

Konin on the map of Poland

labour market overview



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The attractiveness of a given location is usually demonstrated by many factors. One of the key ones is the local labor market. We live not only in times of dynamic economic changes, but also in the field of employment, which is undoubtedly influenced by the pandemic. The labor market, so far strongly focused to a candidate, he changes his vector to an employer. The perception and functioning of enterprises are also more strongly influenced by innovation, modern technology, ecology and environmental protection.

Konin is a city of great prospects for new investors. It combines the ability to reach a wide range of candidates of different competences with a solid local business that is undergoing intense transformation. It is these companies that created the foundations for an attractive atmosphere for investors, which today allows you to reach for qualified talents from as many as 4 large academic centers. When we add to this great transport infrastructure, ensuring connection with other parts of the country and Poland's neighbors, we get a region of great opportunities and strong arguments for locating new investments here, especially in the automotive, BPO - Business Process Outsourcing, transport and logistics and renewable energy sectors.

Konin on the map of Poland. Location highlights.

Konin is located in the eastern part of the Wielkopolskie Voivodeship, thus bordering three other voivodeships: Łódzkie, Mazowieckie and Kujawsko-Pomorskie.

	Wielkopolskie voivodeship	Kujawsko- pomorskie voivodeship	Łódzkie voivodeship	Mazowieckie voivodeship	Konin district
Population	3 489 000	2 072 373	2 500 200	5 423 168	130 000
Unemployment	3,3 %	7,9 %	5,9 %	4,8 %	8,8 %
Number of citizens (working age 18-44)	792 400	1 251 212	1 442 226	3 198 473	81 825
Average salary EURO gross per month	1 229	1 200	1280,3	1 616,7	1093
Nearest connection hubs	Warsaw, Frankfurt, London				
Number of flights to London per week from:	Poznań (21), Łódź (6), Bydgoszcz (9), Warsaw (90)				
Travel time between:	Konin – Berlin= 4h Konin – Warsaw= 2h				



*1 EURO = 4,5 PLN



why Konin?

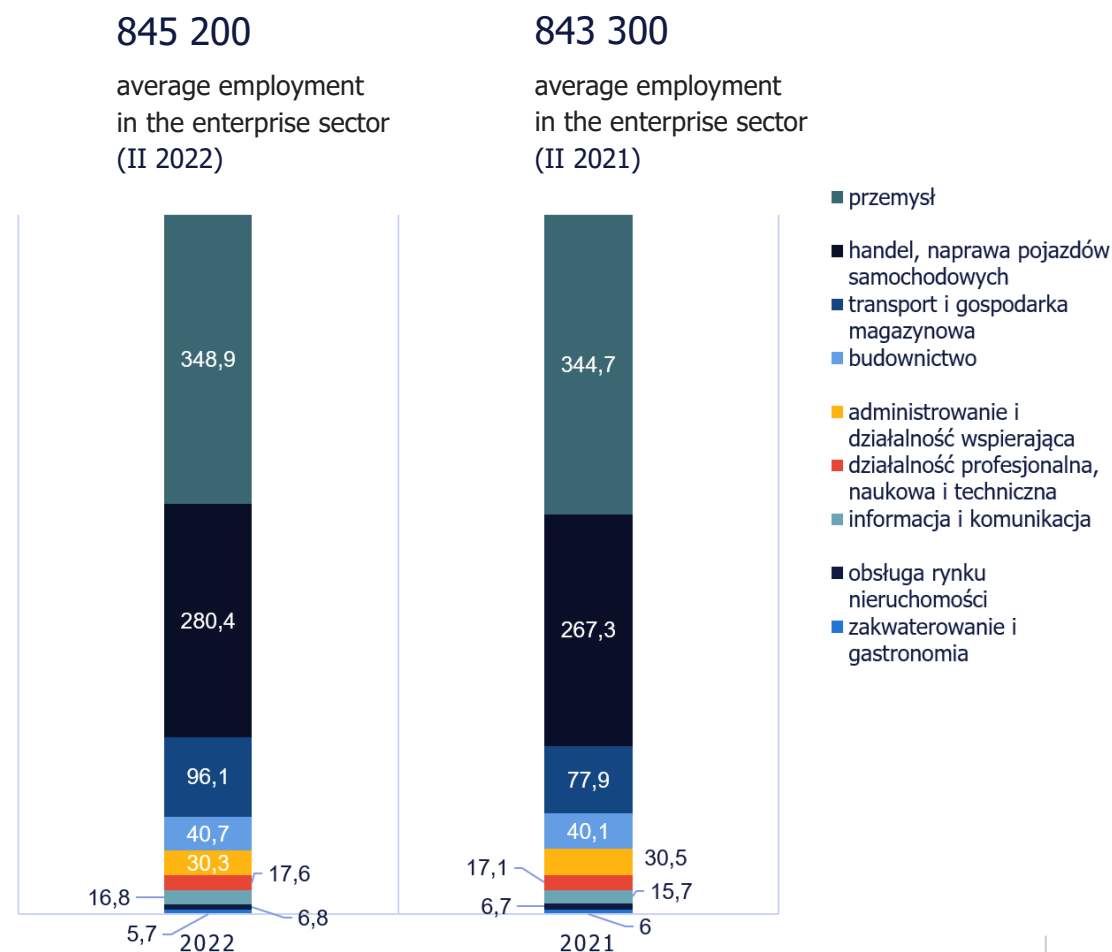
- ✓ **strong investment activity** of the local authorities
- ✓ **high industrial efficiency** & diversified economic structure
- ✓ relatively **high unemployment rate**
- ✓ compared to other EU regions and countries, especially from the west of Europe, **labour costs in Konin are still significantly lower.**
- ✓ strong potential of **skilled talent pool**. Release of human resources in the mining and energy sectors in the nearest future
- ✓ well-developed **technical infrastructure** and business assistance institutions
- ✓ **great location**. Very important communication hub. The A2 motorway runs through the city of Konin, connecting east and west part of Poland.
- ✓ railway line, part of the European railway Berlin-Moscow
- ✓ **1.5 hours drive** to each of the airports Poznań, Łódź, Bydgoszcz and **2 hours drive** to Warsaw
- ✓ **balanced investment growth** = space for large, key employers.



enterprises sector employment data.

- In February 2022, the average employment in Wielkopolskie Voivodeship decreased by 27 900 employees , i.e. by 3,4% compared with the same period of the preceding year. The month-to-month decrease was by 1.890 (January 2022).
- Compared with February 2021 an increase in employment in Wielkopolskie Voivodeship was recorded in the following sectors:
 - transport and storage (by 10,5%),
 - information and communication (by 7,1%)
- Employment decreased in:
 - Industry (by 9,1%)
 - electricity, gas, steam and hot water supply (by 2.9%)
 - HoReCa (by 5,1%)
 - Administration (by 0,5%)
- In February 2022 employment in Wielkopolskie Voivodeship stood at 845 200 and was 3,4% higher than in the previous year.

