

Poland

Key indicators

Population (millions)	38.0
GDP (\$ billions)	467.4
GDP per capita (\$)	12309.3
Share of world GDP (PPP\$, %)	0.9
Current account surplus/deficit, share of GDP (%)	-0.1
Tariff preference margin (percentage points)	4.6
Imports and exports (goods and services), share of GDP (%)	96.9
Services exports, share of total exports (%)	18.3
Geographic region	Europe
Country group	OECD
Income group	High income

SME Competitiveness Grid Summary

Average scores [0-100]	Compete	Connect	Change
FIRM CAPABILITIES			
Small	51.0	62.5	31.4
Medium	55.4	78.9	41.2
Large	69.6	88.5	59.0
All	55.1	69.5	39.1
BUSINESS ECOSYSTEM	52.4	61.8	57.2
NATIONAL ENVIRONMENT	76.3	77.5	71.0

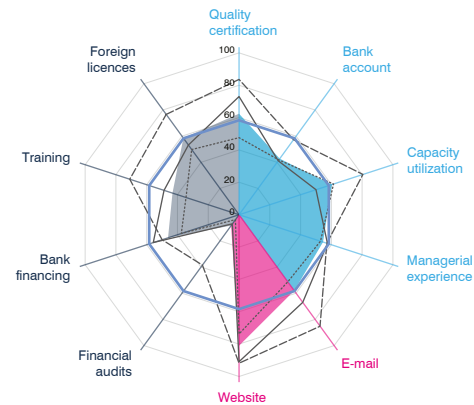
Reference level: 58.4 (a function of GDP per capita)

Weaknesses are scores below: 29.2 | **Strengths are scores above: 87.5**

SME Competitiveness Grid

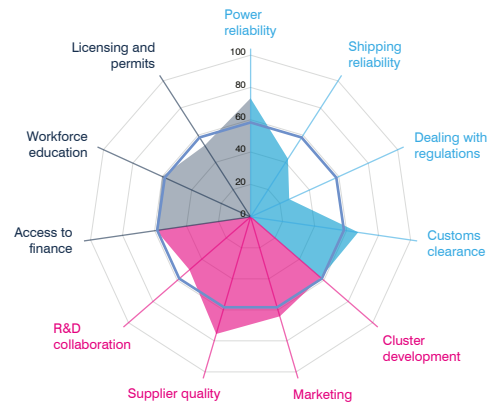
FIRM CAPABILITIES (Normalized scores)

Compete	Small	Medium	Large	All
International quality certificate	47.6	73.0	83.6	62.4
Bank account	41.9	41.2	57.3	42.8
Capacity utilization	61.4	50.0	80.5	60.4
Managerial experience	52.9	57.5	57.1	54.6
Connect				
E-mail	51.3	67.0	85.2	58.1
Firm website	73.7	90.8	91.8	81.0
Change				
Audited financial statement	3.8	7.0	38.5	8.4
Investment financed by banks	37.5	55.7	50.0	46.1
Formal training programme	34.5	48.7	71.0	43.2
Foreign technology licences	49.7	53.2	76.6	58.6



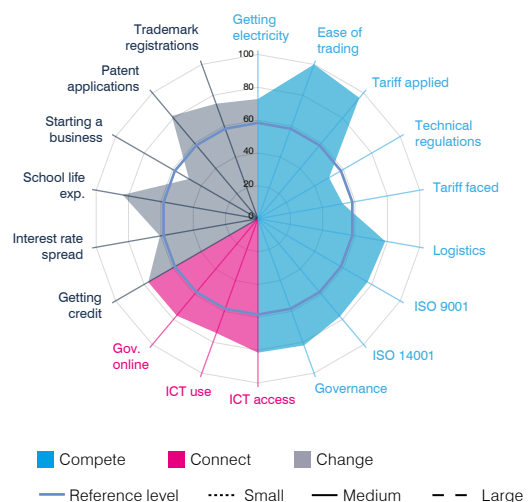
BUSINESS ECOSYSTEM (Normalized scores)

