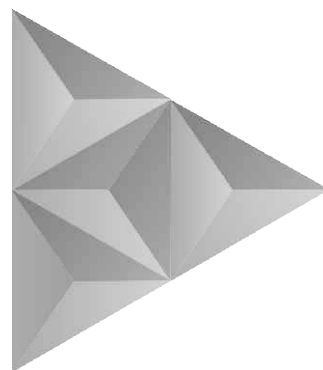


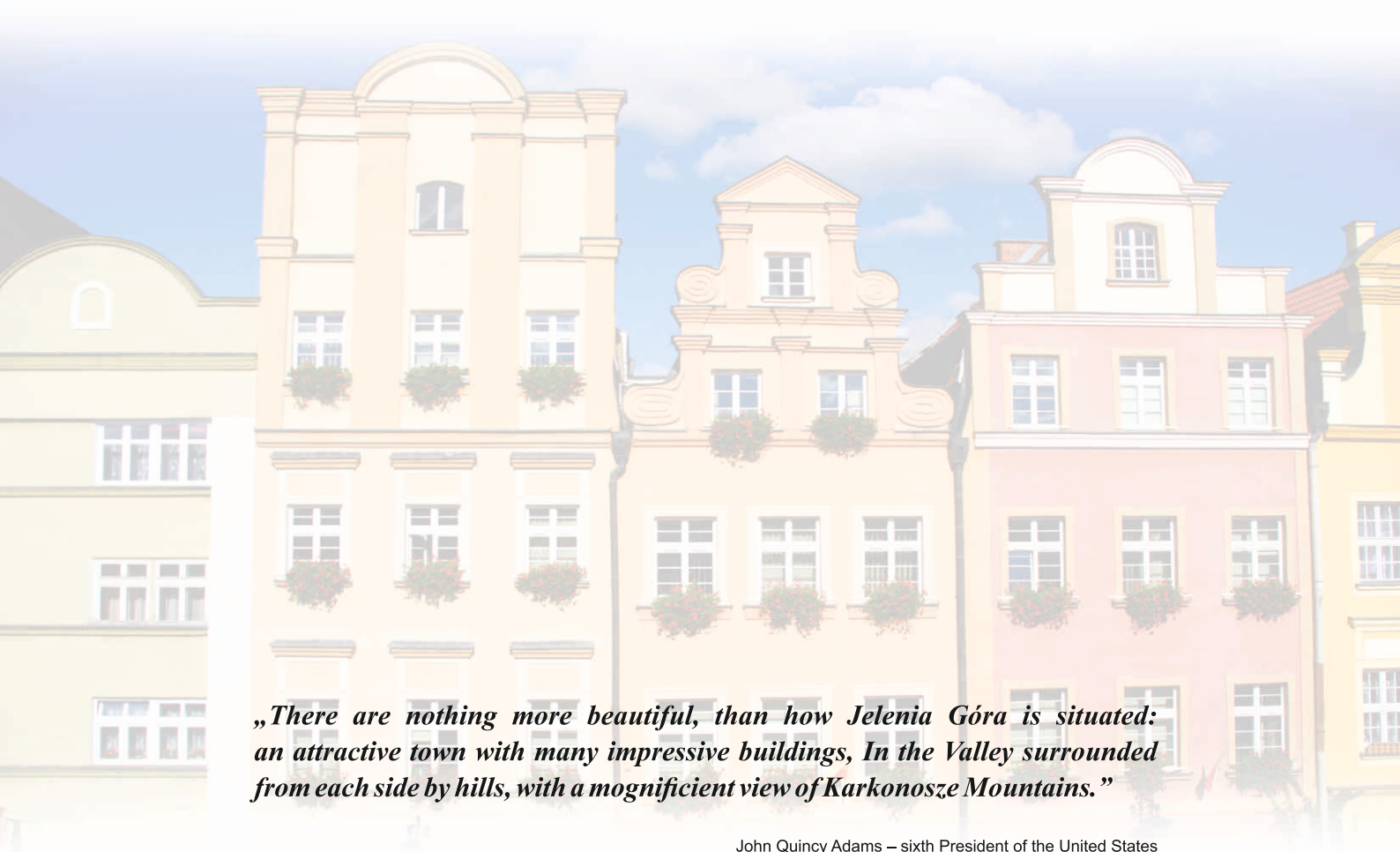


# Jelenia Góra



## Investment Vademecum





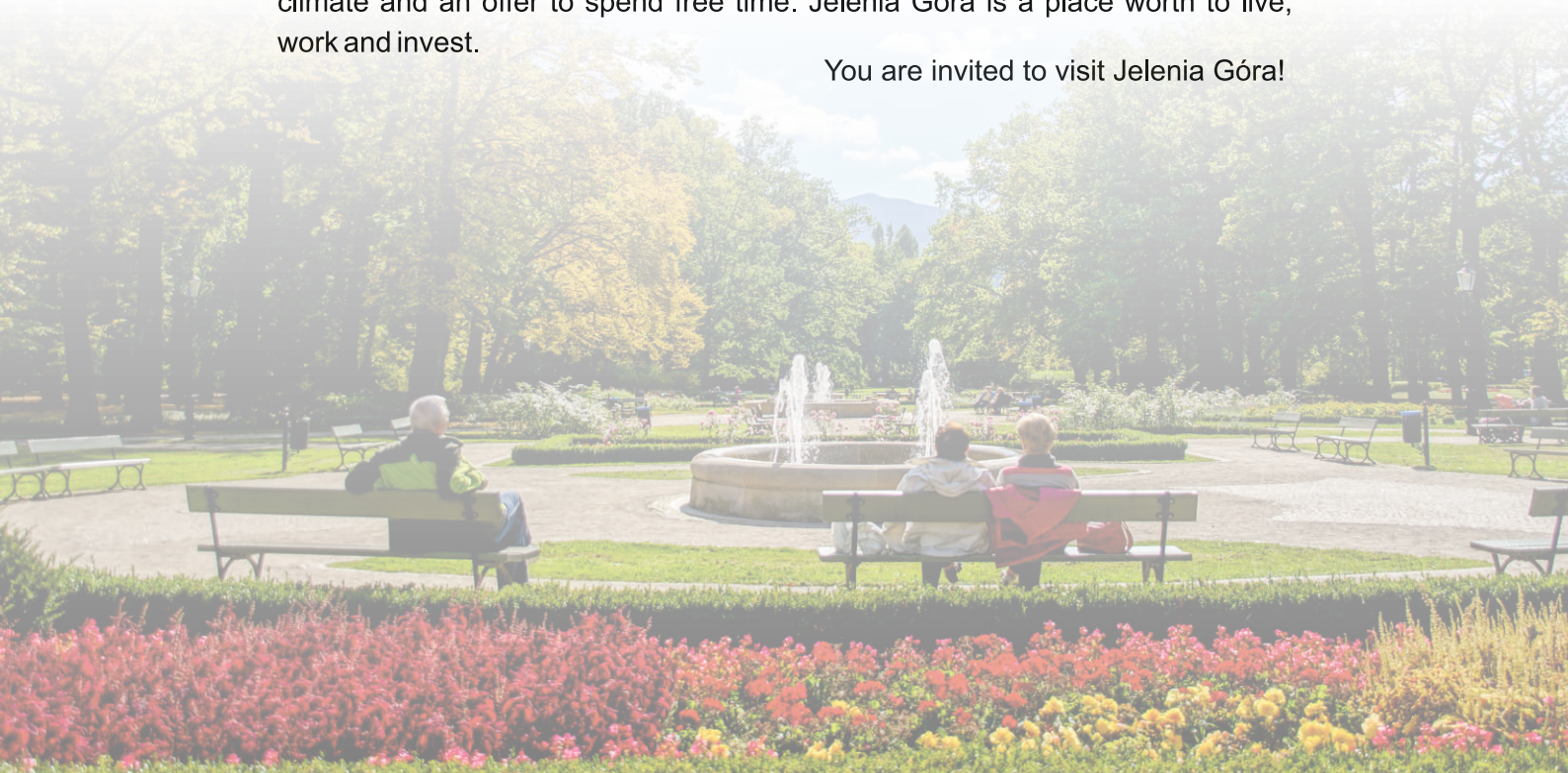
***„There are nothing more beautiful, than how Jelenia Góra is situated: an attractive town with many impressive buildings, In the Valley surrounded from each side by hills, with a magnificent view of Karkonosze Mountains.”***

John Quincy Adams – sixth President of the United States

Jelenia Góra is situated in the heart of the Karkonosze Mountains. The people who live here are open to changes and prepared for dynamic development. The exceptional location creates exceptional opportunities. Life quality of inhabitants and city infrastructure was improved by wide-scale investments. Investment process in city was improved and caused chance for development for everyone who invest here.

