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THE MAINS DETERMINANTS OF THE ATTRACTIVENESS OF POLISH REGIONS FOR FOREIGN DIRECT INVESTMENT

Abstract:

On the basis of available materials will be analyzed the attractiveness of the Polish economy in regional terms, from the point of view of a decision on the location of foreign direct investment (FDI).

First of all, the regions with varying degrees of attractiveness for foreign direct investors will be identified.

Identification of general prerequisites for direct investment will be carried, and specification of those provinces will be indicated.

Next will be assessed the changes in the attractiveness of regions for FDI's in the period since the 1990s, that is since the initial period of the transformation of socio-economic system in Poland. It should also be noted that during this period there was a significant improvement in overall conditions for foreign capital in comparison to the period of real socialism. In the next part will be assessed the attractiveness of Polish regions for FDI based on criteria such as: the functioning of special economic zones (SEZ), access to EU funds, promotional activities.

The basis of all of the analyzes will be mainly: Materials from Research Institute of Market Economy in Gdansk and the Center for Regional and Local Analyses.

Keywords:

investment attractiveness of the state, investment attractiveness of the region, special economic zone, EU funds, promotional activities

JEL Classification: A10, F00

Introduction

In the period of real socialism in Poland there were favorable conditions for foreign capital investment. The transformation of the socio-economic development in the market contributed to the gradual improvement of conditions at the micro-, meso- and macroeconomy levels.

The main objective of the paper is to identify the extent of the potential investment attractiveness of Polish regions (especially in terms of foreign direct investment – FDI) and changes in the attractiveness at the turn of the transformation, as well as the identification of the factors determining the attractiveness and their changes.

The attractiveness of regions

As a result of the administrative reform, which is part of the transformation of socio-economic system and the decentralization of the state, since 1999. Polish territory is divided into 16 provinces (previously 49). They have become the local government units and local authorities have been required to determine the development strategy, stimulating economic activity, raising the level of competitiveness and innovation economies provinces (*Polska. Twój...*).

Research investment attractiveness of Polish regions leads the Institute for Market Economics (IBnGR) and the Center for Regional and Local Analyses (CARiL), whose team also examined the local community – micro-regions (municipalities, counties), as well as the investment attractiveness of Polish regions and the comparable regions of Europe. The test results of both centers are not always identical, but this is due to methodological differences. However, you can draw basic conclusions about the changes in the investment attractiveness of Polish regions.

In the period covered by the study, there was no revolutionary changes in the diversity of regional attractiveness for making FDI. In fact, over the years he did not change the lead, but only recorded repositioning provinces within groups of regions of strong, average and weak, but their range was insignificant (*Reports...*).

The attractiveness of investment shows a strong relationship with the level of economic development. Therefore, in the analyzed period, the most attractive for FDI were mostly three provinces: Mazovia, Silesia, Lower Silesia. The biggest investment attractiveness Mazowieckie always showed the study conducted by CARiL – since 2011 and it maintained the highest class attractivity for all kinds of industrial investment and service in 2015 it has been the most attractive, both compared to other Polish regions and the EU generally. However, according to research conducted by the Institute leader in investment attractiveness was largely Silesian province. Research CARiL from 2015. Showed that in addition to the Mazowieckie, the most economically developed provinces have been: Lower Silesia, Silesia. Lesser, however still attractive were: Łódź and Pomerania. All CARiL studies have shown that in all the provinces are the cities that acted as engines of development (mostly large cities or former provincial capitals) – in Mazowieckie that the city was only Warsaw and in Silesia province all its municipality. What was also noticed was the attractiveness of

the above mentioned as industrial centers and tourist centers. In addition, the analyses depicted the important role of special economic zones (SEZ) in shaping the attractiveness of investment at the local level, particularly when accompanied by such forms of promotion of entrepreneurship, such as Industrial parks, scientific-technological and business incubators (Nowicki, 2012; Kalinowski, 2005; Kalinowski, 2008; Nowicki, 2013; Godlewska-Majkowska, Komor, Zarębski, Typa, 2012; *Atrakcyjność...2014; Atrakcyjność...2015*; www 1; www 5).

