

Poland



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LEADING GROWTH THROUGH INFRASTRUCTURE

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BUSINESS

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Renowned for its system-based approach, Goldbeck offers a full-service development model, handling all processes in-house. Now the company is adapting its expertise to Poland's expanding markets for data centres and residential property.



Q: How does Goldbeck position itself in the Polish market?

Goldbeck was established in 1969 by Ortwin Goldbeck. It was not until 1997 that the company expanded outside of Germany, with Poland being the natural first choice. As the company established itself there, it also implemented its building philosophy using the Goldbeck system model. Starting in 1997, we introduced this system and began cooperating with regular, stable and long-term partners, including international logistics real estate companies. Currently, we have four divisions in Poland: Poznań, Kraków, Łódź and Wrocław. We also plan to open two new divisions: one in southeastern Poland, in Łódź, and another in Gdańsk in the north. This will allow us to cover the entire country, as building construction is a highly localised business. Goldbeck's philosophy includes owning its production plants, which is uncommon among general contractors in the construction industry.

Q: What are the company's competitive advantages?

The idea is to leverage our experience in construction within a single company. When you have experience in building, you also gain experience in design. Sometimes, during construction, you can enhance designs because you understand the final outcome. The fact that we handle all processes in-house allows us to mitigate risks and maintain consistent quality control for our clients.

The first risk arises from the communication gap between design and delivery. When separate companies are involved – one for design and the other for construction – different styles and experiences can lead to issues. Often, the contractor needs to modify the design, which wastes the client's time and delays the process. By managing both design and construction, we keep the entire process under control, including deadlines, costs and quality.

Q: How does the Goldbeck system benefit clients?

It means we use tried-and-tested solutions rather than designing each building from scratch. We maintain a library of solutions, which our architects and engineers have already successfully implemented. The main advantage of this system is the efficient use of materials that contribute to functional buildings. Our constructors and engineers understand which building modules and intervals are needed to optimise material usage. This is why we use modular designs, avoiding the production of unnecessary elements. This expertise in modularity helps determine the most suitable components for specific solutions, such as a metal structural element. As a result, we create an optimal building without needing to redesign it after receiving plans from an external architect.

Another advantage is that we have our own production plants. When we produce standardised, similar elements, production becomes easier, faster and ultimately less expensive. Additionally, the construction process itself benefits from this system. Our employees are familiar with the solutions they are implementing, which reduces the risk of errors on-site. This consistency leads to faster construction and greater cost-effectiveness, allowing clients to receive their buildings more quickly and at a more competitive market price.

Q: How does specialisation guide your market strategy?

Our philosophy is that we build what we specialise in. We are not a general contractor who will build anything and everything. Instead, we focus on our own products. We have the capability to build these types of buildings – industrial buildings, office spaces and multi-storey car parks – because we have a system in place for constructing these facilities, along with the necessary experience. This is why we think in terms of specific product categories.

We have some new products which we have been developing, particularly for the German market. These include residential buildings and schools, which are new additions to our portfolio.



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Q: How are you responding to emerging sector trends?

We have observed that the residential construction market is increasingly aligning with our philosophy of system building. Public attitudes are also shifting, with more people wanting the flexibility to travel, leading to growing demand for flats built specifically for rental purposes. The Goldbeck system offers a solution to this demand. This is why we aim to focus more on residential construction in Poland.

In the industrial sector, we have noticed an increasing need for data centres – in fact, we have already received initial inquiries in this area. These are the directions we plan to pursue, using our system to meet these needs.

Q: What opportunities exist for German investors interested in Poland's infrastructure sector?

Poland is certainly a country of interest to German investors. Over the past two years, the German economy has been struggling somewhat, partly due to geopolitical factors. Investing in Poland could be a solution to some of the challenges

facing the German economy. Poland boasts a dynamic workforce, with highly skilled engineers, managers and production workers. As a result, Polish production plants are highly efficient, and Poland has become a major manufacturing hub. The country is no longer viewed as a source of cheap labour; around 20% of Poland's GDP comes from manufacturing. Germany is the largest market for Polish exports, accounting for about 29% of everything Poland exports, making it Poland's biggest client.

In addition to having a well-educated and skilled workforce, Poland's society is highly adaptable to change. We are quick to introduce innovative business solutions, shorten production processes and develop more efficient business models.

Q: What role does innovation play at Goldbeck?

In the European construction market, our Goldbeck system represents a true innovation. It is a fully in-house process, where the entire workflow – from design to production to construction and management – is handled by one company. Naturally, any construction project begins with the design phase. At Goldbeck, this is done using a digital tool – the BIM 360 model, which is a standard part of our process.

With BIM 360, the client, alongside our architects, can visualise the future building in 3D, allowing for more informed decision-making. In addition to designing the model, we also manufacture the necessary components and use this system throughout the construction phase. The BIM 360 platform serves as a single communication hub, connecting clients, suppliers, and contractors, eliminating the need for paper-based documentation on the construction site.