

# Polish Construction Cluster

Key National Cluster

**10 years of cluster cooperation!**

**WE SUPPORT POLISH  
CONSTRUCTION**





**Eastern Construction Cluster**  
Reliability Professionalism Innovate



**TOMASZ KOZŁOWSKI,**  
**Coordinator of the Polish Construction Cluster**

"The current years of our cluster initiative have been a period of intensive work, a number of joint undertakings and implementing professional standards of cooperation. We develop through integrating companies within the construction industry and related enterprises, also incorporating scientific and business environment entities into joint forms of activity. We have defined the cluster's objectives, among which you can find: top quality of products and services as well as durable internationalisation of the cluster's activity. Since the beginning we have lobbied towards solutions supporting the construction industry and promoted a philosophy of cooperation established by the apparently competing companies. In the nearest future we will focus on intensifying macro-regional cooperative links, internationalising the activity of clustered entities as well as developing and implementing the energetic efficiency of technical solutions.

Having defined their research and development plans, the enterprises and higher education institutions that belong to the Polish Construction Cluster – the Key National Cluster – hope for further, effective development of their competitive advantage e.g. through implementing innovations. The scope of our activity precisely addresses the national smart specialisation (intelligent and energy-saving construction), which allows for obtaining additional external funds (EU funds) that foster faster growth of our entities.

As exemplified by the Polish Construction Cluster, it can be observed that intra-sector cooperation brings measurable advantages both to the enterprises and business environment institutions. In joint cooperation we create a strong entity on the national market, an organisation of mutual aspirations, visions and goals.

We stay open to new participants, novel development paths of our members and undertaking new business challenges.

I look forward to your cooperation!"



UNIBEP SA  
**Leszek Marek Gołąbiecki,**  
President of the Board  
Sector: construction  
Professional experience: 25 years

A graduate of Białystok University of Technology with a degree of MSc Eng. in construction. Since the beginning of his professional career he has been connected with the construction sector, has pursued the entire career ladder – from contract manager to the director for construction and vice president of Unibep SA management board. Employed at Budimex-Unibud SA, Budimex Dromex SA. In 2005 he started working for Unibep in Bielsk Podlaski. In June 2014 he was appointed the president of the company's management board, pursuant to the decision of the Supervisory Board of Unibep SA. A member of supervisory boards in companies: Unidevelopment SA and Budrex-Kobi Sp. z o.o.



**Unibep SA based in Bielsk Podlaski is currently one of the largest construction companies in Poland that has operated on the market for about 70 years. It is an enterprise with the advantage of the Polish capital, since 2008 it has been listed at the Warsaw Stock Exchange.**

I am proud that I work for a company from Podlasie Region, a company with the Polish capital. I wish to emphasise that at present Unibep SA is ranked among 10 largest construction companies that operate in Poland. I am absolutely convinced that the company has achieved this success thanks to the knowledge, passion and determination of the owners as well as fully professional personnel. Unibep's most precious assets are competent and ambitious employees and its organisational culture. Therefore, we observe constant growth, work on all the more ambitious projects and compete against the best companies on the market. I am glad that I can manage such a good enterprise.

Our long-term objective is becoming an international company with the Polish capital, where high ethical and quality standards are observed. Hence, we develop our export activity, at the same time focusing on the development of our business activity in Poland.

I am convinced that the Polish companies can and are capable of cooperating with each other in an effective manner. This is very important, especially on export markets. Therefore, all cluster initiatives, including the successful activity of the Polish Construction Cluster, may help to create a strong position of the Polish companies on international markets.



PPU PALISANDER Sp. z o.o.  
**Sławomir Janusz Żubrycki**  
President of the Board  
Sector: construction / formwork systems  
Professional experience: 30 years

A graduate of the Faculty of Construction at Białystok University of Technology. Co-owner and President of PPU Palisander Sp. z o.o. An active member of the Polish Construction Cluster, the Polish Association of Construction Employees, the Programme Council of the Faculty of Construction at Białystok University of Technology. A laureate of numerous awards and distinctions in the construction sector. Distinguished for his pro-developmental activity and management policy.



