

The "Deposits of success" project

Introduction

The municipality and town of Czerwionka-Leszczyny knows how to draw from its "deposits of success" for the benefit of residents and visitors by taking bolder steps towards transforming the place into a modern and dynamic centre. The colorful diamond selected as the town logo and the "Czerwionka-Leszczyny. Deposits of success " promotional slogan have become an integral part of the image of the whole municipality.

The campaign project presented below is a continuation of the investment promotional activities which were funded by the European Regional Development Fund under sub-measure 1.1.2 Investment Promotion Priority I Research and technological development (R&D), innovation and entrepreneurship of the Silesia Regional Operational Programme for 2007 - 2013.

Due to the convenient proximity of the A1 motorway the municipality is regarded an important centre on the map of Silesia linking the Katowice and Ostrava conurbations. Czerwionka-Leszczyny offers 46,195 hectares of attractive investment areas, including plots located near the motorway and the Katowice Special Economic Zone. More and more people want to live and invest in Czerwionka-Leszczyny, which can be contributed both to its favorable location near the convenient road network, as well as to multiple recreational advantages of the town.

Czerwionka-Leszczyny

The municipality and town of Czerwionka- Leszczyny is located in the basin of the Oder River, in the south-western part of the Silesia Province. The place combines urban districts with agricultural areas offering natural and recreational values. The town consists of four districts: Czerwionka, Leszczyny, Czuchów and Dębieńsko. The municipality comprises six villages: Bełk, Książenice, Stanowice, Szczekowice, Palowice and Przegędza. The community of Czerwionka-Leszczyny is young. Working-age citizens account for around 65% of the total population of the municipality.

Investment attractiveness

The municipality has a number of strengths that are relevant to potential investors looking for a good location for their businesses. It has an extensive network of roads allowing access to the surrounding cities of the Silesian conurbation: Rybnik, Knurów, Gliwice and Żory. It is located about 40 km from the city of Katowice (and about 60 km from the Katowice Airport) and 45 km from the Polish-Czech border, and its total area of 114.64 km² makes it one of the largest municipalities in the region. The attractiveness of Czerwionka is enhanced by the A1 North-South motorway which will initially connect Gdańsk with Ostrava, and eventually with the south of Europe. The motorway runs through Stanowice and Szczekowice with two exits located in Bełk and Dębieńsko.

The primary business activity in the municipality is performed by small and medium enterprises (approximately 2,500). The main industries are trade, services, construction and transportation.

The total area of Czerwionka-Leszczyń (114.64 km²) makes it one of the largest municipalities in the region. Agricultural land occupies 45.6% of the surface area, of which 74.8% is arable land, 11.9% are meadows, 7.1% are pastures and 1.8% are orchards. Forests cover 41.6% of the total municipality area, the remaining 13.8% is other land and wasteland. The majority of all the land is owned by state forests, followed by natural persons and the Agricultural Property Agency. Much smaller in size is municipal land or land owned by agricultural cooperatives, churches and religious associations.

The municipality and town of Czerwionka-Leszczyń has a Spatial Development Plan approved by the resolution of the City Council of 26 September 2002, No. IX/78/2002 and published in the Official Journal of the Silesian Province of 8 November 2002, No. 77, Item 2749. The plan sets out the main functional zones, settlement systems, economic zones, natural areas and conservation protection zones. The municipality also has a study of conditions and directions of the spatial development of the municipality and town of Czerwionka - Leszczyń approved by the resolution of the City Council of 28 May 2010, No. L/590/10.

The aim of the project

For several years Czerwionka-Leszczyń has been successfully running promotional campaigns of its investment offer. A good strategic location, accessibility to attractive investment areas and a network of road connections (including the A1 motorway) allowing for easy access to the surrounding cities of the Silesian conurbation, as well as to Germany and the Czech Republic, make the municipality an ideal place to invest. The municipality is located in the center of the large and rapidly growing agglomerations of Katowice, Gliwice and Rybnik.

The municipality continues to seek to consolidate its image as a dynamically developing place of many possibilities. The aim of the current promotional campaign is to increase direct investment on the area covered by the project and to increase general interest in the local investment areas. The primary objective of the promotional campaign project entitled "Czerwionka-Leszczyń. DEPOSITS OF SUCCESS WITHIN REACH – THE PROMOTION OF INVESTMENT AREAS" is to promote the available investment sites and attract investors to Czerwionka-Leszczyń. The campaign is expected to raise awareness among potential investors with large capital resources, as well as increase the attractiveness of the municipality and the town as a free economic niche, which will eventually result in the investors' financial involvement in the region. The promotional campaign project is to contribute to the growth of direct investment in Czerwionka-Leszczyń.

The planned media campaign will include activities in various communication channels, including the outdoor, television and the press. Various promotional activities will run parallelly. There will be simultaneous promotion of: service areas, center-forming areas, postindustrial sites and sports and recreation grounds.

The campaign is targeted at a wide audience - investors, real estate brokers, institutions and companies financing property construction, service providers and media specializing in property matters.

The implementation of the promotional activities will be held both in Poland and abroad. Recent research carried out by real estate market institutions has clearly confirmed that Central and Eastern Europe, including Poland, is seen by investors as the best place in the world for the investment of new projects over the period of the next three years. The Czerwionka-Leszczyny municipality intends to take advantage of this development opportunity. Thanks to the planned activities it will be possible to hold meetings, exchange experiences and establish important key contacts.

The implementation of the campaign will also indirectly contribute to the acceleration of the economic development of the municipality and will help to create the image of Czerwionka-Leszczyny as a dynamic place that is open to change.