



Export to Poland

Choosing your exportmarket

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1. General information

Key figures

	2023	2024	2025 (for.)	2026 (for.)
% GDP Growth	0,2	3,0	3,6* 3,4 **3,***	3,7***
Inflation CPI***	11.6	3,7	4.2	2,8
General Government balance % of GDP	-5.5	0-5,2***	- 6,4*5,5***	-4,8***
Private Consumption growth***(y-y)	-0,3	3,5	3,8	3,5
Exchange rate EUR/PLN (end of that period)***	4,35	4,25	4,35	4,35

*European Commission **IMF ***Bank BNP Paribas Poland

Polish Economic situation

- After a robust 2024 , an even stronger **growth** expected for 2025 and 2026
- In spite of a 13% average salary growth (in the private sector) in January 2025 y/y , a cooling down of the growth of **household consumption** experienced in 2024. **Savings** (stock markets, bank saving accounts, state obligations.....) have become an important economic instruments for the Polish households.
- Strengthening of the **national currency**, the Polish Zloty (PLN) towards the EURO. NB : Although Poland had not negotiated an opt-out, the Country is not expected to adopt the single currency (EUR) in the next decade, disregarding the political options in power. The fluctuations of the World stock markets, caused by the US custom duties policy in Spring 2025, have shown a strong effect on the EUR/PLN rate.
- After being one of the highest of the EU Member States, **Inflation** looks under control (around 4,9%in march 2025), but still high.
- **Budget deficit** above the Maastricht limit (-5,,2 % of GDP in 2024). In spite of the change of majority in 2023, it is expected to continue rising in 2025, before eventual reduction (plan in negotiation with the European Commission). High public spending policies inherited from the previous government have continued.
- Relatively Low **tax level**, income (12% average) and profit (19% for middle and big compagnies) will remain in place
- Very resilient **labour market**. In spite of the important Ukrainian immigration in the country, the jobless rate remains extremely low (3% in international methodology, 5% in Polish Stastics)
- Constant **wage growth** (13% y/y beginning 2025) , beating inflation.
- The most rapidly **ageing population** of the EU which boosts demands in silver economy . A population, again in spite of the Ukrainian immigration, steadily in decline (down to 37,7 million inhabitants at the end of 2024
- The whole country and especially its Municipalities are bracing themselves for a wave of projects and tenders following the unfreezing in January 2024 of **EU funds** both



from the National Reconstruction Plan and **the amounts available from the Cohesion fund of the financial perspective 2021-2027**. Because Poland is benefitting after the change of majority in December 2023, from a new **positive relationship with the EU institutions**. The Country is now governed by a pro-European majority, business-minded, although still in cohabitation with an Eurosceptic President. This new relationship is praised by Regions (voivodships), Municipalities, and by...the business sector which were suffering from the blocking of EU funds due to o Rule of Law issues.

- No new major plan announced in Economic Policy by the current, very cautious Government .



2. Additional indicators

Economic indicators

Find the main socio-economic indicators for this country, as well as its trade with Brussels and Belgium, in the publication "[Brussels and the world – Country statistics](#)" on analytics.brussels, hub.brussels' online data library.

The "[Brussels and the world - General statistics](#)" publication also provides data on trade between the Brussels-Capital Region and the rest of the world, by continent and by major world region. The same type of data is also available for the various regions of Belgium, as well as for Belgium as a whole.

Social and environmental indicators

If you'd like to know where your country stands in terms of social, environmental and economic issues, access a series of [composite indicators from the European Commission](#), structured according to the 17 United Nations Sustainable Development Goals¹ and the European Commission's 6 priority policy areas².

Free trade agreements

European agreements have a major impact on market accessibility and trade with certain countries. The links below, published by the European Commission, will provide you with all the information you need on free trade agreements and trade barriers. Existing agreements, those that have not yet been ratified and those that are expected to be ratified, can be consulted here:

- [Free trade agreements](#)
- [Trade barriers](#)

Additional information

The World Bank is an international organization that collects statistics on economic and social factors, institutions, and environmental issues in nearly all countries worldwide. These indicators, available from 1960 to the present, provide reliable information on population, development, and sustainability. (Not all data is available up to the most recent year for every country.) The database also allows countries to be compared.

- [World Bank indicators](#)

¹No poverty, Zero hunger, Good health and well-being, Quality education, Gender equality, Clean water and sanitation, Clean and affordable energy, Decent work and economic growth, Industry, innovation and infrastructure, Reduced inequalities, Sustainable cities and communities, Sustainable consumption and production, Measures to combat climate change, Water life, Land life, Peace, justice and effective institutions, Partnerships to achieve the goals.

² A green pact for Europe, An economy serving people, A Europe fit for the digital age, A stronger Europe on the world stage, Promoting our European way of life, A new impetus for European democracy.