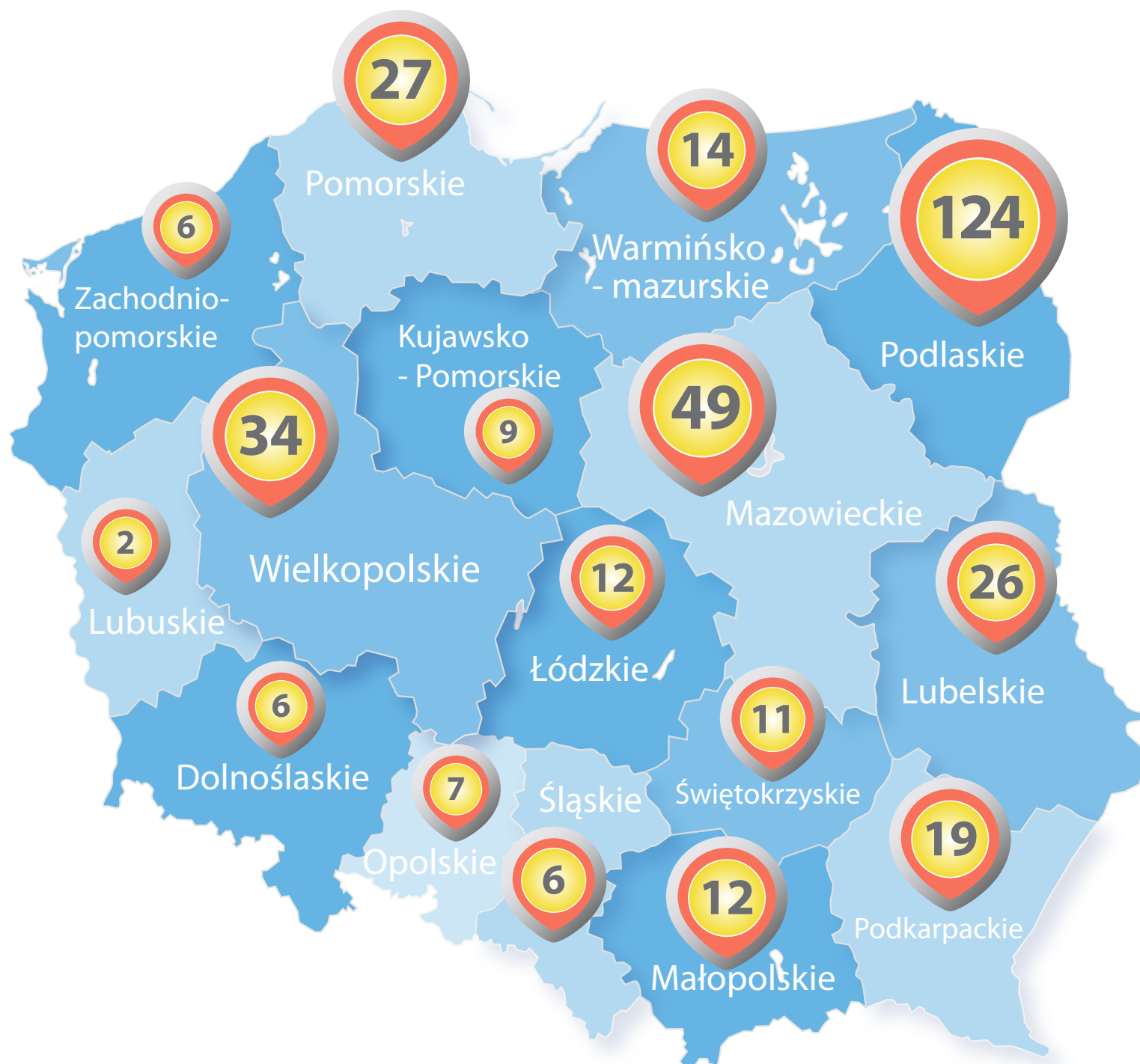
**Palisander is the leading supplier of formwork systems in Poland with local offices in the entire country and employing almost 150 people.**

Palisander offers a wide range of formwork systems and technologies, and within the author's system of quality QLOS, the Customer is provided with a number of services that facilitate cooperation. The qualified staff of engineers provides high-quality designing services. We participate in research and innovation processes. We conduct trials and tests of new solutions as well as develop and implement quality documentation. Our objective is not pursuit of the current trends. Palisander aims to be one step ahead of others.

We plan new investments in technologies, technical aspects and the staff. We wish to enter new markets and continuously expand the portfolio of our Customers. Improving the company's system for quality control QLOS is one of our regular goals. We will definitely put a stress on innovative solutions in terms of OHS as we know that safety and protection at construction sites is our key and prioritised matter.

