

Prepared  
in cooperation with

POZnań\*

Michael Page



# POZNAŃ

*City attractiveness and office market*

**H1 2022**

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# CITY ATTRACTIVENESS

# POZNAŃ



## CITY AREA

**261.9 sq km**



## POPULATION

**530,500**  
(GUS)



## POPULATION FORECAST

**503,800**  
(2030)



## NUMBER OF COMPANIES

**124,000**



## GDP GROWTH

**11%**



## GDP PER CAPITA

**PLN 120,833**  
(2019)



## AVERAGE SALARY

**PLN 7,500**  
(gross)

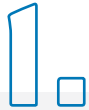


## UNEMPLOYMENT RATE

**1.2%**  
(May 2022, GUS)

## INVESTMENT ATTRACTIVENESS

### RANKINGS



**The most dynamically developing city in Poland, according to CEE Business Services Summit&Awards 2021**



In 2021, Poznań was awarded the title of **the City of the Year** in a ranking organized by the prestigious EuropaProperty magazine



1<sup>st</sup> place in the category of cities with poviat (county / district) rights in the **4<sup>th</sup> Financial Ranking of Local Governments in Poland**



1<sup>st</sup> place in the **ABSL ranking in terms of attractive location for office space**

Investor Service Office of the City of Poznań recognised in the **Best Team category in the 5<sup>th</sup> TOP WOMAN in Real Estate awards**

**Business Friendly City of the Year** in terms of local government support according to **the Future of Emerging Europe Summit and Awards 2022**

### INVESTMENT INCENTIVES

Scholarship program for students preparing for work in Poznań

Project Manager - a person dedicated to the project, responsible for the preparation and launch of the investment, cooperation with the investor after the start of the project

Employer branding - organization of press conferences, distribution of materials to local media, through social media and on the website [www.poznan.pl](http://www.poznan.pl)

Assistance in obtaining government subsidies - government grants, Special Economic Zones, real estate tax exemption

Preparation of sector analyses for the needs of investors - IT Report, Presentation of the Modern Services Sector in Poznań, Language Potential of the City, Move to Improve publication, GameDev catalogue

Preparation and promotion of urban real estate offer

Implementation of non-standard solutions in order to recruit the best employees, e.g. through organization of events, competitions for candidates for specific positions, cooperation in acquiring employees speaking niche languages

# QUALITY OF LIFE

## RANKINGS

1.

**Ranking Saint-Gobain - Polish Cities of the Future 2050:** 1<sup>st</sup> place in the category Transport and Infrastructure

3.

**3<sup>rd</sup> place in the ABSL ranking** for perception of overall quality of life

3.

**3<sup>rd</sup> place in the Best Cities to Study ranking**

The only city in Poland to appear in the **ranking of the British newspaper „The Mirror”**- 12 European cities that look like from a fairy tale

5.

**fDI Intelligence - European Cities and Regions of the Future 2022/2023:** 5<sup>th</sup> place in the overall ranking of medium-sized cities

The only city in Poland to appear in the **„Forbes” magazine ranking** - 20 best cities to live, invest and work in for Americans in Europe

## QUALITY OF LIFE IN NUMBERS

A response to the demographic challenge and migration trends is to retain residents and attract new ones through the consistent implementation of the open city strategy and measures to improve the quality of life, broadly defined as: infrastructure, revitalisation of the city centre, housing, the environment, the city's aesthetics and culture.

- **Creating attractive workplaces** - Poznań is an example of a city where the most advanced processes are carried out in modern service centres. Companies such as GSK, McKinsey and Franklin Templeton continue to develop and increase employment. **POZITIVE TECHNOLOGIES** Conference is the answer to the demand of Poznań employers for events related to the IT industry. Conference partners are the largest IT companies operating in the city. The aim is to promote Poznań as an important IT centre, bringing together professionals in the industry, attracting top employers, and creating a strong and active IT community.
- **Smart City** - strengthening innovation in the economy and implementation of new technologies, development of creative entrepreneurship, the start-up sector, emphasis on education at every level, active support for universities. The Smart City Poznań application won the *Wings of IT in Administration* award, in the category of tools for communication with citizens.
- **Ecology** - the city is in the preparatory phase of **creating a climate neutral strategy**. Currently, the most important solutions used to achieve climate neutrality are **the increase of green areas, the creation of an energy mix** using renewable energy sources, and the **modernisation of the public transport fleet** (electric vehicles, hybrid vehicles). The creation of urban retention reservoirs is planned. Programmes are being carried out: „Let's stop smog in Poznań”, „Keep warm”, asbestos removal programme.
- **Mobility** - green transport solutions - car-sharing, scooter-sharing.
- **Centre project** - revitalisation of the city centre, reduction of car traffic in the city centre and other measures to create a more citizen-friendly city.
- **Openness** - **promoting diversity, tolerance and respect through projects such as:** „My Poznań 36.6” campaign - guiding slogan „Towards people, tolerance is not enough, respect is due”.



