

## Poland as a Business Opportunity in the Environment Sector.

### *1. Background.*

Poland entered the European Union in 2004 and has since become the largest market for environment protection services and products in Central and Eastern Europe. In order to comply with EU Poland as a EU member country is implementing technologies in order to comply with the EU environmental standards. Poland has achieved one of the highest rates of economic growth in the past 10 years and according to the OECD will continue to grow at a rate of over 6% in the coming years.

Today, the Polish Government targets the modernization and extension of nearly one thousand wastewater treatment plants, water purification stations and municipal landfill and waste management facilities. Poland is investing in projects increasing the use of renewable energy sources particularly in solar, biomass, wind, small hydro, environment management systems and energy efficiency in public buildings.

### *2. Budget and Timelines.*

As a result of Poland's entry into the European Union in 2004, the country has embarked on a major overhaul of its environment infrastructure with the support of EU funds. In total over 67.3 billion Euro of EU structural funds have been earmarked for implementation in Poland from 2007-13 with the vast majority of funds supporting development of the country's road infrastructure. Some of the main intervention areas within the environmental infrastructure include:

- Municipal wastewater treatment . budget over 3.27 billion Euro
- Municipal solid waste management . budget over 1.43 billion Euro
- Eco-energy and energy efficiency . budget over 1.4 billion Euro

Municipal solid waste management projects predominantly concern technologies for recycling and thermal processing of solid waste as EU Directives enforce limits on amount of land-filled waste. Other project opportunities include rehabilitation of degraded, post-industrial areas, diversification of energy supplies, introduction of environmentally clean methods of production, environmental monitoring and flood prevention.

**The deadline to implement projects under the EU Funds is 2013.**

### *3. Opportunities for Canadian companies.*

As a result of the large demand driven by national policy and EU funds, Poland needs to increase capacity in technology. This presents a window of opportunity for Canadians to enter the market as contractors, sub-contractors and suppliers bringing in new technologies and know-how. It should be noted however, that in order to participate directly as a contractor in a public tender, a Canadian company should establish a local presence in Poland or through a EU partner.

### *4. Competition: Foreign and Local.*

The environmental sector in Poland is dominated mainly by small and medium local enterprises with competition from firms from Sweden, Austria (biomass, waste management), the Netherlands (biogas and water engineering), Germany Denmark (biogas, wind power), as well as Spain, Norway and Switzerland.

### 5. Possible Barriers and Strategies to Overcome Them.

Possible barriers include language, different corporate culture, lack of familiarity with public tender procedures and the costs of doing business overseas.

Recommended strategies include:

- Establish a local presence,
- Partner with a local firm and establish local manufacturing for building products,
- Enter consortia with other large foreign companies and local firms to gain entry into the market and large contracts,
- Identify a market niche, which will also facilitate entry into other EU markets,
- EDC offers a wide range of financial products that help reduce the risk of doing business abroad.

### 6. Canadian Government Contacts.

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### 7. Upcoming Events:

POLEKO International Environmental Fair  
Location: Poznan, Poland  
Dates: October 27-30, 2008  
<http://poleko.mtp.pl>

### 8. Information sources:

For general information on EU structural funds: [www.fundusze-strukturalne.gov.pl](http://www.fundusze-strukturalne.gov.pl)

NFOSiGW The National Fund for Environment Protection is the central government ministry responsible for implementation of environment protection projects funded from the EU [www.nfosgw.gov.pl](http://www.nfosgw.gov.pl)

For information on Poland's environmental compliance requirements of the Aquis communautaire including list of installations: [http://eur-lex.europa.eu/lexUriServ/site/en/oj/2003/l\\_236/l\\_23620030923en08750905.pdf](http://eur-lex.europa.eu/lexUriServ/site/en/oj/2003/l_236/l_23620030923en08750905.pdf)

**Tenders:** All projects receiving support from the EU are subject to Public Procurement Law and to public tenders. To view published tenders for road projects please consult: <http://www.ted.europa.eu>

