



THE FUTURE
STARTS HERE...

Łódź

POLAND | 2019

Łódź... the city of change



Łódź is the best example of the fact that even small changes can bring great investments. The city is changing not only in economic terms, but also in terms of culture and image, and revitalisation programs are the future of our city. Ambitious projects are adding to Łódź's existing architecture, modernity is combining with the city's unique heritage, Łódź's Art Nouveau is intertwined with glass office buildings. The New Centre of Łódź is the largest multidirectional infrastructure and socio-cultural project in the city. Located in the very centre, it covers an area of over 100 hectares.

The construction of a new business and residential district, supplemented with a key communication project, the underground Łódź Fabryczna station, aims to raise the rank of the city on the international arena, promote and revitalize historical buildings in its area, stimulate the urban economy and create a new place attractive for both residents and for tourists. The space freed thanks to the Łódź Fabryczna underground railway line is available for investment and is being systematically built-up by modern office buildings, thanks to which new, attractive jobs are being created. In addition to office buildings in the New Centre of Łódź, housing projects and a network of modernised roads are being built, as well as attractive public spaces, for example Kopro Square with underground parking for 300 vehicles.

Cities are currently competing not only for foreign investors, but also for people to live in them as potential employees. We can only attract them by creating good living conditions, and given the aging population in Europe, this will be a decisive factor in the development of cities and countries.

Hanna Zdanowska
Mayor of Łódź



Source: www.lodz.pl

Łódź... the city worth exploring

One of the basic obligations of today's generation in Łódź is to preserve the material heritage that history has left us. The work and achievements of previous generations that created Łódź are the foundation of our city's identity – it is on this that the present and future must be built.

Łódź adopted the model of inward development.. The use of the city's existing resources is key to its sustainable development and the effective performance of the whole city.

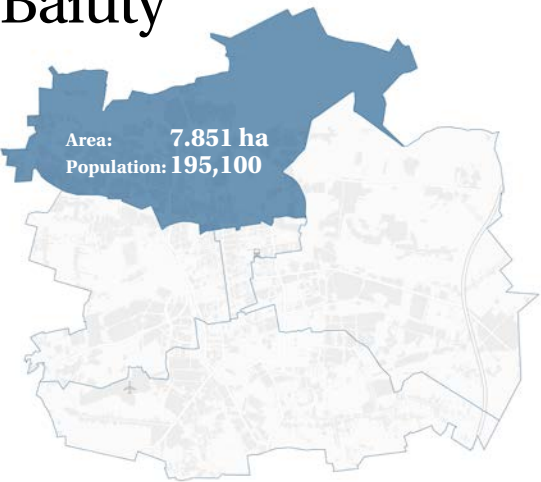
Łódź owes its historic growth to the textile industry. Its rapid development meant that within a few decades the city transformed from an agricultural settlement of little importance into an industrial metropolis. Its architectural heritage – timeless witnesses of material and spiritual culture – create the unique character of the city, built at the crossroads of many cultures.

The Historic Urban Core is of great cultural value because of its urban structure and architectural expression. It is the last link in the city's natural evolution. As part of the urban fabric (streets, frontages, quarters, squares, courtyards) there is a great diversity of architectural language (different facade designs, different scale and function of buildings, different space tectonics), which is the effect of the evolutionary growth of a city developing according to a traditional scheme. This creates unique diversity and urban specificity, making the city interesting and unique.

The Historic Urban Core is the best-formed part of the city and the historic centre of Łódź. The New Centre of Łódź (NCL) is a special area within the core. It covers a vast area (100 ha) mainly former railway and industrial sites. Currently the entire area is undergoing transformation in connection with the redevelopment of Łódź Fabryczna railway station with its accompanying infrastructure. The New Center of Łódź is a key space for the contemporary development of the city and is a very important element of the Spatial Strategy. The location of the NCL makes it the most important and the most attractive area for investment. Here, modernity meets history at the best and most creative level possible, fit for the 21st century.

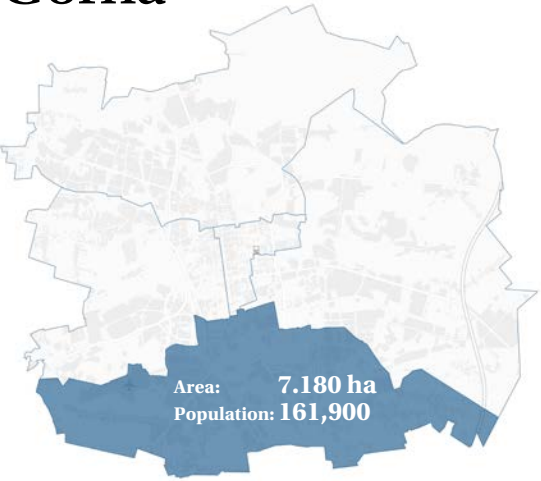
City Architect's Office

Bałuty



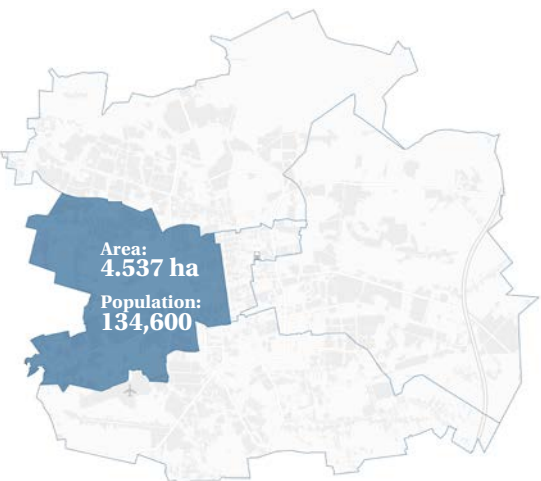
- The largest urban forest in Poland – Łągiwnicki Forest,
- One of the largest shopping centres in Poland – Manufaktura,
- Bałucki Market Square – a place of market shopping known throughout Łódź,
- Arturówek – a suburban estate of villas and recreation areas, a place for water sports with a city beach,
- The most densely populated area of Łódź, with lots of greenery and well connected with other parts of the city,
- A variety of building types - tenements, villa estates, pre-fab blocks, modern office buildings and shopping centres,
- The Strzemiński Academy of Fine Arts in Łódź.

Górna



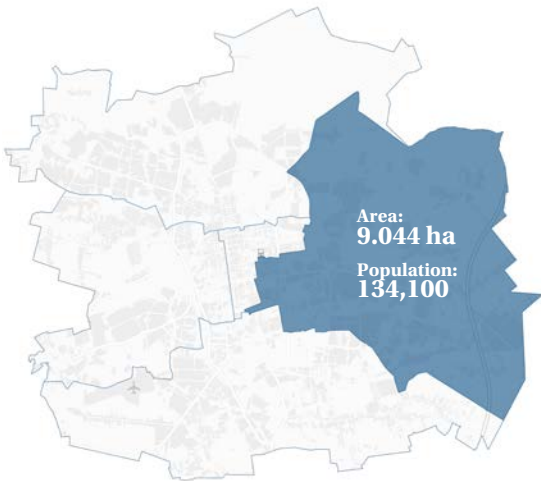
- Good access to the city centre, lots of greenery, markets and shopping centres,
- Located in the south of the city, the name comes from the former Upper Market Square, now Reymont Square,
- High-rise estates of pre-fab blocks as well as old tenement houses predominate,
- The estate is inhabited by large numbers of older people, who have lived there since the 1970s.,
- Popular with students – great access by public transport to universities.

Polesie



- The greenest part of the city, considered the dormitory of Łódź, was built in a former forest,
- The largest park in Łódź – the Zdrowie forest and recreation complex, which includes a zoo, a nature reserve, a botanical garden and the Aquapark Fala,
- Mainly residential and recreational character,
- Residents are mainly families with children, as well as a large percentage of students,
- Numerous historic Art Nouveau villas adapted for public institutions.

Widzew



- The largest area, with the lowest population density and a low urbanisation density,
- Large housing estates with high-rise blocks, numerous shops and markets, many schools and colleges,
- Dense industrial buildings – Whirlpool, Bosch - Siemens, Ariadna, GE Power Controls, Dell,
- The largest rail freight terminal in Poland – Łódź Olechów,
- The Leon Schiller Polish Film, Television and Theatre School in Łódź.

Śródmieście



- Piotrkowska street and Wolności square, one of the few octagonal squares in the world,
- EC1 – the first Łódź power plant revitalised and adapted for cultural and entertainment functions,
- The 3-level Łódź Fabryczna train station and interchange junction for local and long-distance buses, trams and a bicycle station,
- New Centre of Łódź (NCL) – the area within the boundaries of Narutowicza, Kopcińskiego, Tuwima and Piotrkowska streets, developed since 2007 as a centre combining business, retail, culture and transport. NCL is the largest investment of this type in Central Europe,
- The urban tissue here is made up of historic, eclectic and Art Nouveau tenement buildings, as well as revitalised and revived former factory buildings made of characteristic red brick,
- Commercial buildings dominate – office buildings, hotels, shopping centres and shops
- The most popular tourist attractions: Róża’s Passage, the Łódź Hall of Fame, composed of bronze sculptures on Piotrkowska street, the EC1 complex, Meyer's Passage, the largest graffiti in the world on a 900 m² wall at ul. Piotrkowska 152 (to the Guinness Book of Records).