**BIKE PATHS**

**275.59 km**  
(2020)



**GREEN AREAS**

**128.3 sq km**

## FACTS & FIGURES

**NUMBER OF STUDENTS**



**105,000**

**NUMBER OF GRADUATES**



**25,000**

**NUMBER OF UNIVERSITIES**



**24**

**AIRPORT - DISTANCE TO THE CITY CENTRE**



**7 km**

**AIRPORT - NUMBER OF PASSENGERS**



**1,055,162** (2021)  
**657,709** (2020)

**BSS SECTOR - NUMBER OF CENTRES**



**131**

**BSS SECTOR - NUMBER OF EMPLOYED**



**25,000**

RATING

**A - (STABLE OUTLOOK)**

RATING AGENCY

**Moody's**

# OFFICE MARKET POZNAŃ

H1 2022



**EXISTING STOCK**  
620,400 sq m



**SUPPLY UNDER CONSTRUCTION**  
70,000 sq m



**VACANCY RATE**  
12.0%



**NEW SUPPLY**  
0 sq m



**TAKE-UP**  
27,100 sq m

At the end of Q2 2022, the total office stock in Poznań was over 620,400 sq m, remaining unchanged due to the fact that no new office buildings were completed in the first half of 2022. It should, however, be noted that developers remained active. At the end of June 2022, there was over 70,000 sq m under construction in the Poznań office market, space expected to be completed in 2023-2025. The largest such projects are Andersia Silver, with a planned completion date in 2025 (40,000 sq m, Von der Heyden), and Nowy Rynek E, which is expected to be completed in H1 2023 (20,000 sq m, Skanska).

From April to June 2022, leases were signed for more than 21,400 sq m, a high figure given the size of the market. This represents more than 11% of the total volume of contracts signed in regional cities. At over 66%, renegotiations accounted for the largest share of the contract structure, while new contracts made up 27% of the volume. Expansions amounted to only 6% of all contracts signed in Poznań. Furthermore, the volume of transactions concluded in the first half of 2022 came to 27,100 sq m - 38% up on 2021's corresponding period.

At 12%, the vacancy rate at the end of June 2022 remained at the

Q1 2022 level. Compared to 2021's corresponding quarter, there was a decrease in office space availability, with the rate falling by 0.9 pp. This is the second lowest vacancy rate recorded among regional cities.

Asking rents in Poznań at the end of June 2022 remained stable, ranging from EUR 10.00 to EUR 16.00/sq m/month. In the near future, pressure from tenants to renegotiate rents and seek incentive packages in older buildings seems likely due to the high availability of office space. On the other hand, rising construction costs (rising prices of construction materials and labour costs), and growing construction loan costs may inhibit investor openness towards negotiation, particularly in new buildings. In all projects, however, an increase in service charges can be expected due to ongoing increases in the price of services and utilities.

## SELECTED SCHEMES UNDER CONSTRUCTION

### NOWY RYNEK E

- 20,000 sq m
- Q2 2023
- Skanska Property Poland

### ANDERSIA SILVER

- 40,000 sq m
- 2025
- Von der Heyden Group

Total office space    Completion date    Developer / Owner

## STANDARD LEASE TERMS IN NEW BUILDINGS



**SERVICE CHARGE**  
PLN/SQ M/MONTH  
15-20



**RENT-FREE PERIOD**  
5-8 months



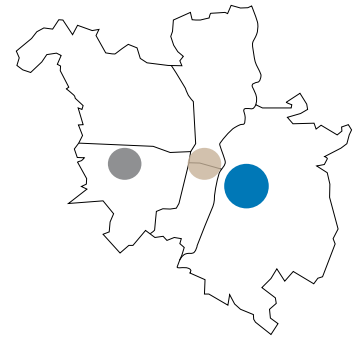
**FIT-OUT BUDGET**  
EUR/SQ M  
250-500

## COWORKING OPERATORS IN POZNAŃ

Business Link | Regus

## MAJOR OFFICE CONCENTRATION AREAS

	EXISTING STOCK	SUPPLY UNDER CONSTRUCTION	VACANCY RATE	MONTHLY ASKING RENT
<b>CITY CENTRE</b>	269,700 sq m	66,000 sq m	6.6%	EUR 10-16/sq m
<b>MALTA AREA</b>	43,000 sq m	0 sq m	2.6%	EUR 14/sq m
<b>MARCELIŃSKA/ BULGARSKA STREET</b>	144,100 sq m	0 sq m	18.1%	EUR 11-14/sq m



