

In Metropolis GZM. Business

ECONOMIC BULLETIN OF METROPOLIS GZM

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A record year for cargo at Katowice Airport

In 2021, a record 32,104 tons of freight was handled at Wojciech Korfanty Airport's cargo terminal, an increase by 11,729 tons (+57.6%) compared to the year before. This is the best annual result in the history of KTW.

Last year was also the best in the history of the Katowice Airport in terms of the number of takeoffs and landings of cargo aircraft. We recorded 4,642 freighter operations, which is 1,515 more (+48.5%) than in 2020.

Katowice Airport has been a leader in the cargo segment for many years, among thirteen Polish regional airports.

KATOWICE (KTW) CURRENT NETWORK OF REGULAR FREIGHT LINES INCLUDES 10 ROUTES:

• Milan — Catania — KTW — Madrid — Milan	AMAZON
• Milan — Cagliari — KTW — Paris de Gaulle — Milan	AMAZON
• KTW — Hanover — Milan-Malpensa — Hanover — KTW	AMAZON
• KTW — Cologne/Bonn — East Midlands — Cologne/Bonn — KTW	AMAZON
• Frankfurt — KTW — Frankfurt	LUFTHANSA CARGO/RFS
• Vienna — KTW — Vienna	LUFTHANSA CARGO/RFS
• Cologne/Bonn — KTW — Cologne/Bonn	UPS
• Liege — KTW — Gdansk — Riga — Liege	FEDEX
• Leipzig — KTW — Leipzig	DHL EXPRESS
• Paris — KTW — Warsaw — KTW — Paris	FEDEX



Source: Cargo's record result, 24.01.2022.

Katowice Special Economic Zone summarized the record-breaking 2021

2021 SUMMARY

PLN 5.35 billion

CAPITAL
EXPENDITURES

4.47 thousand

WORK
PLACES

102

NUMBER OF DECISIONS
ISSUED

SME COMPANIES

52

PROJECTS

PLN 750 million

INVESTMENT
VALUE

INVESTMENTS WITH POLISH CAPITAL

58

PROJECTS

PLN 2 billion

INVESTMENT
VALUE



Source: data from the Katowice Special Economic Zone, January 4, 2022.

Partner



Another investor in the Zabrze area of the Katowice Special Economic Zone

Droma (manufacturer of gates, roller-blinds and sun protection solutions) purchased a 2.1 ha plot of land for PLN 2.7 million net.

Up to this point, 33 entities have bought real estate in the Zabrze area of KSEZ. Nineteen companies have already started their economic activity. About one billion PLN has been invested so far, creating about 1.5 thousand new jobs. However, the zone will employ about 4,500 people in the coming years.

The special economic zone in Zabrze covers 157 hectares, divided into 45 plots ranging in size from 0.5 to 21 hectares. Investors are attracted by, among other things, well-prepared infrastructure, convenient location in the vicinity of freeways and the airport in Pyrzowice, and access to well-qualified staff.

The Silesian Investor and Exporter Assistance Centre (SIEAC), operating within the framework of the Marshal's Office of the Silesian Voivodeship in Katowice, has prepared a list of export products under the name of *made inSilesia*. It also includes products of companies from Metropolis GZM.

The purpose of the publication is to present the economic potential of the Silesian Voivodeship as well as to promote companies and export products and services. The list is available at: [↗](#)

At the cost of over PLN 5 million, a road is being built in Siemianowice Śląskie, which will connect Bytomska Street with investment areas. The link will be approx. 600 m long. The investment is of great importance for the development of the city, as it will allow better connection between industrial areas, which will not only provide convenient access for current investors, but also encourage other companies to locate their headquarters in Siemianowice Śląskie. The project is expected to be ready by the end of June 2022.

The SPAR chain will expand its logistics center in Czeladź – the facility at MLP Czeladź will be put into service later this year.