Łódź... the city to live in

Łódź undoubtedly shows that its systematic and consistent implementation of the strategy brings results. On the one hand, smaller projects are carried out, while key long-term projects for the city are implemented.

The changes are huge, multidimensional and affect every area of life. Economic development, community integration and changes taking place in Łódź clearly affect the quality of life of its inhabitants, and the way tourists and potential investors perceive the city.

I was born and raised in Łódź, and I graduated from Łódź University, I also had the chance to live in the United States for several years, and I have visited many European cities.

Today, I'm responsible for the Polish branch of Nordea – I spend a lot of time every day in our locations in the Tricity and Warsaw.

I am a big fan of Poland and I see my future here, but it was Łódź that stole my heart. It's just great here!

My children go to a fantastic school, I work in modern offices with wonderful people, there is always something going on in the city, restaurants in Łódź can rival the best places in Poland and even in Europe both in terms of cuisine and the level of service.

I feel proud when I see how the city is developing, and an increasing amount of the city centre is becoming more beautiful.

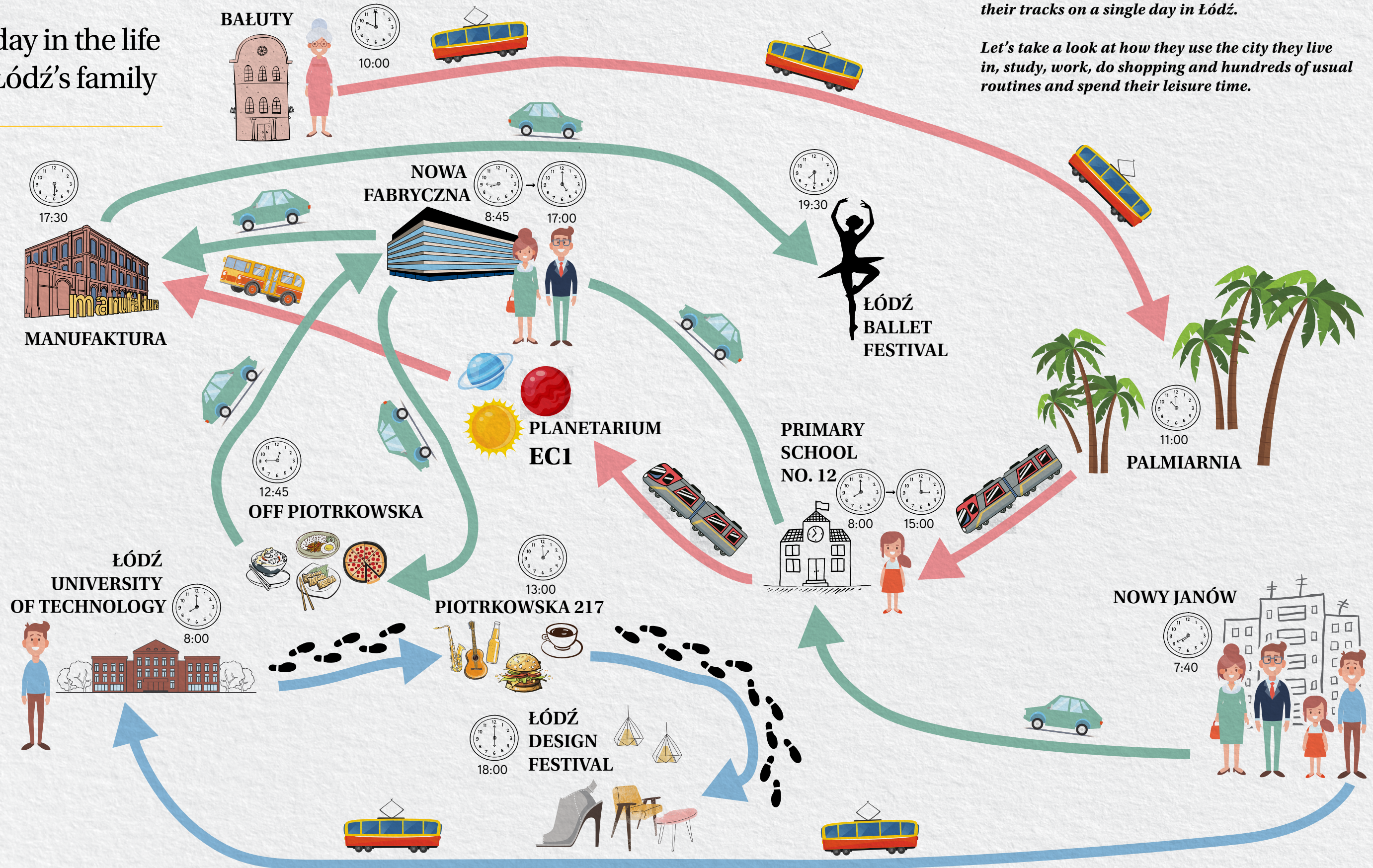
Mikołaj Ługowski
Head of Nordea Bank Abp
Branch in Poland

Source: www.lodz.pl

The day in the life of a Łódź's family

Imagine a family living in Łódź – mom, dad, daughter, son and granny. This map lets us follow their tracks on a single day in Łódź.

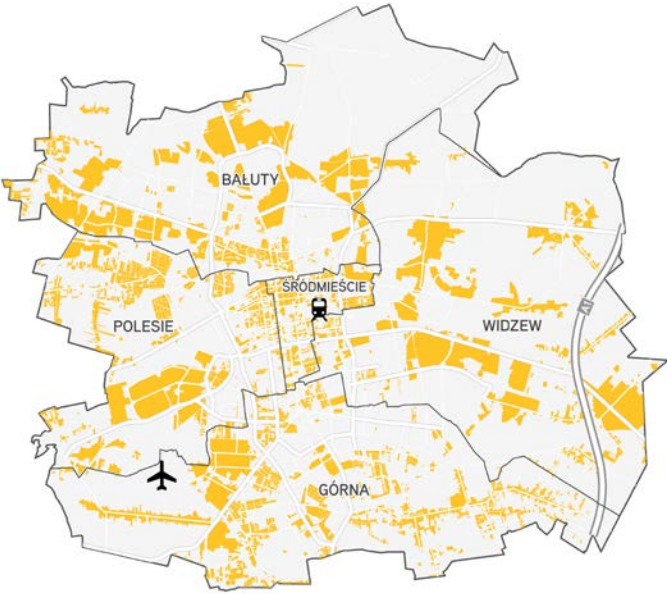
Let's take a look at how they use the city they live in, study, work, do shopping and hundreds of usual routines and spend their leisure time.



Where do people live in Łódź?

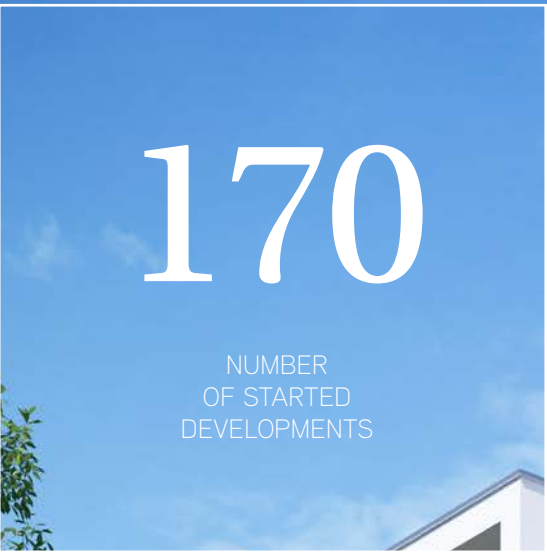
In Łódź there are over 359,000 dwellings with a total area of 19.5 mln m². The average dwelling size is over 54 m², and there are 2 people on average in one dwelling. The new-build housing market in Łódź is developing like never before. About 170 developments are currently underway, and around 9,000 apartments are at various stages of being built. Recently, Łódź has been at the top of the rankings for sales and profitability of buy - to - let investing. Behind these successes are two main factors: the structural shortage of new, good quality apartments in the city centre

LOCATIONS OF RESIDENTIAL BUILD - UP IN ŁÓDŹ



Dwellings	359,000
Average number of rooms in a dwelling	3.08
Average usable floor space of a dwelling	54.2 m ²
Number of started developments	170
Apartments at various stages of being built	9,000

and in its vicinity, and the high purchasing power of residents (second in Poland in terms of salary to price per square meter). The good condition of the housing market in Łódź and optimistic prospects for the future are evidenced by a few figures: in 2018 building permits were issued for the construction of approx. 6,000 apartments (an increase of 32% y/y), while work started on almost 4,000 (an increase of 8.5% y/y). The average asking price per square metre in the new-build market is almost PLN 6,000 (an increase of 14% y/y), while in the centre the price is almost PLN 7,000. On the other hand, in the secondary market, the average asking price is almost PLN 5,000 (an increase of 40% y/y). The most popular investment areas in Łódź are Śródmieście, Bałuty and Górna.



