



Invest
in Pomerania

Discover a location
at the heart of Europe



**欧洲之心，
成功之地**



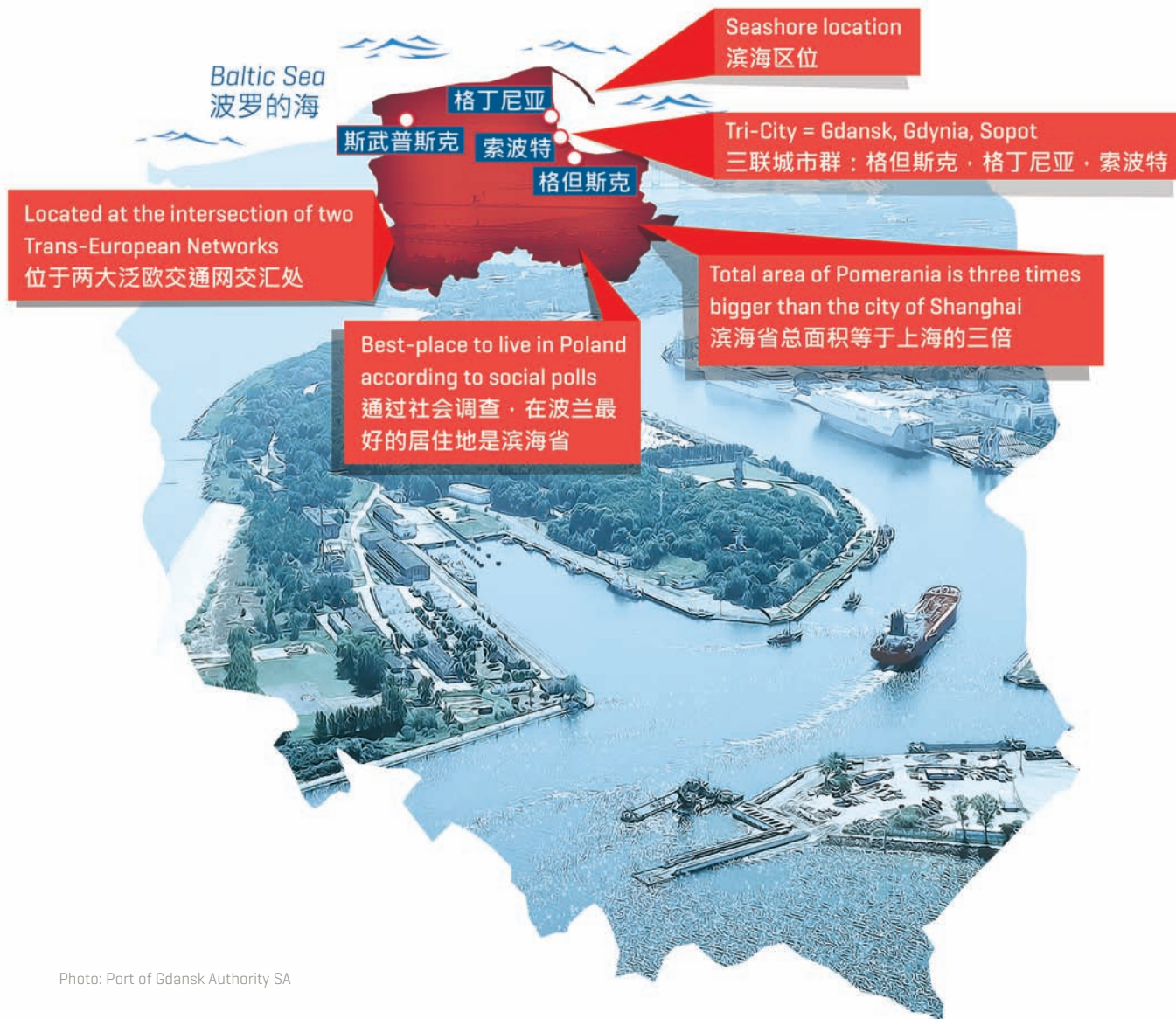
波兰/滨海省

Where is Pomerania?

滨海省在哪裡？

In northern Poland, on the coast of the Baltic Sea.

