



Polish Investment  
& Trade Agency  
PFR Group

# Poland. Business Forward

THE YACHTS AND RECREATIONAL BOATING SECTOR

Poland. Yachts



**Poland is an internationally acclaimed destination for:**



**Pristine nature**

Top 10 country to visit according to Lonely Planet



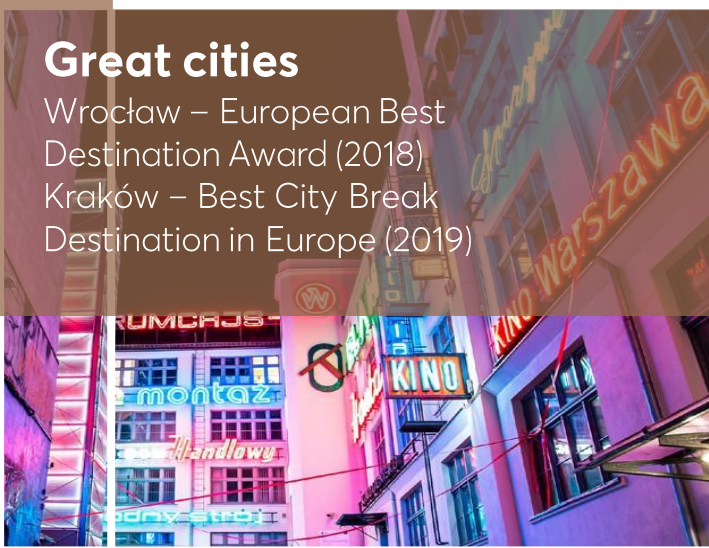
**A place where east meets west**

Dynamic business hub at the heart of Europe



**Vibrant food scene**

Warsaw among top 10 vegan-friendly cities in the world



**Great cities**

Wrocław – European Best Destination Award (2018)  
Kraków – Best City Break Destination in Europe (2019)



**Attractive place for expats**

Young, increasingly international society, with very high level of English proficiency



**Rich history**

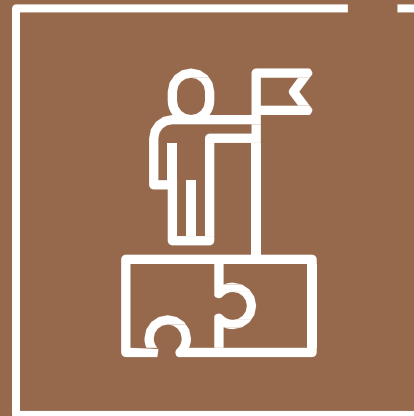
Vast legacy of bravery and resilience



**WHY  
POLAND**



**WHAT THE POLISH  
YACHTS AND  
RECREATIONAL  
BOATING SECTOR  
STANDS FOR?**



**WHAT MAKES  
US  
DIFFERENT?**



**DID YOU  
KNOW?**



**INSTITUTIONAL  
ENVIRONMENT**



**HOW WE CAN  
HELP YOU**

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market access

40% of the region's total GDP and a gateway to the wider EU market

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness  
Almost 30 years of continuous growth  
Almost 10 years of stable growth in foreign trade turnover

## Transparent

Regional leader in the Transparency International Corruption Index

## FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)  
One third of all FDI stock in the region

## Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

## Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

## Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)  
Warsaw: 7th position (ahead of Berlin and Stockholm)  
Kraków: 2nd in EU in Business Friendliness among Large Cities



# WHAT THE POLISH YACHTS SECTOR STANDS FOR?

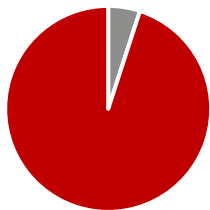
## Polish yachts and recreational boating industry in numbers

