

VII Annual Outsourcing Forum How do multinationals choosing a outsourcing destination

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Meet the Panelists

Oktawian Jaworek

RUCH S.A.

Dariusz Wąs

Vice Mayor of Szczecin

Krzysztof Misiak

Associate, Cushman & Wakefield

Andrzej Kosztowniak

The City Mayor, City of Radom

Arkadiusz Wiśniewski

Vice-President, City of Opole

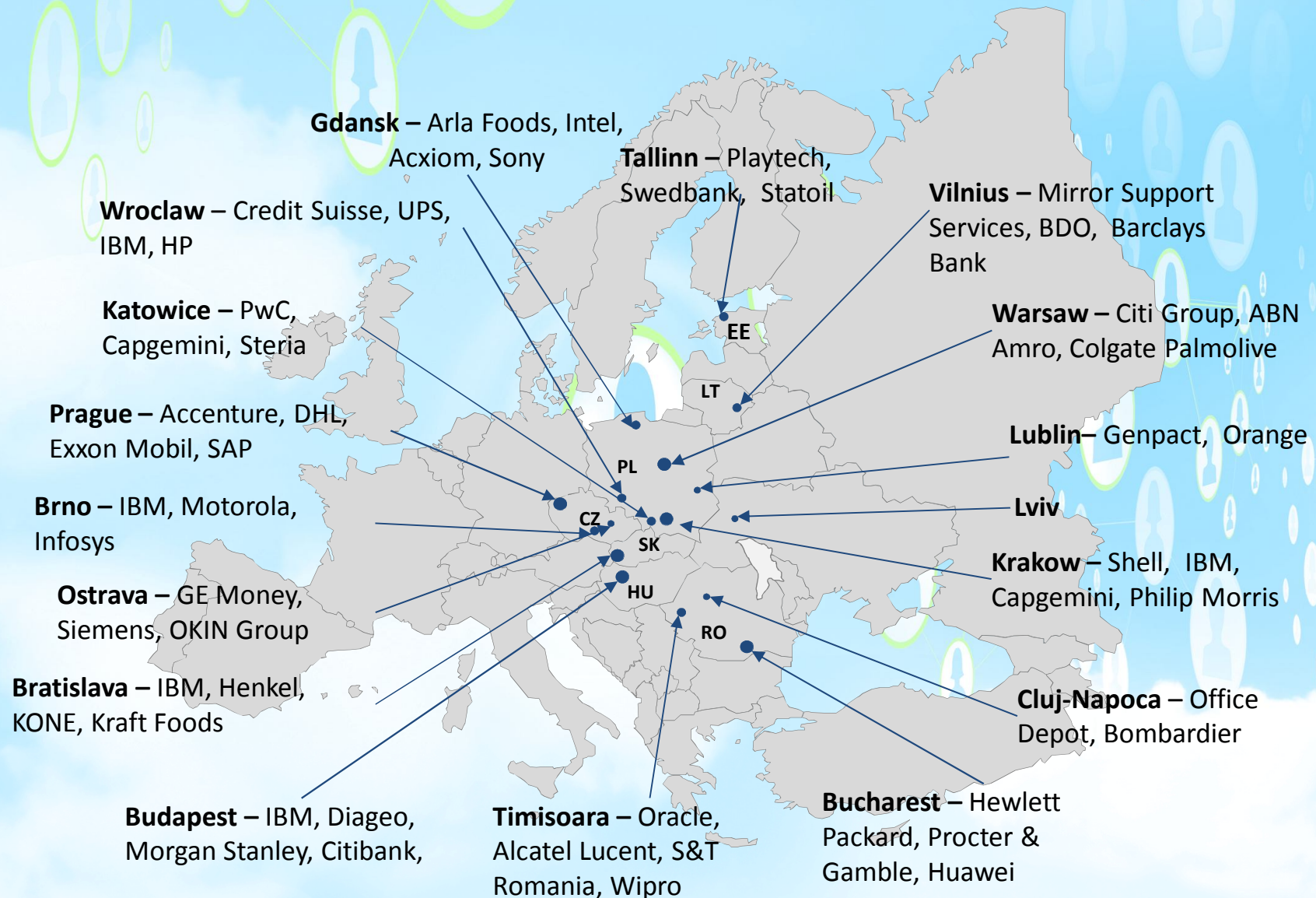
Al Brown

Chief Technology Officer and Chief Information Officer for BMS.

Why Poland?



There is a lot of choice



What do international companies look at?

Labour pool

- Population / students
- Labour force
- Unemployment
- Language skills availability
- SSC/BPO centres

Labour costs

- Salary costs
- Additional employer charges
- insurances, taxes and benefits
- Wage inflation data

Labour market conditions

- General unions rules
- Amount of leave entitlements
- Termination notice
- Easiness to hire & retire

Office space

- Lease rates
- Current office availability
- Future office availability (under construction)

Location accessibility

- International airports
- Various flight connections
- Geographical proximity

Tax and subsidy factors

- Corporate taxation
- SSC investment subsidies / EU grants
- Opportunity for tax exemptions

Standard of living

- Living standard indices for foreigners
- Rental property costs
- International schools

IT infrastructure

- IT connectivity
- Security
- IT infrastructure cost

Country factors

- Political stability
- Inflation
- Corruption

How do they do it?



Trends we have seen with companies choosing locations....

- It's not just about labour cost
- Companies now want to achieve more from their SSC, they understand Global Business services
- It doesn't have to be Warsaw, secondary cities are a good choice
- Companies are considering what the city will look like in **4-5 years time**
- Like having a **BPO provider** as an anchor in the city

***What can we do to
make Poland feel like
the right choice?***

The background of the slide features a light blue sky with soft, white, fluffy clouds. Overlaid on this background is a network of stylized human icons. These icons are represented as blue silhouettes of people's heads and shoulders, each enclosed within a light green oval border. The icons are interconnected by thin, light green lines, forming a web-like structure that suggests a social network or a community. The network is more densely packed on the right side of the slide and becomes sparser towards the left.