Compete	Small	Medium	Large	All
Power reliability	73.3	81.5	73.3	73.3
Domestic shipping reliability	38.6	41.2	58.2	42.7
Dealing with regulations	26.6	26.7	24.0	26.3
Customs clearance efficiency	75.7	69.0	57.5	67.3
Connect				
State of cluster development				57.5
Extent of marketing				64.2
Local supplier quality				75.5
University-industry collaboration in R&D				50.1
Change				
Access to finance	52.6	65.9	78.1	59.0
Access to educated workforce	57.9	58.1	84.6	60.1
Business licensing and permits	48.4	54.3	81.9	52.5



NATIONAL ENVIRONMENT (Normalized scores)

Compete	All
Getting electricity	72.9
Ease of trading across borders	100.0
Applied tariff, trade-weighted average	96.1
Prevalence of technical regulations	50.0
Faced tariff, trade-weighted average	52.5
Logistics performance index	78.7
ISO 9001 quality certificates	77.1
ISO 14001 environmental certificates	77.7
Governance index	82.1
Connect	
ICT access	81.5
ICT use	74.1
Government's online service	77.0
Change	
Ease of getting credit	77.1
Interest rate spread	60.6
School life expectancy	83.6
Ease of starting a business	48.4
Patent applications	81.7
Trademark registrations	74.5



Note: Scores range from 0 to 100, a higher score indicates a better outcome. Series with missing data are indicated as (-) in the tables and omitted from the radar charts.

Source: World Bank Enterprise Survey (2013) for firm level data; for other sources and methodology see Annex.

SME Export Potential

Poland is a high income country with a population of 38 million and GDP of \$467.4 billion. Goods and services account for 81.7% and 18.3% of exports, respectively.

The country's unrealized potential to increase existing exports of goods lies within its home region and to Asia and the Americas (see table below). *Motor cars* have an unrealized export potential of around \$2.1 billion in the home region. Other products with unrealized potential include *compression-ignition internal combustion piston engines* and *parts of seats*.

Regarding new export products, Poland has diversification opportunities in vehicles machinery and electronic equipment, as well as medical instruments with products such as *railway or tramway goods vans and wagons*, and *flexographic printing machinery*. The production of the former goods scores relatively well on the price stability indicator. Other products for diversification include *apparatus based on the use of X-rays for dental uses*, and *driving bogies and bissel-bogies for railway or tramway locomotives*.

Small firms in Poland perform well in having business websites and in customs clearance efficiency. They underperform, however, in having audited financial statements and dealing with regulations. The largest performance gap between small and large firms lies in having audited financial statements. The country's national environment performs well in ease of trading across borders.

Unrealized potential: Existing export products

Product description	Product code	Exports (\$ million)	Value of unrealized potential exports by destination (\$ million)					Development indicators							
			Africa	Americas	Asia	Europe	Oceania	Price stability	SME presence	Women employed	Technology				
			0 2500	0 2500	0 2500	0 2500	0 2500								
Miscellaneous parts and accessories, for tractors, motor vehicles for the transport of ten or more...	8708XX	5416													
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870322	3268													
Compression-ignition internal combustion piston engine "diesel or semi-diesel engine", for the...	840820	2801													
Reception apparatus for television	8528Xb	4122													
Parts of seats	940190	2078													
Motor cars and other motor vehicles principally designed for the transport of persons, incl. station...	870332	1786													
Parts and accessories of bodies for tractors, motor vehicles for the transport of ten or more persons,...	870829	2107													
New pneumatic tyres, of rubber, of a kind used for motor cars, incl. station wagons and racing cars	401110	1315													
Upholstered seats, with wooden frames (excluding convertible into beds)	940161	1727													
Brakes and servo-brakes and their parts, for tractors, motor vehicles for the transport of ten or...	870830	1007													

Notes: Unrealized potential table: Top 10 products in decreasing order of unrealized export potential to the world. **Exports:** Average value over 2011-2015. **Price stability, SME presence, and Women employed:** Green - performance above a country's trade-weighted mean. Red - the opposite. **Technology:** Green - transformed products exported by countries at least matching the country's per capita GDP. Red - the opposite. Blank spaces - data not available.

Source: ITC Export Potential Map, <http://exportpotential.intracen.org>