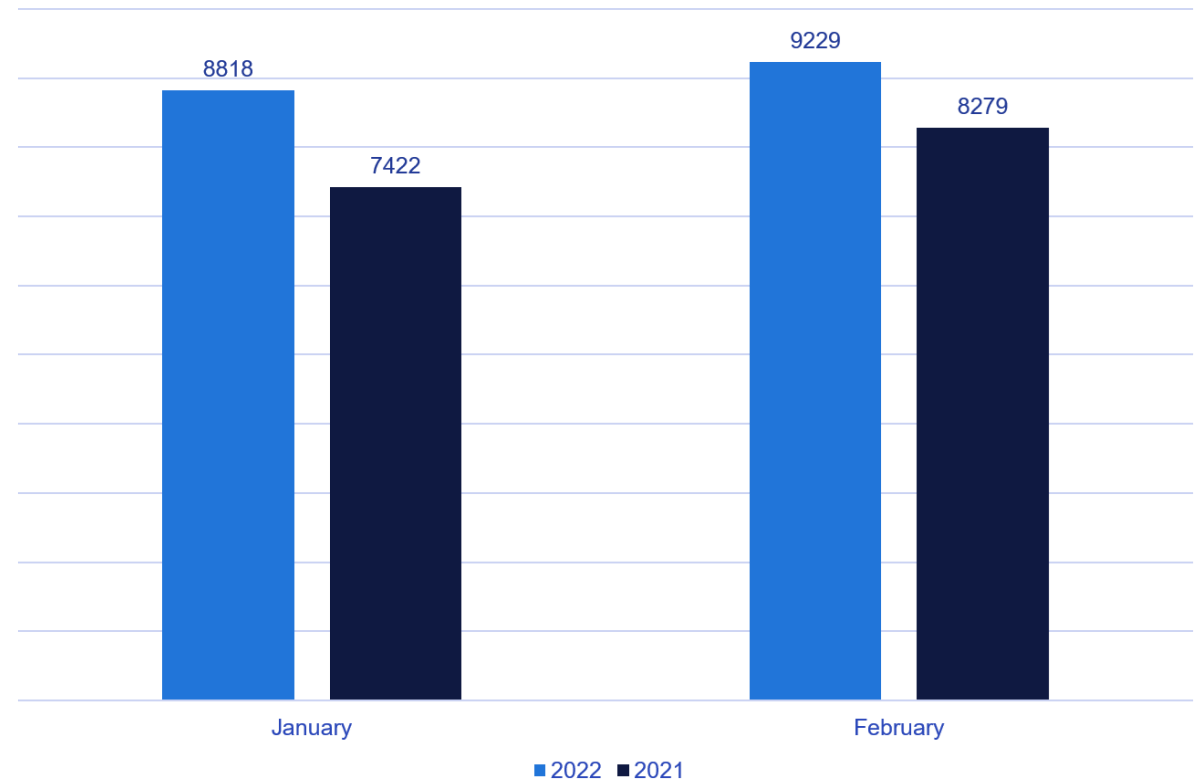
Average employment by sector in Wielkopolskie Voivodeship (in thousands)



vacancies and vocational activation places.

- **In February 2022, a total of 9 229 job offers** appeared in Wielkopolskie Voivodeship. At that time there were 8 unemployed per each job advertised.
- All in all, **between January and February 2022 the labour offices in Wielkopolskie had 18 047 vacancies and vocational activation places.** In the beginning of 2022 the labour offices in Wielkopolskie Voivodeship received 2 300 more job offers than in the same period of the preceding year.
- In February 2020, options for work and places of professional activation appeared in **Poznań County (3 118), Poznań (1 873), and Szamotuły Country (686).**
- The smallest number of job offers and places of professional activation were recorded in the **Koło (67), Gniezno (78) and Kościan (78) countries.**

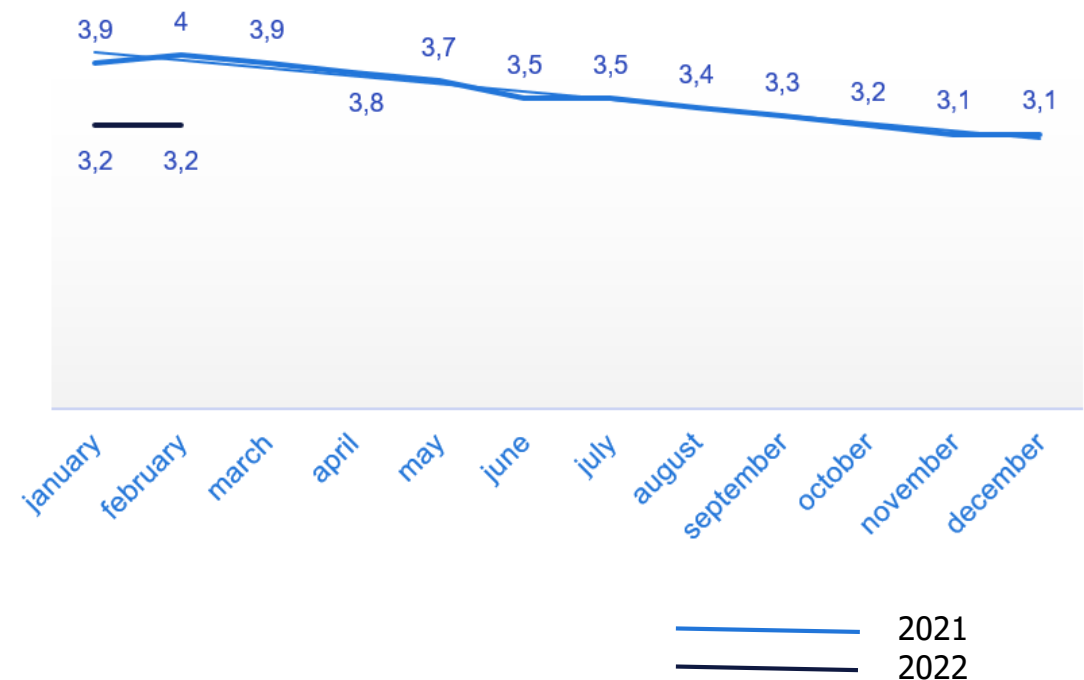
comparison of the number of job offers reported per month in 2021 and 2022



unemployment figures for Wielkopolskie Voivodeship.

- In February 2022, the rate of unemployment in Wielkopolskie Voivodeship stood at 3,4% and was **2.1 percentage points lower** than the rate of unemployment in Poland (5,5%).
- Wielkopolskie has a relatively low rate of unemployment and occupies the last place compared with other Polish Voivodeships. The difference between the Warmińsko-Mazurskie Voivodeship (the highest unemployment rate in Poland) and the Greater Poland Voivodeship was 5.6 pp.
- Compared with February 2022, the rate of unemployment in Wielkopolskie Voivodeship **decreased by 0.8 percentage points**. The month-to-month comparison (i.e. compared with January 2022) the unemployment rate in wielkopolskie increased by 0.2 p.p.

Rate of unemployment registered in Wielkopolskie Voivodeship in the years 2021 and 2022 (in %)

