

MIĘDZYCHÓD

A PEARL IN THE LAND OF 100 LAKES

Międzychód is a charming town in western Poland, located close to the western border of Wielkopolskie province on the Warta river and in the vicinity of Puszcza Notecka Forest. The town is inhabited by almost 11,000 people while the whole administrative district (commune) has a population of 18,000.

A true asset of the Międzychód district is its unpolluted natural environment and picturesque landscapes. More than 50% of its total area is covered by Puszcza Notecka, an old forest rich in ground-cover plants and game. The forest provides fresh air permeated with the smell of coniferous trees. The area's great attraction are its numerous clean lakes abounding in fish. There are 52 of them in the whole Międzychód district and as many as 35 within a radius of several kilometres from the city centre. The area contains part of the Pszczew Landscape Park and unspoiled nature reserves, such as Kamionka Valley and the Kolno Międzychodzkie reserve with old oak trees by Koleńskie Lake. There are also numerous natural monuments.

The town has a unique layout. From the Old Market square, which is one of the most picturesque in the province, you can see both the Warta river and Miejskie Lake. The areas adjacent to the lake – the promenade around the lake and Tietz Park – have recently been beautifully landscaped and are an excellent place for recreation and relaxation. In the evening, people walking along the lakeside promenade

can enjoy extraordinary shows of “dancing” fountains with colourful lighting. Water is a very important part of the town's character. A special attraction and symbol of the town is the famous Laufpompa, an artesian well with an over 100-year-old decorative pump. Its water, with medicinal properties and a characteristic smell, is drawn from a depth of around 150 metres. The town's interesting pieces of cultural heritage include a 17th-century church dedicated to the Martyrdom of John the Baptist and a 17th-century tombstone of Krzysztof Unruh in the Immaculate Heart of Mary church in Lipowiec.

Among noteworthy historic buildings in the Międzychód district there are also the Gothic church in Kamionna dated to 1499 and the Neoclassical palace in Gorzyń. The ferry crossing over the Warta river in Zatom Stary is a great attraction. A modern high-standard campsite with river pier has been built in Międzychód's Old Port as a stop on the water trail called Wielka Pętla Wielkopolski. Tourists staying in the town can rent there kayaks or bicycles ready for mind-soothing cycling trips. One of the biggest tourist attractions in the region is the Centre for Education about the Region and Nature in Mniszki. It offers vanishing-occupations workshops and a wide range of educational activities for children. Pieces of equipment used by local craftsmen in the 19th and early 20th century have been gathered in the Centre and every visitor has an opportunity to try their hand at operating them. Międzychód has been increasingly

exploiting its natural and landscape assets for tourist purposes. It is a holiday centre well known in the region and offers a wide selection of tourist farms and hotels. Every tourist can find here accommodation meeting their requirements, be it a hotel, guest-house, campsite or rural farm.

Międzychód offers a range of possible leisure-time activities, like walking, bathing, cycling, horse-riding, playing tennis, beach volleyball and water sports. The Międzychód district is crisscrossed by a network of tourist trails and paths, like for example the “Beaver's Corner” path in the heart of Puszcza Notecka Forest and the path “In the Footsteps of Famous Międzychód Residents” in the town. The most attractive local cycling paths are the Radusz, Wanda Mine, 100 Lakes and National Risings trails.

“Międzychód, Just Here” is the town's promotional slogan. It is designed to convey the message that the town is the best place to live, work, invest and relax.

“We are a land of over 100 lakes, and Puszcza Notecka Forest covers 50% of our area. We offer many diverse attractions for people visiting us. We have excellent sites for tourism and investment,” says Międzychód Mayor Krzysztof Wolny.

REMEMBERING ABOUT HISTORY

Międzychód is steeped in centuries of history, which is an asset of this land and the pride of its residents. The town is situated between



Miejskie Lake and the Warta River. Its name, which dates back to the Mediaeval times, is associated with this location. The town has retained its Mediaeval layout, with two old churches. The church in Lipowiec is worth visiting to see the 17th-century tombstone of Krzysztof Unruh, a former owner of the town, and tombstones of outstanding burghers.