## MAJOR REGIONAL CITIES

### KRAKÓW, WROCŁAW, TRICITY, KATOWICE, ŁÓDŹ, POZNAŃ, SZCZECIN, LUBLIN

H1 2022



6.34m sq m



312,000 sq m



343,000 sq m



562,000 sq m



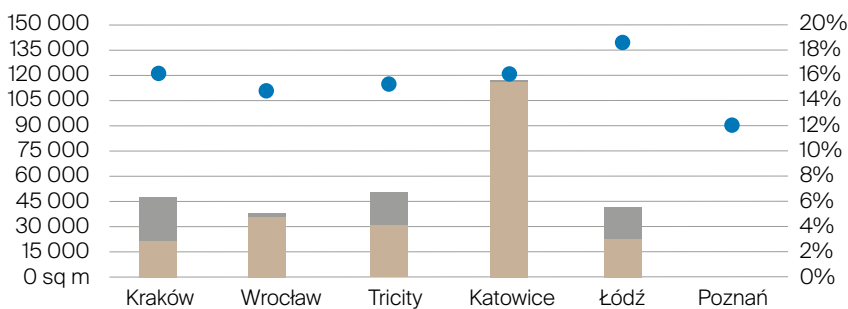
961,000 sq m

### POZNAŃ AMONG THE MAJOR REGIONAL CITIES

Poznań, one of the smaller office markets, ranks sixth in terms of size among Poland's regional markets. Further large projects under construction will be completed in 2023-2025 - the prestigious office buildings scheduled for completion will strengthen Poznań's position among the regional office markets.

### NEW SUPPLY (H1 2022) AND VACANCY RATE (Q2 2022)

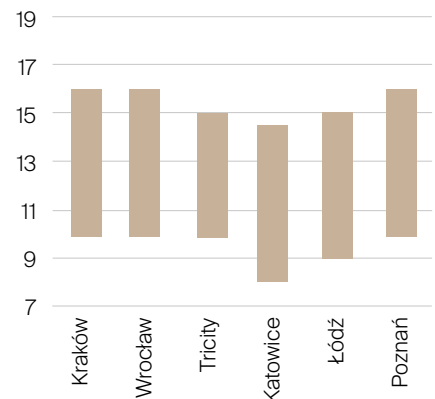
■ Q1 2022 ■ Q2 2022 ● vacancy rate



### ASKING RENTS

(Q2 2022)

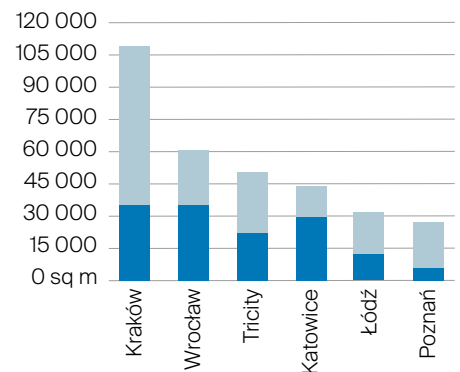
(EUR/sq m/month)



### TAKE-UP VOLUME

(H1 2022)

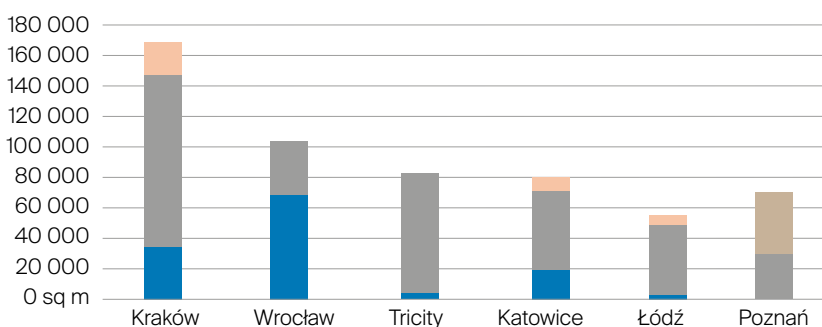
■ Q1 2022 ■ Q2 2022



### SUPPLY UNDER CONSTRUCTION BY COMPLETION YEAR

(Q2 2022)