**1,000+**  
boating-related  
companies

**45,000+**  
employees

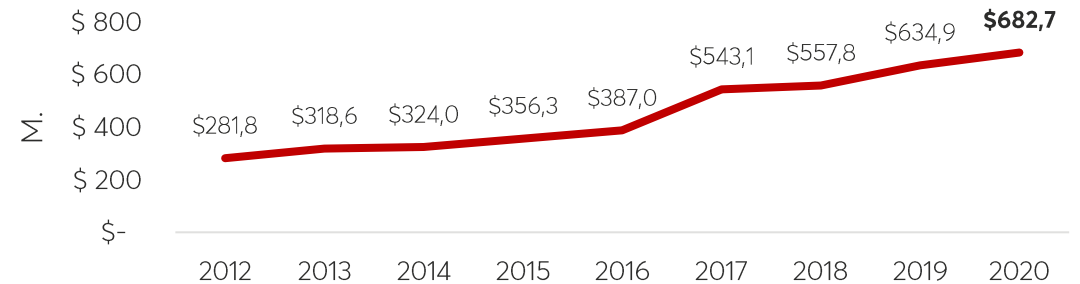


**23,000+**  
boats produced annually



**95%**  
of yachts produced in Poland  
are exported abroad

## Export of Polish yachts and recreational boats has been **steadily growing** over the last decade



## Main export destinations in 2020

	Germany	16.9%
	The US	14.7%
	France	11.0%
	Norway	7.5%
	The Netherlands	6.7%

Sources:

Higginson, John, Yacht.Style, „Made in Poland for the World“, 2021.  
Statistics Poland, data for the CN heading of 8903.

# WHAT MAKES US DIFFERENT?

## Rapidly developing sector

Between 2015-2019, yacht and boat manufacturing sector has seen both a surge in the number of companies and the number of employees, increasing in that period by 80% and 25%, respectively.

**Poland is also 2<sup>nd</sup> producer of 6-11m motor yachts worldwide, after the US**

**Ranked first in the EU in terms of the value of yacht exports in 2020**

1.	<b>Poland</b>	<b>455.2 m. €</b>
2.	Finland	64.9 m. €
3.	Portugal	47.2 m. €
4.	Italy	36.6 m. €
5.	France	20.7 m. €

## Top-class efficient manufacturing

Efficiency	2015	2016	2017	2018	2019
<b>Poland [EUR/cGT]</b>	<b>4111</b>	<b>4573</b>	<b>3489</b>	<b>4043</b>	<b>4480</b>
Europe [EUR/cGT]	4226	4863	4070	4272	4226
China [EUR/cGT]	1623	1623	1635	1589	1529
Korea [EUR/cGT]	2393	2178	2344	2518	1899
Japan [EUR/cGT]	1459	1785	1720	1482	1544

## How do others see Polish yachts?

Polish yachts and boats are appreciated worldwide. They are widely recognised for their **superior quality, excellent workmanship and great attention to detail.**

Polish yacht manufacturers and designers received the **most prestigious awards and distinctions** at various world competitions.

These qualities have attracted buyers of luxury goods both from European and non-European countries alike, resulting in a **steady growth in exports** of Polish watercrafts over the years.

Sources:

According to Eurostat data for yachts exports category (Cn 890933).

Data of Polish Ministry of Economic Development; cGT stands for compensated gross tonnage.

# DID YOU KNOW?



## Ideal for boating

Poland's 440 km worth of coastline, over 7 000 lakes and 631 marinas make it an ideal country for boating enthusiasts.



## Chosen by the best

You might be surprised to learn that among fans of Polish yachts you will find an international tennis superstar Rafael Nadal (who is a proud owner of a luxurious yacht 80 Sunreef Power) and a former F1® World Champion Nico Rosberg (an ambassador for Sunreef Yachts Eco line of catamarans). Both yachts were manufactured in Gdańsk.



## Innovation matched by style

Polish yacht manufacturer – Galeon – is widely recognised for its innovative solutions such as the rotating cockpit sofa and 'Beach Mode' drop-down sides, while Conrad Shipyard's 133' Viatoris won an award at the World Superyacht Awards in London. Polish yacht producers were also involved in such projects as the polar vessel „National Geographic Resolution” or Cable Layer „Nexans Aurora”.

# INSTITUTIONAL ENVIRONMENT

## The Polish Chamber of Marine Industry and Water Sports – POLBOAT

Established in 2006 by a wide range of businesses and people associated with maritime production, POLBOAT acts in the interest of the whole industry and assists State and local administration. It represents businesses that altogether are responsible for almost 70% of the output in yacht and boating industry.

POLBOAT's activities include:

- cooperation with State, regional and local organisations
- organisation of promotional events and seminars
- participation in international associations on behalf of Polish yacht and boating industry
- publication of an annual catalogue of products and services sold by the Chamber's members





# The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a government agency is:

- \* To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- \* To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- \* To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



**Information packages**  
(macroeconomic, HR, legal, sectoral data)



**Analysis of export potential**



**Preparing information packages**



**Verifying business partners**



**Organising business missions**



**Preparing lists of possible business partners**



**Organising B2B meetings**



**Supporting in contacts with government agencies**

# Contact us

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