Investment Vademecum contains information about the city, economic climate and an offer to spend free time. Jelenia Góra is a place worth to live, work and invest.

You are invited to visit Jelenia Góra!







# Jelenia Góra

PEARL OF THE KARKONOSZE MOUNTAINS



Jelenia Góra – called the Pearl of the Karkonosze Mountains, is a city with rich tradition of 900 years related to trade, medicine and science, famous for its entrepreneurial inhabitants, full of invention. There is fascinating history, wonderful historic monuments, attractive natural values, dynamic, modern centre of tourism and economy, is friendly to its inhabitants, open to tourists, providing optimum conditions for businessmen and investors.

The city has an economic and tourist potential that is important for Poland. Annually it is visited by over 3 million tourists.

In Cieplice, now a district of Jelenia Góra, there is the oldest spa in this part of Europe. Unique fluorite – silicon thermal water with temperatures reaching 90°C is used for treatment. Due to its location in a valley, the gliders starting from the local airport reach elevations that are among the highest in Europe 6 000 – 7 000 m.

In 1975 – 1998 Jelenia Góra was the capital of the Jelenia Góra Province. Now it is a city with the rights of a township, one of the largest in Lower Silesia. It is inhabited by over 80 thousand people. Together with the neighbouring municipalities of the Jelenia Góra valley, it creates an agglomeration about 200 thousand inhabitants. Jelenia Góra develops partner collaboration with 13 cities and towns in Europe, North America and Asia:

- Erfstadt (Germany),
- Bautzen (Germany),
- Heidelberg (Germany),
- Boxberg (Germany),
- Valkeakoski (Finland),
- Randers (Denmark),
- Tyler (USA),
- Jablonec nad Nisou (Czech Republic),
- Vladimir (Russia),
- Cervia (Italy),
- Tequila (Mexico),
- Severodonetsk (Ukraine),
- Changzhou (China).

# Investment potential

## OF JELENIA GÓRA



### Location of the city

Jelenia Góra is located in the south – west of Poland, surrounded by mountains: on the west – Jizera Mountains, on the north – Kaczawskie Mountains, on the east – Rudawy Janowickie, and on the south with the highest range of the Sudeten – Karkonosze Mountains with its peak of the Śnieżka (1 602 amsl). Along with Karpacz and Szklarska Poręba, the city forms a tourist and sports centre in the Karkonosze. The city directly borders the Czech Republic and the distance to the German border is only 70 km. The distance to the capitals of Germany, Czech Republic, Austria and Slovakia is closer than to the capital of Poland.

### The city is crossed by the following transportation routes:

- **European route 65:** Malmö - Ystad – Świnoujście - Szczecin - Gorzów Wielkopolski - Zielona Góra - Legnica - Jelenia Góra - Jakuszyce - Prague - Nagykanizsa - Zagreb - Zadar - Split - Dubrovnik - Skopje,
- **national road No. 30:** Jelenia Góra – Lubań – Zgorzelec – leading to the German border,
- **national road No. 3:** is part of European route 65, leading to motorway A4 which is the European Transportation Corridor connecting West European countries with East European countries,
- **railway connection:** Jelenia Góra - Dresden via Lubań, Zgorzelec, Bautzen and Wrocław - Praga via Jelenia Góra, Jakuszyce, Turnov,
- **air connections:** - the international airport in Jelenia Góra with customs and border clearance. The closest airports: Wrocław 110 km, Dresden 175 km, Prague 160 km.







# Economic POTENTIAL

Jelenia Góra is well prospering city. It owes this situation especially to economy which is based on modern and dynamically expanding companies. In the city there are almost 13 000 business entities – almost 1 400 commercial companies, including: 350 commercial companies with foreign capital participation and about 8 000 proprietary businesses. The service sector dominates among the business entities, e.g.: trade, business and real estate services, hotel and catering industries. Engineering and furniture companies, automotive industry and plastic processing have been developing very dynamically.



