

21 reasons to invest in Nowy Sącz

■ The size of the city – Nowy Sącz is a place with a vast development potential and one in which any population growth will not have any negative impact on life quality and the natural environment;

■ demographic structure – a good age structure of the population, relatively high rate of demographic prowess, large percentage of school and pre-school age population;

■ structure of employment – sizeable percentage of workforce in the services sector;

■ local community – relatively high index of economic activity, high level of identification with the city and its problems;

■ political situation – stable political power in the city with all members of the city's administration and council serving full terms of offices;

■ natural environment – relatively good (compared to other similar urban centres) natural environment condition;

■ tourist assets – abundance of sightseeing and anthropogenic values;

■ school network – a well developed and expanding network of secondary, post-secondary and higher vocational schools;

■ recreation and sports – a well-developed network of sport and recreational facilities operating in town;

■ technical infrastructure – well developed basic technical infrastructure networks satisfying the requirements of business entities and inhabitants;

■ the location – Nowy Sącz serves as the resource backbone and administration centre of the region;

■ macro-economic conditions – disinflation policy allowing to draw ever more cheaper loans, including investment credits;

■ Poland's EU membership – the city's possibility to participate in EU operational programmes (and taking advantage of its assistance funds and know-how) especially in fields of regional development, environment protection, tourism and education;

■ growing educational pressure – rapid rise of interest among young people in diverse forms of education, especially higher education;

■ growth in the number of students – the influx into the city of young people unable to study elsewhere due to high costs of living or limited capacity of big academic centres;

■ regional development – the expansion of the region's tourist centres, primarily of Krynica, Muszyna and Piwniczna, allowing for the absorption of tourists visiting the region;

■ the flight from big cities – this growing trend could bring into town well-to-do senior citizens eager to spend the "autumn of their life" in more socially friendly conditions and a better natural environment;

■ "return" to healthy food as well as active forms of rest and tourism inspiring the promotion of widely perceived (in terms of marketing) regional products;

■ the near completion in Nowy Sącz of the Cracow Technological Park sub-zone signifying additional possibilities of obtaining public aid for new investment projects and creating new jobs connected with new investments;

■ the availability of competent and specialised consultancy services offered by the Sądecka Agencja Rozwoju Regionalnego (The Sądecka Regional Development Agency) and Bank Informacji Inwestycyjnych (Investment Information Bank);

■ a business-friendly policy pursued by the Nowy Sącz city authorities.



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