Palisander's membership in the Polish Construction Cluster is consistent with our philosophy of continuous growth. Organisation-based cooperation allows for conducting significantly larger projects than alone. International meetings give the opportunity to acquire technological knowledge other than ours and can become an impulse for new technological solutions as well as acquiring new business partners.

# 364 companies from the Polish Construction Cluster in a nationwide approach



Although originally the Polish Construction Cluster was established as a regional project initiated in the Podlasie Voivodship, today it is already an institution with a nationwide character. The recognizable brand, under which an effective exchange of experiences and activities of a broadly understood promotional nature is carried out, could not be missed by the construction industry. It was this activity that resulted in so much interest in the projects implemented within the Cluster and defined its supra-regional range.



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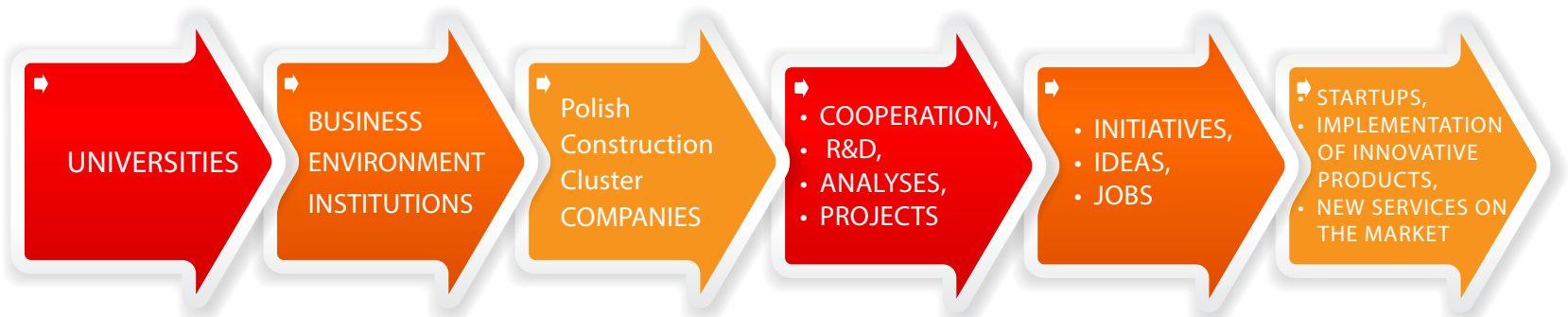
# CLUSTER COOPERATION PARTICIPANTS



**Polish Construction Cluster**  
Key National Cluster



Among all 364 entities associated within the Polish Construction Cluster, 282 small and medium enterprises, 24 business environment and 10 higher education institutions have entered active cooperation. The Polish Consulting Association (PSDIK) is the coordinator of the Polish Construction Cluster. It undertakes measures that foster cooperation among the Cluster's entities and build mutual trust.



## Certifications

Membership certificate granted by Cluster Board, confirms the affiliation of the Companies to the group of the Polish Construction Cluster. Partners affiliated to PKB for more than three years receive a Gold Certificate confirming their active activity.



**Polish Construction Cluster**  
Key National Cluster

# Common image cluster companies





## Publications

By promoting the idea of clustering under the common brand of the Polish Construction Cluster, various publications, newspapers and brochures are published periodically.

The materials are a source of information about the current activity, taking into account recent activities and events, industry meetings and the effects of joint ventures.

## Folders

Promotional materials in the form of folders, developed under the common brand of the Polish Construction Cluster, are dedicated individually to each of the companies, allowing for the identification of their business profile, getting to know the offer and presenting the latest and most interesting implementation and projects.



## Cluster interviews

Interviews present individual achievements of companies cooperating in the cluster structure and the profile of the management team behind the success of each of the entities. The content also includes professional industry, technical and scientific knowledge.