As Poland celebrates 100 years of its regained independence, it is worth remembering that Międzychód, as a border town, was inhabited for centuries by three ethnic groups - Polish, German and Jewish people - and three religions coexisted here peacefully. Oskar Tietz, a pioneer of modern trade and founder of one of the first chains of department stores, Hertie, was born in the town. To this day local residents still use the sports hall funded by Oskar Tietz in his home town.

FOR RESIDENTS AND INVESTORS

Thanks to the work of the local authorities, Międzychód is again becoming a well-known business and tourist centre. The balanced development of these two spheres makes Międzychód and the surrounding district a comfortable place to live and an excellent place for investors and tourists. Workers are tempted by attractive jobs created in modern plants built by foreign-owned companies while the local authorities offer many pro-family initiatives, like free kindergartens, free swimming courses for pre-school kids and children in forms from one to three. The construction of

Poland's first kindergarten with an artificial ski slope is nearing completion. Międzychód has as many as seven kindergartens and the local authorities take care to give each of them a special character. There is also a municipal crèche and two private kindergartens and crèches. The municipality spends more than PLN1 million annually to subsidise the activity of various associations and clubs.

By offering many new jobs in newly established manufacturing plants, Międzychód encourages new people to settle in this peaceful place, which has numerous attractions and great prospects. People moving out from large cities and looking for a place to live in more quiet and family-friendly areas with traditional values is a well visible trend these days. This is what Międzychód is like. At the same time, the place is so well connected that it is very easy to get from here to larger cities using the A2 motorway, national road 24 and the S3 expressway. And the town is not far from Poland's western border.

The municipal authorities have tried actively and successfully to attract new investors, with around 600 new jobs created in the past three years. The construction of another plant is in the pipeline. A subzone of the Kostrzyn-Słubice Special Economic Zone has been set up in the town and it offers numerous reliefs and preferential treatment for new investors and existing businesses which want to expand their activity.

Międzychód is a county town and has a good network of secondary schools educating

students in occupations for which there is demand. The town also has a very modern hospital with a new maternity and surgical ward.

"To ensure jobs we have prepared a brochure for investors offering around 150 hectares of industrial and commercial development land complete with infrastructure," says the mayor describing the activity of the municipal authorities. "Another 1,000 jobs will be created in Międzychód soon," he adds.

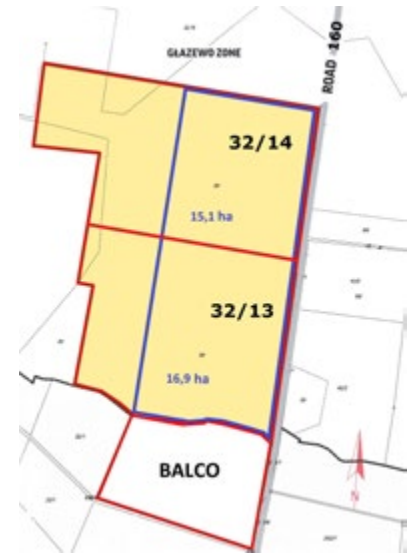
Many of the municipal, private and state-owned plots offered for business development are located in the vicinity of the large village of Łowyń. The Swedish company Balco and the US-owned company Marmite built here their new plants in 2018 and 2019. Among the companies which operate successfully in Łowyń is also Domat, a German plant manufacturing wooden homes for the Western market. A strong argument for investors to locate here their further investment projects is the well-developed transport infrastructure and land provided with all utilities.

ACTIVE MAYOR AND POSITIVE ATMOSPHERE

A mayor's work was once largely limited to signing documents. Today, their duties include managerial activity and looking for investors and contacts in Poland and abroad. "We want to create a positive image," says Mayor Krzysztof Wolny. "We are a commune of great opportunities and welcome visitors and those who would like to settle here." •



WE HAVE EXCELLENT SITES FOR TOURISM AND INVESTMENT



The local market is based on the construction industry, plastic processing and food industry. Trade and services are well developed as well. Potential investors are provided with considerable formal and legal assistance, and we declare our interest in the implementation of investment projects on a partnership basis. The commune has prepared attractive land supplied with services and utilities for residential, industrial, tourist and holiday construction. Sewage and waste treatment plants are situated in our commune. These plants comply with the European Union regulations concerning environmental protection. The town and commune are almost fully serviced by a water supply system, a sewage system and a gas system.