



Analysis of investment potential for 22 municipalities/cities from the Lubuskie Region, participating in the implementation part of the project entitled "Investor service standards in the Lubuskie Region" [EN]



Krzeszyce commune

1. Investment potential [EN]

Below, the most important data and analysis results relating to the investment potential of the municipality are presented in a concise manner:

- The municipality covers an area of 194.19 km² and according to the data from the Central Statistical Office as of December 31, 2021, it has a population of 4,600 residents. As of the end of 2022, there were 500 registered economic entities in the municipality according to the REGON register.
- Krzeszyce municipality has development opportunities in the form of investment areas.
- The Krzeszyce-Krokoszów economic zone is strategically located with necessary infrastructure. The industrial and service investment areas are situated in close proximity to National Road No. 22, along the Poznań-Kostrzyn nad Odrą-Berlin route. The designated area for the economic zone has been specified in the local spatial development plan.
- An advantage of the municipality is its favorable location along National Road No. 22, connecting the border crossing in Kostrzyn nad Odrą with Poznań. Krzeszyce is located approximately 28 km from the German border.
- The average gross monthly salary in the Sulęcín County in 2021 amounted to 4,685 PLN, which is approximately 78.1% of the national average.
- When considering the potential of the job market in Krzeszyce, the potential of neighboring counties should also be taken into account. The labor market in Krzeszyce is not strictly bound by the administrative boundaries of the municipality. Due to the proximity of neighboring cities, well-developed public transportation, and road network, the local job market extends to a radius of up to 30 or even 50 km from the potential investment location.
- The most represented sectors of the economy in terms of PKD divisions are:
 - Wholesale and retail trade of vehicles,
 - Vehicle repairs,
 - Specialized construction,
 - Retail trade,
 - Activities of membership organizations,
 - Construction work.
- The main industries/specializations in the municipality include:
 - Construction,
 - Tourism,



- Agriculture,
- Wood and forestry sector,
- Hunting industry.
- Promising sectors include:
 - Logistics,
 - Organic farming,
 - Tourism.
- Support provided by the Krzeszyce municipality for investors includes:
 - Kostrzyńsko-Słubicka Special Economic Zone covering an area of approximately 7 hectares,
 - Individual care for investors,
 - Available land within the economic zone, approximately 40 hectares for industrial production and 40 hectares for services,
 - Possibility to benefit from property tax exemptions within the framework of de minimis aid,
 - Assistance from the County Labor Office.
- Numerous tourist attractions are available in the area.

2. Characteristics and basic data of the municipality / city [EN]

Krzeszyce Municipality is situated in the northwestern part of Lubuskie Region, and is a part of Sulęcín County. The municipality spans over 194.19 square kilometres and, according to the Central Statistical Office data as of December 31, 2021, it hosts a population of 4.6 thousand. The area is recognised for its diverse landscape and topography. Approximately half of the municipality's land is covered by the Skwierzyńsko-Sulęcińskie Forests, thus providing favourable conditions for the development of tourism due to its ecological cleanliness, tranquillity, and serenity. Krzeszyce is strategically positioned on National Road 22, which connects the border crossing at Kostrzyn Nad Odrą with Poznań, contributing to its economic significance. Furthermore, Krzeszyce is directly linked to the border crossings at Świecko and Słubice.

As of the end of 2022, 500 business entities were registered within Krzeszyce in the REGON Register. The ensuing section presents key data concerning the population, the administrative status of the municipality (territorial division), the labour market, and education.

Table 1. Basic data for the municipality¹

Indicator	Data 2021	CAGR ²	Forecast 2030 ³
Population count	4,6 k. people 0,5% share in the province	-0,5%	4,6 k. people
• Male population count	2,3 k. people 0,5% share in the province	-1,1%	2,3 k. people
• Female population count	2,3 2,3% share in the province	0,0%	2,3 k. people
Area	194,2 km ² 1,4% share in the province	-	-
Percentage of registered unemployed in the working-age population	2,3% 3,1% in the province 4,0% in the country	-10,6% -5,6% -3,4%	1,9%
Employed per 1000 of the total population	147,0 people 239 people in the province 259 people in the country	6,3% 1,1% 1,2%	164,6 people

¹ The presentation of statistical data takes into account the following periods:

- Year 2021 - status at the end of the year. This is the period for which most statistical data is available. For some indicators, a reference to the level of the voivodeship and the country has been additionally provided.
- Dynamics of changes in a 5-year perspective - most often for the period 2017-2021 (using the CAGR indicator - average annual growth rate).
- Latest period - if more up-to-date data are available for a given indicator.
- Forecast data 2023-2030 - for selected indicators.

² CAGR stands for Compound Annual Growth Rate. It is a measure that reflects the average annual increase in a certain value over a given period.

³ Forecasts were made based on a proprietary model, used in several research projects concerning socio-economic conditions. The model is based on the analysis of trends over the last 5 years. The model does not take into account situations with a significant impact on socio-economic conditions, which are impossible to predict (e.g., the COVID-19 pandemic, the war in Ukraine).

Indicator	Data 2021	CAGR ²	Forecast 2030 ³
Employed per 1000 of the working-age population	247,7 people	8,2%	266,6
	405 people in the province	2,2%	
	438 people in the country	2,1%	

Source: own study based on GUS data.

Taking into consideration employment by sectors, data from the Central Statistical Office (GUS) allows for analysis at the county level and for aggregated sections of the Polish Classification of Activities (PKD) (so-called economic sectors).

Table 2. Employment structure by sectors

Indicator	Country	Lubuskie region	County
Agriculture, forestry, hunting and fishing	10,3%	7,4%	7.5%
Industry and construction	30,1%	35,6%	47.6%
Trade; repair of motor vehicles; transport and storage; accommodation and food services; information and communication	23,4%	23,2%	13.9%
Financial and insurance activities; real estate services	3,6%	2,1%	1.8%
Other services	32,7%	31,8%	29.2%

Source: own study based on GUS data.