在波蘭北部波羅的海沿岸。



POMERANIA IS ONE OF THE MOST DYNAMICALLY DEVELOPING REGIONS IN CENTRAL AND EASTERN EUROPE.
WHAT IS THE REGIONAL RECIPE FOR SUCCESS? IT IS A RESULT OF MANY FACTORS, SUCH AS:
滨海省是中东欧最具活力的地区之一，这一地区的成功秘诀是什么？答案包含了诸多因素，例如：

- Part of an extensive European Union market of **500 million consumers [free trade area – no customs]**,



地处广阔的欧盟市场，消费者人数高达5亿（自由贸易区——零关税）

- Convenient, **seaside location** at the crossroads of main European transport corridors,



濒临海域，位置便利，位于欧洲交通要道的交叉点

- Presence of **two Special Economic Zones** – investors may benefit from **tax exemptions**,



拥有两个经济特区——投资者可享受税收减免政策

- **Science and Technology Parks, Industrial Parks and Business Incubators** boost entrepreneurship,



科技园区、工业园区和企业孵化器助力企业成长

- Young, **excellently educated and pricely-competitive** staff,



拥有年轻、教育程度高且价格具有竞争力的劳动力

- **2nd biggest** regional airport in Poland,



波兰第二大地区性机场位于该地区

- Number of domestic and international railway routes, connecting sea ports with the biggest European cities,



多条国内及国际铁路连通海港与欧洲各大城市

- Exceptionally attractive place to live in,



景色迷人宜居

- Engagement and support of the local authorities.



当地政府积极参与并给予支持



SEA OF POSSIBILITIES 海阔凭鱼跃



Gdynia 格丁尼亚

Two ports – Port of Gdansk and Port of Gdynia ensure the **cheapest means of transport** for both importers of raw materials, components and goods as well as exporters of final products. Both ports handle all types of cargo.

两座海港——格但斯克港和格丁尼亚港为原材料、元件和货物进口商以及最终产品出口商均提供了价格最优的运输方式，两座海港均有能力装卸各类货物。

Distinctive Features of the Pomeranian Ports:

Gdansk constitutes a **port hub** for Central and Eastern Europe (including **Russia, Belarus** and **Ukraine**),

Pomerania was ranked **2nd in 2012** among the ports of Baltic Sea in terms of container handling,

Direct weekly connection with **Asia** (including **Shanghai, Ningbo and Shenzhen**) served by the largest vessels of the capacity of 18 000 TEU,

Four expanding container terminals,

Part of the two European transport corridors [IA - connects Pomerania with Baltic States; VI - connects Scandinavia with Central-Eastern Europe and the countries of the Mediterranean basin].

滨海省海港为何与众不同：



格但斯克是中东欧（包括俄罗斯、白俄罗斯和乌克兰）枢纽港



2012年，滨海省港集装箱吞吐量居巴伦支海全部港口第二位



每周18,000标准集装箱巨型班轮直达亚洲（包括上海港、宁波港和深圳港）



四座扩展集装箱码头



地处欧洲两大交通要道（IA—连接滨海省与巴伦支海沿岸国家；VI—连接斯堪的纳维亚半岛与中东欧及地中海沿岸国家）

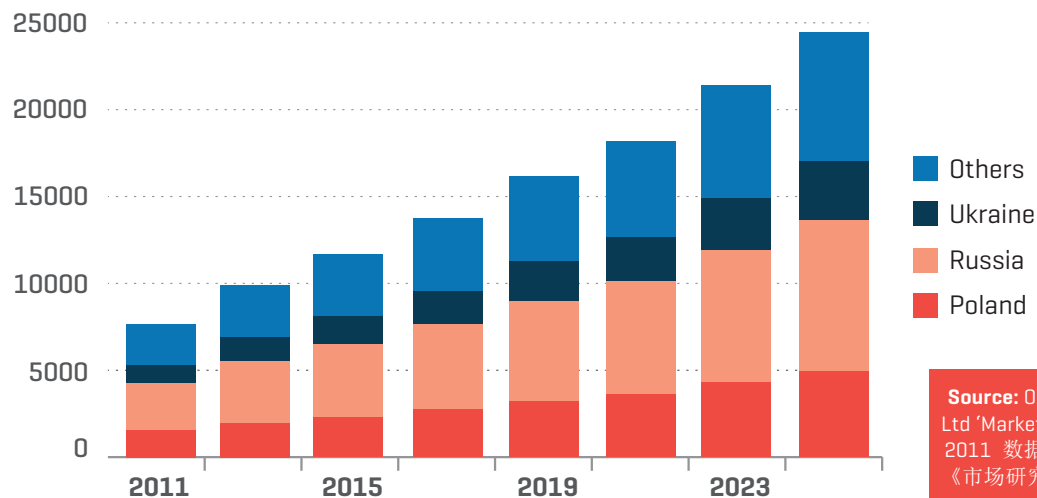
GROWING MARKET FOR CONTAINER SHIPMENT 海阔凭鱼跃

