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FOREIGN ECONOMIC FACTORS OF POLAND'S DEVELOPMENT WITHIN THE EU : TRADE, INVESTMENT, INNOVATION

Poland has managed to maintain relatively stable economic growth for almost 30 years, even during the global financial crisis of 2007–2009 and the debt crisis in the European Union. The phenomenon of Poland's weak susceptibility to crisis phenomena is due to the long-term consequences of post-socialist transformations, some objective characteristics of the country's economic and geographical situation, as well as the specifics of the economic situation after its accession to the EU in 2004. The aim of the article is to study the external economic factors of the development of the Polish economy within the European Union with an emphasis on the trade, investment and innovation components of its foreign economic relations. The weak susceptibility of the Polish economy to crises is due to several factors. The elimination of customs barriers and obstacles to the movement of capital after Poland's accession to the EU had a positive impact on the dynamics of FDI. A large role was played by a capacious domestic market and weak dependence on external demand. In addition, Poland's exports did not depend heavily on any limited group of goods. However, the innovation level of the Polish economy remains low compared to other EU countries. Poland is among the countries that are moderate innovators. It is concluded that Poland has built a fairly competitive economy, occupying a favorable place in the division of labor system in Europe. A number of long-term factors include the radical economic reforms of 1990, which made it possible to find investors for large enterprises, while preserving the country's industrial sector. Polish industry has found a successful export niche in the production of spare parts and components, which allowed it to be integrated into the production chains of European and global enterprises. Thanks to accession to the EU and the attraction of EU subsidies, it was possible to support the economically and socially vulnerable agro-industrial sector. However, at the moment, there are no noticeable successes in the innovative development of the Polish economy: such comparative advantages as cheap labor and insufficient private investment are gradually decreasing. In addition, the excessive focus of exports only on EU markets poses new challenges for the Polish economy, which could undermine its resilience to global crises in the future.

Keywords: foreign economic relations, European integration, foreign trade, export, import, sustainable development, economic development, investment, innovative development, Poland, EU.

JEL classification: E6, F4.

ЗОВНІШНЬОЕКОНОМІЧНІ ЧИННИКИ РОЗВИТКУ ПОЛЬЩІ У СКЛАДІ ЄС : ТОРГІВЛЯ, ІНВЕСТИЦІЇ, ІННОВАЦІЇ

Польщі вдалося зберігати відносно стабільне економічне зростання майже 30 років, навіть у періоди світової фінансової кризи 2007–2009 рр. і боргової кризи в Європейському Союзі. Феномен слабкої сприйнятливості Польщі до кризових явищ зумовлений довгостроковими наслідками постсоціалістичних перетворень, деякими об'єктивними характеристиками економіко-географічного становища країни, а також специфікою економічної ситуації після її вступу до ЄС у 2004 р. Метою статті є дослідження зовнішньоекономічних чинників розвитку польської економіки у складі Європейського Союзу з акцентом на торговельну, інвестиційну та інноваційну складові її зовнішньоекономічних відносин. Слабка сприйнятливість польської економіки до криз обумовлена кількома чинниками. Ліквідація митних бар'єрів та перешикод для руху капіталу після вступу Польщі до ЄС сприятливо вплинули на динаміку ПІІ. Велику роль відіграв ємний внутрішній ринок і слабка залежність від зовнішнього попиту. Крім того, експорт Польщі не сильно залежав від будь-якої обмеженої групи товарів. Однак, інноваційний рівень польської економіки на тлі інших країн ЄС залишається невисоким. Польща входить до країн – поміркованих інноваторів. Зроблено висновок про те, що Польща побудувала досить конкурентоспроможну економіку, посівши вигідне місце у системі поділу праці в Європі. До цілої низки довгострокових чинників можна віднести радикальні економічні реформи 1990 р., які дозволили знайти інвесторів великих підприємств, зберігши промисловий сектор країни. Польська промисловість знайшла вдалу експортну нішу з виробництва запасних частин та компонентів, яка дозволила вбудувати її у виробничі ланцюжки європейських та

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світових підприємств. Завдяки вступу до ЄС та залученню субсидій ЄС вдалося підтримати економічно та соціально вразливий агропромисловий сектор. Однак на даний момент помітних успіхів в інноваційному розвитку польської економіки не спостерігається: поступово скорочуються такі порівняльні переваги, як недорога робоча сила, недостатній рівень приватних інвестицій. Крім того, надмірна орієнтація експорту лише на ринки ЄС ставить польську економіку перед новими викликами, які здатні підірвати у майбутньому її стійкість до світових криз.

Ключові слова: зовнішньоекономічні відносини, євроінтеграція, зовнішня торгівля, експорт, імпорт, сталий розвиток, економічний розвиток, інвестиції, інноваційний розвиток, Польща, ЄС.

Problem Statement. Poland is an example of a European country that has managed to maintain relatively stable economic growth for nearly 30 years, even during the global financial crisis of 2007–2009 and the subsequent debt crisis in the European Union. The phenomenon of Poland's low susceptibility to crisis phenomena is due to the long-term consequences of post-socialist transformations, certain objective characteristics of the country's economic and geographical location, as well as the specific economic situation that developed after its accession to the EU in 2004.

