

# SMART SPECIALIZATIONS OF THE WARMIA AND MAZURY

PRESENTATION FOR GREEK LEARNERS AMONG PROJECT: „Discovering yourself and jointly building the future by investing in the key competences of learners from Kętrzyn”

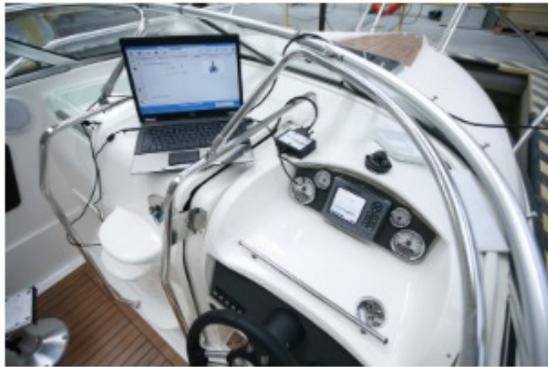
# SMART SPECIALIZATIONS OF THE WARMIA AND MAZURY

- ▶ Warmia and Masuria - famous for its unique, unique nature - is also a combination of the potential of the place and people creates ideal conditions for dynamic economic development. We use the advantages of the voivodship in the development of the region, especially in the areas of three smart specializations, indicated in the development strategy of the voivodship: "water economy", "wood and furniture" and "high-quality food".

# ECONOMY OF WATER

- ▶ more than 20 percent of the area of the Warmian-Masurian Voivodeship is water, which gives the region the first place in the country. No wonder that Warmia and Masuria - also known as the Land of a Thousand Lakes - also associate their economic future with water.
- ▶ Recent years have seen an extremely dynamic development of infrastructure for tourists - ecological marinas are being built, ready to receive thousands of sailors. Luxury hotels with SPA and wellness facilities are also being built throughout the region, m.in [Hotel Krasicki in Lidzbark Warmiński](#), [Hotel Galery 69 in Dorotów near Olsztyn](#), Hotel Masuria [in Worliny](#), Hotel Marina Golf Club in Sile [near Tomaszków](#) or [Hotel Mikołajki Mazury](#).
- ▶ The region is known for the production of yachts, boats and services related to these industries. In Masuria, there are companies such as [Delphia Yachts from Olecko](#), which is at the forefront of Polish manufacturers of sailing yachts (annually produces over 150 sailing yachts and 1000 motor yachts, which go mainly to the markets of Western Europe). Other yacht shipyards operating in the region are m.in Northman [from Węgorzewo](#) or [Ostróda Yacht from Ostróda](#).

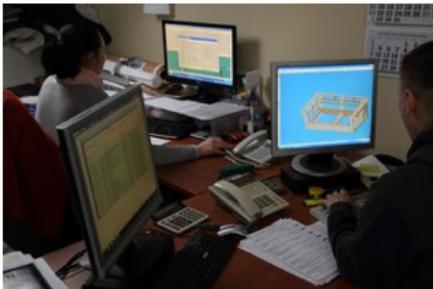
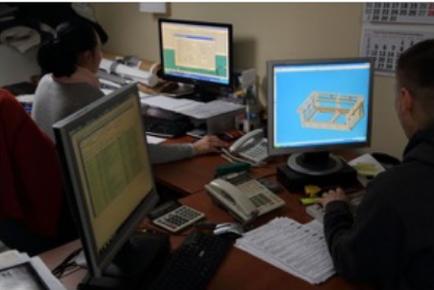
# ECONOMY OF WATER



# WOOD AND FURNITURE

- ▶ Forests, occupying almost 1/3 of the area of the province, have long been a huge wealth of Warmia and Masuria. The strength of the industry related to the furniture and wood industry is evidenced by the numbers: the production of furniture is carried out by over 1.1 thousand companies in which over 12 thousand people work, which gives us the highest rate in Europe, the production of veneered sheets, the production of plywood, laminated boards, chipboards and boards gives us the third place among the regions of the European Union, the production of other wood products and the production of cork products, straw and plaiting materials are handled by 1450 entities, which gives the fourth place among eu regions, forestry and logging is carried out by over 1.1 thousand companies (seventh place in the EU), while the production of wooden packaging gives us the 8th place among the EU countries.
- ▶ The region not only supplies raw materials and semi-finished products, there are also factories supplying final products - [ikea group in Wielbark and Lubawa](#), [Mazurskie Meble Trade in Olsztyn](#), [DFM - Dobromiejska Fabryka Mebli in Dobre Miasto](#) or [Szynaka Meble in Lubawa](#).

