

BRISTOL BEYOND BORDERS

# Poland



With a growing economy, modern infrastructure, and a strategic location within Central and Eastern Europe, Poland continues to attract international investment and global talent. While established business centers such as Warsaw remain key destinations for multinational organizations, new opportunities are emerging across the country as investment expands into secondary cities and remote locations. At the same time, housing, education, and immigration dynamics are creating new considerations for companies moving talent into Poland.

To better understand the trends shaping mobility in Poland, we spoke with Raluca Pandele, Client Service and Operations Excellence Manager with Bristol's long-term supplier-partner, Move One. Drawing on Move One's extensive experience supporting international assignees throughout Poland, Raluca shared insights about moving into the country, covering key topics of impact.

## Housing Markets

Poland's housing market was significantly disrupted after the conflict in Ukraine began. The influx of Ukrainian nationals increased demand for housing, particularly in lower- and mid-budget segments, creating a highly competitive, landlord-driven market.

Today, market conditions have become more balanced. While competition remains strong, particularly in major cities, housing availability has stabilized compared to previous years, creating a more predictable environment for relocating employees and their families.

**Managing Expectations in Competitive Markets:** Poland's major cities remain relatively straightforward relocation destinations, offering strong infrastructure, diverse housing options, and access to international schools. However, assignees must be prepared to decide on housing quickly. Landlords often have multiple applicants and may be unwilling to negotiate extensively or hold properties while decisions are made.

As a result, setting realistic expectations and staying flexible are critical to a successful relocation experience.

**A Preference for Corporate Leases:** Landlords often prefer corporate-backed lease agreements. Properties supported by employer contracts typically give owners greater confidence and can help facilitate housing solutions for relocating employees.

## Growth in Remote Locations

One of the most significant trends in Poland is the expansion of business activity into remote locations. Defense-related programs are driving relocation activity in areas that have historically had limited exposure to international assignees and expatriate populations. Although these locations are experiencing increased investment and rental activity, many are still in the early stages of development.

## Emerging Markets and Growth Areas

In addition to increased activity in remote locations, Move One is seeing growing relocation volumes in several secondary cities. Markets such as Poznań and Wrocław continue to attract more international assignees and corporate investment.

While these cities have long been established business centers, ongoing growth is elevating their role within Poland's mobility landscape and creating new opportunities for employers expanding beyond Warsaw.





## Immigration Processing Delays

While Poland is a well-regulated, business-friendly market, immigration processing remains a challenge with demand outpacing capacity.

Poland has begun modernizing portions of its immigration infrastructure through online systems and digital processes. Continued investment in these capabilities may help reduce processing times in the years ahead.

## Industries Driving Growth

Our current market insights highlight two sectors driving significant mobility activity across Poland:

- **Defense:** Defense-related investment continues to generate relocation demand, particularly in developing and remote markets throughout the country.
- **Energy:** Energy projects across Eastern Europe are contributing to increased international mobility into Poland and creating new opportunities for workforce movement throughout the region.

## Safety and Security

Despite its proximity to the conflict in Ukraine, Poland remains a safe and stable relocation destination. Move One's local teams report no significant concerns regarding civil unrest or security issues affecting destination service delivery, including in areas closer to the country's eastern border.

Although occasional alerts related to drone activity have occurred near border regions, local experts indicate that these incidents have had no meaningful impact on daily life or relocation activity.

## Sustainability Initiatives

Sustainability continues to play an increasingly important role in mobility programs. When identifying housing options, Move One prioritizes properties that offer energy-efficient features such as solar panels and other energy-saving systems. The company also utilizes electric vehicles for destination services whenever feasible.

**Environmental Progress:** Poland has made significant progress in recycling, waste management, and environmental awareness initiatives in recent years. While sustainability efforts historically lagged behind parts of Western Europe, ongoing improvements continue to strengthen the country's environmental practices and infrastructure.




## Looking Ahead

Poland appears well positioned for continued growth. Economic expansion, investment activity, and increasing international business presence are creating positive momentum across the country. Future growth will remain closely linked to developments in neighboring Ukraine and the broader geopolitical environment. However, continued regional stability and future reconstruction efforts could create additional opportunities for Poland and further strengthen its position as a strategic destination for international mobility.

## Partner Perspective

As relocation activity expands beyond Poland's traditional business centers, organizations will increasingly need local expertise and flexibility to support employees in emerging markets. While challenges remain around immigration processing, housing competition, and educational options in remote locations, Poland remains one of the most accessible and well-organized destinations in Central and Eastern Europe for international assignments.

Thank you to Raluca Pandele of Move One Relocations for this valuable information!



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**Questions or comments? Please connect with us at info@bristolglobal.com.**