3. On-site: a step-by-step guide

Market access and first contacts

- Extremely competitive market and still largely “price-oriented”. Before the 1st mailing list, make a thorough market analysis with a detail of the local (Polish and international) competition present in Poland.
- If you know your product is more expensive than the local equivalent, your first mail have to address this question and explain the difference in quality. Do not let your potential buyers discover your prices without your communication strategy behind them.
- 1st Mailing list : when contacting a decision-maker for the 1st time. Don't write a title with only a reference to your company (e.g.” best offer from.....”); Always write the name of **addressee** in the title of the 1st mail. It will avoid your mail to be deleted, Poland having among the most aggressive anti-spams systems in Europe.
 - o if on-line meetings are a common practice with Polish entrepreneurs, don't expect a successful negotiation on prices behind a computer. In order to make “prices moving” with Poles, you have to make the necessary effort for a meeting in presential form. This is easy due the current large choice of offers for flight to Poland from Brussels Airport and Charleroi.
 - o When negotiation have begun, show that you are ready to come back for a next session
 - o When finalizing the contract, you might need the help of a local lawyer. As for courts, if possible try to have the Courts in Belgium competent for potential legal disputes. It is however very rarely accepted by the Polish buyer.



Exporting

Payments

- Easy payments by bank transfer in EURO or rather in the Polish National Currency (Polish Zloty) . Payment can arrive within the day or the following day.
- Cash payments *between companies* are limited to 15000 PLN per transaction (around 3.470 EU).
- Advised to subscribe a currency risk insurance : the PLN is still totally “free-floating” (not even partially pegged to the EUR0) and there can be sometimes significant exchange rate variation, more due to international factors, thus impossible to predict. Poland is NOT expected to adopt the European Single Currency, within the following decade.



Company types

There are two major types of **companies** in Poland: limited liability company (pol. spółka z ograniczoną odpowiedzialnością) and joint stock company (pol. spółka akcyjna). Polish companies have features that are characteristic for corporations in other legal systems. Companies are subject to corporate income tax (basic CIT rate is 19%, reduced rate for small companies is 9%). In addition, shareholders are subject to dividend tax (tax rate is 19%).

This is also worth to mention a third type of company possible to incorporate in Poland. As Poland is European Union member, Polish legal system allows also existence of European companies (pol. spółka europejska). European companies are cross-border entities, operating under EU law, similar to joint stock companies.

Polish law also provides for following types of **partnerships**: general partnership (pol. spółka jawna), professional partnership (pol. spółka partnerska), limited partnership (pol. spółka komandytowa), limited joint stock partnership (spółka komandytowo-akcyjna).

In contrast to companies, partnerships have no legal personality. In spite of this, partnerships are separate legal entities. They can own assets on their own name, enter into g, open bank accounts, obtain VAT and VAT EU number etc.

Partnerships are less formalised and more flexible entities than companies.

Often used in Poland by small business is the Sole Proprietorship (jednoosobowa działalność gospodarcza), where the business is ruled by a single individual, with no legal separation between the business and the owner's personal assets. The owner(s) keep all the profits after paying taxes on them. It might include additional employees.

Support and subsidies

Discover all subsidies for Brussels businesses on the Brussels Economy and Employment website.



Interesting markets for a first export

Poland is a difficult market for newcomers, as consumers and decision makers are generally distrustful with new Foreign products and always scrutinize well the references. However it is not impossible for innovative products and solutions :

- Food health and bio market
- Biomedical sector (including diet supplement)
- Proptech (including Architecture)
- Audiovisual Sector
- Govtech & Citizentech sub-Sector (fintech generally very well developed in Poland)

Most important Trade Fairs and Show by sector 2024/2025

1. Defense and police Equipment

MSPO (2-5.09.2025) XXXII International Defence Industry Fair MSPO -

MSPO: <https://www.targikielce.pl/en/mspo>

Kielce (central Poland)

2. Energy

Targi GREENPOWER I 12-14.04.2026, Poznań (mtp.pl) Poznan (Western Poland)

3. Food & Beverage

WORLD FOOD POLAND, 7-9 April 2025, <https://www.worldfood.pl/en/>
11th International Food & Drink, Food Processing and Packaging Exhibition
WARSAW EXPO XXI

WARSAW FOOD EXPO, 20 - 22 May 2025, <https://warsawfoodexpo.pl/en/> / Nadarzyn
(suburb of Warsaw)

Warsaw Food Expo - International Food Industry Fair

BIOEXPO Warsaw For ecological products but not only food, 25 - 27 November 2025,
<https://bioexpo.pl/en/> Nadarzyn (suburb of Warsaw)

BIOEXPO Warsaw - International Trade Fair for Organic Food and Products.
BIOEXPO

4. Pharmacy & Cosmetics

PCI DAYS, 11-13 June 2025, Warsaw Expo XXI HALL, <https://pcidays.pl>

5. Medical devices

SALMED, www.salmed.pl 17-20 March 2026 Poznan (Western Poland)

6. Heavy Industry equipment

Fair EXPO KATOWICE (south of Poland) September 9-11 September, 2026



The International Fair EXPO KATOWICE (formerly known as the KATOWICE International Fair for Mining, Power Generation, and Metallurgy) , <https://expo-katowice.com/fairs/>