According to the test results obtained by the team IBnGR in 2015, the leader in investment attractiveness remained the Province of Silesia, high investment attractiveness indicated Mazowieckie and Lower Silesia, and above the average – the regions: Małopolskie and Wielkopolskie (both a few years earlier were among the most attractive), West Pomeranian and Łódź. Małopolskie and Łódź in the 1990s belonged to the middle class of investment attractiveness, which in spite of the deterioration of the position of Małopolska recently and as compared to the beginning of the period there was an improvement. Especially the province West Pomeranian is an example of the improvement in the ranking primarily due to projects implemented by the provincial government and local counties and municipalities within their borders. All the mentioned provinces held high or average ranking in most aspects of investment attractiveness. To their high overall investment attractiveness contributed very well developed economic infrastructure, relatively large and absorbent markets, above average availability of transport (Nowicki, 2012; Nowicki, 2013; Nowicki, 2014; Tarkowski, 2015; www 5) .

Low investment attractiveness persisted for five regions: Podkarpackie, Warmia-Mazury, Świętokrzyskie, Lublin, Podlasie. A few years ago, the investment attractiveness of Podkarpackie Province improved, which can be associated with the effect of expenses on infrastructure and innovation is important of the region's aviation sector. Weak position of those regions is explained as a consequence of long-term social and economic processes – largely the same that have shaped the investment attractiveness of the leaders, but development is clearly less intense. Low intensity of urbanization and industrialization in the period in which these social-economic processes have made profound transformations in many European regions and some Polish ones, did not allow for the right combination of economies of scale and agglomeration in terms of the most important resources for large investors. Besides, despite the progress in infrastructure development and modernization of national importance, availability of transport of these areas still remained low. In recent years, infrastructure investments substantially improved accessibility to the regions of western and central Poland, the difference between more and less attractive regions is particularly high. It can be assumed that the commissioning of the planned infrastructure investments in central and eastern Poland will allow a significant improvement in the availability of the regions. Low investment attractiveness of the five provinces does not mean the lack of opportunity to attract big investors, however, they are still lower than in other – better developed – provinces. It seems necessary to strengthen the investment attractiveness of the business based on their unique

resources and strengths (Nowicki, 2012; Nowicki, 2013; Nowicki, 2014; Tarkowski, 2015).

Polish regions offered favorable conditions for investment in various sectors of the economy – in the industrial, service and advanced technology, which is particularly important to increase the competitiveness of the economy. During the period as attractive for industrial production were considered the provinces of southern Poland. You can distinguish a compact area – around the Upper Silesia and Western Małopolska. As a result, research in 2013 separated another compact area around Wrocław, Jelenia Góra, Wałbrzych – industrial centers of Lower Silesia, but subsequent studies the results have not been confirmed. These areas have a long industrial tradition and, therefore, well-developed sector of manufacturing companies and specialized resources on the labor market and relatively good transport accessibility (motorway A4). Good conditions for industrial production – due to the strong industrialized and good transport accessibility – provide: Łódź, Wrocław (this according to results of studies from the years 2014, 2015), Poznań, Bydgoszcz-Toruń, Stargard (this according to results of studies from the years 2014, 2015), and before 2013 Tarnobrzeg. For service activities favorable conditions offered mainly metropolitan sub-regions, centered around the biggest cities. Such inherently have large resources of highly profiled and different skills, well-developed economic infrastructure, excellent transport accessibility, and are also large and absorbent outlets. For advanced technologies were also particularly attractive metropolitan sub-regions, as in the major cities is concentrated most of the infrastructure and personnel research and development. These centers also train specialists supply the local labor market. R & D personnel educated in local academic centers is complemented by specialists encouraged to migrate by good living conditions, including the developed cultural environment. Large cities, thanks to extensive infrastructure of leisure, offer good living conditions and create an atmosphere conducive to creativity. Metropolitan regions are the most developed ICT infrastructure and relatively high availability of passenger transport. Favorable business environment provide centers with highly specialized production on a large scale and offer additional benefits (eg. tax incentives in SEZ) (*Program...*, Nowicki, 2012; Nowicki, 2013; Nowicki, 2014; Tarkowski, 2015; Godlewska-Majkowska, Komor, Zarębski, Tupa, 2012; Godlewska-Majkowska, 2008).