■ 2022 ■ 2023 ■ 2024 ■ 2025

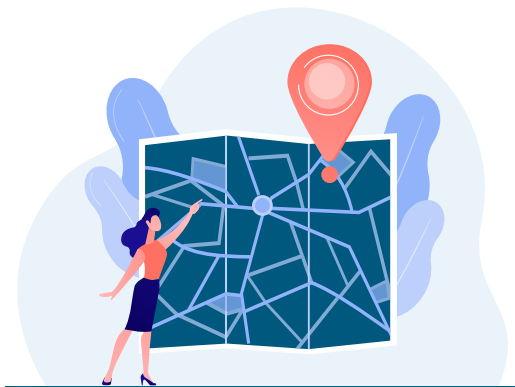


# HR PERSPECTIVE

Michael Page

## CLEAR CANDIDATE EXPECTATIONS

The research conducted by Michael Page has proven that as far as job advertisements are concerned, candidates are chiefly interested in the location of their prospective job – as confirmed by 59% of the respondents. The type of contract (47%) and the job title (44%) have been ranked second and third, respectively. **Such aspects as wages (37%) and the level of the position of interest (24%) came a lot lower on the list.** Apparently, candidates also pay close attention to the name of the company (19%), and the date when a given job offer was published (18%).



**Despite the popularity of home office, as many as 6 of 10 respondents first look at the address of their potential employer when looking through job offers.** This means that candidates care about a well-connected and often prestigious location. We can assume that for many people remote work is a very convenient alternative, but sometimes their home is simply unable to replace the amenities offered by a modern and comfortable office, which many people would like to keep using. As a result, those employers who offer candidates a hybrid solution will certainly appear more attractive on the labour market.

The Michael Page study has also revealed what sort of information candidates miss in job offers. **Almost nine out of ten (88%) respondents believe that job advertisements should contain information about the company's organisational culture, i.e. the principles and values that a given business adheres to.** A similar percentage of those surveyed (87%) would like to know the salary range, while 69% have shown real interest in the benefits package. These findings prove how mature candidates are these days, as their expectations towards employers are crystal clear. In addition, they are consistent with the general trends that dominate the labour market, such as employees' increasingly higher financial expectations, the growing importance of well-being in the workplace, or potential employers' engagement in CSR.



# THE JOB MARKET OF THE IT SECTOR AT A GLANCE

The labour market in the IT industry remains very dynamic, and we do not expect major slowdowns in this sector in the nearest future.

Today's trends in IT world have created excellent conditions for contracting services. These days, specialists prefer B2B cooperation, as it gives them greater freedom of work – especially in terms of the place and time of performing their professional duties, as well as higher earnings. IT employees still most frequently opt for the home office model, even those whose specificity of work in the pre-Covid world consisted in clients coming to their office. Candidates, especially those interested in contracting, are more likely to go for remote work, even if their clients are based in the same town.



The IT industry has been witnessing an invariably steady increase in wage levels. Wage reports that look at wage rates from the previous year turn out to be inadequate to the market trends that prevail in 2022.

Despite the constantly growing financial expectations, the availability of experts on the recruitment market is going down. Candidates manage to find a new job very quickly. Time pressure and the competitiveness of offers push companies looking for IT specialists to eventually hire candidates even with exorbitant expectations.

Companies most often rely on IT specialists in middle and senior positions, which means that they spend less time, and thus less money, on onboarding new staff. Especially in the case of contracting, employers tend to go for cooperating with more experienced experts who, in the case of short-term contracts, make a greater contribution to the design work.

## TOP 3 MOST DESIRED POSITIONS BY EMPLOYERS IN 2021:

1.

**JAVASCRIPT DEVELOPER**

2.

**JAVA DEVELOPER**

3.

**SOFTWARE TESTER**

### THE RATES BELOW REGARD DEVELOPERS (JAVASCRIPT DEVELOPER, AND JAVA DEVELOPER):

JUNIOR (2-3 YEARS)	80-120 PLN/h
MIDDLE (3-5 YEARS)	130-170 PLN/h
SENIOR (5+ YEARS)	160-200 PLN/h

### THE FOLLOWING RATES REGARD SOFTWARE TESTERS:

	JUNIOR (2-3 YEARS)	MIDDLE (3-5 YEARS)	SENIOR (5+ YEARS)
MANUAL TESTER	60-100 PLN/h	70-120 PLN/h	120-150 PLN/h
AUTOMATION TESTER	80-120 PLN/h	130-170 PLN/h	160-200 PLN/h

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