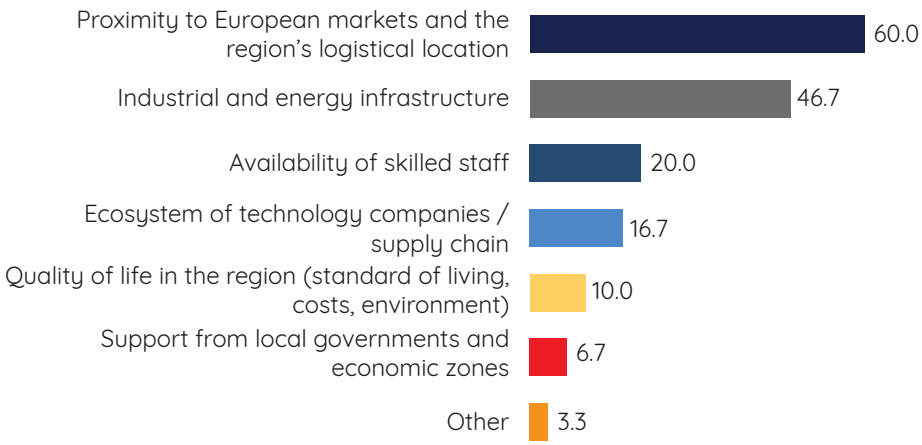
How do you rate the potential of Lower Silesia as a place for the development of modern industry compared with other regions of Poland?



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The region's strength is also **evidenced by the specific advantages highlighted by the survey** participants. The region's strategic location and proximity to European markets took first place, cited by as many as 60% of managers: this is one of the most important assets from the perspective of international supply chains. Another key strength is the industrial and energy infrastructure, rated as an advantage by 46.7% of companies. Lower Silesia also stands out for its growing ecosystem of technology companies and efficient links within the supply chain (16.7%) while one in five managers (20%) highlights the availability of skilled staff. The quality of life in the region (10%) is also noteworthy – a factor increasingly taken into account when selecting a location for high value-added investments.

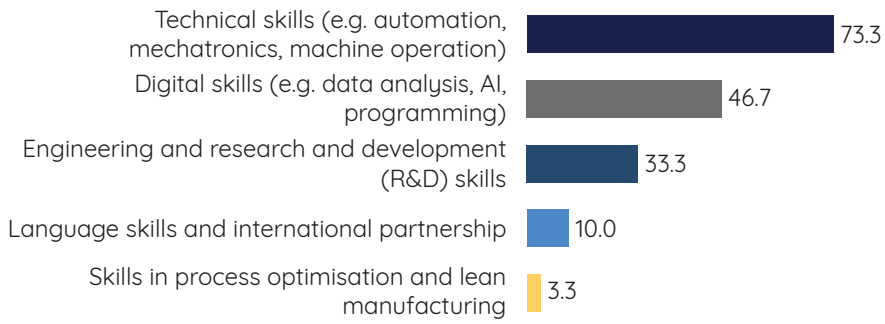
What factors most attract investors to Lower Silesia (in your experience)?



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From a skills perspective, managers clearly identify the areas that are to determine companies' competitive advantage in the coming years. The most sought-after skills are expected to be **technical skills, such as automation, mechatronics, and operating advanced machinery**: as many as 73.3% of respondents cited these. In second place are digital skills (46.7%) covering data analysis, artificial intelligence, and programming, and in third place are engineering, and research and development skills (33.3%). This confirms that Lower Silesia has been developing towards the high-tech industry, while skills related to automation, data-driven manufacturing and modern R&D are playing an increasingly crucial role. Language skills and the ability for international partnership were selected by 10% of managers, while lean manufacturing was selected by 3.3%.

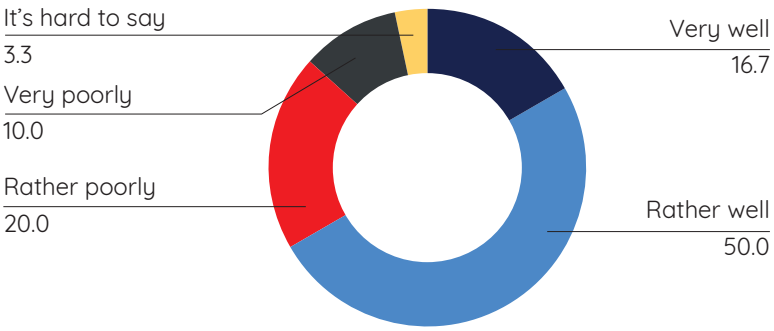
In your opinion, which skills will be most in demand in Lower Silesian industry in the next 3–5 years? Please select up to 3 answers



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The assessment of the quality of education **in the region also presents an interesting picture** . Two-thirds of managers (66.7%) believe that universities and technical colleges in Lower Silesia prepare graduates well or very well for work in modern industry. At the same time, 30% of respondents rate graduates' preparation as poor, which indicates that, despite the improving quality of education, companies still expect programmes to be more strongly focused on automation, electromobility, semiconductors and advanced manufacturing technologies.