Currently, SPAR uses an area of 8.8 thousand sqm, which is intended for storage purposes, a cold store, a freezer and office and welfare space. The SPAR logistics center will be expanded by 11.2 thousand sqm, the vast majority of which will be used as a warehouse, cold store and freezer. The modern office will also be enlarged by 250 sqm. This phase is scheduled for completion in the third quarter of 2022.



Source: own elaboration based on
“The last plot in Zabrze zone sold!”



Source: own elaboration based on
“Presenting the made inSilesia list.”



Source: own elaboration based on
“Link to investment areas.”

Expansion of the logistics center in Czeladź



Source: own elaboration based on
“SPAR will expand logistics center in Czeladź.”

A hydrogen valley has been created in Metropolis GZM



Source: own material.

Representatives of local governments, universities, fuel and energy companies established the Silesian-Lesser Poland Hydrogen Valley on January 31, 2022. Its main objective is to take joint action to promote hydrogen as the fuel of the future in professional transport and energy. One of the members of the Silesian-Lesser Poland Hydrogen Valley will be Metropolis GZM.

Metropolis GZM from the very beginning has been involved in activities supporting the development of hydrogen technology in our region. It stresses its importance not only in the context of an alternative fuel that can be used in transport, especially professional transport, including fueling public transport buses, but also in the energy and heating sectors.

The creation of the Valley is not only an implementation of the Polish Hydrogen Strategy published in December last year, but also an important step towards innovation and decarbonization of the Polish economy. It is worth mentioning that Poland is one of the leading producers of hydrogen in the world.

So far, Hydrogen Valleys have been created in Lower Silesia and Podkarpatie, among others.

Representatives of, among others, power and fuel companies, universities and research institutes, local governments, business organizations became members of the Silesian-Lesser Poland Hydrogen Valley.

There is a concept for a Gaming and Technology Hub in Katowice



Source: own elaboration based on
“We already know what the Katowice Gaming and Technology HUB will look like.”



Katowice has presented an architectural and urban planning concept for the adaptation and revitalization of the existing buildings of the “Wieżorek” coal mine to function as a Gaming and Technology Hub.

Development of the architectural and urban concept for the 1st stage of the investment project entitled: “New Technology District – the Katowice Gaming and Technology Hub”, which includes the adaptation and revitalization of the existing buildings of the “Wieżorek” coal mine for the purposes of the Gaming and Technology Hub, is the first step towards realization of the main goal of the HUB, which is to bring together the entrepreneurs from the e-sport and computer games industry in one place, as well as technology companies, while revitalizing and adapting the space previously owned by the “Wieżorek” coal for new purposes.

The HUB's portfolio is expected to include office and coworking space rentals, shared infrastructure services, TV and recording studio rentals, labs, IT infrastructure facilities (data center, rendering farm), conference rooms and educational facilities, and services to accompany companies with hundreds of employees.

Italian investor will employ 200 people in Katowice

Nexi is launching “NEXI Digital” a European technology innovation hub created in partnership with Reply, an Italian leader in Europe in digital transformation and a long-time Nexi partner. It will be a state-of-the-art digital center, investing in skills and technology in the countries where it operates.

Over the next 4 years, it is planned to employ more than 500 talented young people in Italy and Poland, among them 200 in Katowice.



Source: own elaboration based on “New Italian investor in Katowice!”

Report on Recruiting Workers in the Age of Pandemic

Researchers from the University of Silesia, commissioned by the “PRO SILESIA” Business – Science – Government Association, in cooperation with EUROPE DIRECT Śląskie and BioStat company, examined how entrepreneurs from the Silesian Voivodeship deal with the process of recruiting employees. It turns out that most of them are open to technological advancement.

Among the surveyed employers, one in five micro-organization representatives changed their requirements for candidates during the pandemic period, placing much more emphasis on digital competencies. On the other hand, medium and large enterprises declared a reduction of requirements in the recruitment process – 7.3% and 18.5% of respondents, respectively.