Given the (research of IBnGR) importance of transport for business, it was a fairly significant change. Commissioning of the missing sections of the A2 motorway Świecko – Warsaw greatly improved the availability of Lubuskie, Wielkopolska, Łódź Mazowieckie. Thus, the region crossed by the motorway A4 (Lower Silesia, Opole, Silesia, Małopolska) lost some hitherto almost exclusive advantage of the availability of infrastructure for quick access to the highway system in Western Europe (Nowicki, 2012).

Results of the Institute's study published in 2012 noted quite significant changes that have occurred recently in the area of activity of investors. The earlier leaders (Mazowieckie, Lower Silesia, Wielkopolska) lost a small part of the advantage to the

provinces of average, and even low activity. A slight advantage observed in parts of the eastern provinces: Podkarpackie and Warmia-Mazury and clear in Lublin province (Nowicki, 2012). Significant changes in the activity of regions to investors has also been found in the last published Institute's study (2015). Furthermore, in comparison to 2014 it is quite a significant change in the level of security – in fact improved in each province, but the pace of change varied. The same was the case with market absorption. Less spectacular, but quite significant changes have occurred in terms of resources and labor costs (Tarkowski, 2015).

According to the results of the investment attractiveness of the region into the EU, conducted by CARiL (presented by the end of 2012), among the 70 most attractive Polish municipalities, the largest of a cluster was in the regions of Silesia (13), Mazowsze and Wielkopolska (over 8) , Kujawsko-Pomorskie (7), and the least was in the Lubuskie, Podlasie, Pomeranian, Świętokrzyskie (1 each), Lublin, Łódź (over 2) (Godlewska-Majkowska, presentation).

These studies have shown a lower attractiveness of Polish regions, which resulted from a lower level of innovation and wealth and development costs compared to the more developed economic regions of other Member States. In countries among direct competitors to Polish FDI, the most attractive regions were Central-Hungary. It was found that a higher investment attractiveness of some Polish regions is achieved by the level of economic development (the case of the Pomerania, West Pomeranian, Warmia-Mazury, Łódź Lubuskie Małopolskie). Above-average investment attractiveness on the map of investment attractiveness of Europe reached the state of California and it resulted from the high evaluation of human capital and market values. Polish regions stand out among the other EU regions with a favorable assessment of human capital, otherwise among the most attractive in terms of investment potential (Mazowieckie Province and Silesia), and some received above-average assessment of investment potential (the region: Lower Silesia, Wielkopolska, Małopolska, Pomeranian), characterized particularly high population potential (Mazowieckie, Silesia, Lower Silesia, Wielkopolska, Małopolska, Pomeranian, Łódź, Subcarpathian), had beneficial changes in the gross value of fixed assets (10 provinces belonged to the forefront of the EU) (Godlewska-Majkowska, presentation).

In the ranking prepared by the FDI Intelligence – Agenda Publishing Financial Times, Silesia (Katowice region) was on the 11th place on the list of 20 regions of the world, where in the first half of 2012 it was reported to note the largest increase in the number of greenfield investments. Among the countries in the region Central and Eastern Europe above, because the fourth place went to the Lithuanian district of Vilnius. Silesia on the background of other Polish regions had been lately most active in attracting new investment projects – the highest recorded growth of total investments, as well as excelled in terms of industrial investment. Moreover, the most attractive for investments Polish cities in the country include: Warsaw, Cracow, Wrocław, Poznań (Woźniak).

Only one Polish town was on the list of the most attractive cities in Europe for investment in 2013., prepared by Ernst & Young. It was Warsaw, with 12th place (indicated on its 4% of the respondents and the same on the tenth of Prague). Apart from the cities of Central Europe, Moscow was slightly higher (6% of responses) (*Ernst...*).

