

# **POLAND IN 2007 – PROSPECTS AND THREATS**



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# POLISH OPPORTUNITIES AND ADVANTAGES

WYŻSZA SZKOŁA  
NATIONAL - LOU

1) The level of education of very dynamic, young Polish citizens born in the 80-ties in the period of population explosion. They came from poor, no-educated families, but possessed inborn, natural, rare in the developed world ambitions and motivation to hard work allowing to reach the level inaccessible for their parents and grandparents. That “going ahead” connected with education is the biggest source of Poland in the first two decades of the XXI century.

# **POLISH OPPORTUNITIES AND ADVANTAGES:**

2) Significant, 38 mln market with the prospects of increasing GDP, connected with the increase in wealth of Polish citizens by about 80-100% during the period of the next 20 years (average salaries in industry in 1987-about 20 USD/month, at present about 1000 USD).

It is estimated that in 2027 they will reach the level of minimum 2000USD, probably 3000 USD per month.

# **POLISH OPPORTUNITIES AND ADVANTAGES:**

3) The opportunity of using so called “delay rent” in economy, skipping a few technological stages, and immediate moving to the most modern solutions.

# POLISH OPPORTUNITIES AND ADVANTAGES:

4) Polish national virtues: individuality, entrepreneurship, cleverness, bravery are significant for human capital in economy based on the knowledge and great dynamism of economic transformations. The present generation of Polish 20 year-olds can become an invaluable asset, instrument of development of the EU.



# **POLISH OPPORTUNITIES AND ADVANTAGES:**

5) Coming period of financial support from the UE - 68 bln Euro in the course of 6 years is an opportunity for getting closer to the world in the field of infrastructure as well as creating the grounds for achieving the competitive advantage in chosen areas.

**Advice for listeners:** do not believe in a black media picture of Polish political scene. It is natural creating of a stable system of parties.

In democratic states such a system was created for tens of years.

In Poland the process started just 18 years ago.

**Author's thesis:** the threat to a democratic system or free market economy does not exist.



# POLISH THREATS

- like the rest of the continental Europeans we live at the cost of our grandchildren
- lack of radical reform of public finance sector, which causes the weakening pace of development
- too little innovation and a low level of absorbing new technologies by Polish entrepreneurs
- too small dynamism and openness for the economy of Polish scientific society that presents significant potential