The business leaders in Jelenia Góra have well known national and international brands. All of them are characterised by innovation and top quality of the products and services they offer. This group includes DWS Dräxlmaier Wyposażenie Wnętrz Samochodowych Sp. z o.o. leads in automotive industry. In the furniture sector, an outstanding company is Zorka Sp. z o.o. – a company manufacturing wooden products e.g. for IKEA stores worldwide. Jelenia Plast Sp. z o.o. is a leader in manufacturing of plastic products. PMPoland S.A is the only Polish manufacturer of papermaking machines. DOLFAMEX Sp. z o.o. is the well-recognized company in metal industry, manufacturing machining tools. JZO Sp. z o.o. – manufacturer of a new generation of lenses. There has been a very fast development of the high IT sector headed by CODETWO Sp. z o.o., Sp. k. and ORM London. TAURON Ekoenergia Sp. z o.o. is the largest producer of renewable energy.



Jelenia Góra keeps improving conditions for business operations. It supports development of enterprises, attracts investors and collaborates with business organisations. It is the seat of numerous business supporting institutions that include e.g.:

- Karkonoska Agencja Rozwoju Regionalnego S.A. – KARR S.A., (Karkonoska Regional Development Agency S.A.) including:
  - Centrum Obsługi Partnerów Zagranicznych Karkonoskiej Agencji Rozwoju Regionalnego S.A. (Center of the Foreign Partners Service KARR S.A.)
  - Punkt Wsparcia Przedsiębiorców z sektora MŚP Karkonoskiej Agencji Rozwoju Regionalnego S.A. (SME Business support point KARR S.A.)
  - Punkt Wsparcia samozatrudnienia i przedsiębiorczości Karkonoskiej Agencji Rozwoju Regionalnego S.A. (Self-employment and business support point KARR S.A.)
  - Fundusz Pożyczkowy Karkonoskiej Agencji Rozwoju Regionalnego S.A. (Loan fund KARR S.A.)
- Powiatowy Urząd Pracy w Jeleniej Górze (District Job Centre Office in Jelenia Góra)
- Punkt Informacyjny Funduszy Europejskich w Jeleniej Górze (Information of European Fund office in Jelenia Góra)
- Regionalne Centrum Wspierania Inicjatyw Pozarządowych – oddział w Jeleniej Górze (Regional Center of Supporting Non-governmental Initiatives)
- Cech Rzemiosł Różnych i Przedsiębiorców w Jeleniej Górze (Sundry Crafts Guild and Businessmen Association in Jelenia Góra)
- Jeleniogórską Radę Biznesu (Jelenia Góra Business Council)
- Rotary Club Jelenia Góra
- Rotary Club Jelenia Góra – Cieplice
- Zrzeszenie Handlu i Usług w Jeleniej Górze (Association of trade and services In Jelenia Góra)
- Karkonosko-Izerski Klaster Turystyczny (Karkonosko-Izerski touristic cluster)

In Jelenia Góra there is also a strong banking and insurance sector. A full range of financial services are offered by tens of branches of commercial banks, including offices of foreign banks. The offer for businessmen is complemented by stock brokerage companies as well as numerous offices of leasing companies. Investors and trading partners may also rely on over 40 law firms. In the city there are almost 40 real estate agencies. There is a vast and differentiated market of commercial, transportation and building services. The city provides top level education, well organised health services and public security services.







# Investment OFFER

The city authorities in order to meet the expectations of the inhabitants and potential investors, are involved in large scale investments worth hundreds of millions of PLN. Jelenia Góra is a leader in utilising external funds and therefore a majority of the projects are performed with the support of EU funding. The projects are in the field of technical infrastructure: water supply and sewage systems, sanitary sewage, roads as well as expansion of the tourism, cultural and spa offer. The scale of the local investments has added dynamics to the development of the city and enhanced its attractiveness which resulted in numerous new external investments.