In your opinion, to what extent do universities and technical colleges in Lower Silesia prepare graduates for work in modern industry (e.g. electromobility, semiconductors, automation)?



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Krzysztof Hołub
Vice President of the WSSE 'INVEST-PARK'

The poll results confirm that Lower Silesia is perceived as one of the most promising industrial regions in Poland. Managers representing key sectors rated both the investment potential and the stability of employment, as well as the quality of infrastructure, highly. The region has a strong skills base and is training staff increasingly better equipped to meet the requirements of Industry 4.0. According to the companies that are actually driving this industry, Lower Silesia has everything it needs to remain a leader in technological transformation and one of the country's most important centres of modern manufacturing.

A look into the future

Lower Silesia has been developing rapidly in recent years. Today, however, the key question is no longer whether the region attracts capital, but how to maintain its pace of growth in the face of increasing international competition, a shortage of talent and accelerated technological transformation. Representatives of the Wałbrzych Special Economic Zone, the recruitment company Devire, and the academic community are discussing what actions are crucial today for the region to remain a leader in modern industry.



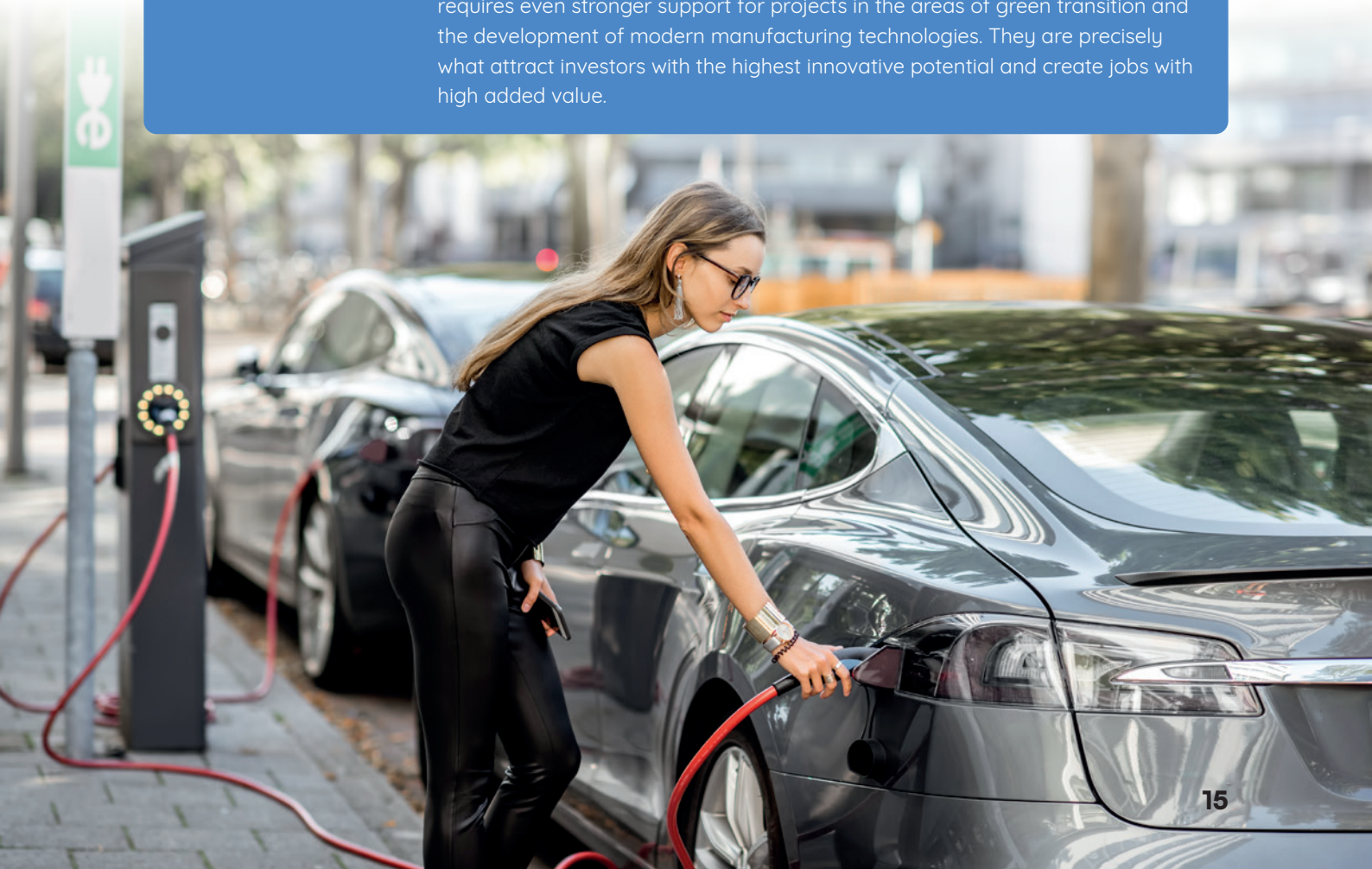
Krzysztof Hołub
Vice President of the WSSE 'INVEST-PARK'

Lower Silesia continues to develop. How can we stay on this path?