Source: BUDOMAL Development Sp. z o.o., Nowy Janów

Where do people buy, eat and relax in Łódź?

It is worth going to Łódź for the shopping, especially if you are into fashion and design. Importantly, in Łódź there are various forms of retail and store locations. The city is home to two retail centres with over 100,000 m²: Manufaktura in the former Izrael Poznanski factory complex and Port Łódź at Pabianicka street, with the only IKEA store in the region. Most of the domestic and international retail chains operating in Poland have stores in Łódź, including the LPP Group, Inditex Group, H&M, C&A, Peek & Cloppenburg, Van Graaf and TK Maxx.

Łódź is also a city of large-area stores such as Auchan, Carrefour and Tesco hypermarkets, and Biedronka and Lidl discount stores, as well as Leroy Merlin, OBI, Castorama, Media Markt and Media Expert and Decathlon stores. Outdoor markets are still successfully operating in the city. Those in cars can see how Rzgów near Łódź has evolved from a market in the 1990s to one of the largest clothing and textile retail centres in Europe.



Source: Apsys Polska S.A.; Manufaktura



NUMBER OF SHOPPING CENTRES ⁽¹⁾

Area of shopping centres	566,000 m²
Vacancy rates in shopping centre	6.6%
Highest rents in shopping centres	EUR 35-40
Number of retail, service and catering outlets on Piotrkowska ⁽²⁾	340
Hypermarkets/supermarkets	141
Area of leisure and walking parks	627 ha

1) Łódź agglomeration
2) Section from Piłsudskiego to Pl. Wolności

Manufaktura

LARGEST SHOPPING CENTRE



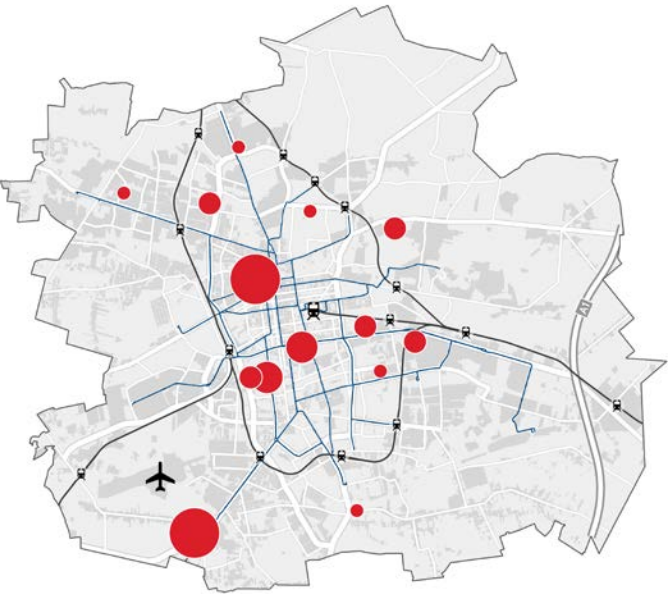
Source: ECHO Investment S.A.; Fuzja

Those who are into slow shopping can take a walk along Piotrkowska, which features about 340 shops, service and catering outlets. The long traditions of Łódź design give shopping an added style. An example is the Łódź Design Festival, which in May 2019 took place under the slogan “Good Life”.

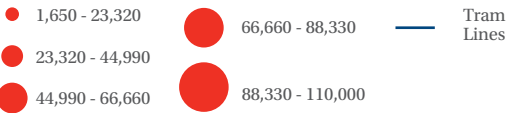
Łódź is also famous for its fine cuisine in atmospheric interiors. The best known food district in the city is Piotrkowska street, along which as many as 98 outlets operate. Piotrkowska's fame is also built by newly emerging fashionable food centres, such as OFF Piotrkowska or Piotrkowska 217.

However, good food can be found in Łódź elsewhere too. It is worth visiting Manufaktura, the Księży Młyn area, and in the future the revitalised post-industrial complexes of Monopolis on Wydawnicza street or Fuzja on Tymieniecki street. The best proof of the quality of food in the city is the fact that in January 2019 as many as 32 eateries, bars and venues in Łódź, including the restaurant Quale, were listed in the Yellow Guide Gault & Millau, one of the most highly regarded culinary publications in the world.

LOCATION OF SHOPPING CENTRES IN ŁÓDŹ



Shopping centres by size (m²)





16.4 ha

MUNICIPAL ZOOLOGICAL GARDEN
AND ORIENTARIUM
AREA

Rest is an extremely important part of life, which lets you recharge your batteries. There are few other cities that can boast of such a large amount of green and recreational areas as Łódź:

1) Piłsudski Park, Polesie

- 168.7 ha,
- The largest park in Łódź, one of the largest in Europe.

2) Jan Lakes, Łódź Górna

- 18 ha,
- A recreational facility with a guarded swimming pool and a marina for kayaks, boats and pedal boats.

3) Łagiewniki Forest, Bałuty

- 1.2 ha,
- The largest forest complex in Europe located within a city, with the Arturówek recreational areas (three lakes, including one with a guarded beach and swimming pool, playgrounds for children, outdoor gyms and a specially marked cross-country trail).

4) Maja Park and Baden-Powell Park, Widzew

- The parks, separated by Konstytucji street, occupy an area of nearly 30 ha,
- Together they form the area on which the EXPO Horticultural 2024 Exhibition will be held.

5) Moniuszko Park and Sienkiewicz Park, Śródmieście

- Area: 1.8 ha and 4.4 ha,
- Located in the central part of the city, they are due to be modernised as part of the Center of Łódź Regeneration Program.

6) Mickiewicz Park – Julianowski Park, Bałuty

- 49.4 ha,
- one of the five oldest and largest parks in Łódź.

7) Botanical Garden, Polesie

- 67 ha,
- The largest botanical garden in Poland with a park and forest character with about 3,400 plant species.

8) Palm House at the Botanical Garden, Widzew

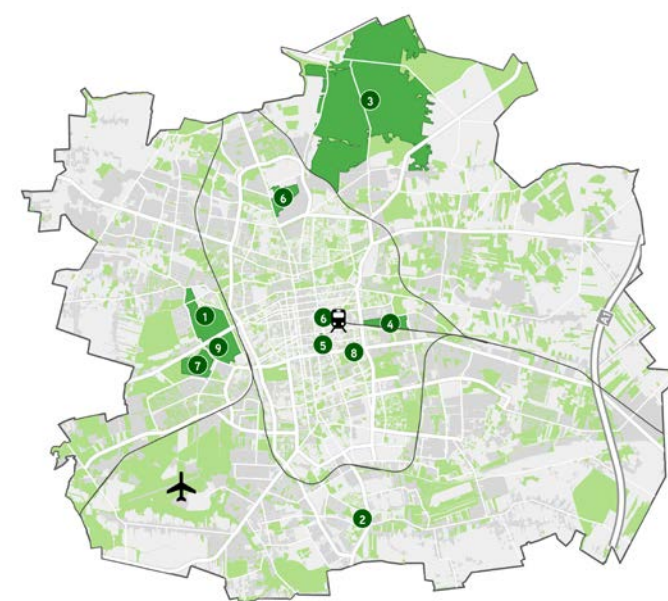
- Branch of the Botanical Garden; the opening took place in 1956 and modernisation was carried out in 2003,
- Divided into 3 pavilions with a total area of 1,100 m², the Palm House is located in the oldest park in Łódź – Źródlika I Park.

9) Municipal Zoological Garden and Orientarium, Polesie

- 16.4 ha,
- At present, work is underway on Poland's first orientarium, which will feature flora and fauna from Asia,
- Planned opening date – 2021.

Such a great variety of green areas and the constant development of parks in Łódź are appreciated by local people, who are increasingly using these spaces for rest and recreation, as well as tourists who are coming to Łódź more and more often. It was in part thanks to these green areas that Łódź was chosen to host the EXPO Horticultural 2024 Exhibition, which will crown the process of changes taking place in the city. It will not only showcase the effects of revitalisation, including the [Green Łódź](#) project, but will also become part of it.

GREEN AREAS IN ŁÓDŹ



Source: LOT, ZOO Orientarium

Where do people study in Łódź?

The city provides current and future residents free access to childcare and children’s education. The city’s central location, rich educational offer, job prospects and moderate living costs are several reasons why people should study in Łódź. There are 22 higher education institutions in the city, including:

- Łódź University of Technology (eighth on the Perspektywy University Ranking 2019),
- The Leon Schiller Polish Film, Television and Theatre School (was among the 50 best film schools in 2019 on the list prepared by Variety magazine, as one of the four European colleges included in the list),
- The Strzemiński Academy of Fine Arts (4th in the TOP 10 ranking of colleges in Łódź on the website absolwent.pl).