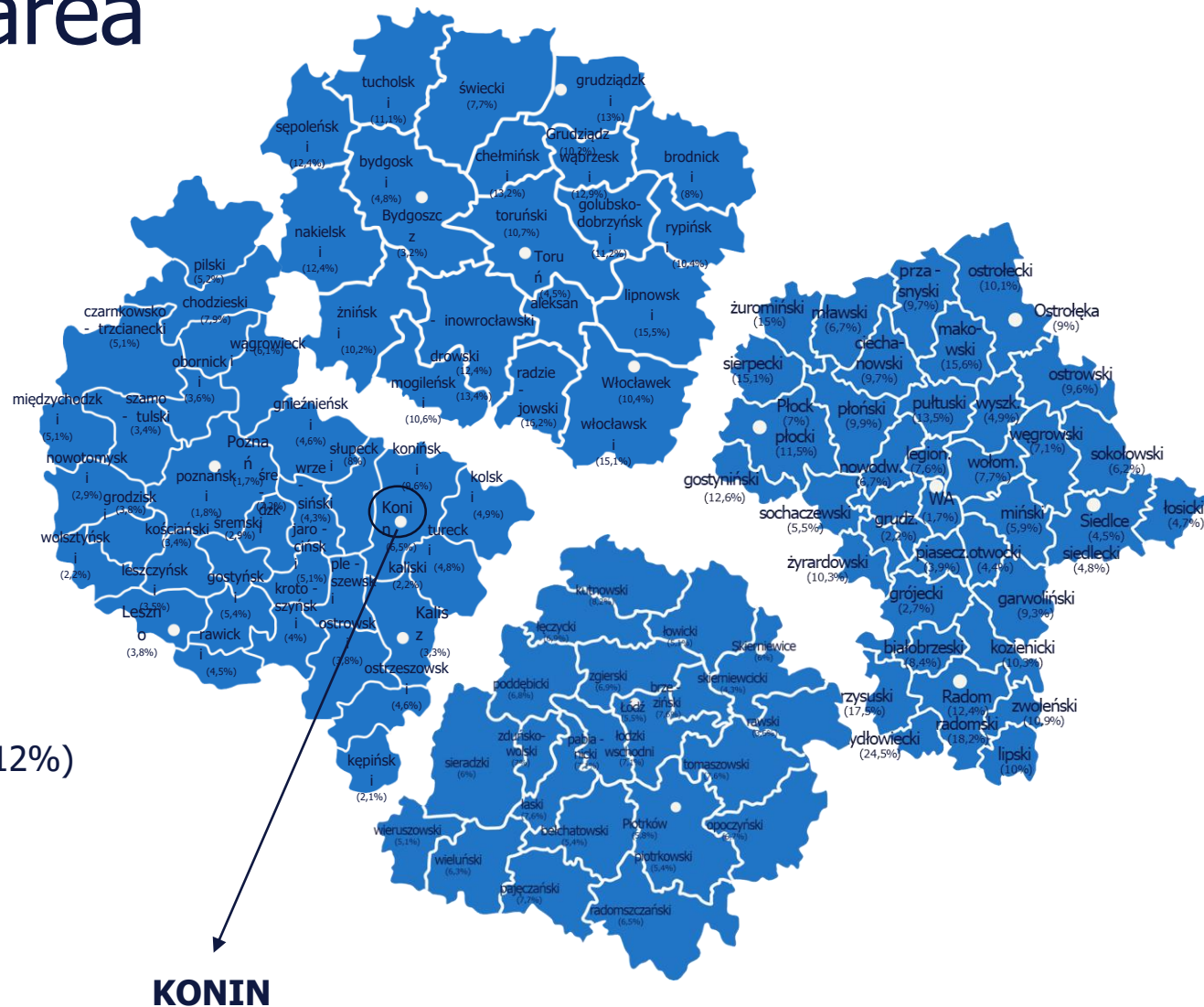


unemployment in Konin area

Konin is located on the border of 4 Voivodeships: **Wielkopolskie, Kujawsko-Pomorskie, Mazowieckie and Łódzkie**, where there is a relatively low unemployment rate compared to the other regions of Poland.

The highest rate of unemployment occurred in the area of 1 hour drive from Konin in:

- Konin powiat (8,8%),
- Sępoleń powiat (6,9%),
- Kutno powiat (7,6%)
- Zduńska Wola powiat (6,6%)
- Brzeziny powiat (7,2%)
- Łask powiat (7,3%)
- Radziejów powiat (15,8%)
- Włocławek powiat (13,2%)
- Inowrocław powiat (11,7%)
- Aleksandrów Kujawski powiat (12%)
- Mogilno powiat (9,5%)
- Gostynin powiat (11,8%)
- Płock powiat (10,4%)



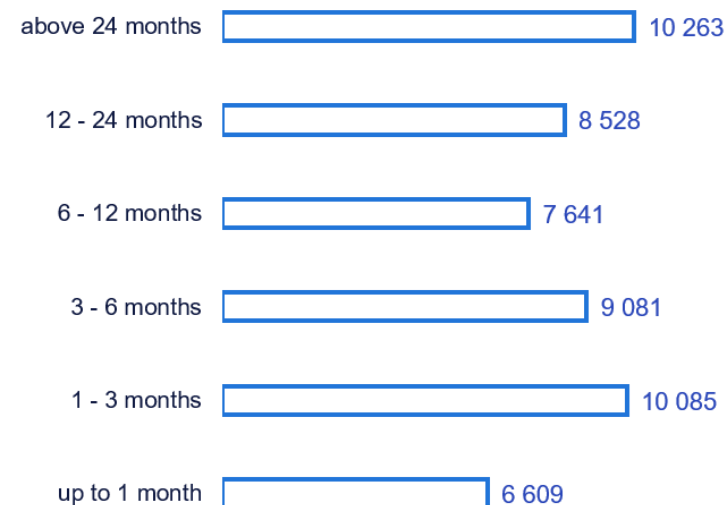
structure of unemployment.

Unemployed by level of education in February 2022

	Wielkopolskie Voivodeship	Poznań (capital city of Wielkopolskie Voivodeship)
higher	7 513	1 566
post-secondary and secondary vocational	11 405	1 013
general secondary	5 899	745
vocational	14 256	806
high school and lower	13 134	1 445

- The highest percentage of the unemployed in 2022 occurs among persons with vocational education (27%). 14% of the unemployed in 2022 are graduates of higher schools.
- In Poznań (capital city of Wielkopolskie Voivodeship), the largest group of the unemployed are persons with higher education (28% in total) and junior high school and lower (25% in total).

Unemployed by duration of unemployment in Wielkopolskie Voivodeship



- Among the unemployed from Wielkopolskie Voivodeship, the largest group consisted of people who remained unemployed above 24 months (20%).
- The least, the unemployed remained unemployed for up to 1 month (13%).

so-called high opportunity sectors for potential investors in Wielkopolskie Voivodeship

1. Automotive Sector

Poland's automotive sector represents original equipment manufacturers (OEMs), component manufactures and engine producers. Thanks to the presence of over 660 subcontracted companies and vehicle manufacturing plants, there is an excellent opportunity for cooperation and for creating added value in the sector. E-mobility as the official priority sector in Poland makes the automotive industry even more attractive

Source: <https://www.paih.gov.pl/sectors/automotive> and <https://home.kpmg/pl/en/home/industries/automotive.html>

2. BPO – Business Processes Outsourcing

Business Processes Outsourcing centers provide their services to different external customers in Poland and abroad. The Business Service Sector contributes significantly to the Polish economy. There are more than 1500 Polish and foreign business service centers in Poland and 15,5 % are BPO. Companies in the sector mostly base their work on data; so big data solutions are now standard.

Source: ABSL report

3. Transport and Logistics

Transport and its related infrastructure in Poland consist of aviation, shipping and ports, land transport and road freight, and logistics. Poland's favorable location in Europe and good logistic infrastructure makes Poland a hub for transportation to all European countries.

Source: <https://home.kpmg/pl/en/home/industries/transport-shipping-logistics.html>