Wschodni Klaster Budowlany  
Wiarygodność Rzetelność Innowacyjność



Eastern Construction Cluster  
Wiarygodność Rzetelność Innowacyjność

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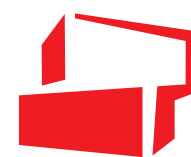




# Common image

cluster companies

*We are changing for you!*



**Polish Construction Cluster**

Key National Cluster





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# Areas of business activity

Polish Construction Cluster



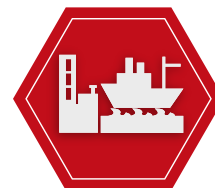
Industrial  
construction



Public Utility  
Buildings



Residential  
Buildings



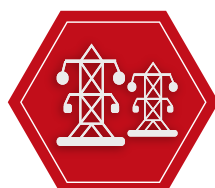
Hydrotechnical  
Buildings



Infrastructural  
Construction



Production For  
Construction



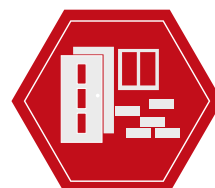
Power  
Engineering



Financing

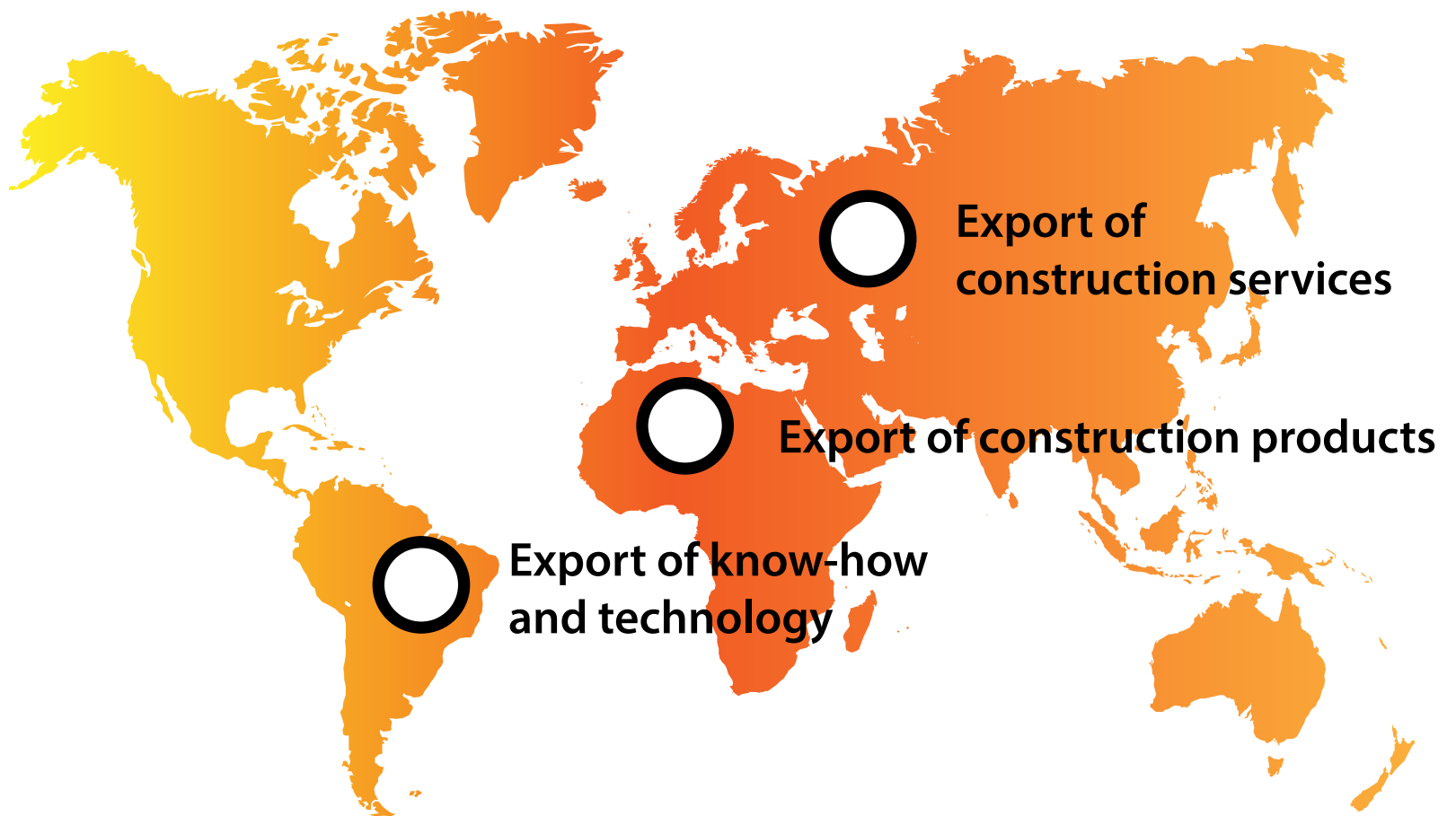


Design services



Building Materials

# 74 foreign markets, which are reached by companies from the Polish Construction Cluster



32 thousand employees in cluster entities and related

1

**39 billion** PLN annual revenue from sales achieved by Cluster entities

3

**8 billion PLN** export revenues

2

**218** currently executed investments

4

**36%** of enterprises earn revenues from export

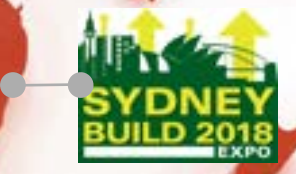
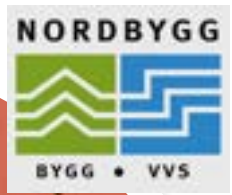
# We are present

on important global ones  
business events



Polish Construction Cluster  
Key National Cluster

# Eliaden





Polish Construction Cluster  
Key National Cluster



**Force**  
cluster it's  
**people**  
who  
create it.



Polish Construction Cluster  
Key National Cluster



After **10 years** of cooperation within the Polish Construction Cluster, we can confirm that the most significant factors that ensure success are mutual trust, eagerness for cooperation and constant development.





## Polish Construction Cluster:



**Polish Construction Cluster**  
Key National Cluster

The Polish Construction Cluster incorporates entities from the construction industry and business environment institutions across entire Poland. The objective and the mission of the Polish Construction Cluster is regular support provided to institutions and entrepreneurs that operate in the construction sector through establishing durable cooperation framework, creating an innovative network of solutions based on the transfer of knowledge, technology and innovative solutions between the Cluster's members, science and research units as well as scientific institutions in order to obtain a strong, competitive position in terms of construction services. The Cluster is eagerly supported by local governments, engaged in a number of economic undertakings at the regional and national level.

The strength of the Construction Cluster is its membership structure. These are entities that jointly cooperate and create innovative business solutions. The Cluster's core is businesses, those of solid, decades-long history, and dynamic enterprises established only recently. The Cluster's seat is located in Białystok, its coordinator being the Polish Consulting Association.