Graduates from Łódź include Adam Kszczot (athlete, ŁUoT), Andrzej Wajda (director, LSPFTaTS) and Marcin Paprocki and Maciej Brzozowski (fashion designers, SAoFA). At present, there are around 72,019 students in Łódź (according to the Central Statistical Office). As an incentive to study in Łódź and be part of its future, the Office of Economic Development and International Cooperation in Łódź has created the "Youth in Łódź" program, which has been repeatedly recognised as the best in Poland, offering support in the form of:

- a scholarship program,
- apprenticeships and internships,
- training,
- business start-up and development help,
- language courses,
- help in establishing cooperation with enterprises from Łódź.

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NUMBER OF HIGHER EDUCATION INSTITUTIONS (IN TOTAL IN THE 2017/2018 ACADEMIC YEAR)

Number of students in higher education (in total in the 2017/2018 academic year) **72,019**

Number of higher education graduates in the 2017/2018 academic year **19,281**

Number of high schools **66**

Number of primary schools **142**

Number of kindergartens **216**

Number of nurseries **44**



Source: www.lodz.pl

The Strzemiński Academy of Fine Arts in Łódź

The history of The Strzemiński Academy of Fine Arts in Łódź dates back to 1945, when it was then called the State Higher School of Fine Arts. Its co-founder was today's patron, the outstanding painter Władysław Strzemiński, and the first rector was the painter and academic lecturer Leon Ormeżowski. Once 3 faculties and 80 students in their first year, today the Academy of Fine Arts has 8 faculties (including photography and multimedia since October 2019) in 6 departments, and already 211 students in their first year (academic year 2018/2019), and a total of 900 students in the academic year 2018/2019.

For over 70 years of its activity, among the Academy graduates there have been many great artists, painters, sculptors and fashion designers, including Katarzyna Kobro, Leokadia Bartoszek, Ryszard Hunger, Stanisław Łabęcki, Bogusław Mec, Marek Warszewski, Mariusz "Wilk" Wilczyński, Marcin Paprocki and Mariusz Brzozowski.

The Leon Schiller Polish Film, Television and Theatre School in Łódź

It is 8 March 1948 that is the day when the National Film School in Łódź was established. One of its co-creators is its long-time rector, cinema historian and film critic Jerzy Toeplitz. 10 years later, in 1958, as a result of the merger of The Leon Schiller Polish Film, Television and Theatre School was established. During its over 70 years of history, the university has educated, among others, excellent actors, directors, cinematographers and scriptwriters.

Among the graduates we can find the winners of such awards as the Golden Lion at the IFF in Venice or the Oscar Film Academy Awards. Graduates include Andrzej Wajda, Kazimierz Kutz, Janusz Morgenstern, Sławomir Idziak, Wojciech Smarzowski, Roman Polański, Janusz Gajos, Krzysztof Kieślowski and Agnieszka Osiecka. For seventy years of its existence, "Łódź Film School" has consistently consolidated its position as a global brand. To this day, young people from all over the world come to study at The Leon Schiller Polish Film, Television and Theatre School in Lodz to take advantage of 8 faculties at 4 departments run by the university.

How do people travel around Łódź?

The central location of Łódź means that it is well linked to the rest of the country. The city lies a short distance from the intersection of two main highways, the A1 and A2, passing from east to west and north to south, which is an asset for the city. The S8 expressway connecting Białystok with Wrocław is also of key importance, as well as the S14 expressway under construction. This road will form the western and final fragment of the Łódź Ring Road, which will take transit traffic out of the centre.

Łódź has good railway connections with the largest cities in Poland. There is also an international airport within the city. Władysław Reymont Airport operates scheduled flights to the UK, Ireland, Greece and Germany, as well as seasonally to selected cities in Turkey and Bulgaria.

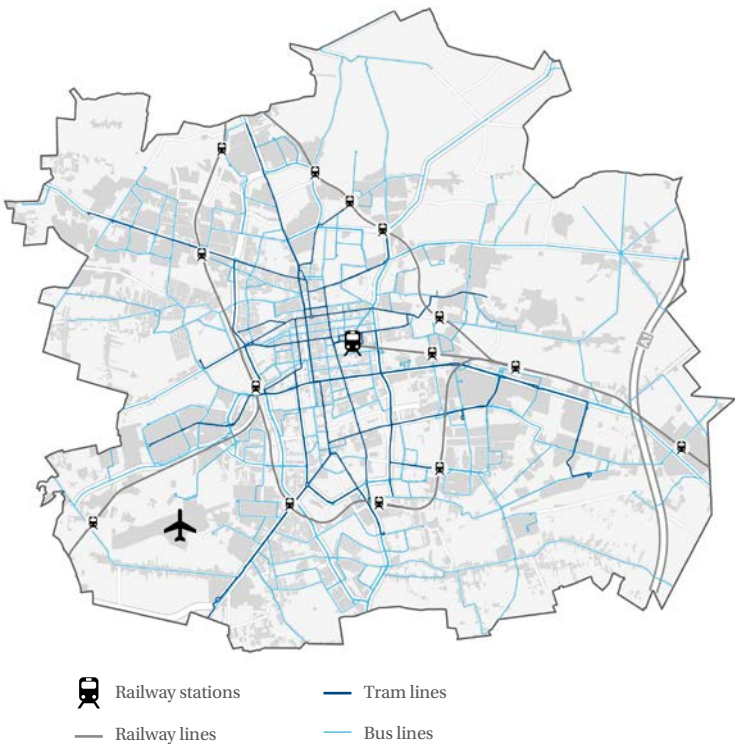
The transport network in Łódź itself is also very well developed. Locals can get around the city in many ways: by tram, by bus, by bicycle and by rail.

The Łódź tram network is one of the oldest and most developed in Poland. The first two tram lines appeared in Łódź in 1898, while today the city has 22 tram lines and 495 tram wagons.

As part of the ongoing "[Tram for Łódź](#)" program, the reconstruction of existing track and the construction of new track is underway. Along with adjacent pavements, joint bus and tram stops are being built as part of the integration of public transport, and 30 low-floor trams are in the pipeline.

Łódź has 86 day and night bus lines, not including replacement and special services launched when needed. The city transport authority has 409 buses.

PUBLIC TRANSPORT NETWORK IN ŁÓDŹ



By 2021, 17 new electric buses are expected to be travelling around Łódź.

Locals and visitors can also get around Łódź by bicycle. So far for cyclists, the city has provided:

- 155 km of bicycle paths (data from the Central Statistical Office of Poland for 2018),
- around 1,500 city bikes,
- 148 bicycle stations.

Łódź is also one of the few cities in Poland where people can travel by rickshaw. They appeared in 1998 and are often the chosen means of transport along the main pedestrian street (Piotrkowska) and the nearest tourist spots. Rickshaw rides are possible throughout the year.

Rail transport is currently one of the main topics when it comes to transport in Łódź. Within the city, renovations of existing railway infrastructure and the construction of new elements are being carried out in order to best adapt it to the needs of residents.

Łódź Agglomeration Railway

- A rail system covering railway lines in the Łódź Voivodeship belonging to PKP,
- Connections to Kutno, Zgierz, Łowicz, as well as connections within Łódź,
- The network of destinations will be systematically increased, eventually by six additional stations, including Łódź Retkinia, Łódź Radogoszcz East, Łódź Warszawska, in accordance with the needs of future and current residents the next planned stations are Łódź Polesie and Łódź Śródmieście, resulting from the construction of the Central Tunnel connecting Łódź Fabryczna and Łódź Kaliska stations and the Łódź Zarzew station, whose construction is to be coordinated with the reconstruction of the viaduct at Przybyszewski street.

Central Tunnel

- Łódź Metro – the tunnel under the city streets will, apart from improving long-distance traffic, create a metro transport line,
- One of the largest rail investments under way in Łódź in which a 7.5-kilometer route connecting the Łódź Fabryczna, Łódź Kaliska and Łódź Żabieniec stations will be built,
- The project includes the construction of five tunnels and two stations: Łódź Polesie and Łódź Śródmieście.



Source: www.lodz.pl

Łódź... the city of business

The Łódź Metropolitan Area, one of the largest urban agglomerations in Poland, has over 1.1 mln people. The number of inhabitants of Łódź alone last year was 688,000. Its central location in Poland, availability of specialist staff, the wide range of modern office space and affordable living costs mean that the city's business potential is growing year by year, and the Łódź region is considered one of the fastest growing in the country. In recent years, the city has evolved from a production centre to one of the main outsourcing and logistics centres in Poland.

Łódź for me is a special city. It was in Łódź that I graduated with a degree in economics from the University of Łódź and I lectured at the accounting department. The city of four cultures with almost 600 years of history and beautiful industrial tradition is today one of the most business - friendly cities in Poland. It is here that our company opened three modern factories, R&D, Shared Services Centers and a Logistics Center, one of the largest in Poland.

Its excellent geographical location, more than a dozen universities, and a rich cultural life make Łódź a very good city to live and work in.

Łódź is a beautiful, inspiring, intriguing, inviting city to live in.

