



**LCC**  
LUBLIN CONSULTING  
CENTER

# **INTRODUCTION OF INVESTORS TO THE POLISH MARKET AND THEIR SUPPORT**

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A grayscale photograph of a woman with curly hair, wearing a white shirt, speaking into a microphone. She is looking down and to the left. The image is semi-transparent and serves as a background for the text.

**THE SECRET OF BUSINESS  
IS TO KNOW SOMETHING  
THAT NOBODY ELSE KNOWS**

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Aristotle Onassis

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The Lublin Consulting Centre Ltd. was established in 2009 in Lublin to promote enterprise and show companies how to boost their effectiveness. Entrepreneurs' needs require constant market observation, trend analysis, search for new solutions and continuous development of relational capital. As one of the management classics once said 'Customer segmentation always comes down to meeting the needs of a single customer.' There are no universal solutions in business and market dynamics does not allow long pondering about strategy. We provide expertise, tools and if necessary ready-made business solutions. When supporting clients in overcoming business challenges we accept George Schenk's assumption that 'Customers may come in crowds but they feel satisfaction individually.'

Yours faithfully



**Katarzyna Tatara**

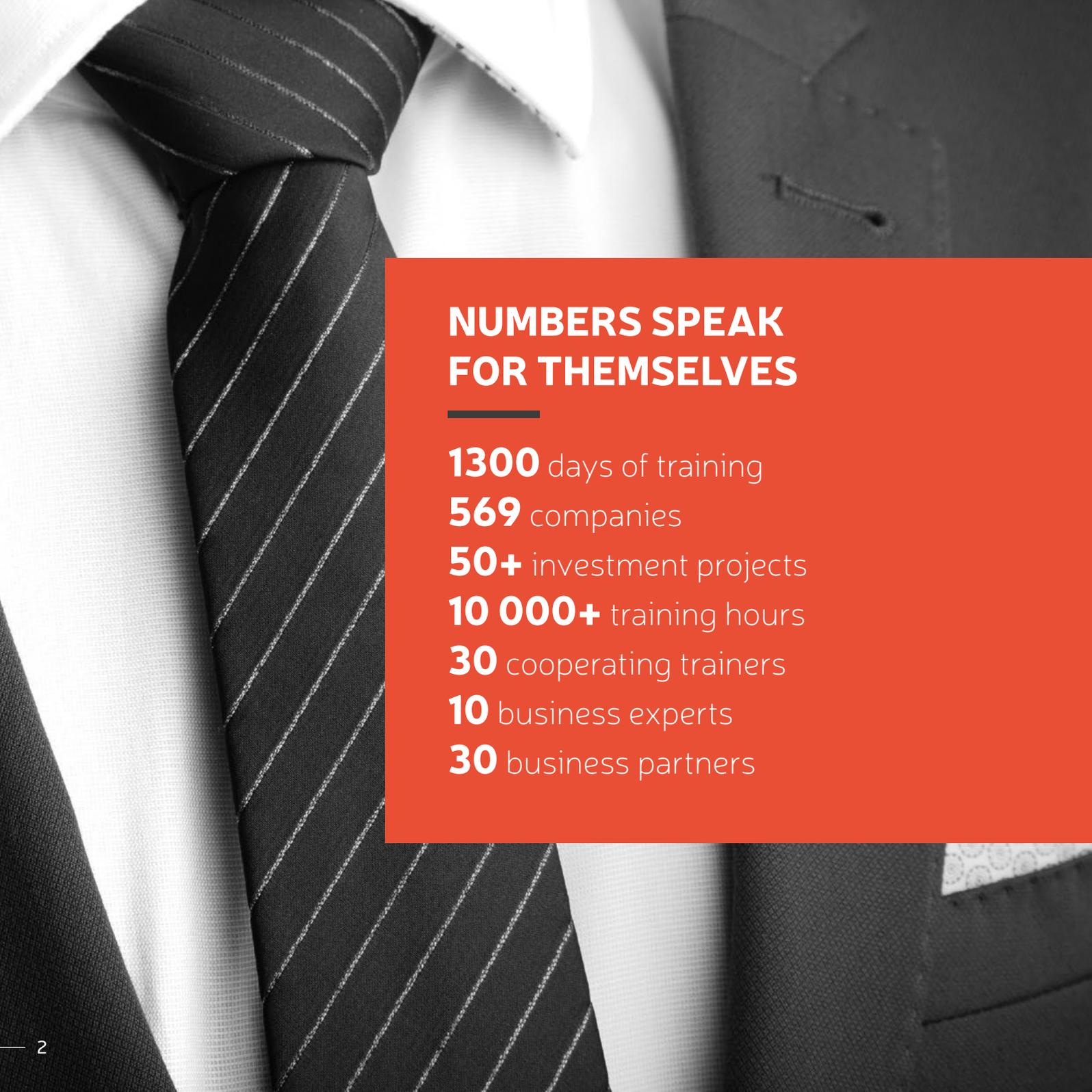
The Chairman of the Board  
The Lublin Consulting Centre