Publications of the Polish Construction Cluster





## Key National Cluster:



The Polish Construction Cluster has been granted a status of the Key National Cluster by the Minister of Economy by means of the national, multi-stage competition. For the time being, merely 7 Polish clusters can take pride in holding this title. Key National Clusters are large and represent the country's strategic sectors with a competitive advantage on international markets. Energy-efficient construction, a differentiating factor of the Polish Construction Cluster, is also one of the national smart specialisations (as national economy sectors with the largest potential for growth are currently described). The Key National Clusters competition was conducted by the Ministry of Economy in cooperation with the Minister of Science and Higher Education, the Minister of Infrastructure and Development, the Polish Agency for Enterprise Development (PARP) and the National Centre for Research and Development.

The Polish Construction Cluster, as a Key National Cluster, is an entity that pursues the national policy of economic development. The objective of Poland's cluster policy is e.g. strengthening the innovativeness and competitiveness of the Polish economy based on intensified cooperation, interaction and flow of know-how within Clusters as well as supporting the development of strategic economic specialisations: Key Clusters.



Brochures of the Polish Construction Cluster



## Benefits from participation and cooperation within the Cluster:

1. Concentration of the companies' potential, access to the network of business relations and contacts.
2. Improving the reliability of Cluster members.
3. An opportunity for sector-based development and cooperation, acquiring new markets.
4. Integrating the environment of construction and sector-based, value chain enterprises.
5. Joint representation of interests in the scope of the conducted business activity before state and local government authorities.
6. An opportunity for cooperation with competing companies.
7. Improved chances of acquiring EU funds for executing clustered projects.
8. An opportunity for applying in EU competitions dedicated solely to the Key National Clusters.
9. Improved brand recognisability through wide-range marketing activities.
10. Conducting joint research and scientific undertakings as well as commercialising their results.
11. Access to consulting, information and training services in order to strengthen the competitive potential of human resources.
12. Integrating the business environment within the industry, an opportunity for cooperation with competing companies and other business entities.
13. An opportunity for establishing a cooperative environment capable of creating competitive products and services.
14. External opportunities within diffusion of technologies and knowledge sharing resulting from direct contact among Cluster members.