On average, every second employer declared that they use both contact and remote forms of recruitment and selection, arguing that it enables full verification of the knowledge, skills and competences of a prospective employee. Phone calls (81.9%) and face-to-face contact (66.3%) appeared to be the most common. In turn, modern communication channels, i.e. Zoom, Skype for business or Microsoft Teams were appreciated by 55.4% of all respondents during the pandemic period. Candidates were most often selected on the basis of resume analysis (94%), during an interview (90.4%), on the basis of competence test results (37.5%) or work samples (27.9%).

The Polish version of the report is available on the website: [link](#)



Source: own elaboration based on “Silesian entrepreneurs open to technological innovations. This is one of the effects of the pandemic. Read the results of the report.”

Katowice as a European City of Science (ECS) in 2024



Source: own elaboration based on



“Katowice with the title of European City of Science 2024!”,



“Katowice will be the European City of Science in 2024!”



Katowice is the first ever city from Central and Eastern Europe to receive the ECS title. The institution granting the title and organizing the ESOF conference is EuroScience (European Association for the Advancement of Science and Technology). Previously, the title was enjoyed consecutively by: Stockholm, Munich, Barcelona, Turin, Dublin, Copenhagen, Manchester, Toulouse and Trieste. In 2022, the European City of Science is the Dutch city of Leiden.

The prestigious title of European City of Science has been awarded every two years since 2004. The idea is to deepen the changes accompanying the transformation of the society of these cities and regions towards a science society, to show the richness and diversity of the European scientific landscape and to foster self-learning, scientific integration, interest in science among the younger generations and the development of European research without frontiers, to strengthen the European and international profile of the scientific community in the city and region, to increase the involvement of citizens and the scientific community in local issues, to trigger public investment in regional science and its infrastructure, and to boost tourism.

Success of students of the University of Economics in Katowice at the world final of Global Management Challenge 2021

The team of the University of Economics in Katowice named “Hostile Takeover” represented Poland during the world finals of Global Management Challenge 2021 – the largest business simulation in the world – and took 3rd place in its group. The competition was held in Nizhny Novgorod, Russia.

The competition **Global Management Challenge (GMC)** is the world’s largest business simulation and an elaborate strategy game based on gamification. The participants of the GMC simulation are managers, specialists, young talents, also students with economic profile, who play the role of the board of a virtual company and their task is to manage the company so that it achieves the best financial result on the virtual market.

The project has been organized since 1980 in the form of national online competitions in nearly 40 countries. Worldwide, the initiative has already attracted more than half a million participants. The competition was awarded the CEL (Certificate for Technology-Enhanced Learning) accreditation by the European Foundation for Management Development (EFMD).



Source: own elaboration based on “UoE Katowice team at GMC World Finals.”

Graduates of the University of Silesia in Katowice with “Polityka’s” passports

Among this year’s laureates of prestigious awards in the field of culture – “Polityka’s” passports – were two graduates of the University of Silesia (US) in Katowice.

In the Theatre category the award went to Dominik Strycharski – composer, vocalist, flutist, improviser and performer, graduate of the current Faculty of Arts and Sciences of the University of Silesia.

In the Film category the award was given to Aleksandra Terpińska – director and screenwriter, a graduate of the Krzysztof Kieślowski Film School at the University of Silesia.



Source: own elaboration based on “US graduates as winners of Polityka’s Passports.”

The Adam Mickiewicz High School from Katowice among the best high schools in Poland

The Adam Mickiewicz High School No. 3 in Katowice has taken 19th place in the national ranking of high schools in the educational magazine “Perspektywy.”

The position in the ranking is determined by success in Olympiads and the results of the most recent high school exams. Other high schools in the Metropolitan area were also ranked in the top 100. These include Stanisław Staszic High School No. 4 in Sosnowiec (53rd place), Edward Dembowski High School No. 1 in Gliwice (71st place), Filomata High School in Gliwice (95th place) and Father Jan Twardowski Catholic High School in Zabrze (100th place).



Source: “Mickiewicz High School from Katowice among the best high schools in Poland.”

Award for the Silesian University of Technology team

A team of the Silesian University of Technology Faculty of Architecture won second prize in the competition for the design of Nadmorska Promenade in Ustka. The competition was organized by the Municipality of Ustka together with the Association of Polish Architects – Branch in Słupsk.