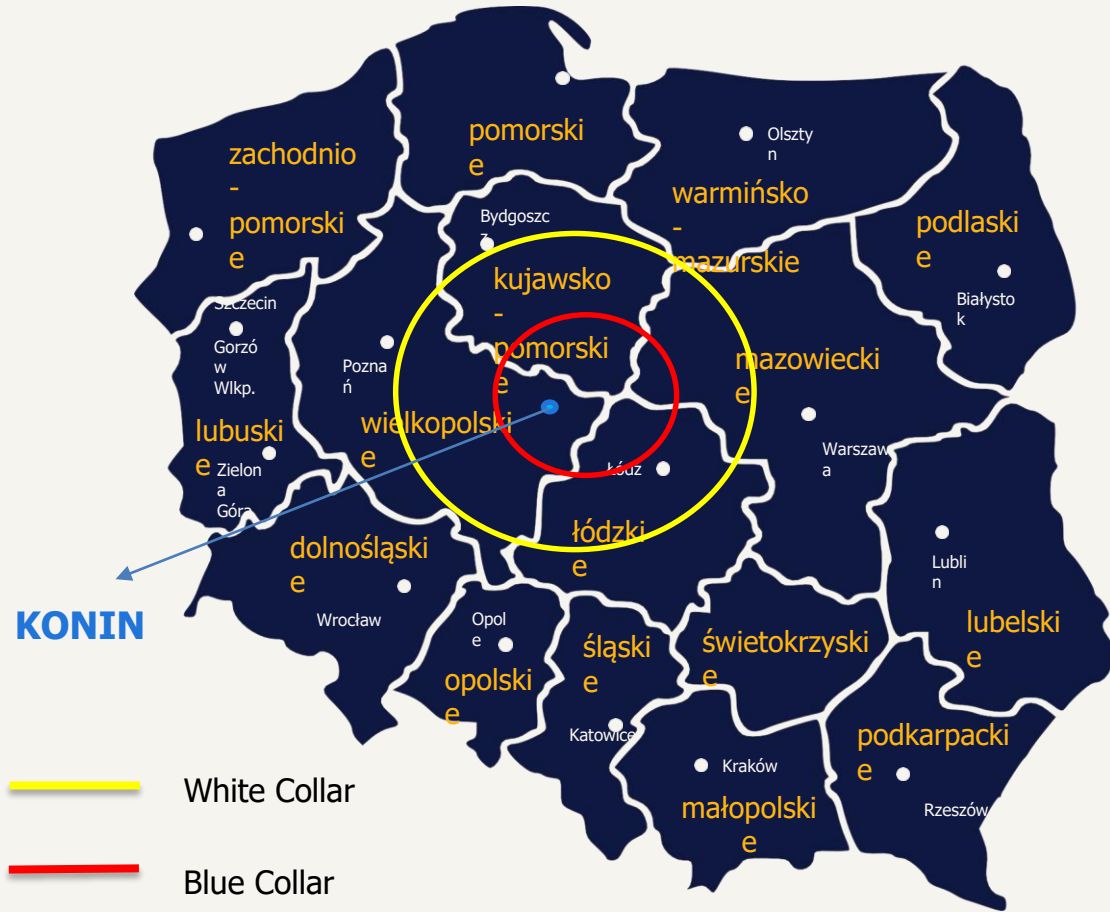
4. Renewable Energy

Transition from the economy that relies on carbon-intensive activities to the clean, circular economy needs vast investment and cooperation of private and public entities. Green energy types such as solar, wind, hydro, geothermal, and biomass ensure energy security and development.

Source KPMG



talent catchment area around Konin (up to 1 hour drive).



Powiat	Number of citizens in working age (18-44)	Unemployment rate %
Konin	81 825	8,8
Konin City	42 947	6,7
Koło	52 408	2,6
Turek	51 115	3,5
Kalisz	57 515	2,8
Słupca	36 150	6,9
Pleszew	38 716	4,3
Września	47 156	4,1
Kutno	57 350	7,6
Łęczyca	29 745	5,6
Poddębice	24 664	5,8
Zduńska Wola	39 671	6,6
Zgierz	97 768	5,8
Inowrocław	97 808	11,7
Mogilno	27 991	9,5
Radziejów	24 812	14,5
Gostynin	27 154	11,8
Płock	68 976	10,4

total

806 003



who operates out of Konin area?

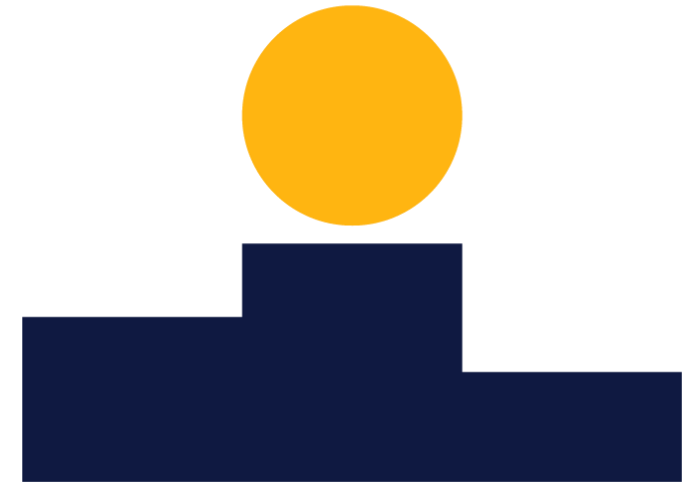
Potential sourcing area (up to 1 hour drive)



KONIN	KOŁO	TUREK	KUTNO
Kramp	Andre Abrasive Articles	Okręgowa Spółdzielnia Mleczarska TUREK	TEVA KUTNO SA
Smurfitt Kappa	Geberit produkcja	Profim	Herbapol
Colian	Sanitec Koło	Union Knoff Polska	Fuji Seal Poland
ZEPAK	Sokołów S.A.	WRZEŚNIA	Kellogs
Alpina	KALISZ	Volkswagen Poland	ZGIERZ
Roland International	Pratt & Whitney	Tonsil	Eurofoam
PAK Górnictwo	Andre Abrasive Articles	Mikroma	Helsa Poland
AJ Group	Big Star Limited	Inalfa Roof Systems	MOGILNO
Konimpex	Winiary S.A.	Krispol	Chemiol
Kon-Plast	Energetyka Kaliska	Gestamp	Stalko
Frapo	Portos	GOSTYNIN	INOWROCŁAW
Fugo	ZDUŃSKA WOLA	Elgo	Inofama
	Ferax	Bimerg	Ciech

recruitment opportunities in Konin area

1. Large volume of blue collar workers available up to 1 hour drive around Konin – if transport provided.
2. Strong potential of unemployed in mining and energy sector.
3. Local culture – local candidates are trustful and loyal ones. They are willing to stay at one company for longer time.
4. Potential of specialists and experts = possibility to attract them from Poznań and Łódź, both well-developed academic centers in Poland.



recruitment feasibility in Konin area

blue collars, production workers. Case study

Job position (Production)	1st month	2nd month	3rd month	4th and next months
Production worker (blue collars)	Promotional campaign	40 FTE onboarded (10 FTE per week)	80 - 100 FTE onboarded (20-25 FTE per week)	80 - 100 FTE onboarded (20 - 25 FTE per week)

Level of positions	Feasibility scale (1 - 5) 1 – very low, 5 – very high
Blue collars	3
White collars	3

Number of employees onboarded	1st year	5th year
Blue collars	400	2000



successful recruitment delivery impacts in Konin

- ❖ Well-prepared and implemented promotional campaign of job offer
- ❖ Transport for employees organised by employer to the workplace (up to 1 hour drive to Konin)
- ❖ Salary rate per hour align with the market benchmark
- ❖ Strong support from the local labour office in reaching candidates.
- ❖ Local transport well-organised. The region of Konin and the surrounding area has a ready municipal transport infrastructure. With the support of local authorities it can be adapted to the investor's needs.
- ❖ Local accommodation options for external workers. When it comes to the mass volume projects there is a possibility to reach employees from abroad, especially Ukraine. Konin and neighboring cities offer ready-to-let accommodation places, so as to quickly adapt employees to work and life in a new region. In addition, local authorities are able to support the formal process of employing foreigners.
- ❖ Onboarding process of the 1st wave of employees. Successful onboarding of 1st wave influences another wave of employees delivery. It is possible to hire even 20-25 FTE per week, but during first month of the project we recommend to take on a bit lower number of FTE and prepare well to onboarding process. This is a phase of building the employer brand of new company in the location, so one of the major goal is to receive great recommendations from first employees hired.