In the city there is an Economic Activity Zone which covers about 80 ha of investment sites, attractively located along the main transportation route to the Czech Republic and Germany. In this zone are located small, medium and big companies. Over 5.000 people are employed and some of them work in three-shifts. Besides the land to be used for industrial investments purposes, the city offers plots of land located in tourist and health resort areas, including those with geothermal drilling. The higher level of services for investors is confirmed by the fact that Jelenia Góra was periodically awarded the certificate of “Friendly Municipality” for its actions related to promotion, support and handling of investments.

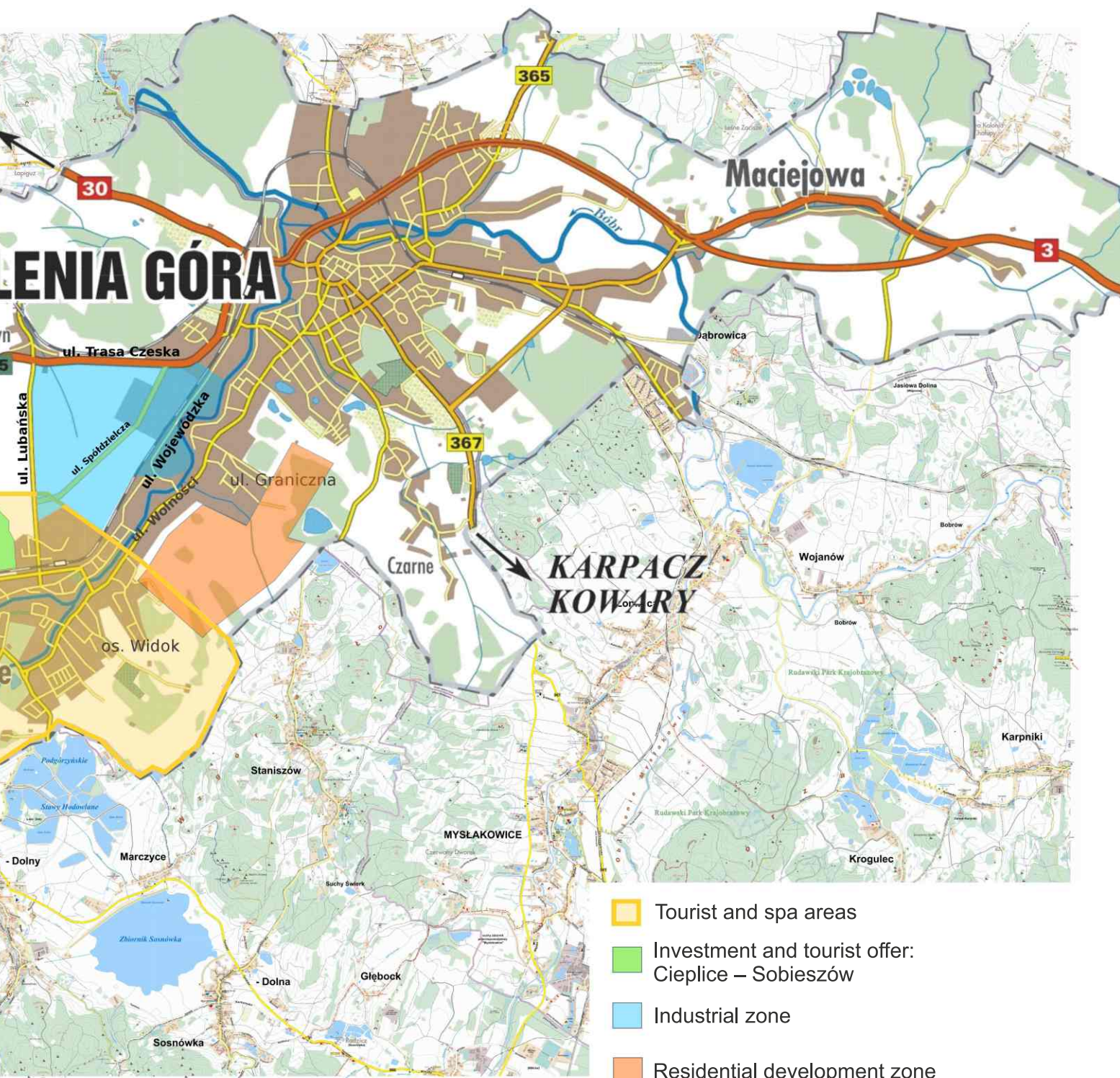


## The city of Jelenia Góra offers:

- Professional services to investors and "investment pilot" (an expert seconded to handle given investment project) assistance throughout the investment process,
- Support to investors by accelerating administrative procedures required to commence investments,
- Development of municipal infrastructure supporting investments,
- Real-estate tax exemptions: as part of de minimis support for businesses creating new jobs,
- Support in search for qualified employees,
- Adjusting vocational educational programs to investors' needs.