The aim of the competition was to rebuild the existing promenade in Ustka, together with the park area, and also to propose solutions to order the existing spatial chaos. The project was to include a new service building with underground parking, as well as a new tourist attraction, the pier. The building had to be designed to accommodate a variety of food service and health or other functions. The contested area is about 5.7 ha, located in the eastern part of Ustka, at the mouth of the river Słupia.

The organizers expected a modern, functional, resident- and tourist-friendly urban layout, as well as a modern architectural form, capable of becoming a showpiece and symbol of a spa and tourist town.



Source: own elaboration based on “Award to the team of the Silesian University for the design of the promenade in Ustka.”

Residents have spoken out about the Metropolis. First findings from the survey

Green and less polluted, friendly to residents, offering a good quality of life, with a good transportation system, innovative and modern. This is the image of the Metropolis of the future that we obtained in surveys of residents. They were conducted in the last quarter of 2021, as part of the ongoing work on the Metropolitan Development Strategy. Approximately 1,400 people participated in the surveys. They were available online and in public places.

The most important challenges, indicated by the inhabitants, faced by GZM until 2027 are primarily: improving the quality of the environment, increasing the availability of environmentally friendly public transport (especially railways), industrial transformation (mining) and creating a wide range of transport, preventing transport exclusion.

The key actions recommended by residents to support the development of the Metropolis were mainly related to the development of public and mass transport, protection and creation of new green areas, improvement of the quality of planning and zoning standards, and reduction of low emissions and pollution from industry and transport.

Source: own information.

New tasks in the program of strategic activities of the Metropolis

Circular economy, building a network of cooperation with public institutions, business and social circles are the new strategic tasks of the Metropolis.

"Strategic Action Program" is a document in force until the end of 2022, which determines the main directions of the activities of the Metropolis. The GZM Assembly passed a resolution to include new activities into it.

Circular Economy

The activities of the Metropolis in this direction are aimed at the implementation of projects on a supra-local scale, related to the development of a circular economy. One of the biggest challenges is to achieve 65% recycling and preparation for reuse of municipal waste by 2035 and to limit the mass of municipal waste to be landfilled to no more than 10% of the mass of waste generated.

Open Metropolis

This priority aims to develop mechanisms and standards of cooperation with citizens, NGOs, social activists, business, science and public institutions.

In this way, the Metropolis wants to involve residents and the institutional environment as much as possible in the decision-making processes of its activities. It wants to orchestrate a public discussion about urban development.

Source: own elaboration.

New council apartments in Chorzów

The newly developed residential complex consists of 77 apartments. 35 of them will be inhabited by senior citizens of Chorzów. This is the city’s largest investment when it comes to building new public housing. The construction cost was PLN 18 million, of which PLN 8 million was financed by Bank Gospodarstwa Krajowego (BGK).



Source: own elaboration based on “New council apartments already have tenants.”

Ideas for more efficient and effective cities

A special coating for roofs and building facades that reflects or attracts the sun’s rays, as well as a concept for building stationary or mobile eco-umbrellas – canopies covered with photovoltaic panels to charge scooters or power street lights – were the winning ideas presented during the Metropolitan Climathon.



Source: own elaboration.

Sosnowiec nursery voucher



Source: own elaboration based on “Nursery voucher in Sosnowiec starting from January.”

Climathon, a 24-hour climate hackathon, is an international event aimed at co-creating innovative ideas to address local global warming challenges.

The Polish edition, organized by Metropolis GZM together with Fortis Pro Nobis Foundation, was held this year under the motto “Energy in the city – Energy efficient Metropolis.” The participants were looking for solutions for more efficient, economical and ecological functioning of cities and towns from Silesia and Zagłębie.

1st place. Energy Shield

First place was taken by the “Energy Shield” project, which consists of creating special coatings on the facades of buildings or roof surfaces that change color depending on the temperature outside, so that in summer they reflect light more effectively, and thus cool down, and in cold weather attract and "warm up" the apartments with solar energy.