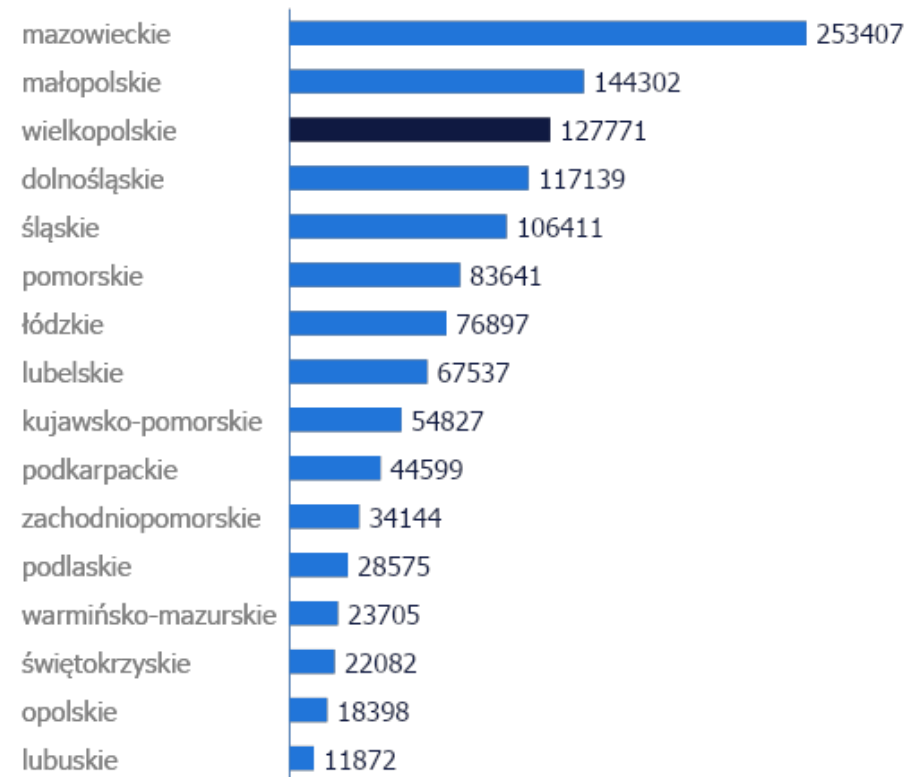
Education in Konin area



education potential.

- By the end of December 2020, in Wielkopolskie Voivodeship there were nearly **127 771 students** representing 11% of all persons in education in Poland.
- Wielkopolska was on the third place among voivodeships in terms of the number of students.
- Among those studying in Wielkopolska, 59% were women, and 61% of all students attending higher education institutions located there chose the full-time mode. 5% of students were foreigners.
- In 2019, higher education institutions in Wielkopolska will leave 30.2 thousand graduates, including 5.1 thousand engineers, 11.6 thousand bachelor's degree holders, 1.5 thousand master's degree holders after unified studies and 12 thousand graduates of second degree studies.

university students broken down by Voivodeship where the university is located (as at the end of December 2020)



focus on young talent

	Wielkopolskie	Łódzkie	Kujawsko-pomorskie
number of universities	31	18	21
students all	116 500	65 500	57 000
graduates all	32 000	17 000	14 000
	students/graduates		
Graduates engineering studies	7 768	2 985	1 777
	Vocational education (Voivodeship)		
Number of vocational/ high schools	635	18 (Łódź only)	144
Number of students (vocational)	19 455	8 867 (Łódź only)	10 667
Number of graduates (vocational)	6 288	1 489 (Łódź only)	3240



Compensation & benefits

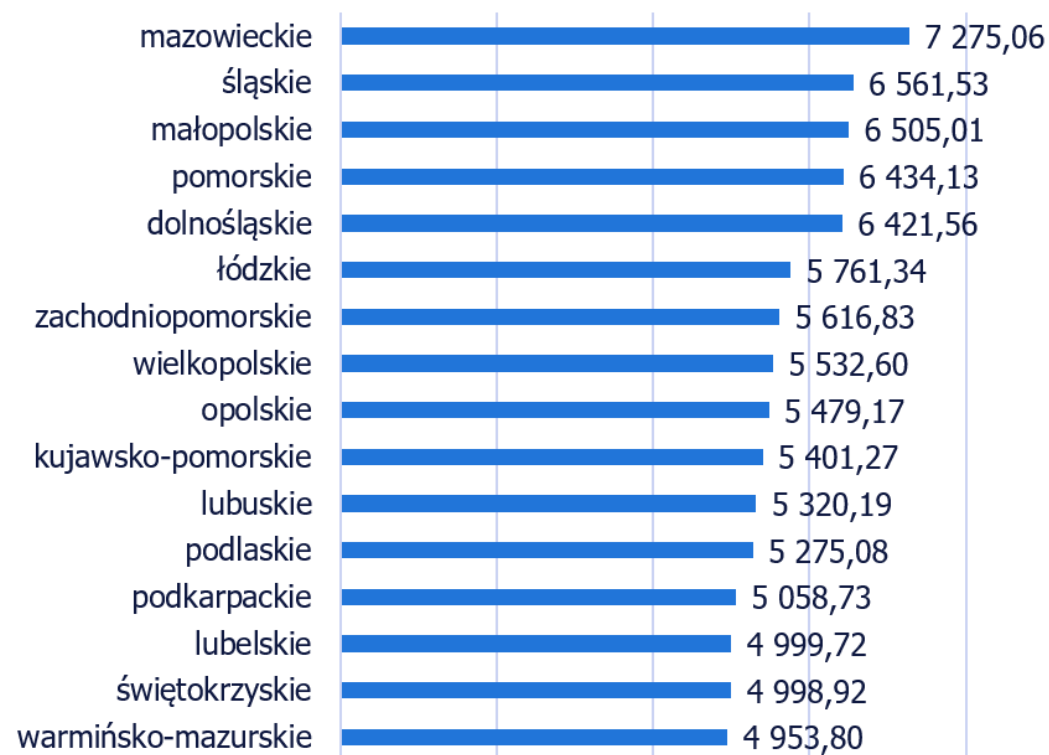


pay in Wielkopolskie Voivodeship.

- The average monthly pay in the enterprises sector in **increased by PLN 38,72** (comparison of rates offered in February 2021 and 2022).
- In terms of the average salary Wielkopolskie Voivodeship occupies **the 8th place among all Voivodeships**.
- The difference between the pay offered in Wielkopolskie and the rates in the Voivodeship with the highest monthly pay in Poland (Mazowsze) is PLN **1 742,46**.
- In Wielkopolskie the average gross monthly pay in February 2022 was PLN **5532,60** and was 9,2% higher compared with the same period of 2021.

1 EURO = 4,59 PLN

Average gross monthly pay in the enterprises sector divided into Voivodeships (February 2022)



Konin, salaries benchmark. Production, PLN monthly/gross (1 EURO = 4,5 PLN)

Department		Job position	Salaries
			Min - Max
PRODUCTION	Production	Shift Leader (area)	6000 - 9000
		Engineer	6500 - 9000
		Operator	3300 - 4000
		Electrode	3500 - 4500
		Assembly	3300 - 4000
		Formation	3300 - 4000
		Module	3300 - 4000
	Utilities	Area Manager	9000 - 12000
		Engineer	6500 - 9500
		OP (day shift)	3500 - 4500
		OP (shift)	3500 - 4500
	SHE	Lead	8000 - 12000
		Engineer	6500 - 9000
OP (day shift)		3500 - 4000	
ENGINEERING	Process & Technology	Lead	9500 - 11000
		Engineer	6500 - 9000
	Machine & Technology	Lead	9000 - 12000
		Engineer	7000 - 9000
	Production IT	Lead	15000 - 17000
		IT MES	9000 - 14000
		Infra/ Network engineer	12000 - 16000
	Maintenance	Lead	9000 - 11000
		Maintenance Operator (shift)	4500 - 6000
Plant QA	Lead	9000 - 13000	
	Quality Planning Engineer	6500 - 8000	
	SQM Engineer	6500 - 9000	
	SQM OP (day shift)	3300 - 4000	
	Quality Evaluation Engineer	6500 - 9000	
	Quality Evaluation OP (day shift)	3500 - 4000	
	Quality Control Engineer	6500 - 9000	
	Quality Control OP (shift)	3500 - 4000	