In turn, the American magazine "The Site Selection" in cooperation with IBM Global Services Business published at the end of 2013 the list of the 100 most competitive cities in the world. The only assessed Polish city was Warsaw, which fell on average (*Najbardziejziej...*).

The rest of it is proposed to assess the attractiveness of Polish regions for FDI based on criteria such as: the functioning of SEZs, access to EU funds, promotional activities.

The functioning of SEZ

SEZ as areas of preferential conditions for business activities occupy an important place in the analysis of investment attractiveness of Poland.

Termination of the investments in SEZs means the disappearance of incentives to attract investors to the areas covered. This could favor a decision on relocation of investments.

SEZs are considered to be the most important instrument to promote business development, job creation, influx of innovative technologies (*Polska. Twój...*), and also one of the most important instruments of attracting foreign capital. They are referred to as the new location factors of an institutional nature (Stachowiak, 2007).

The very creation of the SEZ provoked conflict with the EU, which has demanded the liquidation of a breach of fair competition within the single market. According to the Polish authorities one should not violate the rights acquired by a company located in the SEZ in a final phase of talks on the issue (Stachowiak, 2007).

SEZ would function until the end of 2020. But already the primary instrument for attracting investors, which is exempt from income tax was becoming less effective for new investors – decreasing the possibility of its use. The research of Ernst & Young shows that more than half of the investors in the SEZ are not planning new investments in their territory if their operation was completed in 2020. But 81% of respondents reported willingness towards new investments for extending the period of operation zones (*Bariery...*). As a result of the internal discussions in Poland, the operation of SEZs has been extended until the end of 2026 under the issued on 23.07.2013 by the Council of Ministers regulation amending the existing regulation on the SEZ. This extension should increase the rate of inflow of new investments, create new jobs and have a positive impact on the competitiveness of the economy (www 5), including the Polish investment attractiveness compared to other countries in the region, which maintain tax privileges (Czech Republic, Slovakia) (*Bariery...*). Longer

operation of SEZ is particularly important for investors in sectors with a low rate of return, eg. automotive, who in the conditions of existence of the zones by 2020 would not take the decision to locate factories in Poland (www 5).

It is worth mentioning that the extension of the period of the SEZ is not incompatible with state aid rules in the EU. Those are formulated for subsequent programming periods, and entered into the national regulations governing the operation of SEZ. Therefore the entrepreneur who will receive permission to operate in SEZ after 01.01.2014 will be subject to the new rules (www 5).

The main objectives of creating SEZs were: accelerating regional economic development, land property and infrastructure, striving to alleviate structural unemployment in selected regions of the country by directing them to new investment, attract foreign investors to the country (*Przewodnik...*). According to the author, the development of SEZ should be closely linked to a policy of creating associations of undertakings and business institutions. Such compounds can stimulate the economic activity in the SEZ.

Investors holder of economic activity in the SEZ may, in the course of its on preferential terms, benefit from state aid in the form of such privileges as (*Przewodnik...; Polska. Twój...; Polska. Jak...*): exemption from income tax on legal and natural persons (as a form of regional aid), exemption from local taxes and fees in some municipalities, mainly from property tax, investment-prepared property at competitive prices, grants for staff training, grants support the creation of new jobs, free help in completing the formalities of investment and business activity (pro-investment care).

The amount of regional aid in general available for the entrepreneur depends on the location of investment, the amount of eligible costs (the amount of investment or two-year labor costs of new employees) and on the enterprise size. The allowable amount of assistance for each region is determined by the Polish regional aid map prepared for the respective programming periods of EU budget. In 2007-2013, the highest possible help can be obtained in the provinces: Kujawsko-Pomorskie, Lublin, Lubuskie, Łódzkie, Małopolskie, Opolskie, Podkarpackie, Podlasie, Warmia-Mazury, Świętokrzyskie, while the lowest is in the area of the city of Warsaw, and since 2011 onwards, the whole Mazowieckie area (*Polska. Twój...; Przewodnik...*). The regional aid map for 2014-2020 will worsen the competitiveness of the 10 provinces, for four there will be no changes, but regions around Warsaw will benefit (as those with the lowest GDP located next to those with the highest) – the north-eastern region of Mazowsze and Radom and those on so called eastern wall (www 6; *Dokument...*).