The desire to achieve common goals, to work together and to unite in action on matters of importance to us makes us join forces in order to overcome the emerging obstacles. Integration and a sense of responsibility for joint measures make our Cluster special!



Folder of the Polish Construction Cluster in Russian and English



## Our activity consists in:

1. Regular cluster meetings.
2. Industry and B2B meetings.
3. Promoting the Cluster and its members.
4. Active participation in fairs and prestigious business events.
5. Organisation of and cooperation in training courses, conferences, seminars.
6. Organisation of economic missions.
7. Publishing specialist information and marketing materials.
8. Cooperation within creating shared products and undertakings.
9. Preparation of applications for subsidising development, research, training and promotional projects within EU programmes.



**Polish Construction Cluster**  
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## The Polish Construction Cluster is:

1. The largest Polish Construction Cluster operating the longest on the market.
2. An association of over 160 companies and institutions that also cooperates with higher education facilities.
3. The only Key National Cluster in construction.
4. A concentration of all industrial sectors.
5. One of the largest Organisations in Eastern Poland.
6. A supporter and promoter of the Polish construction, new trends and market development.
7. A representative of its Partners on the local, regional and national scale.
8. Implements innovations in the construction industry.
9. Supports knowledge and technology transfer.
10. Ensures access to a network of business relations and contacts.
11. Promotes Cluster companies, services and products.
12. Combines the potential of Cluster members and expands the commercial offer.
13. Patronages over industrial events, substantially supports initiatives connected with construction.
14. Undertakes international cooperation and by this means acquires new markets.



POS materials of the Polish Construction Cluster

# Initiatives of the Polish Construction Cluster



## JOINT PROJECTS START-UPS

Cooperation within the Polish Construction Cluster leads to the creation of long-lasting business relations and undertaking joint initiatives.

The execution of individual projects frequently based on technical or technological solutions usually results in establishing new Companies. The Polish Construction Cluster often becomes an incubator for the creation as well as financing new entities in a form of start-ups that, due to their short history and search for the proper business model, rely on the knowledge and experience of Cluster members.

## RESEARCH AND DEVELOPMENT ACTIVITY

The Cluster functions as an investment centre that provides complex services for investment processing, starting with obtaining funds from EU programmes.

Our chief objective is the creation of joint R&D Centre, which shall be available to all Cluster members in terms of maximising effective cooperation aimed at the development of the construction sector.

## PROFESSIONAL TRAINING

We coordinate trainings for schools and universities (so-called soft projects). We have started cooperation with high schools in the field of practical education of students and adjusting the quality of education to market requirements, with the cooperation and initiative of cluster companies.

## INTERNATIONAL COOPERATION

In terms of international cooperation we focus on the internationalisation of companies operating in the Cluster through our participation in various trade events. Moreover, we acquire contacts with construction companies and arrange B2B meetings with the agencies from selected European regions. We also organise business events in the East as well as undertake measures leading to the improvement in economic relations with our neighbours.



# Measures of the Polish Construction Cluster



## COMMERCIAL AND ECONOMIC MISSIONS

The Cluster organises international commercial missions, fairs and exhibitions. The core objective of economic missions organised by the Polish Construction Cluster is providing the Cluster members proper conditions for the cooperation with international partners as well as creating or extending commercial and economic relations.

## TRADE FAIRS

You can find us at the leading fair events. The Cluster's participation in trade fairs both at the national and international level allows for active monitoring of trends in the construction industry as well as promoting Cluster members and idea of clustering on a wide scale.

## CONGRESSES AND CONFERENCES

We organise the most important economic undertakings. The chief goal of the Congresses and Conferences of the Polish Construction Cluster organised by the Polish Consulting Association is the creation of a platform for a merit-based debate on the construction sector, undertaking expert discussions, fostering cooperation among entrepreneurs, local government units with a shared participation of the representatives of the science sector.

## TRAINING

We organise training courses for the needs of Cluster members. Raising key competences and skills is the basic goal of branch training courses, dedicated both to the managing staff and the employees of the Companies associated within the Polish Construction Cluster. The courses are addressed at both general needs of the industry as well as internal needs of Cluster members.



# Initiatives of the Polish Construction Cluster



## COOPERATION WITHIN THE CLUSTER

The basic area of activity in terms of cluster cooperation are regular meetings of the Members of the Polish Construction Cluster, trade and B2B meetings. The concentration of the business potential within the Cluster allows for joint, credible and simplified acquisition of strategic contracts as well as reaching new markets. Shared cooperation also facilitates the access to a network of contacts and potential business partners.

