

**Polska**



Investors and Exporters Service  
Centre (COIE) of the Malopolska  
Region at the Annual Investment  
Meeting in Dubai

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Representatives of the Małopolska Voivodship were convincing international investors who came to Dubai at the International Annual Investment Meeting to direct their steps to Małopolska. Specialists and entrepreneurs mainly from the Near and Far East, from Africa and, of course, other parts of the world were able to learn about the advantages of investing in our province and find out why it is worth cooperating with Małopolska companies.

During the Annual Investment Meeting held between 9 and 11 April 2018 in Dubai in the United Arab Emirates, almost 20,000 have participated so far. People from 141 countries around the world, and there are 535 exhibitors. The Małopolska region was taking part in this event for the first time. The exhibition of the Małopolska Voivodship and the City of Krakow is located at the stand of the company Kraków Nowa Huta Przyszłości SA, which both municipalities are shareholders. The company is at the fair for the second time, promoting the revitalization project of nearly 600 ha of land in the vicinity of the Kraków steelworks. Fair in Dubai is slightly different from their European counterparts (MIPIM in Cannes or EXPO REAL in Munich) both in terms of exhibitors and visitors. Among the exhibitors a large part are development companies from the United Arab Emirates and other countries near and far east. There are no large international concerns that have dominated European trade fairs. In comparison to fairs on our continent, there are relatively more exhibitors promoting countries and regions, as well as those offering residential properties than those offering large structural projects. Among the visitors visiting the fair there are many entrepreneurs from countries such as the UAE, China, India, Pakistan, South Africa, for whom investments in Poland can be a gateway to the entire European market. Hence, the presence and promotion is important, in the absence of competition from other Polish voivodships (only Lubelskie apart from Małopolska).

During the first two days of the fair, the Małopolska stand was visited by entrepreneurs from the United Arab Emirates, Germany, the USA, South Africa, China, India and even countries such as Syria, Pakistan and Nepal. The meetings with Poles representing Poland in the UAE as well as those running their businesses were very valuable. The visitors were interested in a wide range of investments: from large infrastructure and energy investments to medium and small companies from the industrial, computer and distribution industries. Investors from the United Arab Emirates pointed to the interest in investing in agricultural land, due to the lack of land that could provide food for the ever-growing population of Dubai and neighboring emirates. Poland, Lesser Poland and Krakow are well recognized here due to Poland's long-term economic contacts with Islamic countries such as Iraq, Syria and Libya. Therefore, the reception of our offer is very positive.

Many valuable contacts have been made by representatives of international concerns and smaller enterprises as well as representatives of the real estate industry, including developers, engineers and project managers, advisors and real estate agents. Representatives of countries and other regions were also met. At the Małopolska stand, people interested in the investment offer of our region could learn more, including thanks to meetings with the representative of the Business Center in Małopolska COIE, about the investment opportunities in the region whether in the modern business and IT services or traditional forms of industry. Interest in information about zones of economic activity, investment incentives, mainly in the form of a special economic zone, the position of Małopolska and Kraków in the investment attractiveness rankings. You could also get to know the tourist values of the region.

The stand enjoyed the interest of not only entrepreneurs, but also people accidentally attracted by the exhibition or catalogs of tourist attractions.



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