All existing Polish SEZ were created in the 1990s. The first was established in 1995. In Mielec, and the youngest is founded in 1998 – zone of Cracow. Initially, the Government created 17 SEZs, of which in practice began operating 15, and currently 14 still operate: Kamienna, Katowice, Kostrzyn-Słubice, Cracow, Legnica, Łódź, Mielec, Pomerania, Słupsk, Starachowice, Suwałki, Tarnobrzeg, Wałbrzych, Warmia-

Mazury. They are located in almost all regions of the country. They differ in terms of area, the nature, conditions and development of road infrastructure, technology and telecommunications (*Przewodnik...; Polska. Twój...; www 5*). Until 31.05.2004 the total area of the SEZ could not exceed 6325 hectares, which is the surface defined on the day 31.12.2000. Reducing the area of the SEZ was introduced by the amendment of the SEZ Act, 16.11.2000, as a realization of the negotiating position of the Poland in February 1999, which pledged to adjust the state aid rules into EU law and does not increase the total territory of the zone in exchange for the ability to maintain acquired privileges. Although no negotiated privileges were maintained, the limit the area has been maintained, with the result that any change of borders SEZ requires balancing the incorporated areas with the excluded ones (Stachowiak, 2007).

The effectiveness of attracting investment by SEZ has been variously assessed. After about 10 years of their operating results was assessed as not fully satisfactory, but despite the size constraints of state aid remained strong and relatively easily accessible instrument of financial support for new investment, and numerous requests of local authorities on taking over areas of new land testified to the great interest of potential investors, starting a business on a privileged area (Stachowiak, 2007). However, for several years of SEZs contributed to the creation of 182 thousand new jobs and the maintenance of another 57 thousand. Most new jobs created in the zones: Katowice, Wałbrzych, Tarnobrzeg and the fewest of them in the zones: Słupsk and Kamienna. In the districts where they are located SEZ there was lower unemployment rate than in other areas, moreover, was a higher rate of gross fixed capital per capita and higher GDP per capita (at the subregional level) (*Bariery...*).

Access to EU funds

The development of regions is supported by the state within the framework of regional policy, aimed at improving the social, economic and territorial cohesion of the country. As one of the most important goals of regional policy to be implemented in the years 2007-2015, resulting from the National Development Strategy (NDS), adopted to create conditions to increase competitiveness of all regions and equalization of opportunities for development of areas that no state aid would be doomed to marginalization or persistent development difficulties.

Regional policy instruments are: national programs (Innovative Economy, Infrastructure and Environment, Human Capital, Technical Assistance, European Territorial Cooperation programs) and regional operational programs prepared by regional governments (*Broszura...*).

All provinces are the beneficiaries of the structural funds, and five in the eastern part of the country (Lublin, Podkarpackie, Podlasie, Świętokrzyskie, Warmia-Mazury) as less developed than the rest of the country, while the poorest regions of the EU, were also included in a special program: Development of Eastern Poland, to strengthen the work of other programs (national and regional operational programs) in this area (*Polska. Twój...; www 2; Broszura...*).

The primary goal of the program adopted to accelerate the pace of socio-economic area covered by it in accordance with the principle of sustainable development, ie. help in achieving higher levels of development of the regions in other parts of the Poland, with no negative impact on the environment. This will help to improve the investment attractiveness and competitiveness on the national and international scale. As specific objectives for implementation were established: stimulating the development of a competitive knowledge-based economy, increasing access to broadband Internet, the development of selected metropolitan functions of voivodship cities, improving the availability and quality of transport links provinces, increasing the role of sustainable tourism in the economic development of the macro-region, optimizing the implementation process program (www 2; *Polska. Twój...; Broszura...*).