## PARTNERSHIPS

We have many Partners in the scope of business, scientific and economic cooperation.

We commence joint measures with Business Environment Organisations, Non-Governmental Organisations, Institutions of Technology Transfer as well as Science and Technology Institutes. We also cooperate with local government units and local authorities.

## CONSORTIA OF CLUSTER COMPANIES

Polish Construction Cluster is one of the few organizations operating on the Polish market able to create joint consortia for various tasks. Within the cluster, we create consortia as part of complex realtions and submit joint offers. We support each other and create a full supply chain.

In previous years, we were able to create several subsidiaries dedicated investments, research or implementation of new innovative technology.

## CLUSTER TASK GROUPS

Recently there have been 12 task groups dealing with various aspects of economic life. One of the most active ones was group dedicated to develop Belarusian market. A task force for innovative technologies is currently dealing with the implementation of 6 new solutions and technologies for construction.



# Measures of the Polish Construction Cluster



## INTEGRATION OF THE CONSTRUCTION ENVIRONMENT

Polish Construction Cluster, through its extensive activities like numerous conferences, symposia, trade fairs and trainings has become a place of exchange of knowledge and information. Regular meetings of cluster members and companies from the construction and related industries have contributed to the integration of the environment on a scale previously not found on the Polish market. Number and quality of the thematic scope contributed to the integration of the environment around the cluster.

## REPRESENTING ENVIRONMENT OF THE INDUSTRY

Polish Construction Cluster is the largest organization associating construction industry companies in Poland with over 280 members and many cluster sympathizers. This allows us to say that we represent the interests of Polish construction. In the coming years, thanks to the dynamically growing demand for building strong cooperation links and cooperative relations, we want to strengthen our position and create regional structures of our organization.

## LOBBING FOR THE CLUSTER COMPANIES AND THE POLISH BUILDING INDUSTRY

Thanks to the strong position of the Polish Construction Cluster and its numbers, we try to shape a friendly environment of cooperation and development of member companies. We are able to overcome many difficulties. Together we implement goals and policies that help us distribute new Polish products and services on external markets..

## WE ARE REPRESENTED IN THE MOST IMPORTANT DOMESTIC INSTITUTIONS

We participate in the work of committees at regional and national level. We consult laws using the opinions of our members. We effectively represent cluster members in creating a friendly environment for business. Our members sit on numerous boards and the voice of the cluster and industry is an important factor in making decisions. We have a great influence on the shaping of socio-economic relations through the bodies we are entering.





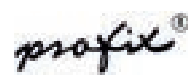
Polish Construction Cluster  
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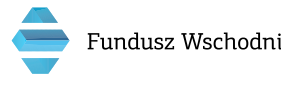
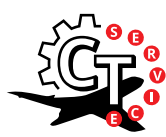