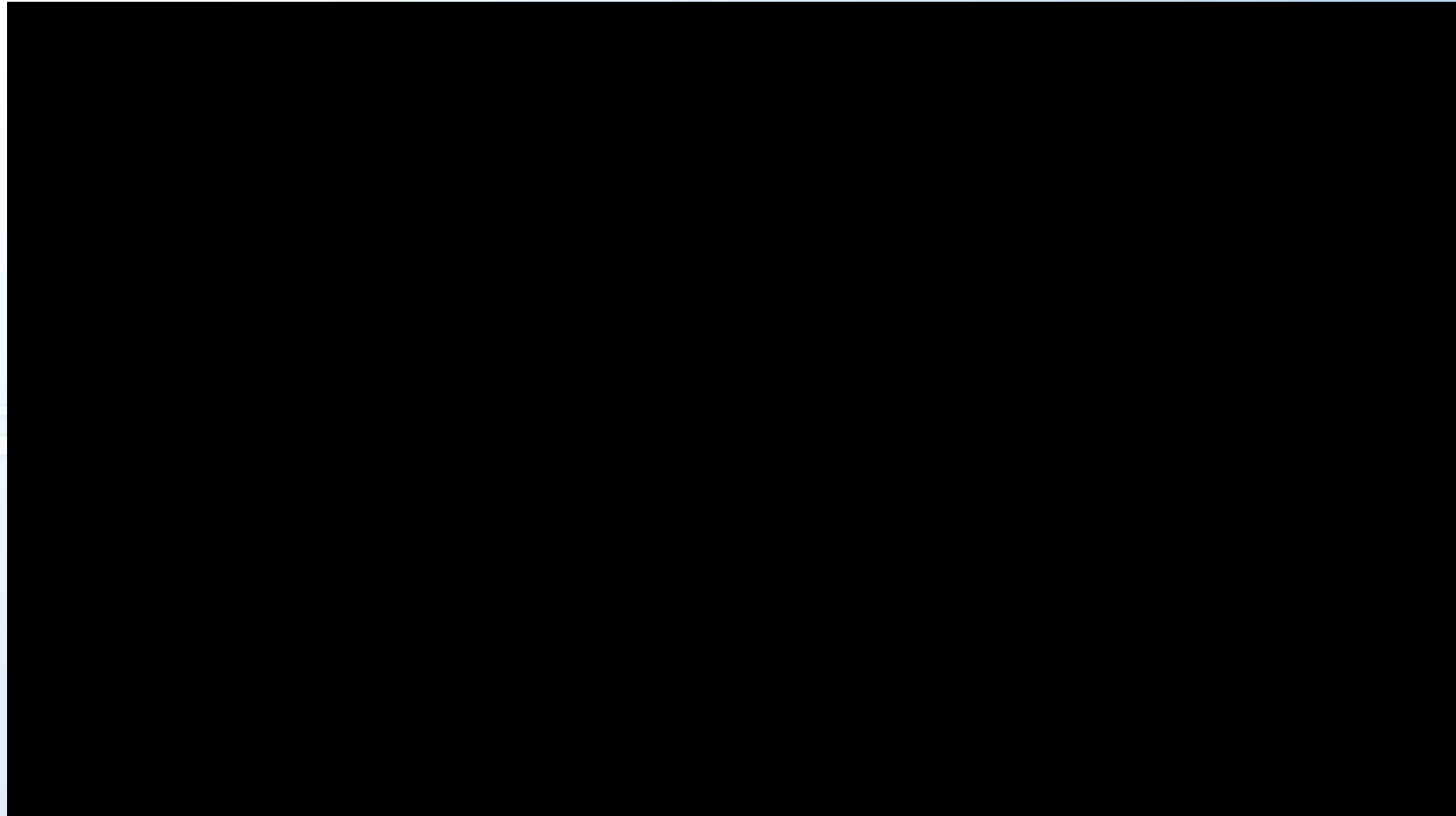
# NOWY SĄCZ – NOWADAYS AND THE FUTURE

**Nowy Sącz** - a town which among medium towns (the population below 100,000 inhabitants) has become a symbol of success, regarding Polish economic transformation of the 90-ties. We can mention "The Sącz tigers" such as: Optimus, Fakro, Novitus, Wiśniowski, Koral, WSB-NLU, and older enterprises after the transformation such as: SGL Carbon, Newag, Konspol

# NOWY SĄCZ SCHOOL OF BUSINESS – NATIONAL – LOUIS UNIVERSITY

- idea - a visit in WHO, Vallendor in 1989. We started in 1991 with the initial capital of 2000 USD
- 1996 - we won the ranking of business schools for the first time
- In 1999 we received the first Pro Publico Bono award in the contest for the most valuable civic initiatives of the decade of 1989-1999, advertized by the Prime Minister of the Republic of Poland.
- Since 1999 there are both Polish and American degrees at WSB-NLU

# NOWY SĄCZ – NOWADAYS AND THE FUTURE



# WSB-NLU NOWADAYS

- four fields of study: Business (Polish and English), Computer Science, Political Science, Psychology
- over six thousand graduates
- complete and excellent infrastructure