Konin salaries benchmark.

back office, PLN monthly/gross (1 EURO = 4,5 PLN)

Job position	Salaries	
	Min	Max
Finance Manager	16.000	25.000
Chief Accounting	10.000	16.000
Accounting	5500	8000
Payroll Specialist	6000	8000
HR Manager	12.000	18.000
HR assistant	4500	6000
EHS Specialist	6000	8500
Customer Service	4000	6500
Clerk Assistant	3500	6000
Sales & expenses	5000	7500
Purchasing Specialist	6000	8000
IT Specialist	6000	12.000



value proposition for employees

local industry standards

Blue-collar

- ✓ bonuses paid monthly, depending on the efficiency of 300-800 PLN
- ✓ canteen or transport to the plant
- ✓ life insurance
- ✓ sport card

White-collar

- ✓ bonuses paid quarterly/yearly based on KPI's
- ✓ hard/ soft skills trainings (internal/ external)
- ✓ language courses
- ✓ private healthcare
- ✓ sport card

Managers

- ✓ private healthcare
- ✓ life insurance
- ✓ relocation package (optional)
- ✓ company car (optional)
- ✓ sport card

Smart

- ✓ fresh fruits
- ✓ flexible hours, Home office
- ✓ day off due to birthday
- ✓ christmas bonus
- ✓ family picnics, sport competitions



TOP 3 the most desired employment aspects in Poland



Salary and benefit package



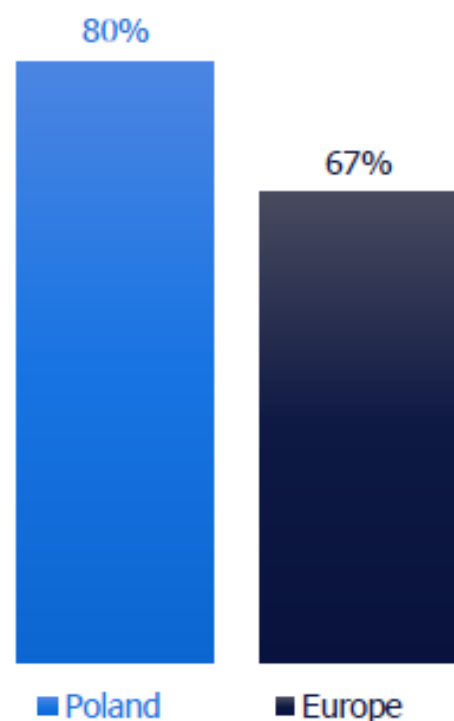
pleasant work atmosphere
strengthens its position



redefined career progression

number 1. the importance of remuneration rises freely, maintaining its top position.

importance of the EVP driver in 2021



attractive salary & job security

This is the second time in the 11 years of the research history when the remuneration and job security are so equally important.



women vs. men

Women put remuneration first.

Men more often than women pay attention to the use of the latest technologies in the company and a good standing of the organization, but these two factors were not among the top five work aspects.

number 2. the quality of relationships is important regardless of the working conditions.

importance of the workplace atmosphere in 2021



2nd place.

The importance of a friendly workplace atmosphere has been increasing gently in the last 5 years.

Additionally, this year it slightly outranked job security, taking the second place on the list of priority work aspects (the so-called employer brand EVPs).

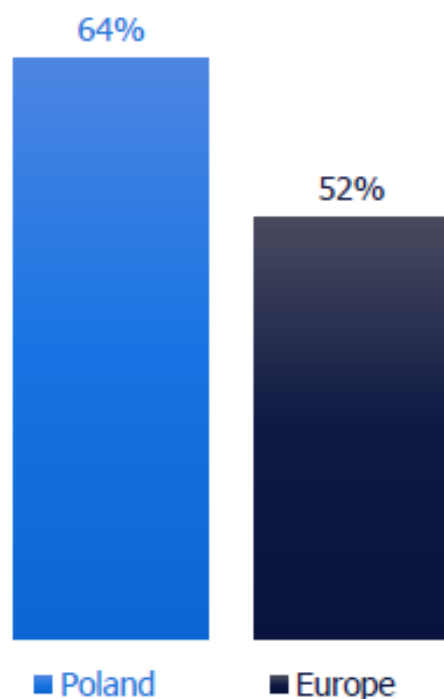


white = blue collar

For employees on white-collar positions (69%) and blue-collar workers (68%) the importance of a friendly workplace atmosphere is equally important.

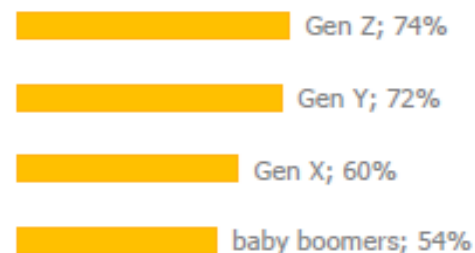
number 3. redefined career progression.

importance of career progression in 2021



increase by 15 pp (2021 vs. 2020)

The importance of career progression in Poland increased by 15 percentage points compared to the previous year and can be seen in all age groups.

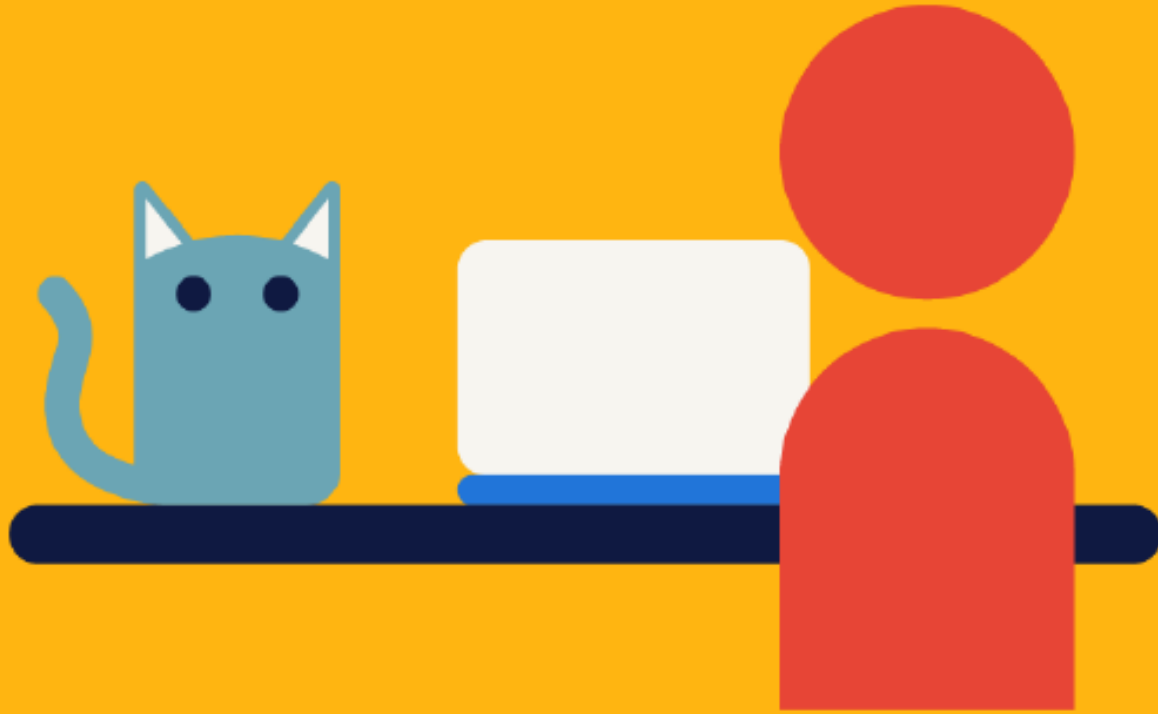


4th place vs. 9th place

There is a significant discrepancy between what Poles admit to receive from their current employer and what they declare to be important from them; this is the greatest discrepancy revealed in the research.



job market

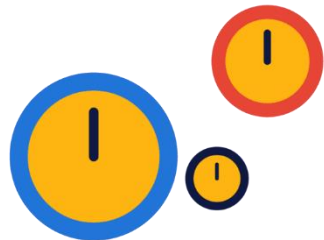


during
the pandemic.

most desirable aspects of employment by time.



