

# "Rental activity in Eastern and Central Europe"

Focus on Poland

# Poland



# Big Country with Rainbows



# Numbers

- Introduction to Poland
- **Size** 312,000 km<sup>2</sup>
- **Location:** Central Europe. Poland borders on Germany, the Czech Republic, the Slovak Republic, Ukraine, Belarus, Lithuania and Russia. Its northern border - 500 km long - runs along the Baltic Sea coast.
- Poland is the the ninth biggest country in Europe
- **Population:** 39,000,000
- **Eighteen cities with more than 200,000 inhabitants**
- **Capital city:**Warsaw 1,700,000
- **The major Polish Cities**
- **Cracow** 754,000, **Gdansk** 458,000, **Katowice**337,000
- ( Upper Silesian conglomerate 2,400,000)**Lodz** 744,000,**Poznan** 556,000, **Szczecin** 634,000, **Wroclaw** 417,000 and **Lublin** 355,000.

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- **Climate:** The average temperature in July is 19 °C (67 °F), but there are many summer days when temperatures rise to 30°C (86°F).
- **GDP:** 527 billion dollars or 0.85% of the world economy, according to the World Bank.  
(**UK** 2646, **Germany** 3653)
- **Motorways** : **700** (Km) but growing!

# Major City Location



# Economy

- Poland has pursued a policy of economic liberalization since 1990 and today stands out as a success story among transition economies. In 2008, GDP grew an estimated 4.8%, based on rising private consumption, a jump in corporate investment, and European Union funds inflows. Since 2004, EU membership and access to EU structural funds have provided a major boost to the economy..
- Country Interest Rate 3.50%
- Growth Rate 1.30%
- Inflation Rate 2.60%
- Jobless Rate 12.90%



# What's Hot

- Motorways
- Stadiums
- Railways
- Airports
- Ring roads
- Bridges





# Euro 2012 Stadiums



maszyny **Atut Rental** też budują stadiony w Warszawie, Gdańsku, Wrocławiu i Poznaniu na finałowy turniej Mistrzostw Europy w 2012 roku



Stadion Narodowy w Warszawie



# What's not hot !

- Everything else!!
- Shopping centres
- Logistic centres
- Apartments
- Housing
- Services

# Poland Overview of Rental Activity

- Acceptance of the principle rental
- Rental Companies
  - national
  - local

Is there something new in Poland why be there why not

Summation of market

Prices

Payment

Support

Infrastructure

Asset disposal

# Conclusions on market entry

- Poland is an attractive rental market
  - Success factors
    - Timing, partner, people, commitment and patience
- Zapraszamy
- Thank you for your attention