Jelenia Góra has over 80.000 inhabitants. The strong asset of the city is qualified work force. Investors will find specialists with university education and well qualified medium level personnel. Constant improvement of professional qualifications is supported by a broad, attractive and flexible educational offer available in the market.

Jelenia Góra is a city of science and education with about 40 educational institutions. The schools offer a variety of education, e.g.: economy, exploitation of airports and terminals, tourist services, trade, organisation of catering services, geodesy, veterinary medicine, architecture, informatics, mechanics, mechatronics, digital graphic processes, logistics.

There are Vocational Education Centres in the city, provided with modern workshops in such areas as: catering business, hotel services, IT, automatics and robotics. Additionally, the Continuing Education Centre offers adults a possibility of flexible adaptation to the labour market.

Jelenia Góra is the seat of three universities:

- Wrocław University of Economics, Faculty of Economics, Management and Tourism in Jelenia Góra,
- Wrocław University of Technology, Faculty of Technology and Information in Jelenia Góra,
- Karkonosze State Higher School in Jelenia Góra.

Those universities have almost 4 000 students in 22 faculties with humanistic, economic and technical profiles.







## Free time SPORT

The City of Jelenia Góra constantly expands the sports base – there are two stadiums, several full-size football fields, tennis courts, sports and show arenas, open-air swimming pool, roofed swimming pool, several handball and volleyball fields. As the only city in Lower Silesia, Jelenia Góra constructed 4 sport fields for schools including one which is used as a skating rink in the winter.

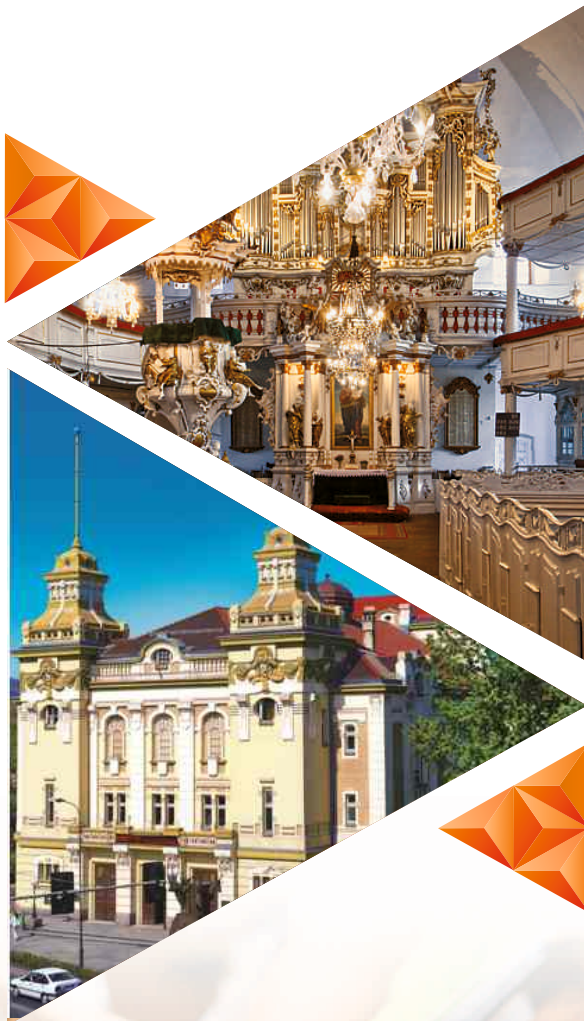


Jelenia Góra is well known in Poland and in Europe for training dancers in several dancing schools. The KARKONOSZE OPEN Dance Contest is very well known in dance environment.