Analysis of recent research and publications. The origins of the Polish economy's success have been examined in various studies, including those by the authors of the economic reforms of the late 1980s and early 1990s – Professor S. Gomułka [6], the architect of the reforms L. Balcerowicz [1], as well as World Bank economist M. Pentkowski [14], and others. Some works are devoted to identifying Poland's competitive advantages in comparison with other countries of Central and Eastern Europe [21].

Despite the existing body of research, the current state and future development prospects of the Polish economy within the European Union remain insufficiently systematized, particularly with regard to the interrelationship between trade, investment and innovation components of its foreign economic relations, which constitutes an unresolved research problem and necessitates further in-depth analysis.

The aim of the article is a study of external economic factors in the development of the Polish economy within the European Union with an emphasis on the trade, investment and innovation components of its foreign economic relations.

Research methods. To achieve this goal, general theoretical and specific scientific research methods were used: historical (during the generalization of the economic development of Poland within the EU) and systemic approach (when characterizing the dynamics and structure of its foreign trade).

Presentation of the main results of research. Poland was the first country in Central and Eastern Europe to implement a radical economic transformation plan, which envisioned the rapid dismantling of the state socialist system and the transition to a market economy. These radical reforms had a social cost and had a mixed impact on the subsequent structural development of the Polish economy, but were overall successful. After sharp declines in 1990 and 1991 (11.6% and 7%, respectively), Poland's GDP grew by 2.6% from 1992 onward, accelerating in subsequent years [5]. The financial stabilization achieved in the first years of reform, certain successes in privatization, and the rapid growth of new private enterprises set a steady trend in the development of the Polish economy. Average economic growth rates from 1989 to 2013 were approximately 4%. The process of industrial production growth was characterized by a fairly profound structural restructuring. The share of the ferrous

metallurgy and mining industries (primarily coal mining), which had been actively developing during the socialist period, in the overall structure of industrial production declined significantly. At the same time, the share of consumer goods in production increased significantly [2].

Thus, even in the first decade of economic reforms, Poland was able to realize the advantages associated with an early (compared to other countries in the region) start of radical economic transformations and a moderately tight monetary policy. Relatively cautious privatization, which made it possible to find foreign investors for large Polish enterprises, contributed to the preservation of Poland's industrial potential. The rapid emergence of new private enterprises also contributed to accelerated economic growth. Thanks to the low cost and relatively high quality of the Polish labor force, the country became attractive to foreign investment. A particular advantage was the large size of Poland's domestic market – this quality distinguished it from most other countries in Central and Eastern Europe, making the country even more attractive as an investment destination. As a result, production oriented both to the domestic market and to exports began to develop dynamically. Poland's accession to the European Union in 2004 and the preparations leading up to it led to a number of positive changes in the Polish economy. As a candidate country, it was required to align its legislation with the EU's economic, social, and environmental principles. During the negotiations, it managed to secure concessions from the EU in a number of other important areas.

After joining the EU, Poland became a recipient of various types of subsidies provided to regions whose economic indicators (gross regional product per capita, unemployment, etc.) lag behind the EU average. Under the 2007–2013 and 2014–2020 budgets, Poland received significant subsidies from the Cohesion Fund and EU structural funds, as well as significant funds to support agriculture [23]. From 2004 to 2023, €75 billion was allocated for these purposes under the EU's Common Agricultural Policy (CAP). Direct payments to farms accounted for over €3 billion. According to estimates by the Polish Ministry of Finance, over the 15 years of EU membership, subsidies from the EU budget (minus the contributions Poland has made to the EU budget during these years) amounted to approximately €10 billion [23].

The elimination of customs barriers and obstacles to capital movement after Poland's accession to the EU had a positive impact on FDI dynamics. In particular, in the year of the country's accession to the EU, their annual inflow amounted to \$12.1 billion—three times more than in the previous year—and in 2007, it reached a record \$19.8 billion [13].

The effectiveness of Poland's existing economic system was tested during the global crisis of 2007–2008. Despite the recession that had begun in many European countries, the Polish economy continued to show positive dynamics. Annual growth only slowed from 5.1% in 2008 to 1.6% in 2009, and in 2010 it

accelerated again to 3.9% [18]. In 2014, when most EU countries were experiencing a debt crisis, Poland managed to avoid recession.

The Polish economy's low vulnerability to crises is due to several factors. A large domestic market and relatively low dependence on external demand played a significant role. Poland's export-to-GDP ratio in 2007 and 2008 was approximately 38%, significantly lower than that of other members of the Visegrad Group [16]. According to the National Bank of Poland, economic growth after the onset of the crisis was supported by domestic consumption [18].

Polish exports were not heavily dependent on any specific group of goods. A positive factor was the preservation of the national currency, which allowed for a 30% devaluation of the zloty in 2008–2009 and supported exports. According to World Bank experts, this measure was of great importance in supporting economic growth [22].