Building a positive employer brand image is an ongoing process. One-off efforts to improve a dominant aspect of employment may only benefit an employer in the short term. Why is consistency in action and keeping up with the needs of your current and prospective employees so important?



Expectations change over time. Important psychological and socio-economic factors may significantly impact the priority of the most desirable aspects of employment. People are under the influence of the processes happening in the broader market and their decisions and expectations are closely related to them.

Only **continuous monitoring** of what is important for employees and the external brand perception will allow the employer to react quickly and reasonably.

step 1

You should be up-to-date with what is the most important for your target employees. What are they afraid of and what kills their involvement?

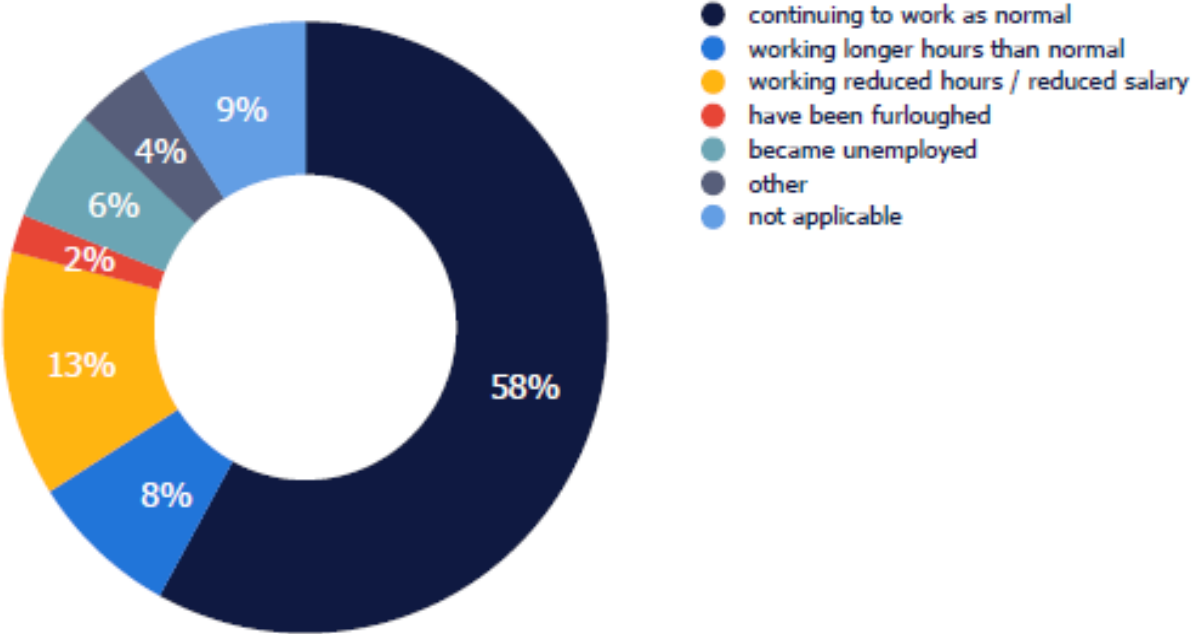
step 2

An employer should also verify whether they can respond to those needs. If not – what corrective action should you take?

The risk is significant. Unfulfilled promises and loss of an employer brand's credibility may lead to irreparable damage over time.

how did the pandemic (COVID-19) change individuals' employment situation?

One in three employees in Poland saw their employment situation change.



In total, 33% of Poles saw their employment situation change. This group includes persons who were furloughed, worked different hours than previously or became unemployed.

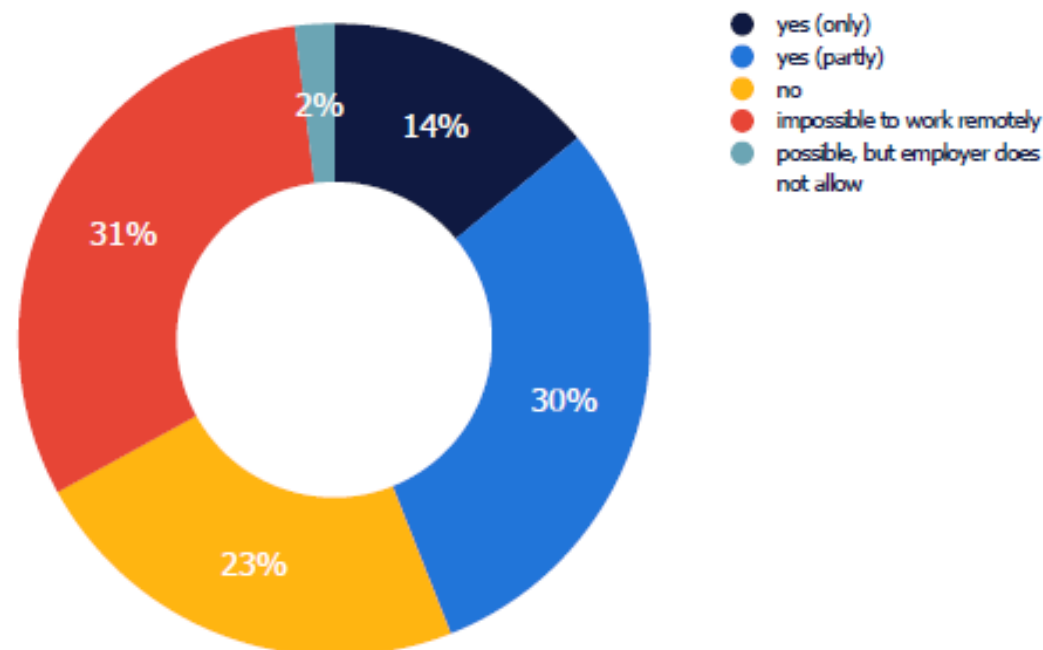
Compared to men (28%), women (39%) were more likely to see an impact on their employment situation due to the pandemic (COVID-19). They were more often forced to work reduced hours or for a reduced salary. Women more often than men lost their job due to the pandemic.

Poland vs. other Europeans
33% vs. 39%
Poles were affected by the change of employment due to the pandemic relatively less frequently than other Europeans.



remote working due to COVID-19.

During the pandemic, 44% of Polish respondents worked from home, and 14% of them did not come to the office at all.



Poland vs. other Europeans

25% > 23%

of the employees who said they worked remotely, do so out of their own decision.