The city can also boast good horse riding infrastructure and ideal conditions to practice cross-country skiing, canoeing and nordic walking. Due to its attractive location, it is glider centre known in Europe and all over the world; the Jelenia Góra Aero club trains new sports pilots in aircraft, glider, parachute and modelling sections. The City organises Poland's junior Glider Championship. Due to the exceptional land topography, Jelenia Góra holds MTB contests with the participation of our compatriot Maja Włoszczowska. The existing infrastructure and the expanding network of bike routes make Jelenia Góra the bike capital of Poland.

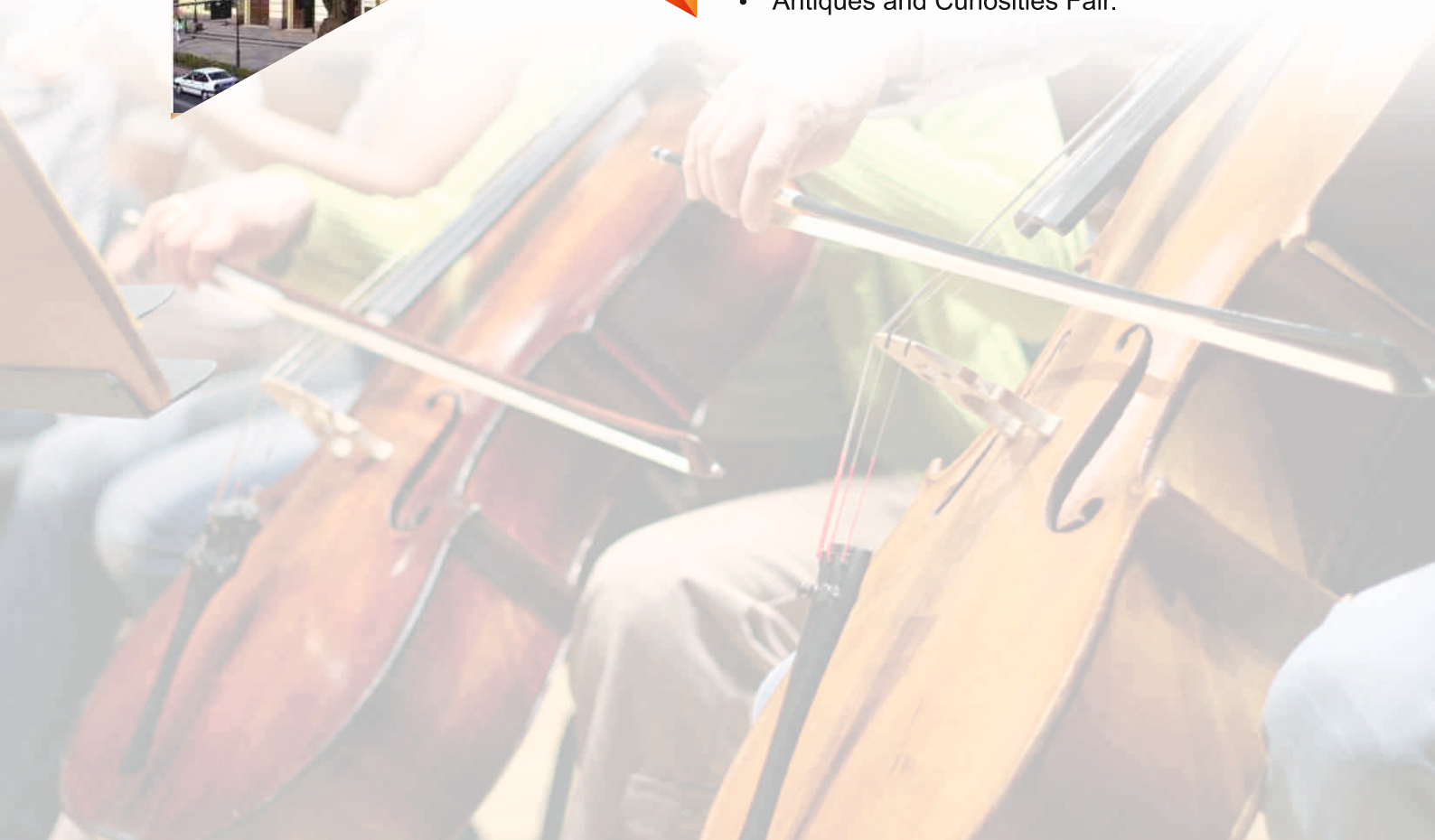




Jelenia Góra is cultural and artistic center of the region, known for music festivals, theatre activity and tradition care. In the city we have for instance: Dramatic and Animation theatres, three museums, Lower Silesia Philharmonics, Artistic Exhibition Bureau, Jelenia Góra Centre of Regional Information and Education "Karkonosze Library" and four cultural centres.