2nd place. Urban eco_PARASOL

Second place was awarded to the concept of installing an “URBAN eco_PARASOL.” The subject of this project would be a sizable canopy that could be built on urban heat islands, such as open squares and markets. On its roof, tanks would be installed to filter water and photovoltaic panels to generate electricity. The electricity generated in this way could be used to recharge scooters or power street lights, for example.

3rd place. PEROSOL

The third winning idea was “PEROSOL”, a concept to create urban mobile umbrellas with photovoltaic panels, using perovskite technology, which could be installed in squares, parking lots or markets. Perovskites are minerals that absorb light, allowing solar energy to be converted into electricity, in a photovoltaic cell. The use of perovskites could revolutionize photovoltaics.

In Sosnowiec, from January 2022, parents of children up to 3 years old can apply for a nursery voucher.

The purpose of the benefit is to provide financial support to parents or guardians who, due to professional activity or other circumstances preventing them from taking care of the child personally, decide to use services of non-public nurseries or children’s clubs operating in the Sosnowiec municipality. The benefit takes the form of partial compensation for the child’s stay in a non-public nursery. Approximately 766 children will be supported and the amount allocated by the city is almost PLN 4.6 million.

In Sosnowiec the number of places in municipal nursery wards is systematically increasing. In 2015, there were 240 places; as of early 2022, there are nearly 600.

Housing prices in the Metropolis in Q4 2021

According to information published by leading advertising portals, in the fourth quarter of last year the average price per square meter on the primary market in GZM amounted to PLN 6,526. In the earlier analyzed period it was almost PLN 250 less. The most expensive is Katowice, where the average price of a square meter of a new apartment is PLN 8,702. The lowest prices are in Piekary Śląskie – PLN 5,033. The average size of new apartments in GZM is 62.4 sqm.

On the secondary market, the average price per square meter in the Metropolis is PLN 4,870. Again, the city of Katowice is the most expensive – PLN 7,067. The lowest price per sqm on the secondary market was estimated for Bytom and it amounted to PLN 3,829, i.e. it was PLN 146 more than in the previous quarter. The average size of apartments on the secondary market in GZM is 56.7 sqm.

Housing prices in the Metropolis are not low, but they are still cheaper than in other large urban centers, NBP data show. According to them, the price on the primary market in Katowice is one of the lowest compared to the six largest cities in Poland. Only in Łódź a square meter of a new apartment costs less than in Katowice – by PLN 267. A similar situation is on the secondary market, where you will pay around PLN 300 less per sqm for an apartment in Łódź than in Katowice.

Detailed data on housing prices in Metropolis GZM for Q4 2021 are available on the infoGZM portal [↗](#)

Source: own elaboration.

GZM’s local governments will implement modern drone solutions

Gliwice, Pilchowice and Sośnicowice, with the support of the Metropolis GZM, won the competition of the Polish Air Navigation Services Agency. The competition is part of the next stage of PANSA’s implementation of a system for the coordination of drone flights in Polish airspace. This is an extremely innovative project, thanks to which local governments from the GZM area will implement digital solutions for the unmanned aviation market in Poland.

The main objective of the project is to digitize the processes involved in the unmanned aerial vehicle (UAV) market so that the use of drones, whether private, business or institutional is simple, friendly and safe. The solutions will address all aspects of modern drone use, from obtaining authorization to fly drones, through the identification of UAVs, watching over the safety and legality of their flights, enabling mass flights, to the digitalization of the processes of introducing restrictions in space and crisis management activities. Digital drone solutions open up the possibility of building a modern market for drone services in Poland.

Polish Air Navigation Services Agency emphasizes that winning the competition is also a great promotion for the municipalities themselves, which will gain the opportunity to have a real impact on shaping the drone traffic and drone services market, which is undergoing a kind of revolution around the world. The development of this industry translates into new opportunities and conveniences for the residents of the municipalities – as parcel and document deliveries, medical transport, food transportation, precision agro-technology or infrastructure monitoring using drones are all realistic in the near future.

Source: own elaboration.



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