# “THE PROJECT OF MILLENIUM”

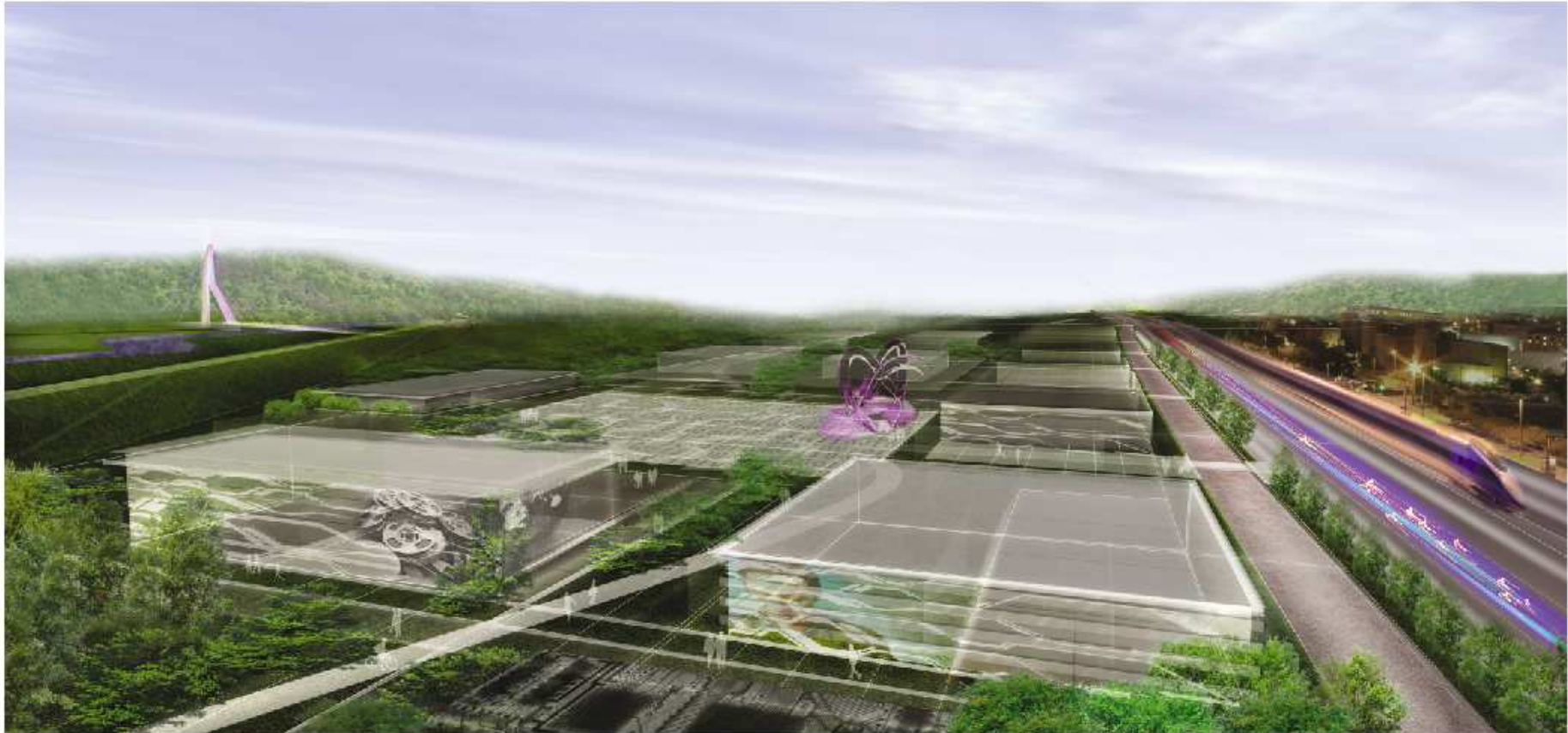
Transforming Nowy Sącz into the first Polish town of knowledge, creating in Nowy Sącz an economic organization able to compete and achieve competitive advantage in multimedia and information system.

The project of “Multimedia City” has been included in the government list of the projects crucial for the development of Poland and received 28 mln Euro financing from the EU sources for the first stage.

Building around Nowy Sącz the European Spa Centre.



# “THE PROJECT OF MILLENIUM”



MIASTECZKO MULTIMEDIALNE NOWY SĄCZ

JAKUB SMAGA POLITECHNIKA KRAKOWSKA  
WYDZIAŁ ARCHITEKTURY

# THE PROSPECT OF 2027 FOR NOWY SĄCZ

- Nowy Sącz will be one of the most important centers for development in Europe
- Multimedia City will be a corporation of minimum 1 bln Euro, existing at the stock market NASDAQ, in New York
- WSB-NLU will become a university competing with the best world universities.

***THANK YOU FOR YOUR ATTENTION***



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