Reach cultural offer of City contains events that became a permanent fixture in city events calendar. It is:

- Wrzesień Jeleniogórski – traditional festival of the City in September,
- International Street Theatre Festival,
- Music Festival "Silesia Sonans",
- International Film Festival "ZOOM Zbliżenia",
- Art & Glass Festival,
- International Jazz Music Festival "Krokus Jazz Festival",
- Antiques and Curiosities Fair.





Jelenia Góra is situated on tourist trail Valley of Palaces and Gardens. On the route we can find the following objects: Renaissance Czarne Manor, Castle Chojnik ruins, Paulinum Palace and The Schaffgotsch Palace in Cieplice and Sobieszów.



An important tourist attraction in the city is Jelenia Góra City Centre Route which is about 5 kilometers long walking route that leads through the city center of Jelenia Góra. Walking by the city you can see classicistic City Hall, main square surrounded by tenement houses, towers: Krzywousty's and the Castle Tower, Grodzka Tower, Wojanów Gate Tower or parts of ramparts.

There are two historical parks in Cieplice: Health Resort Park and Norwegian Park, which are characterized by old growth trees. There are also a lot of churches and temples: Sanctuary of the Holy Cross Elevation and Minor Basilica of Saint Erasmus and Pankratius.





# Tourist potential



The picturesque location in the centre of the Jelenia Góra Valley makes the City a very attractive place for lovers of tourism and active recreation. Mountain climbing, nordic walking and cycling, air sports, horse riding, tennis – that's proposal for active people. Also theatres, cinemas, clubs, fitness centres, SPAs, swimming pools, tennis courts, gyms. For lovers of water recreation – Cieplice Therms. Very good starting base to the mountain resorts with winter sports infrastructure (cross-country skiing and skiing) that is another advantage attractively located city. We have about 2500 hotel beds with varied standards - hotels, pensions, shelters, sanatoriums and excursion hostels.

Jelenia Góra is a spa. Cieplice, which is now a district of the City, is the oldest spa resort in Poland and in this part of Europe, founded by the Order of Cistercians in 1281. Thermal water with temperatures reaching 90°C known for centuries is used for treatment. The unique fluorite-silicon water is used in the treatment of: motor sicknesses (rheumatology, orthopaedics, neurology, osteoporosis), urinary system (urology, nephrology), ophthalmology – it is the only spa in Poland to cure eye diseases balneologically. After treatment, the visitors apart from walks in vast parks and visiting the numerous historic monuments in the city, wander in the nearby mountains intaking the beautiful landscape of the Karkonosze.









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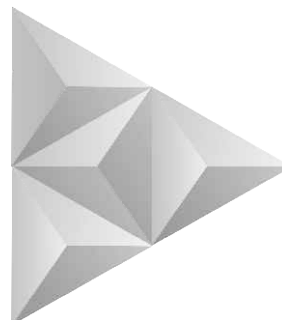
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**Publisher:** Wydział Rozwoju Miasta, Urząd Miasta Jelenia Góra

**Design and printing :** [findunited.com](http://findunited.com) drukarnia-prudnik.pl

**Text and editing:** Wydział Rozwoju Miasta, Urząd Miasta Jelenia Góra

**Photos:** arch. Urząd Miasta Jelenia Góra, arch. Uzdrowiska Cieplice, arch. Term Cieplickich,  
Vento Studio, ITdotum oraz A. Poręba, R. Gieroń, K. Soból, M. Kryła, Z. Nowak .



Projekt dofinansowany ze środków Europejskiego Funduszu Rozwoju Regionalnego  
w ramach Regionalnego Programu Operacyjnego Województwa Dolnośląskiego 2014-2020