# **WE PRESUME THAT THERE ARE NO UNIVERSAL SOLUTIONS IN BUSINESS.**



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Contact us and within five days  
you will be provided with proposed  
solutions tailored to your needs.



## NUMBERS SPEAK FOR THEMSELVES

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**1300** days of training

**569** companies

**50+** investment projects

**10 000+** training hours

**30** cooperating trainers

**10** business experts

**30** business partners

# INTRODUCTION OF INVESTORS TO THE POLISH MARKET AND THEIR SUPPORT

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Regional markets are always characterized by their individual nature and grasping it is essential to the whole entry strategy. The LCC helps its foreign clients to invest in Poland. Because of our work entrepreneurs can begin their activity in the Polish market in a quicker and more effective way.

## COMPREHENSIVE COMPANY SUPPORT

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There are nearly 60,000 companies with foreign capital currently registered in Poland, however, around 50,000 are the operating ones. 3,568 new companies with foreign capital were registered in 2013 alone (according to the Business Information Centre). This means that foreign entrepreneurs more often see the potential of the Polish market. We support both small and large companies in the Polish market. We even help the most demanding industries such as those associated with the renewable energy market. We have helped investors from Norway, the UK, the Middle East and Turkey.

## ANALYSIS PREPARATION

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The Polish market is becoming more and more attractive to foreign investors due to its absorption capacity and relative stability in the times of economic crisis. Forecasts for the next two decades predict more than 3 per cent economic growth which looks promising in comparison to other EU countries. We have developed many entry strategies taking into consideration the peculiarity of the Polish legal system, industry challenges and the dynamics of global changes. We prepare market analysis for our clients and advise on how to become recognizable in the Polish market. If necessary, we represent our clients before Polish institutions and we are present in negotiations. Our expertise helps our customers to make the right strategic decisions.



## MARKET ANALYSIS AND MARKET ENTRY STRATEGY PREPARATION

**The Polish market is becoming more and more attractive to foreign investors due to its absorption capacity and relative stability in the times of economic crisis. Forecasts for the next two decades predict more than 3 per cent economic growth which looks promising in comparison to other EU countries.**

Entering a foreign market is not only a big investment challenge but also a strategic one. Skilful operating in the market and building your position increases the effectiveness of your company. Unfortunately the Polish market means a lot of challenges such as bureaucracy, complicated tax system, large variety of industries. Before taking a decision about entering the Polish market it would be advisable to use support from a trusted and experienced partner who can help you:

- develop a market entry strategy,
- analyse the Polish market,
- define the key business objectives,
- assess the risk,
- find trusted business partners.

Maybe the success of P&G, whose products can be found in 90 per cent of Polish households, is worth repeating? (Foreign Investor of the 25 years)

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If you would like to join the circle of foreign investors in the Polish market but want comprehensive support at the beginning, maybe you need some help with:

- developing market entry strategy,
- carrying out a comprehensive analysis of the competition,
- registering the company and going through all the formalities,
- finding an office,
- recruiting and employing staff with specific competences,
- training your employees paying special attention to their future positions,
- advising on financial and tax issues connected with the business activity.

We support both small and large companies in the Polish market. We even help the most demanding industries such as those associated with the renewable energy market. We do our best to provide our clients with comprehensive help and support both before entering the Polish market and in the first few months of operating in it. Our help very often turns into long-term business contacts. We have helped investors from Norway, the UK, the Middle East and Turkey.





For more visit:  
[www.lcc.lublin.pl](http://www.lcc.lublin.pl)

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