According to container shipment forecasts, the market in CEE will grow **from 8.6 m TEU to 24.2 m TEU** over the period 2011-2025, giving an impressive growth of **182%**.

Diagram: Forecasts of the regional demand for container business in thousand TEU

集装箱装运预测表明：2011-2025年，欧共体集装箱货运市场将由860万20英尺标准集装箱跃增至2420万，增幅高达182%，令人瞩目。

图表：地区内集装箱业务需求预测（以1,000标准集装箱计）



Source: Ocean Shipping Consultants Ltd 'Market Study Analysis', November 2011 数据来源：海洋运输顾问公司《市场研究报告》，2011年11月发布



Port Centric Logistics (PCL) - storage and manufacturing space in the proximity of the port enables to optimize the supply chain by reduction of inland transportation. This solution ensures faster and green transportation and also significantly reduces the costs of delivering goods to recipients.

- First PCL concept implemented in Central and Eastern Europe,
- Location at the Port of Gdansk, adjacent to the Deepwater Container Terminal (DCT),
- **Direct weekly connections with Asia served by Maersk Line –Shanghai, Shenzhen, Ningbo,**
- **110 ha** for development; availability of additional 40 ha,
- Possibility to construct **500 000 sq m** of built-to-suit warehousing and production facilities,
- Possibility to provide a duty free zone and Special Economic Zone status.

港口中心物流：由于精简了内陆运输环节，港口毗邻区域的仓储和制造空间使供应链得以优化，这一解决方案使运输更加迅捷环保，并且大幅减少了货物交付成本。

- 港口中心物流概念首次在中东欧地区得以实现
- 位于格但斯克港，毗邻深水集装箱码头
- 马士基航运班轮每周直达亚洲——上海、深圳、宁波
- 110公顷开发区域，40公顷可开发区域
- 有望建设500,000平方米量身定制的仓储及生产设施
- 有望建立免税区，获得经济特区地位





EXPORT 出口贸易

Favorable **seaside location** at the intersection of two pan-European networks, proximity of extensive markets, including **Germany, Russia and Ukraine**, membership in the European Union [**free trade area** with access to **500 million** customers] favors Pomeranian export.

地理位置优越，濒临海域，地处两大泛欧交通网联结处，邻近包括德国、俄罗斯和乌克兰在内的广阔市场，为欧盟成员国（自由贸易区，面对5亿消费者），这一切为滨海省出口贸易提供了得天独厚的条件。

Traditionally, the biggest contributors to the Pomeranian export are companies operating in **the maritime, food processing, clothing, woodworking and furniture industry**. However, the product Pomerania is most commonly associated with, is the **amber jewelry**.

传统上，滨海省出口贸易最为活跃的企业集中在海洋业、食品加工业、服装业、木业及家具制造业。然而滨海省声誉最为卓著的产品非琥珀珠宝莫属。

Export of Innovative Products:

Shipbuilding, construction of vessels handling offshore installations and drilling stations, production of towers for wind farms [**Grupa Remontowa, Stocznia Gdansk, Crist Shipyard, Odys Shipyard**],

Luxury boats and yachts- approx. 90% is earmarked for export [**Sunreef Yachts and Galeon**],

Pomeranian cosmetics manufacturers **Ziaja** and **Oceanic** are well known of their high quality products, that are distributed worldwide.