After the 2008–2009 crisis, the share of foreign capital gradually declined as Polish banks expanded in the country's banking system, a phenomenon also facilitated by the crisis of major international banks [10]. A weak point of the modern Polish economy is the low level of private national investment, which fell to 13% of GDP in 2023—the lowest level in all years of economic transformation [15].

This is partly explained by the structure of the Polish economy, where a relatively high proportion of small enterprises do not make significant investments. However, in recent years, these processes have been influenced by the government's unpredictable regulatory policy and the increasing presence of the state in the country's economy [9].

Despite its notable economic successes, Poland's position in key economic rankings remains relatively modest. As of the end of 2024, Poland ranked 46th in the world for the second consecutive year in the Index of Economic Freedom (IEF) [7].

The compilers of the rating consider the country's economy "moderately free," while before 2014 it was considered "virtually unfree." In 2017 and 2018, Poland ranked 86th and 82nd, respectively. Currently, Poland ranks slightly below the European average in this rating. The World Bank's Doing Business rating for 2023 ranked Poland 40th globally, with the country's position deteriorating over several years (in 2022, it was 33rd, and in 2021, 27th). This situation is caused, in particular, by the increased time required to register real estate rights [8].

In Transparency International's Corruption Perceptions Index, Poland ranked 41st in 2023, compared to 36th in 2022. This was largely due to the controversial judicial reform currently being implemented by the country's authorities [17]. In July 2023, Moody's warned that this reform could weaken Poland's position in the credit rating [11]. However, the agency expressed similar concerns in April 2022, nevertheless affirming the country's rating at A2 with a stable outlook [12].

The innovative level of the Polish economy remains low compared to other EU countries. In the European Innovation Scoreboard in 2023, Poland received 64 points, placing it among moderately innovating countries [4].

The rating's compilers note that Poland gained points thanks to a friendly innovation environment and a high share of employment in rapidly growing enterprises. It can be seen that Poland lags behind the general European indicators in the share of employment in high- and medium-tech industries (28.2%

versus 37.5% for the EU as a whole) [4].

Research and development expenditure in Poland in 2023 was 1.2% of GDP, compared to the EU average of 2.1%. There are virtually no signs of an increase in innovative output. According to government statistics, the share of high-tech products in the overall structure of sales in the Polish manufacturing industry has been declining in recent years: from 6.8% in 2020 to 4.7% in 2022 [20]. Unfortunately, innovation has so far had little impact on Polish industry. Poland's limited, but still noticeable, successes in areas of the economy related to technology development are worth noting. Polish companies with original developments currently account for up to 10% of the 3D printer market and are also present in the market for 3D printing materials [3]. Poland is quite prominent in the electric vehicle market, at least in one segment. In 2023, Poland became the largest exporter of electric buses among EU countries, accounting for 36.1% of all European exports of this type of transport [19]. However, this market is still quite limited, as the results were achieved through the export of only 131 electric buses. Some progress has been made in improving the innovation environment in Poland in recent years.

It is worth noting that Poland provides incentives to companies that finance research and development. Since 2018, companies have been able to deduct 30% of the salaries of employees engaged in research and development from their tax base. Since 2020, R&D expenses have been fully deductible, and incentives are available to all companies, regardless of production volume or number of employees. Since January 2021, Poland has also introduced a tax incentive, informally known as the IP box, which reduces the tax rate on income for individuals and legal entities derived from registered intellectual property by up to 5%. Polish authorities recognize the problems associated with the low level of innovation in the economy and are taking steps to improve it [20].

However, it is still too early to talk about significant and sustainable results of this policy. The economic crisis caused by the coronavirus pandemic has undermined the Polish economy's reputation for invulnerability to global economic shocks. In 2020, thirty years of economic growth were interrupted. According to the European Commission, the Polish economy contracted by 4.3% in 2020, and unemployment increased from 3.6% to 7.5% [20].

Conclusions. Poland has built a relatively competitive economy, occupying a favorable position within the European division of labor. Among a number of long-term factors, these include the radical economic reforms of 1990 and the creation of a large private sector. These reforms avoided the serious mistakes of privatization and made it possible to find investors for large enterprises, preserving the country's industrial sector.

Polish industry found a successful export niche in the production of spare parts and components, which allowed it to integrate into the production chains of European and, to some extent, global companies, without becoming dependent on the production of a single product. Thanks to EU accession and the attraction of EU subsidies, it was possible to support the economically and socially vulnerable agricultural sector. The state's retention of important financial and banking instruments—the national currency and a large commercial bank—also allowed for the implementation of a number of sound measures that have ensured the resilience of the Polish economy in the face of economic crises.

Nevertheless, unfortunately, no significant progress in the innovative development of the Polish economy is currently being observed. Comparative advantages such as low-cost labor are gradually eroding, and private investment levels are insufficient.

Furthermore, the excessive reliance of exports solely on EU markets is exposing the Polish economy to new challenges that could undermine its resilience to future global crises.

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