Konrad Pokutycki
CEO at BSH Poland

Source: St. Pauls developments Polska, Textorial II

Potential of the Łódź labour market

The industrial sector employs 50,000 people. The IT, logistics, R&D and home appliances industries are also experiencing a boom. Attention should also be paid to the number of business service centres. The demand for outsourcing services is growing steadily. In 2018, the number of employees in this sector was over 23,000 (an increase of 14% y/y).

Due to the central location at the intersection of the A1 and A2 motorways, logistics and transport remain the driving force behind the development of the local economy. More warehouses are being built around the city, and a direct rail link with China is driving the development of e-commerce across the country.

The situation in the labour market in Łódź is favourable: of almost 700,000 inhabitants, over 57% are working-age people. The unemployment rate at the end of the first half of 2019 was at a relatively low level of around 5.1%. The total number of employees in the enterprise sector is almost 150,000 (2018) and is 5% higher compared to the previous year.

With the increase in the number of new jobs, the demand for employees is increasing along with competition for the best specialists. Employers are tempting candidates not only with an expanding package of benefits, but also with higher salaries. The average salary increase in the sectors mentioned above has fluctuated between 5% and even 40% in recent years and there is no indication that this upward trend will change in the coming years.

However, in terms of earnings across Poland, Łódź is quite low. The average salary in Łódź in 2019 is PLN 4,920 gross, while in Warsaw it is PLN 6,360 gross. The employee's specialisation is

a key factor how much they can earn. People from the Łódź region specialising in IT and engineering, in particular in the field of software development and project management, are at the top of the payroll. Their average earnings are over 80% higher than the average salary in the Łódź region. The situation in the IT sector in the coming years is likely not change due to the growing demand for specialists.

The labour market is still an employee's market. Despite access to qualified staff, employers in Łódź, just like elsewhere in Poland and in the world, need to make sure their jobs are competitive. When choosing a new job, the key benefits offered by an employer are the standard and location of the office, non-salary benefits, the possibility of remote working, etc. In addition to salary, which is still the main deciding factor in choosing a job, these factors have a large impact on the candidate's decision. The most popular benefits offered in Poland are private health care, a sports card and internal training. Cinema tickets and language courses are often offered as perks, while massages at work (especially in the IT sector) have become very popular recently.

Due to competitive living conditions compared to other large cities in Poland, the large number of students and qualified workers, many companies from other regions of Poland are moving to the city. A consequence of this is the migration of employees to the city due to the lower cost of living and rising salaries. At the current pace of development and investment, this situation is likely not to change.

The availability of qualified staff in Łódź remains at a high level. There are around 72,000 students attending 22 colleges and universities in Łódź. Most of them study business and administrative



Source: OfficeMap.pl

related subjects as well as engineering. There are also 4,000 IT students and nearly 3,000 language students. It is worth noting that universities colleges in Łódź are putting increasing emphasis on cooperation with business, especially with service centers. Graduates of business and administrative, language, IT as well as engineering and technical courses, which are the most popular among students in Łódź, have very good prospects. The demand for specialists in the IT, engineering and technical sectors as well as in the SSC/BPO sector (shared service centres) is constantly growing; therefore, employers are increasingly offering jobs to students in their final years of study.

Anna Kulawiak, CPL Jobs

In my opinion, you should, wherever possible, work where you were born, where your roots are. Helios S.A. is the only company in its sector to have its headquarters outside Warsaw, in Łódź.

Tomasz Jagiełło
President
of the Managment Board
Helios S.A.

Where do people work in Łódź?

Offices

The Łódź office space market, which totals half a million square metres, is flourishing at present. Thanks to the consistent implementation of the development strategy, the city is attracting the attention of an increasing number of developers as well as tenants from the BPO/SSC sector. It is estimated that 40% of the existing office space is less than 5 years old. Office projects that are coming online are changing the appearance of central areas of the city. Office hubs are gathering tenants from specific sectors: the area around the intersection of Mickiewicza and Piotrkowska streets (known as the Old Center), NCL (New Center of Łódź) and the Marshalls' Crossing area.

Office buildings, with their modern design that reflects the needs of local communities, fit into the fabric of the city. They offer a wide range of infrastructure, including public transport stops, bicycle rental stations, medical centres as well as culture and entertainment venues.

A unique feature of Łódź is its combination of modernity and industrial tradition. Noteworthy is the characteristic red-brick appearance of



Source: St. Pauls developments Polska, Textorial II



NUMBER OF MODERN OFFICE BUILDINGS IN ŁÓDŹ

Supply	500,000 m²
Demand	32,200 m²
Vacancy rate	12.1%
Effective rental rates (EUR/m²/month):	12-14.5

SHARE OF MAIN SECTORS*:

IT products and services	35%
Production	19%
Services	16%
Finance and banking	13%

*data based on the period from Q1 2017 to Q2 2019

EMPLOYMENT STRUCTURE

IT	37%
BPO	34%
SSC/Global Business Services	16%
R&D	6%



Source: AVESTUS Real Estate Sp. z o.o.; IMAGINE

some office buildings. The market has developed from small post-industrial projects carried out by local investors to large-scale A-class projects by international developers.

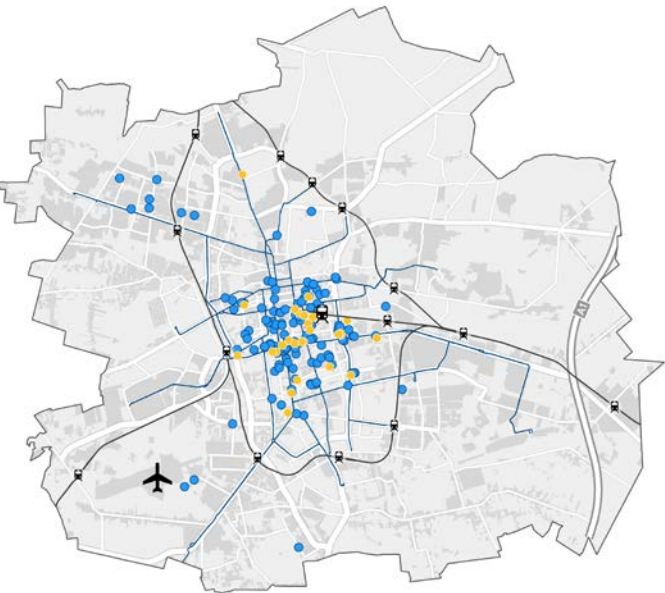
Also noteworthy are projects by local companies to revitalise tenements, factories and palaces in the centre, adapting them to new functions, including office space. The development of coworking spaces, micro-offices and serviced offices is also becoming a noticeable trend.

Companies from the modern business services sector account for an increasing share in lease transactions, reaching up to 60-70% of annual demand. The office market will evolve to adapt to changes in tenant requirements and the working environment, providing ergonomically designed modern space and a wide range of services.

SELECTED LARGEST DEVELOPERS IN THE MARKET

Avestus, Echo Investment, Ghelamco, HB Reavis, Master Management Group, OKAM, OPG, Skanska, Virako

LOCATION OF OFFICE BUILDINGS CONCENTRATIONS IN ŁÓDŹ



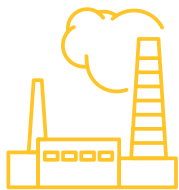
- existing office buildings
- office buildings under construction or planned
- tram lines

Warehouses

The Central Poland region is among the three largest warehouse markets in the country, after Warsaw and in front of Upper Silesia. Its good central location and well developed road infrastructure, attract mainly foreign investors. The proximity of the only north - south highway in Poland (A1) with the A2 highway, which are part of the pan-European transport corridors, is an ideal location for companies in the manufacturing and logistics sector. A direct cargo rail connection between Łódź and China shortens the transport time by two weeks, which is exactly half the time needed for delivery of goods by sea.

Logistics centers in the Central Poland region are being built by the largest developers in the warehouse sector. Due to the strategic location, both logistics parks and investments in the BTS formula dedicated mainly to tenants from the retail, logistics, production and e-commerce sectors are built here. In terms of built space, Panattoni Europe remains the main developer in Central Poland. The company has built nearly half of the existing warehouses (46%), including one of the largest logistics complexes in Europe, the under construction Central European Logistics Hub.

The good prospects for the logistics sector mean that more and more investors are locating their projects in this part of the country, as evidenced by the high level of space already built and under construction, which has been maintained for years.



2.6 mln

SUPPLY (M²)

Demand	271,900 m²
Vacancy rate	6.6%
Effective rental rates (EUR/m²/month):	2-2.8

**data based on the period from Q1 2017 to Q2 2019*

SHARE OF MAIN SECTORS*:

Retail	37%
3PL	21%
E-commerce	9%
Production	9%
Light production	5%
Others	19%

**data based on the period from Q1 2017 to Q2 2019*

SELECTED LARGEST DEVELOPERS IN THE MARKET

Panattoni Europe, Hillwood, SEGRO, GIC

LOCATIONS OF WAREHOUSE PROPERTIES IN THE AREA OF ŁÓDŹ



Łódź...

the city of meetings

Łódź is a rapidly developing city. In line with its general economic growth, tourism in the city expanding, and the total number of visitor, both private and business, is increasing.