创新型产品出口

造船业，用于远洋设施及海上石油开采的船舶制造、风力发电站塔架制造（Remontowa集团、Stocznia造船厂、Crist 造船厂、Odys造船厂）；

豪华船舶及游艇——其中约90%用于出口（Sunreef游艇公司、Galeon）；

滨海省化妆品制造商Ziaja和Oceanic以行销全球的高质量产品著称。



Export of Traditional Products :

Poland is one of the **leaders** on the European food production market and famous for **high-quality** products with **low levels of artificial additives**,

Products portfolio includes: meat and fodder, frozen products, fishery products, dairy products,

OSM Maluta belongs to one of the leading dairy producers which conquered international markets and has acquired the right to export its goods to China,

Main Polish exporters: **Iglotex, Poldanor S.A., Graal S.A., Morpol S.A., Skiba**; worldwide brands with foreign capital: **Dr. Oetker** and **Unilever**,

Gdansk is famous of hand-carved furniture which constitutes one of the most popular export products,

Drutex – one of the leading European window and door producers, **Famos** – furniture manufacturer distributing its products worldwide.

传统产品出口

波兰领跑欧洲食品市场，以高质量、低人工添加剂的产品著称；

产品组合包括：肉类及饲料、冷冻食品、渔业产品、乳制品；

OSM Maluta是领先的乳制品生产商，产品成功占领国际市场并取得向中国出口权；

波兰主要出口商包括：Iglotex、Poldanor S.A.、Graal S.A.、Morpol S.A.、Skiba，以及外资国际品牌欧特家博士和联合利华；

格但斯克以手工雕刻家具闻名遐迩，这些家具也是最受青睐的出口产品；

Drutex——欧洲领先的门窗制造企业，Famos——产品行销全球的家具制造企业。

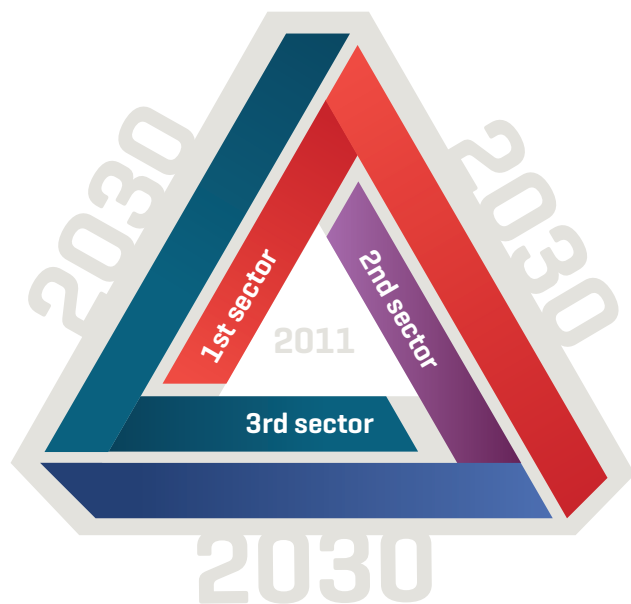
Numerous logistics and shipping operators of both domestic and foreign origin enable export of merchandise. Pomeranian logistics and transport companies successfully conquer new markets and receive prestigious awards.



国内外众多物流及运输企业使商品出口得以蓬勃发展。滨海省物流及运输公司成功拓展新市场并屡获殊荣。



ON THE GROWTH PATH 成长之路·蓄势腾飞



Top three export sectors in Poland in 2011 and 2030*
波兰2011至2030年三大出口支柱行业：

- ICT equipment
信息通信设备
- Industrial machinery
工业机械
- Road vehicles and transport equipment
道路用车及交通运输设备
- Textiles and wood manufactures
纺织品及木业

Source: HSBC 'Global Connections Report – Europe', 2013
数据来源：汇丰银行《全球联络报告——欧洲区》，2013年

Fastest-growing trade relations are forecast to be with the emerging economies of **Asia**, notably **China, India, Vietnam and Malaysia** [double-digit growth all the way out to 2030]
– source: HSBC report,

The main drivers of the Pomeranian export are expected to be the enterprises representing automotive, ICT and light chemistry sector.