The program covered projects of key importance for the socio-economic development of five provinces – mainly investment in infrastructure supporting research activities and for the modernization of municipal or regional communication systems and also increase the attractiveness of venture investment and tourism (a network of bicycle paths) (*Broszura...*; www 2).

Some areas have been covered by cross-border cooperation as one of the three types of programs that make up the European Territorial Cooperation. The main objective of the programs is to promote cross-border cooperation and direct contacts to support socio-economic development and environmental protection in the border areas, characterized by a generally lower level of development compared to the national average (www 7).

In Poland, cross-border cooperation included subregions, the boundaries of which are the state border. In the new programming period of 2007-2013 (compared with the period 2004-2006) was the ability to take the program sub-regions located along the coast of the Baltic Sea (www 7).

In the context of cross-border cooperation can be with a partner or partners in the particular country, located in the area close to the border, carry out joint local and regional initiatives. Projects funded under the programs should contribute to the building of mutual relations between the partners, the projects must demonstrate significant "cross-border impact". Joint actions may concern inter alia the following issues: supporting entrepreneurship, development of small and medium-sized enterprises (SMEs), tourism, culture and cross-border trade; protection of natural and cultural assets, the prevention of natural and technological risks; supporting links between urban and rural areas; improving access to transport, information and communication; water management, waste management and energy systems; development and joint use of infrastructure (especially in the fields of health, culture and education), administrative cooperation and integration of local communities through the implementation of joint activities on the labor market, the promotion of gender equity (including both men and women), human resource development and support for research and development. Potential beneficiaries of programs can be: local governments at all levels, entities and agencies nominated or created by the

state, provincial governors or local governments to provide public services, non-governmental non-profit organizations, chambers of commerce, trades and crafts, higher education institutions, leading public research and education, cultural institutions, churches and religious associations, euroregions (www 2; www 7).

In addition to the five operational programs operating at the national level, there are 16 regional operational programs – for each province. As developed by the regional governments, which have received wide powers in this area (also in terms of implementation), they provide an example of a significant decentralization of the management of development processes. This solution was to identify needs at the lowest level, so that specific programs of action had plans of development of individual regions (www 2).

Province authorities, as performing a key role in managing and implementation of programs, are responsible for their preparation and implementation, including the evaluation and selection of projects for funding, make payments to beneficiaries, perform project control, monitoring and evaluation of implementation. In addition, issue guidelines, instructions and manuals on various aspects related to the implementation of the program and carry out promotion and information activities (www 2).

Priorities in the individual regional programs are close to each other – usually funding for investments related to health, education, urban development, tourism, information society, the development of companies (especially SMEs), promotion of the region (www 2).

Promotional activities

Attracting FDI is also carried out through promotional activities involving sectors and industries and regions and cities, carried out not only at national but also at regional and local levels.

At central and local levels, there are documents defining the directions of promotion of a county, state or other region, including sectors located throughout their areas.

One such document is the Programme of Economic Promotion of Eastern Poland, promoting macro-theme “Eastern Poland. Macroregion Macrotuture” (*Badania...Raport z...; Badania...Raport końcowy...*). It was implemented in the years 2009-2015 in the framework of the Operational Programme for Development of Eastern Poland by long-term and consistent communication activities designed to cause systematic increase in economic competitiveness and attractiveness of the area, ie. companies, products, services, capital, cities and other places. It boosted the promotion of five provinces: Lubuskie, Podkarpackie, Podlasie, Świętokrzyskie and Warmia-Mazury. This is the first program, which covered all the provinces at the same time. Its main aim was to increase interest in macro-economic offer, thus speeding up the pace of its socio-economic development in accordance with the principle of sustainable development, which constituted a strategic objective of the Operational

Programme Development of Eastern Polish. The main assumptions of the Programme of Economic Promotion of Eastern Polish included: an increase in FDI inflows, interest in the Polish business investment, boosting exports of products and services, the development of business tourism.