Although I don't live permanently in the city, I spend most of my professional and private time in Łódź.

It's wonderful how Łódź is changing its image and becoming a modern, renovated city with a rich cultural, entertainment, tourist and professional life. I am proud to be a witness to this process, and also to be able to contribute to the city's development as an employer.

What do my colleagues from the company or customers from outside Poland, even outside Europe, say? They say that Łódź is a very interesting city, that they feel the magic of this place – and they can also notice its rapid development.

Piotr Jankowski
Head of
Fujitsu Global Delivery
Center Poland

Source: LOT, Hotel Andels

Quality of tourist offer

Between 2010 and 2018, the number of tourists in Łódź increased by over 67%. This has led to an increase in the number of beds and conference spaces, but also to the creation of new tourist attractions and tourist-friendly places. Until recently, the main attraction of the city was Piotrkowska street, which was joined in 2006 by Manufaktura. Today, there is also OFF Piotrkowska, the EC1 Łódź – City of Culture complex and more and more woonerfs with

a rich variety of eateries and bars. More projects are currently underway, such as Fuzja, Geyer Gardens and Monopolis. Since 2017, the Łódź tourist brand has been managed by the [Łódź Tourist Organisation](#), which operates the Łódź Convention Bureau and Łódź Tourist Information Office. At the end of 2018, Łódź was included in the prestigious Lonely Planet Best in Travel 2019 tourist ranking, taking second place on the list of Best Value Destinations.



Source: LOT, EC1

At the beginning of 2019, the Łódź hotel market was the second most rapidly developing in Poland. There are currently 33 hotels in Łódź offering a total of 5,942 beds. If aparthotels, hostels and other accommodation are added to this, the number of beds increases to around 9,000.

NUMBER OF TOURISTIC AND ACCOMODATION ESTABLISHMENTS ESTABLISHMENTS

	Number of tourists	Number of beds *
2010	611,077	3,539
2016	733,688	4,906
2018	1,023,253	5,318
2025 (forecast)	1,400,000	7,000

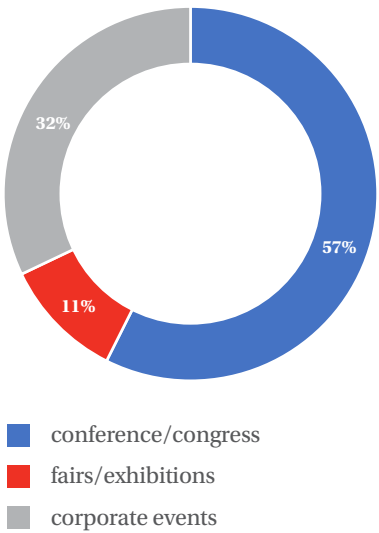
*number of beds in categorised hotels

NUMBER OF BEDS BY CATEGORY

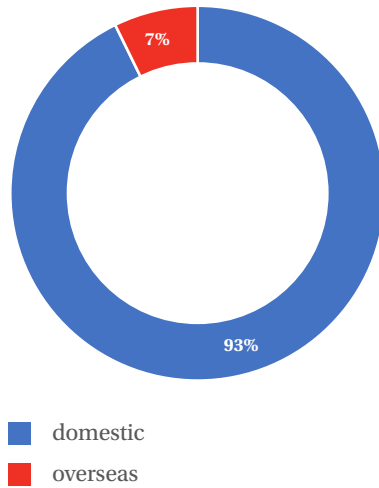
number of beds in 4* hotels	2,066
number of beds in 3* hotels	1,673
number of beds in 2* hotels	1,416
number of beds in 1* hotels	163
number of places in other accommodation facilities	3,682

In the first months of 2019, the average occupancy rate in Łódź hotels was one of the highest in Poland at 67%. The average daily rate (ADR) was PLN 220, while the revenue per available room (RevPAR) was PLN 148, an increase of 16% compared to the previous year. It is no wonder then that more and more hotels are opening in Łódź. Currently, the Hotel Hampton by Hilton*** and a 4-star hotel at 21 Ogrodowa Street are at the final stages of construction. Meanwhile, the famous Grand Hotel is being renovated, which after modernisation will become a five-star facility. There are also plans to build hotels at 94 Piotrkowska street, as well as at the intersection of Piotrkowska and Piłsudskiego and in the New Center of Łódź. In addition, other uncategorised facilities are being created all the time.

THE TYPES OF MEETINGS HELD IN ŁÓDŹ IN 2018



RANGE AND RANK OF MEETINGS HELD IN ŁÓDŹ



LARGEST FACILITIES

	Capacity of rooms	Area of rooms	Parking	Distance from the city centre
DoubleTreeby Hilton ★★★★★ Wytwórnia	2,591	3,143	300	0.8 km
Hotel Ambassador Premium ★★★★★	2,200	2,400	220	1 km
Hotel Andels ★★★★★	1,450	2,463	100	1.9 km
EC1 - Łódź Miasto Kultury	1,260	2,712	70	1 km
EXPO - Łódź	5,000	7,650	200	1.6 km
Atlas Arena	15,158	644	560	3 km
Centrum Dydaktyczne Uniwersytetu Medycznego	2,760	3,636	1,000	3.6 km
Teatr Wielki	1,274	1,410	90	2 km
Filharmonia Łódzka	1,270	986	7	1 km

Lodz is becoming an increasingly important point on the MICE map.
The city's advantages in this aspect are:

- Central location at the intersection of the two most important highways,
- Well-developed conference facilities – from large exhibition halls to smaller conference rooms,
- A large number of unique post-industrial and palace facilities,

- Conference facilities, hotels and tourist attractions are close together (walking distance),
- A wide range of creative accompanying services.

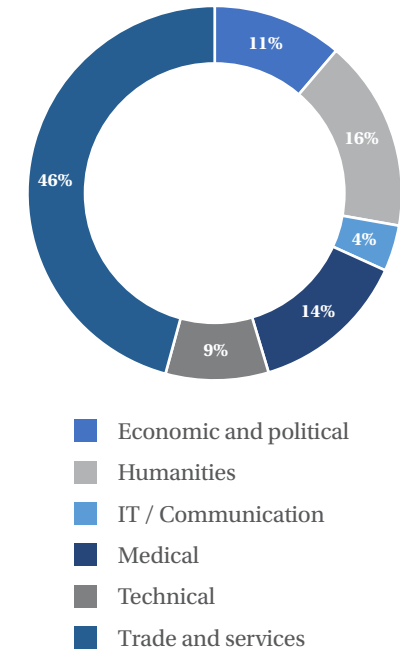
MEETINGS HELD IN ŁÓDŹ
BETWEEN 2017 - 2018

	Total number of events	Total number of participants	Average number of participants
2017	752	400,347	590
2018	984	440,493	449

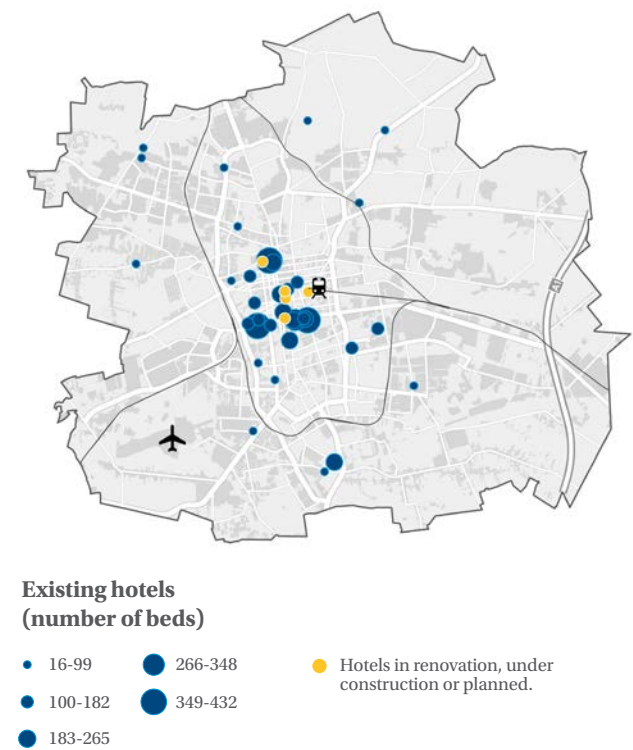
ORIGIN OF FOREIGN TOURISTS
IN ŁÓDŹ IN 2018

Great Britain	18.9%
Germany	16.4%
Ukraine	13.1%
Austria	9.0%

MEETINGS HELD IN ŁÓDŹ IN 2018
BY INDUSTRY



LOCATIONS OF HOTELS IN ŁÓDŹ



TOTAL SPENDING AND NUMBER OF TOURISTS

Total spending of business tourists in 2017	207 mln PLN
Total spending of business tourists in 2018	227 mln PLN
Polish tourists in 2018	468.6 mln PLN
Foreign tourists in 2018	208.4 mln PLN
Number of Polish tourists in 2018	1,594,425
Number of foreign tourists in 2018	300,948



Source: LOT, Hotel Puro

Łódź...

the city of Green EXPO

The history of World Exhibitions is inextricably linked to matters important to all humanity. The main goal of EXPO is to seek answers to questions about the progress of civilization: food, environmental protection, urban development and mobility.