The biggest companies in Pomerania: **Eaton, Delphi, Gardner, NordGlass, Scania and Kapena, Intel Technology, IBM, Intel Technology Poland, Jabil Circuit, Jeppesen, a Boeing Company and Lufthansa Systems**

预测显示：与亚洲新兴经济体——尤其是中国、印度、越南和马来西亚——之间贸易关系增长最为迅速（两位数增长将持续至2030年）。数据来源：汇丰银行报告；

汽车、信息通信技术及轻化工业有望成为滨海省出口主要驱动因素、

滨海省大企业包括：伊顿公司、德尔福公司、加德纳公司、NordGlass、斯堪尼亚—Kapena、英特尔技术、IBM、英特尔技术（波兰）、捷普、杰普逊（波音公司子公司）以及汉莎系统公司。



QUALITY OF LIFE 舒适宜居·品质生活

Pomerania inhabitants belong to the most satisfied ones in Poland in terms of place of living. [Source: Social Diagnosis 2011, ranking of Przegląd magazine 2011]. It offers all that makes a place attractive to live:

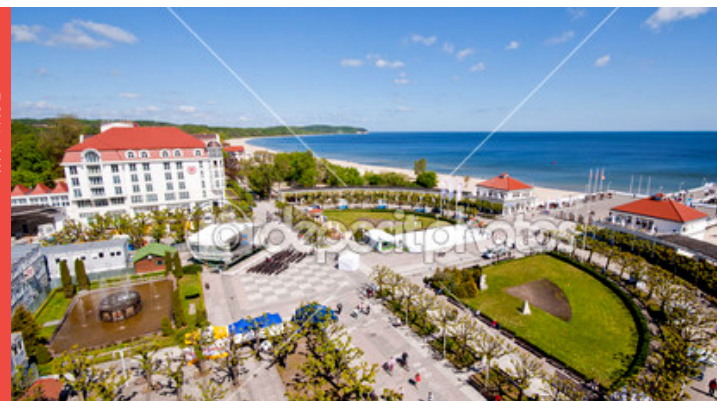
- Gdansk **least polluted** city in Poland – 18 [2.5PM]µg/m³ [WTO, 2012], high quality of tap water,
- exceptional location, with **beaches, forests and lakes** in close proximity,
- good **medical care**,
- kindergartens and schools with **international staff**, educating in English and French,
- dynamically developing shopping **malls offering luxury brands**.

滨海省居民对生活环境满意程度居波兰之首（数据来源：《2011社会诊断》，Przegląd杂志2011年度排名），该地区极富魅力，具备各项宜居条件：

- 格但斯克是波兰污染程度最低的城市——PM 2.5仅为18µg/m³（世界贸易组织2012年统计数据），自来水水质优；
- 优越的地理区位，海滩、森林、湖泊近在咫尺；
- 先进的医疗条件；
- 国际幼儿园和学校，课程以英语和法语讲授；
- 购物中心林立，国际奢侈品牌琳琅满目。



Sunreef Yachts 格但斯克



Sopot 索波特

Selected Manufacturing and
Logistics Companies in Pomerania
滨海省的制造业和物流业

JABIL

EAT•N
Powering Business Worldwide



FLEXTRONICS X



PANALPINA
on 6 continents



DACHSER
Intelligent Logistics



Coca-Cola



DB SCHENKER

CONTACT US

INVEST IN POMERANIA

滨海省投资局

6 Arkonska Str., 80-387 Gdansk, Poland

波兰 格但斯克80-387 Arkonska街 6号

Phone: 电话: + 48 58 32 33 256

Fax: 传真: + 48 58 30 11 34

<http://www.investinpomerania.pl/en/>

联系我们

POMERANIAN OFFICE CHINA

滨海省驻华办公室

Room 1702, East Ocean Centre

No. 24A JianGuoMenWai Street

ChaoYang District, Beijing

China 100004

中国 北京朝阳区建国门外大街

甲24号 东海中心1702室

邮编 100004

Phone: 电话:

+ 86 10 65156077

+ 86-10-65156067 or 或 7003

Fax: 传真: +86-10-65157013

<http://www.biuropomorskie.pl/cn>



REGIONAL PROGRAMME
NATIONAL COHESION STRATEGY



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



The Project has been co-financed by the European Union from the European Regional Development Fund