Responsible for implementing the program is the Polish Information and Foreign Investment Agency (PAIiIZ), in collaboration with representatives of the macro-region. Therefore, the Agency took action, such as the organization of internships and training for regional institutions, cooperation with the capitals of provinces macro-region, the presentation of the possibilities of location of these regions, cooperation with SEZ located in the macro-region, organizing the participation of entrepreneurs and representatives of local government units in dozens of promotional events annually (international fairs and exhibitions, trade missions, forums, conferences, seminars) (www 5).

What should be emphasized are promotional activities carried out by the Silesian province under the slogan "Silesian. Positive energy" and the Wielkopolska Region on the basis of the Strategy for promoting Wielkopolska Region for 2010-2020 period. Other provinces, and cities are also increasingly developing promotional activities, including in the area of attracting investment and enterprise promotion of the regions, which is important for potential investors interested in co-operation partners (*Badania...Raport z...*; *Badania...Raport końcowy...*; *Badania...Streszczenie...*).

Regions and cities conducted promotional activities in foreign markets. Cities willing to implement promotional campaigns in foreign media, eg. in the televisions such as CNN International and BBC World News (Warsaw in 2010, Poznań and Cracow in 2009, and earlier Gdańsk, Łódź, Szczecin and Wrocław) (*Badania...Streszczenie...*).

In the economic promotion of Polish regions are also involved institutions at the national level. Such as the above-mentioned PAIiIZ, which takes care of creating favorable conditions for FDI not only in a general sense, but also in the local areas. Therefore, it coordinates actions on the creation of a regional information system and supports local authorities in attracting foreign investors. Concerned about the best services to investors in the years 2004-2005, it created a nationwide network of Regional Investor Service Centres (COI), financed with local funds – each unit covers the operation area of the region, in which it is established (www 5).

As part of the promotional activities to strengthen the regions, PAIiIZ supports regional institutions for the promotion of FDI as a linked economic promotion. In order to strengthen the professional efforts, in accordance with the standards of PAIiIZ, services for investors in the region, it concluded in recent years the cooperation agreements with various municipalities. Due to the growing interest in self-government agreements on cooperation with PAIiIZ and obligations arising from it, it cannot give full guarantee of the same high standard of service to all partners. Therefore it decided to reduce the number of signed agreements to towns which have presidents, not mayors (www 5).

In addition to PAIIZ, economic promotion of individual provinces deal the Investors and Exporters Service Centres (COIE). COIE network was created on the initiative of the Ministry of Economy, but the individual centers in all provinces have been established by local governments. They operate within the structures of marshal offices or other entities selected by these offices (in terms of business environment institutions). Substantial support for the COIE represent Departments of Trade and Investment Promotion Embassies and Consulates, which cooperate with them to support entrepreneurs. The main objective of COIE is to increase the level of internationalization of Polish companies through export and investment outside Poland. The main aim was to extend efforts to increase the level of foreign investment in Poland by facilitating potential foreign investors to access information on the conditions of doing business in Poland and instruments to support the development of entrepreneurship, including investment incentives. The Operational Programme Innovative Economy Network included financial support, the beneficiary of which is the Ministry of Economy, and the final target group are the Polish economic entities operating in export and investment as well as all foreign investors interested in doing business in Poland (both in terms of free information services) (www 4; www 3).

Conclusions

Despite the improvement of investment attractiveness of Polish in regions, there were no significant changes in the map of the attractiveness, so that you can basically talk about its fixation. Rather, there were changing places within the group, because the general changes were relatively rare.

In fact, over the years the group of provinces with the lowest investment attractiveness has not changed. This does not mean that they are deprived of opportunities to attract big investors, but they remain lower than in other provinces. It is suggested that regions with relatively low investment attractiveness searched for new ways to change their position on the map of investment attractiveness, eg. through the intensive use of their unique resources and strengths and search for smaller investors, but are able to make effective use of those resources and strengths. Therefore it seems good idea to intensify efforts aimed at the use of the landscape and nature in order to develop various forms of tourism and organic food production.

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