# Polish Construction Cluster

Key National Cluster



STOLARKA BUDOWLANA  
rok założenia 1988

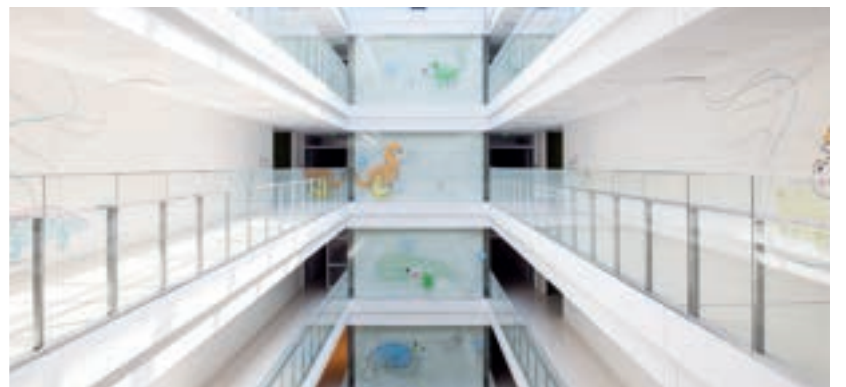
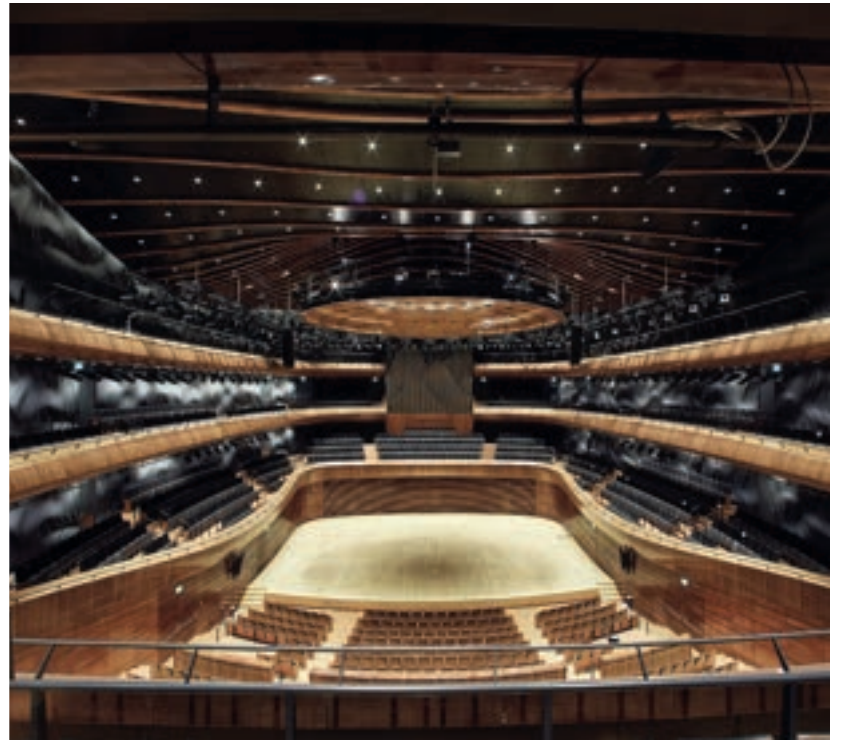


REALIZATIONS OF OUR MEMBERS



REALIZATIONS OF OUR MEMBERS





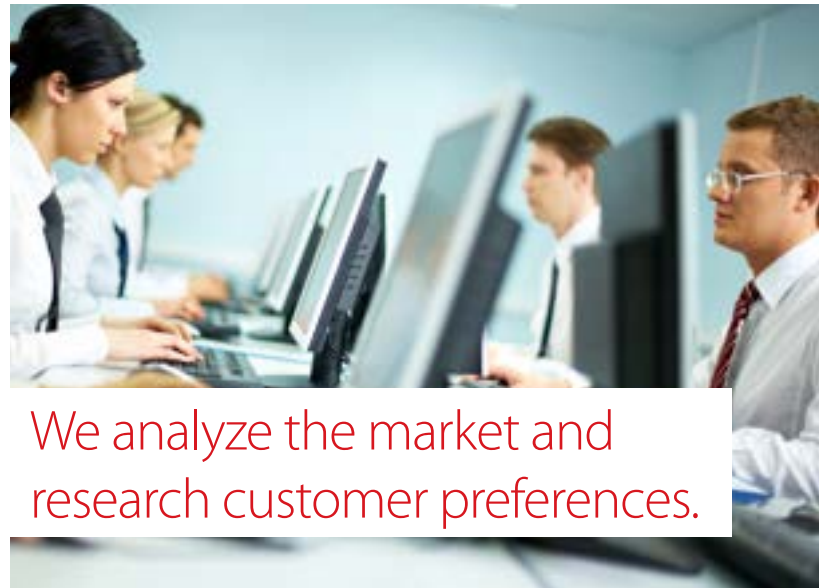




Polish Construction Cluster  
Key National Cluster



We represent Polish construction companies.



We analyze the market and research customer preferences.



Joint planning and implementation of investments.



Joint research and development projects.



We exchange knowledge and professional experience.



We help in the development of cluster enterprises.





Polish Construction Cluster  
Key National Cluster



We recruit employees and raise qualifications.



We create consortia for the implementation of investments.



We integrate the environment of construction industry.



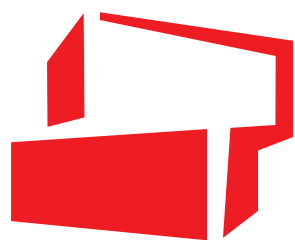
We support the development of human resources in the construction industry.



We initiate cross-sectoral partnerships.



We enter new foreign markets.



# Polish Construction Cluster

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**Polish Construction Cluster**

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