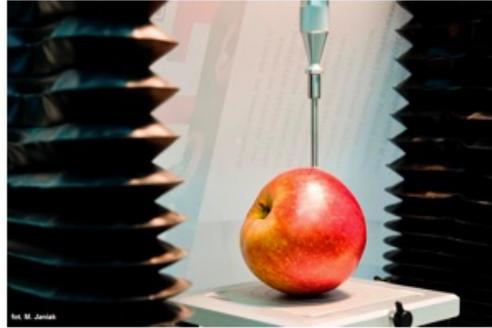
# WOOD AND FURNITURE



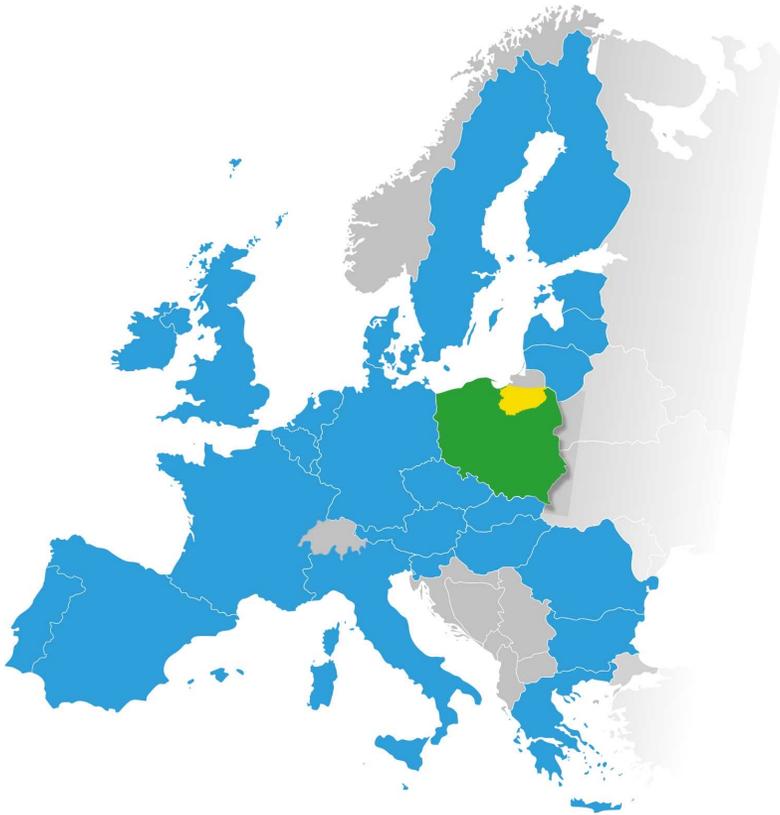
# HIGH QUALITY FOOD

- ▶ In the Warmian-Masurian Voivodeship, there are about 26,000 small and medium-sized farms providing natural, traditional and organic food based on their own raw materials. The network is developing more and more dynamically - currently every eleventh organic farm in Poland is located in the Warmian-Masurian Voivodeship (this gives us the second place in the country), and nearly 15 percent of agricultural crops covered by the control system in organic farming were located in our region. Companies producing food and beverages derive from the ecological riches of Warmia and Mazury - there are as many as 900 of them in the region.
- ▶ The largest investors from the food industry who have invested in Warmia and Mazury are: the American meat producer Smithfield Food ([Morliny-Etk](#), Ekodrob Itawa) and [Heineken](#) (Dutch brewery). There are also m.in [Indykpol](#) (Olsztyn, producer of meat and turkey products), [Mazurskie Miody](#) (Tomaszkowo, products of bee origin), [Polmlek](#) group (Lidzbark Warmiński, producer of milk and dairy products) and [Tymbark](#) (Olsztyn, producer of juices and non-carbonated drinks).
- ▶ Around food production, the region has developed a very strong scientific specialization, in which it is currently achieving significant international successes and which is at the same time a research and scientific base for many entrepreneurs. Future food technologists are educated at the University of Warmia and [Mazury](#), and the [Institute of Animal Reproduction and Food Research of the Polish Academy of Sciences](#), one of the leading scientific institutions of the region, also operates in Olsztyn.

# HIGH QUALITY FOOD



# SMART SPECIALIZATIONS OF THE WARMIA AND MAZURY



- ▶ The voivodship is undoubtedly one of the most attractive areas of Polish in terms of tourism. Warmia and Masuria, also known as the "Land of a Thousand Lakes", are also an interesting place for investors. No wonder that there are more and more companies investing their capital in Warmińsko-Mazurskie. Entrepreneurs inspired by the spectacular success of such investors as Michelin Polska or the IKEA Group are more and more willing to use the wealth of staff, natural resources and academic facilities.