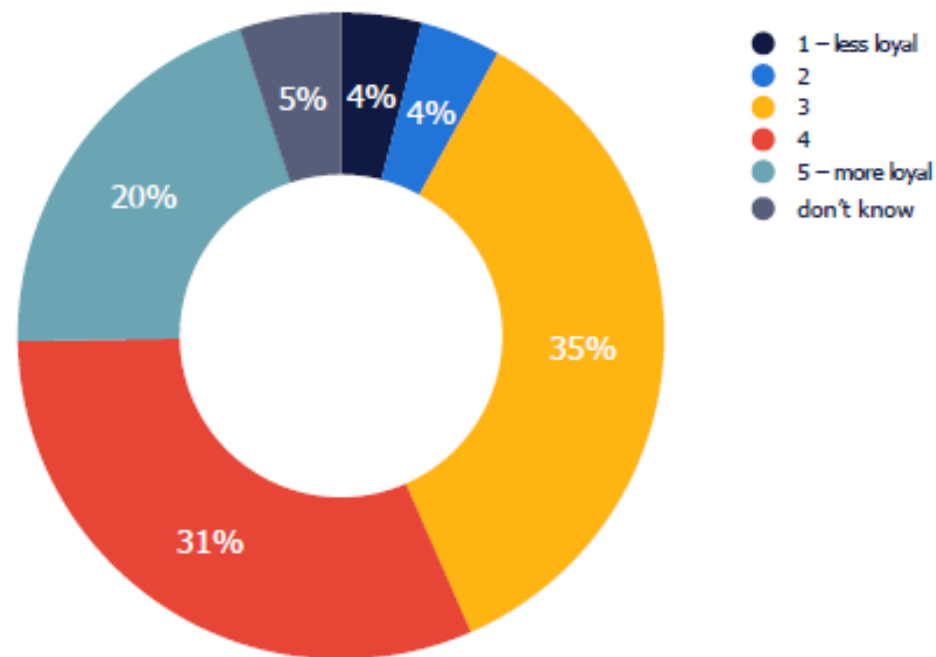
Poland vs. other Europeans

2% = 2%

employees who can work from home are not allowed to do so by their employer.

loyalty towards employers during the pandemic.

51% of the surveyed employees declared that they feel more loyal towards their employer as a result of the measures or actions the employer took during the pandemic.



loyalty towards employers increased also in:

56%

works only remotely

50%

works partly remotely

50%

obliged to work remotely

51%

own decision to work remotely

Labor Law regulations



total cost of employment mandatory & additional costs.



other costs.

- holiday leave, or equivalent for unused holiday, (20 or 26 days per year)
- remuneration for the time off work due to illness and other days of justified absence (33 days per year)
- remuneration for overtime hours (paid +50% or +100%)
- notice period (2 weeks, 1 month or 3 months)
- Employee Benefit Fund (255 EUR per year can be deducted from CIT)

Gross monthly salary	1000,00 EUR	
Social insurance paid by employer	202,80 EUR	20,28% of gross monthly salary
State Fund For Rehabilitation Of Disabled	23,16 EUR	fixed amount (avoided if more than 6% of employees are disabled)
Additional benefits	174,04 EUR	bonuses, prizes & benefits
Total cost	1400,00 EUR	

CALCULATOR



labour law regulations

Overtime

- 100% for working nights, Sundays and bank holidays, which are not employee's working days, or days off given to the employee in lieu of Sundays or bank holidays worked in accordance with his work schedule
- 50% for working overtime on any day other than those mentioned above

Night work

- eight hours between 21:00 - 07:00
- employee working nights is entitled to a extra pay of 20% of the minimum hourly wage for every hour worked

Right to undisturbed rest

- all employees are entitled to at least 11 hours undisturbed rest in every 24 and at least 35 rest hours each week

Maximum number of overtime hours

- 416 per year (8 hours per week x 52 weeks)

Employment contract types

- for a trial period
- for a fixed term
- for indefinite period

An employment contract for a trial period - three months max
Total period of employment under fixed term contracts – not more than 33 months, 3 contracts max

Notice periods

- two weeks, if the employee has worked for the employer for not more than six months
- one month, if the employee has worked for the employer for at least six months but less than three years
- three months, if the employee has worked for the employer for at least three years

Vacation

- 20 days - if the employee has been working for less than 10 years
- 26 days - if the employee has been working for at least 10 years

basic regulations

Working time

- The normal daily working time - 8 hours
- Weekly working time is normally 40 hours (max 48 hours)
- The maximum overtime duty - 150 hours annually

Other

- Positive medical check is required to enable an employee start working
- While eyesight examination if glasses are prescribed an employer need to refund the cost of glasses up to 150 PLN as minimum
- Some of the benefits can be paid from the social fund
- In case the employee has children it can be higher (2 additional days yearly for parents of children younger than 14 years old)



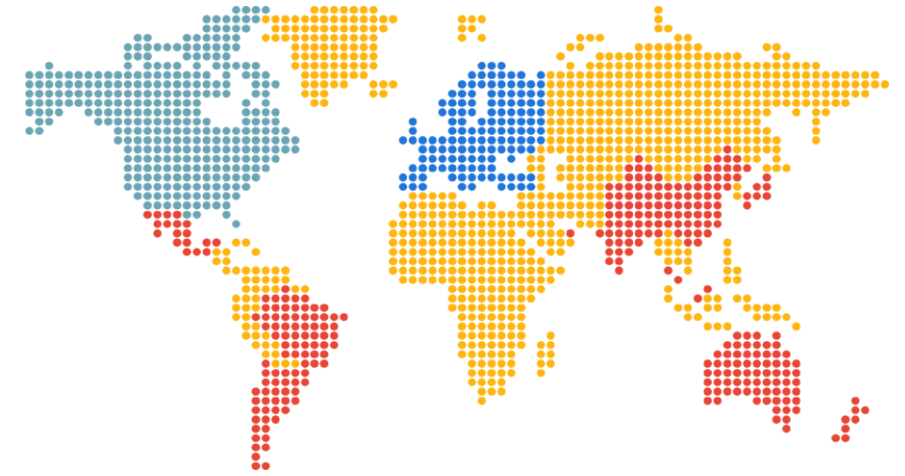
company
presentation

randstad experience



randstad in numbers

1 HR services provider worldwide.



key figures 2018

€ 23.8

billion in revenue

262,500

permanent placements

38,820

avg. corporate employees

4,826

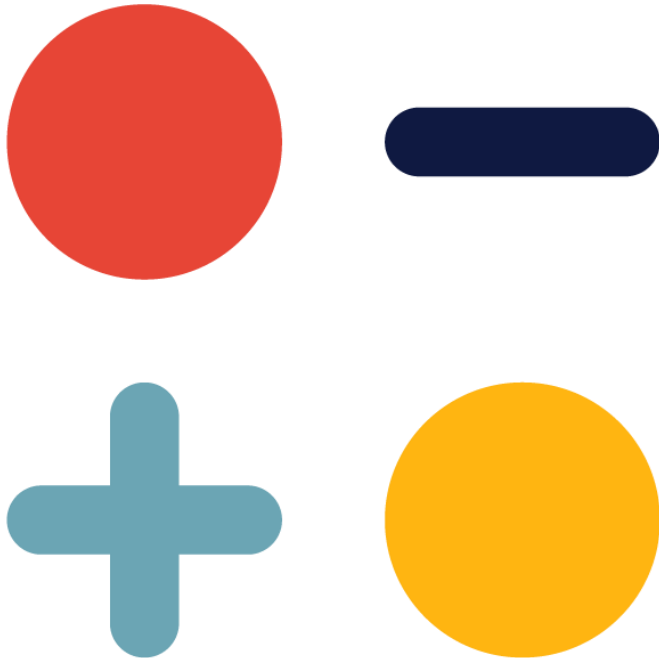
offices in 39 countries

670,900

people we help to work every day

48%

women in leadership positions



randstad resources

randstad in poland since 1994



we have **140**
offices in Poland (11 in lower silesia)



we work for **2050**
clients in Poland



we run yearly more than
1500
recruitment projects

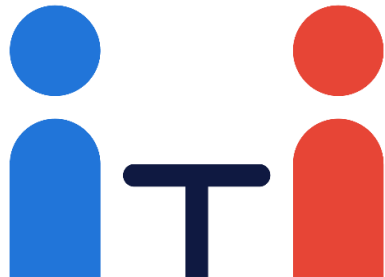


clients are served by
1000
of our employees



everyday we employ around
30 000
of flex workers

our services



permanent recruitment



temporary employment



HR solutions: HR and payroll management, employment outsourcing, HR consulting



recruitment process outsourcing



greenfield projects



cross border staffing



we are here for you:



Joanna Kubik

senior account manager

production & supply chain

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randstad

human forward.