The idea of a modern city

Global challenges and local conditions will significantly affect the scope of the [EXPO Exhibition in Łódź](#), which will take place over five months from April 27 to September 28, 2024. Therefore, it will focus on improving the quality of life in cities and the issue of their sustainable development through revitalisation, respect and conscious use of the environment, as well as on social involvement. These assumptions are reflected in the proposed main theme of the exhibition: [Nature of the City](#).

Transformation of the city centre

Ensuring a good quality of life for city residents requires designing greenery and recreational space in urban areas that shape and improve the quality of the living environment and the appearance of urban spaces, especially public spaces. Their presence and appearance influence how a given space is perceived from the point of view of its usefulness as a place to live, work and relax. The appearance and condition of green areas in Łódź are influenced by many factors: old and modern garden art, environmental conditions, the function of a given place in the past and in modern times, the behaviour of users and the quality of maintenance. In light of this, EXPO 2024 will focus on the introduction of green solutions in the historic city centre, which in many places has been significantly degraded by industrial changes.

In Łódź, the city centre is largely covered with residential buildings with limited availability of green areas, which can contribute to negative attitudes about quality

of life in the city. To prevent this, the implementation of 'green solutions' is crucial. EXPO 2024 will be an opportunity to address these issues. The exhibition aims to present a vision of returning to the development of the city centre and creating a friendly space for living, working and relaxing. While designing solutions for this area, sustainable development principles, such as ecology and environmental protection, sustainable mobility, promotion of solutions ensuring cheap and energy - saving housing, as well as Smart City solutions have been taken into account. In addition, projects are underway that take into account the multifunctionality, accessibility and flexibility of space as well as quality and aesthetics, while maintaining cultural heritage.

The exhibition area will consist of several parts, which are currently not compact recreational and green areas (3 Maja Park, Baden-Powell Park, Zieloniec next to the Didactic and Clinical Centre and areas south of 3 Maja Park and Zatorze). The aim of the exhibition in urban and spatial terms is to create a compact, extensive and coherent area of organised and modern urban greenery. The EXPO Horticultural organisation in the heart of the city will provide access to service premises as well as culture and science institutions. After EXPO 2024, the exhibition area will serve as the main city park in the centre of Łódź, located approximately 1.5 km from the main station and adjacent to the newly emerging business and service area, the New Center of Łódź.



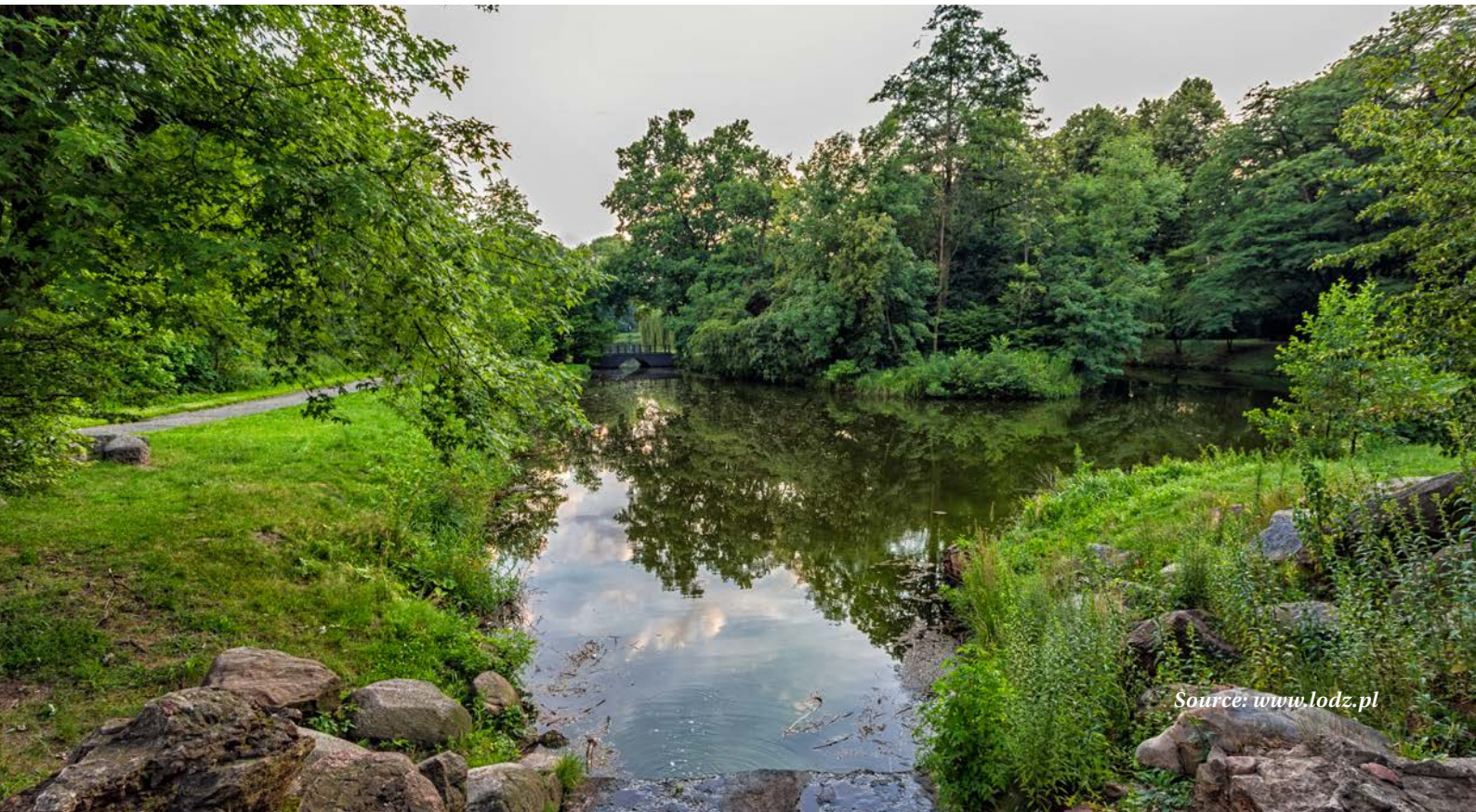
Greenery not just in the centre

One of the main assumptions on which the EXPO 2024 program was based is the revitalisation of the city, which as a method of 'urban damage treatment' uses solutions such as: green walls, woonerfs, pocket parks, street greenery, green tracks and others. The exhibition will be the beginning of a change in the philosophy of how parks in Łódź are planned and used. The intention of the EXPO 2024 organiser is to include a number of other parks in Łódź that will be improved (by designing green trails). EXPO is not only the exhibition area itself, but also the spaces around it. Visitors can visit them by using smart city technologies (e.g. QR codes). In this way, it will be possible to include the entire city, agglomeration and region in the exhibition.

Long-term benefits

A change that will be visible to everyone will be the emphasis on the importance of greening the city centre and thus creating better living conditions. For the international community of participating countries and organisations, EXPO will also become a symbol of successful transformation, not only in the context of urban revival, but also in social and economic revival.

The exhibition will create conditions for a new opening of Łódź's long-term strategy for greenery in the city and will contribute to structural changes in this area.



Source: www.lodz.pl

Łódź...

the city of revitalisation's

Revitalisation means renewing what is damaged, often post-industrial areas, and re-including them in the spatial and functional development of a city. The revitalisation process in Łódź is being carried out in an area that largely coincides with the Historic Urban Core.

As a rule, revitalisation is a multi-dimensional, complex and time-consuming process. Most revitalisation projects are in the city centre and come under the Central Łódź Area Revitalisation program (ROCL), within the Księży Młyn area and in the New Center of Łódź. Important, though not included in the Municipal Revitalisation Program, are also investments carried out in the Green Polesie program, consisting primarily in improving the quality of life of current and future residents by transforming more than a dozen streets into streets-gardens, reducing traffic, creating new green areas, for example in the form of pocket parks, as well as creating conditions for the implementation of new housing investments.

ROCEŁ

As part of ROCEŁ, 8 projects were identified that involve a diverse area and have many elements that the program will affect. The main objectives of each of these projects are:

- renovation of buildings: residential, public and historical buildings that affect the revival of the area,
- renovation of existing and creation of new public

- spaces, including squares and parks,
- activities aimed at improving the quality of life of residents through their activation, integration as part of neighbourhood initiatives and the provision of new municipal and protected housing,
- renovation of old and creation of new places attractive for tourists,
- creation of office space and commercial premises for entrepreneurs, as well as space for artists.