Lower Silesia today has solid foundations to continue developing in the industries of the future, such as semiconductors, electromobility and advanced machine production. These are sectors that determine the competitiveness of the entire Europe. For the region, this means the need to further strengthen the investment ecosystem: from modern industrial zones and technology parks, through the availability of well-prepared investment sites, to the development of green energy and logistics.

It is also crucial to maintain the advantage derived from Lower Silesia's location – close to the borders with Germany and the Czech Republic, at the heart of European transport routes. The region must remain not only cost-effective but also stable and predictable for business, which requires close partnership between local governments, universities and investors.

It is important to bear in mind that maintaining the region's competitiveness requires even stronger support for projects in the areas of green transition and the development of modern manufacturing technologies. They are precisely what attract investors with the highest innovative potential and create jobs with high added value.



How can we attract and retain talent in a region with such fierce competition?



Marcin Ostrowski
Growth & Engagement
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Lower Silesia attracts investors, but it is people who determine whether these investments translate into lasting success. In a region with such a high concentration of industry and modern technologies, competition for talent becomes increasingly fierce, both among local companies and global corporations. Therefore, employers that want to maintain their competitive edge should invest not only in technology, but also in their employer brand and long-term staff development programmes. Partnerships with experienced recruitment and outsourcing partners, who help to effectively attract, develop and retain employees, are also becoming increasingly important. Such partnership allows companies to respond more quickly to market needs, scale their teams and maintain operational flexibility; something crucial in a rapidly changing industrial environment.

In an era of accelerating automation and digitalisation, the reskilling and upskilling of employees is also becoming increasingly important; developing technical and analytical skills, as well as social and managerial competencies.

It is also a good idea to remain open to international talent: Lower Silesia is already a place where specialists from Poland, Ukraine, Belarus and India work side by side. The region is also attracting more and more skilled employees from Asian countries, such as Taiwan and South Korea, who support the development of projects in the areas of semiconductors, electromobility and advanced electronics. These are professionals with experience in global technology conglomerates, who bring the know-how essential for building the value chain of modern industrial sectors.

In this context, streamlining the administrative procedures involved in recruiting expatriates takes on particular significance, especially in sectors requiring specialist technical skills. Reducing the waiting time for work permits and simplifying the process of legalising residence can significantly enhance the attractiveness of Lower Silesia in the eyes of foreign investors and experts.

Well-designed recruitment and onboarding processes, which take cultural and linguistic differences into account, are becoming a key factor in the region's competitive advantage. This is also an area where partnership between companies, WSSE 'INVEST-PARK', the local authorities, and recruitment partners – such as Devire – can genuinely accelerate the integration of international teams and strengthen Lower Silesia's position as an open, competent and modern region.

Lower Silesia needs flexible degree programmes and engineers ready for the technologies of tomorrow. The future lies in the partnership between academia, business and local government



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Lower Silesia continues to establish itself as one of Poland's key centres for modern industry and management. The region stands out not only for its strong manufacturing and investment base, but above all for its ability to create effective management systems based on continuous improvement, lean management and integrating new technologies.

The 'INVEST-PARK' Wałbrzych Special Economic Zone plays a key role in this ecosystem; for years, it has been successfully attracting investors and supporting the development of companies, laying stable foundations for the region's economic growth. Particularly important is the Innovation Park Training Centre – a space that genuinely bridges the worlds of industry, science and modern technology, creating an environment for developing the skills of the future.

It is precisely thanks to such initiatives in Lower Silesia – such as the development of the Innovation Park Training Centre – that our region is currently becoming one of the most important hubs for partnership between science and business in Poland, developing solutions in the fields of automation, robotics, VR/AR and artificial intelligence. Innovation Park plays a key role in this process as a space that integrates industrial and academic expertise with the field of new technologies, which strengthens the region's capacity to adopt the solutions of the future.

This allows Lower Silesia not only to respond to the challenges of Industry 4.0 but also to actively shape its direction of development at both the national and European levels.

Summary

Lower Silesia today has everything it needs to remain one of the most attractive places to invest in Central and Eastern Europe. We have a stable economic environment, ready-to-develop investment sites, modern infrastructure and access to a skilled technical and managerial workforce. These factors make investors view our region more and more as a space for long-term development, rather than merely a place for one-off projects.

Our goal as the Wałbrzych Special Economic Zone is to build a comprehensive investment ecosystem – ranging from legal and tax advice, through support with permits and infrastructure, to partnership with universities and research institutes. We are also increasingly supporting companies in the areas of green transition and digitalisation, helping them to benefit from national and EU programmes.

We see enormous potential in the industries of the future – semiconductors, electromobility and modern machine production – and we believe that it is here, in Lower Silesia, that the technological infrastructure for Europe's new economy is taking shape. We want every investor who chooses our region to feel that they have come to a place that approaches their development in a comprehensive way – from the very first conversation right through to long-term partnership.

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