7. Railway Infrastructure

TRAKO 16th International Railway Fair 23 - 26.09.2025 (every 2 years) Gdansk (North Poland)

8. Construction

BUDMA, 3-06 February 2026 Poznan (Western Poland), <https://budma.pl/en>

9. Agricultural products and equipment

POLAGRA, 24-26.09.2025 Poznań (Western Poland), <https://polagra.pl/en>

10. HORECA Equipment

EURO GASTRO 10-12 March 2026, International Trade Fair of Solutions for the HoReCa Industry, <https://eurogastro.com.pl/en/>

11. Packaging & Labelling

TAROPAK, www.taropak.pl 18-20 November 2025 Poznan (Western Poland)

12. Tourism

1. International Travel & Tourism Fair ITTF Warsaw

ITTF (ittfwarsaw.pl) 20-22.11 2025 Central Warsaw Palace of Culture & Science

2. Tourism & Travel Fair TT Warsaw 10-12 October 2025

<https://ttwarsaw.pl/en/> in Nadarzyn (suburb of Warsaw)



4. Business culture

- Mail Communication: Cf infra “prospecting”. E-mails are most commonly used, even with decision-makers. Plain paper are mostly used for very formal communication, including debt collection
- Presential meeting- presentation: Be punctual! even it is a common use to be a little bit in advance .
- Dress code: a bit more formal and classical than in Belgium; however it is evolving every year, especially since the pandemic. More informal in the capital, especially in the IT sector.
- Poland being the “printing company” of Europe, customers still appreciate nice and glossy paper brochures for businesses with already some experience.
- Check first if your prospect has a good command of English (which is not always the case). Poles usually ...underestimate their practice of English, feeling not at ease thinking their interlocutor being more fluent in a foreign language than they are.
- Show your excellent state of your preparation, that you have read on the country, on the specific target region, or even on the target city. Poles are very host-friendly and it can help the discussion.
- Never adopt a superior -teacher tone when describing your company and what you think as being the needs of the potential customers. Poles are very sensitive to this element and like to be clearly considered as equal partners.
- Don't expect potential partner to be warm or enthusiastic for the 1st time. He or she can become more friendly later. Avoid touching your interlocutor to show a moment of emotions during the first meeting.
- Business Lunches: more and more in use. A bit later than in Belgium (around 14.00). Attention ! Poles usually avoid consuming any alcohol if business meetings are expected to continue later.
- Poles like to....negotiate, to discuss on prices. It is not a lack of respect for the potential partner. A business can take time until an agreement on prices is found.
- Rapidly in the partnership phase, Polish potential partners like to have a lawyer in their team. It is not a sign of mistrust but a normal habit.
- Presence: for the efficient monitoring of the work of a distributor or a new partner, you are expected to show your presence on a regular basis at least for the first years . A distant e-mail exchange could not help a situation of lack of involvement of the partner for your business.



Holidays (other than Belgian Holidays)

- 6.01: Epiphany
- 3.05: National Day
- Pentecost and Assumption Days are not holidays in Poland
- Corpus Christi: moving date end of May or June
- 26 December

5. What can we do for you?

Local contact points

The General Delegates and Local Representatives of the Region employed by hub.brussels are official representatives of the Brussels Government abroad, they support Brussels companies that want to export, and search and prospect for new investors.

They have the information, expertise and in-depth knowledge about the specifics of different foreign markets. Based on that knowledge, they help to refine and fine-tune your export plans, with advice on regulations, competition, market entry conditions, permits, etc. Furthermore, they can support you with your questions regarding exports, certain sectors within the jurisdiction, contacts with intermediaries, business culture, and much more.



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Business Belgian Chamber BBC

Secrétariat

Tel: 00 48 **+48 883 358 805**

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www.belgium.pl

National Polish Chamber of Economy (Krajowa Izba Gospodarcza)

Rue Trębacka 4, 00-074 Warszawa

Tel: 00 48 22 - 630 96 00

Fax: 00 48 22 – 827 46 73

<http://www.kig.pl/>

Polish Agency for Foreign Trade & Investment

(Państwowa Agencja Inwestycji Zagranicznych PAIH)

ul. Bagatella 12 , 00-599 Warszawa

Tel: 00 48 22 – 621 62 61; 621 89 04; 621 06 23

www.paih.gov.pl

Useful websites to delve into

Economic & trade information about Poland www.paih.gov.pl

Statistics

- National Bank of Poland <http://www.nbp.pl>, most recent data on trade, inflation..etc.
- Central Statistics Office <http://www.stat.gov.pl>, lot of economic data including import/export

Legislation

Law, regulation and forthcoming provision

<http://www.prawo.lex.pl>

Tenders and business proposals

<http://www.portalzp.pl> (in Polish)

Site du Ministère de l'investissement et du développement (en polonais)

<http://www.portalzp.p>