Selected ROCEŁ projects:

- **Kilińskiego 26 (Project 1)** – the thorough renovation of an apartment building. Preparation of 7 communal apartments and the yard and green areas of the building. Renovation works are ongoing and their completion is planned for 2020.
- **Moniuszko Park (Project 3)** – as part of the revitalisation of green areas, the park will be comprehensively modernised and its area increased. This will include new avenues and street furniture. Work began at the end of 2018 and is expected to be completed in the third quarter of 2019.
- **Wolność Square (Project 4)** – the comprehensive revitalisation of the area in 2021-2023. After its completion, car and tram traffic on the square will be transferred to the north. Replacement of the surface of the square and tramlines are planned. Trees and shrubs will be planted and new street furniture will be installed. As part of the revitalisation, the plumbing gas, heating and electricity systems will be renovated with lighting will be replaced.
- **Gdańska 8 (Project 8)** – the thorough renovation of an apartment building. A public library will be built in the building, and 26 communal flats and a protected flat will be available to tenants.



Source: www.lodz.pl



Source: www.lodz.pl

Księży Młyn

Investments carried out within the program will lead to area becoming a place where both residents and tourists will be willing to stay. 29 buildings located at Księży Młyn and Przędzalniana and Fabryczna streets, including homes and factory buildings, will be thoroughly renovated and completely rebuilt, as well as former cooperative buildings on Księży Młyn street. The aesthetics of public spaces will be improved, a lot of new greenery will be created, and the area will become friendly and more accessible to pedestrians, cyclists and drivers.

Selected Księży Młyn projects:

- **Textorial Park II** – continuation of the Textorial Park office building completed in 2008. The investment will consist of: a four-storey office building, renovated warehouses for retail and services, as well as about 9,000 m² of space open to everyone surrounding the complex. The project is to be implemented in the first half of 2020.

- **Development of Księży Młyn's public space** – as part of revitalisation, work is underway to improve the quality and aesthetics of historic public spaces. New street furniture has been installed, and greenery as well as pedestrian and bicycle routes are being built. Safety is also being improved by the installation of a new lighting system and the modernisation of existing lighting as well as the monitoring system.
- **Fabryczna 17a** – is a green parking project. The plot on Fabryczna street was turned into a parking area for residents, nearby office workers and visitors to Źródlińska Park. The investment was implemented at the beginning of 2019 and involved the creation of a non-concreted parking area – the surface was made from lawn grille. In addition, new trees and shrubs will be planted, and green creepers will provide shade.
- **Przędzalniana 91** – the development consists of four buildings, including one characterful wooden building. Although the buildings are not within the former factory complex of Karol Scheibler's Księży Młyn, they are directly related to it as 24 flats were provided for families moved from the revitalised Księży Młyn. The project was carried out in 2016-2017.

New Center of Łódź

The New Center of Łódź is a highly developed program for the reconstruction of an area covering 100 ha in the heart of Łódź. This is a key area for the city, both in terms of revitalisation and economic development, and is contained within Narutowicza, Kopcińskiego, Tuwima and Piotrkowska streets. The project will raise the importance of the city and promote it internationally. Thanks to the project, we can expect Łódź to become more attractive for tourists, as well as investors and residents. By creating a multimodal communication node that integrates international, national, regional and local transport, by expanding public transport, as well as building a railway line and the new Łódź Fabryczna station underground, a new fragment of the city has been created featuring new office buildings, flats and culture and entertainment venues.

Selected projects from the New Center of Łódź:

- **The EC1 complex** is being re-created on the foundations of the first commercial power plant in Łódź, which was built at the beginning of the 20th century. Its revitalisation and expansion started in 2008 and completion is planned for 2020. Currently, the EC1 complex is one of the most stand-out elements of the New Center of Łódź, performing cultural, artistic and educational functions. The complex includes the EC1 Planetarium, the Science and Technology Center with a spherical 3D cinema, the National Center for Film Culture, the Łódź Film Commission and the Center for Comics and Interactive Narration.
- **Kobro Market** – the central square of the New Center of Łódź, covering over 5,000 m², will become the most important public space in this place and will be used to host large outdoor events. The project includes an underground car park and an underground road connecting the square with Łódź Fabryczna station, EC1 and surrounding buildings, as well as the creation



Source: www.lodz.pl

of underground infrastructure enabling various events to be held. This means that the square will be open and green, with small architectural features and fountains. Completion of work is planned for the end of 2022.

- **Łódź Fabryczna railway station** – modernisation and construction work on the station complex began in 2011 and ended at the end of 2016. The new station is one of the largest and most modern facilities of this type in Poland. The development includes a bus station and underground parking outside the railway station.

The reconstructed façades of the old Łódź Fabryczna station have also been incorporated into the new station. The station is located in the centre of the New Center of Łódź.

- **Factory at Tuwima 10** – the revitalisation of the former Wagner weaving accessories and machines factory began in the first half of 2019 and is expected to be completed at the end of 2020. As part of the investment, the façade will be restored, installations replaced and an additional storey will be built. While maintaining its factory - like character, the building take on administrative and office functions with a retail part on the ground floor.
- **Pearl of Śródmieście** – in addition what the city authorities are doing in the NCL, more and more investments are appearing from private investors. Pearl of Śródmieście is a residential investment integrated into the historic Łódź tenement houses on Tuwima street. These types of initiatives have a very positive impact on the city's revitalisation program.
- **Moniuszki 3 and Moniuszki 5** – work on the revitalisation of the tenements started in the first half of 2019, and completion is planned for the end of 2020. Revitalisation work includes the reconstruction and renovation of buildings to adapt them to new functions. The building at Moniuszki 5 will become the Moniuszko Mediateka – the first multimedia library in Łódź, while Moniuszki 3 will be converted into an office building that will house some local authority departments. As part of renovation work, both buildings will be connected by a glazed connecting section, which will give the traditional architecture a modern look.

- **Brama Miasta** – is a modern office development that will ultimately consist of two office buildings with underground parking lots. Brama Miasta is an important part of the New Center of Łódź. The project envisages the creation of an open square for the employees of nearby institutions as well as locals and tourists.

Green Polesie

[Green Polesie](#) is an innovative program covering the western Stare Polesie part of the centre of Łódź. Work on the project began in 2016, and over several years it will improve the quality of life and living by:

- renewing existing squares, planting trees and shrubs, creating new or renovation of existing walking and cycling paths,
- the creation of pocket parks in free small spaces, e.g. between tenement buildings or in neglected yards, where playgrounds or erect small architecture forms can be created,
- street modernisation, mainly involving reducing car traffic and giving priority to pedestrians; streets-gardens, whose characteristic feature will be a large amount of greenery and small architecture, narrowed traffic lanes and paved surfaces. Łódź was the first city in Poland to introduce woonerfs, which slow down car traffic, create more space and increase the comfort of pedestrians and cyclists.



Source: www.lodz.pl

Łódź...

the city of the future

The Integrated Development Strategy for Łódź 2020+ adopted by the local authority in 2012 was a new start for the city and is an integral part of the strategic management process.

The strategy is a set of many activities aimed at catalysing the positive changes that are expected by the city's residents. The challenges facing the city are primarily:

- Improvement in quality of life,
- Reversal of unfavourable demographic trends,
- Creation of a sustainable transport network in Łódź and the agglomeration,
- Building social bonds, civic participation and local government,
- Efficient city management,
- Revitalisation of urban space.

The objective of this strategy is to create a friendly, creative and dynamic city with sustainable development, with competitive conditions for living, working and investing, while using its historical, infrastructural potential, and above | all social and cultural capital.

According to the strategy, the vision of Łódź as an effective and friendly city is based on 3 pillars:

- Economy and infrastructure,
- Society and culture,
- Space and the environment.

The strategic goal in terms of the economy and infrastructure is the New Center of Łódź project, i.e. a modern and very well connected area of social and economic activity. Another goal is to optimise the way the city functions by using its central location in Poland and in Europe, and to create a coherent agglomeration based on knowledge, innovation and the creative sector, drawing on the potential of Łódź's science and entrepreneurship.

The building of high-quality social capital and the involvement of local people, as well as the creation of high-quality academic and R&D infrastructure that educates and improves staff for investors in modern industries, is the city's strategic goal in terms of society and culture.

As regards urban space and the environment, thanks to harnessing nature and the creation of green areas for recreation and the promotion of a healthy lifestyle, as well as the reconstruction of the historical urban fabric, the main goal is to increase the quality of life of people in Łódź. Raising the level of security, public order and the appearance of the city is also part of this goal.



Source: www.lodz.pl

The Integrated Development Strategy for Łódź 2020+ takes advantage of the city's most important assets, namely:

- Its central location,
- The presence of well-known AGD, BPO and IT brands,
- A large number of universities, both public and private,
- Experience in the revitalisation of post-industrial facilities for office, education, shopping and entertainment purposes,
- Attractive green and recreational areas.

Effective implementation of the strategy is possible through sectoral policies and operational programs containing implementation schedules and financial plans correlated with the city budget. Thanks to the annual evaluation of sectoral activities, the investment part of the Multiannual Financial Forecast and the Local Development Program are also updated.

The prospect of changing the surrounding conditions, the authorities in Łódź have taken action to develop updated key goals for long-term projects devoted to planning the city's economy and using its full potential. The changes are the starting point for talks with investors on long-term city development projects.

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