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Krzysztof ZIÓŁKOWSKI*

The Activity of Polish Export Companies as a Factor Stimulating the Development of Poland's Merchandise Exports to Germany

Summary: The article investigates the conditions and prospects for the development of Polish merchandise trade to Germany as well as factors determining Polish companies' decisions to choose Germany as the main market for their goods. The paper is based on a literature review and empirical research based on questionnaires. The first step is an empirical microeconomic analysis of factors influencing Polish goods exports to Germany. A survey on the export activity of Polish companies provided a wealth of analytical material and enabled the author to draw a number of conclusions.

The main conclusion that can be drawn from the analysis, the author says, is that, apart from key macroeconomic factors, such as GDP growth in Germany and the real exchange rate, Polish merchandise trade is significantly influenced by microeconomic factors, such as product prices, product quality and design. Another conclusion is that, despite the crisis, there are good prospects for the development of Polish merchandise exports to Germany; these exports are likely to increase, Ziółkowski says.

The survey questionnaire also included a question about the use of export support tools. A vast majority of companies (95%) replied that they do not use any export support tools because these are either too expensive or unavailable.

The author concludes by urging the government to review its export-oriented policy so that it can better meet the expectations of Polish exporters.

Keywords: merchandise exports, "new new" trade theories, survey, questionnaire, competitive advantage

JEL classification codes: F17, F41, F44, F47

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* Wyższa Szkoła Administracji i Biznesu im. Eugeniusza Kwiatkowskiego w Gdyni, e-mail: kziolkowski.ek@wp.pl

Introduction

Poland's relations with Germany have for decades been overshadowed by the war and occupation as well as by tragedy and suffering. The two countries also used to be divided by the Iron Curtain. The new chapter in bilateral ties that opened in 1989 was challenging, but democratic changes in Poland, together with the reunification of Germany, made it possible to redefine the political and legal principles of Polish-German relations. The concept of Polish-German common interest was also formulated during the transition years. There were many difficult issues that needed to be resolved. Some of them were negotiated conclusively, such as the final definition of the common border [Bartoszewski, Cimoszewicz, Geremek, Olechowski, Rosati, Skubiszewski, 1996].

On June 17, 1991, Poland and Germany signed a Treaty of Good Neighbourship and Friendly Cooperation, which comprehensively regulated mutual political and economic relations. On the 20th anniversary of that treaty, this author conducted a detailed analysis of Poland's merchandise exports to Germany.

Theoretical framework

The aim of this article is to examine the conditions and prospects of Polish merchandise exports to Germany. The research focus is on the key micro- and macroeconomic factors that determine the exportation of goods to Germany by Polish enterprises. For this reason, the article discusses theories of international trade, and it also highlights the role and aspects of competitiveness.

Traditional theories explain the flow of goods between countries in terms of either absolute or comparative advantage (differences in productivity and costs of production – “Ricardian” comparative advantage). On the other hand, old trade theories explain the flow of goods in terms of a combination of cross-industry differences in factor intensity or cross-country differences in factor abundance (“Heckscher-Ohlin” comparative advantage). Those old theories focus on “inter-industry trade” where countries export a certain type of goods and import another. Under the “Heckscher-Ohlin” old trade theory, owing to diverse specializations in country “A” and country “B,” there is disparate demand for various factors of production [Bernard, Redding, Stephen, Schott 2007].

New theories explain the flow of goods between relatively similar partners or within industries [Grubel, Lloyd, 1975]. These new facts lead to “new” trade models by Paul Krugman [1980], Elhanan Helpman [1981], and William Ethier [1982]. In these models, the reason for “intra-industry” trade between countries is explained. These models discuss economies of scale with a combination of consumer preferences (“difference of variety”). In comparison to “old” theories, where the welfare advantage stems from differences in opportunity costs of production across countries, “new” trade theories (NTT) gain from a wider range of similar goods available to consumers.

In 1985, Krugman and Helpman, similar to Heckscher-Ohlin, integrated “old” trade theories with “new” trade theories. They combined horizontal product differentiation with an increasing model of scale. This “integrated” trade theory will soon become a standard paradigm in the contemporary world economy. In 1999, Helpman introduced an enhancement in NTT combining existing model differences in technology, factor price inequality and trade costs.

Empirical challenges to old theories and the new trade theory have led to the development of richer theoretical models. Nowadays, the theory of international trade is “accelerating” and mainly discusses the issue of why some enterprises venture outside the home market. Other questions are why certain enterprises export merchandise and others do not, and why most companies deliver goods just for the internal market. The “new new” trade theories (NNTT) try to discuss this latest approach in international theory [Bernard, Redding, Stephen, Schott, 2006], [Melitz, Ottaviano, 2005], [Helpman, Melitz, Rubinstein, 2007]. These models provide natural explanations for some of the empirical and theoretical challenges noted above. Their analysis represents a large portion of international trade theory research. One of these frameworks, developed by Bernard [2003], introduces stochastic firm productivity into the multi-country model (Ricardian model) of Eaton and Kortum [2002]. A second class of models was initiated by Marc Melitz [2003], who introduces firm heterogeneity into Krugman’s [1980] model of intra-industry trade. The Melitz framework has stimulated a great deal of analysis into the implications of firm heterogeneity for a wide range of issues in international trade theories.

Before approaching empirical analysis, it is vital to explain the meaning and aspects of competitiveness (in NNTT, competitiveness is an important part of analysis). Competition is an intrinsic part of human nature. For ages, all aspects of people’s lives were under permanent competition, also among enterprises. Competition is an important aspect of corporate culture and the concept of competition is directly linked to the concept of competitiveness. This combination is very simple. If companies want to be successful, they must be competitive [Śliwiński, 2012]. There are different aspects of competitiveness:

- ability of an enterprise to have a well-balanced, permanent economic growth and increase its market share [Lubiński, 1995],
- the ability to deliver cheaper and better goods, under lower costs of production than major competitors [Hamel, Prahaland, 1994],
- the ability to set up business and do business in a changing environment [Gorynia, 2002],
- the ability to reduce prices but not the attractiveness and quality of goods in comparison to other producers [Flejterski, 1984],
- an ability to take a privileged position and secure a competitive advantage over other firms [Porter, 1985].

Taking into consideration the competitiveness approach and the “new new” trade theories, it is possible that local enterprises will have to go global and develop an ability of international competitiveness in the future. Moreover, borders between countries will have no impact on international trade, and

when discussing trade, we will be discussing the international competitiveness of global or regional enterprises without taking into account a single state.

The aforementioned theoretical framework is reflected in empirical research. First of all, food production and livestock are cheaper in Poland than in Germany (which can be justified in the Ricardian model – comparative advantage). Additionally, food quality is of a high standard after Poland's entry to the European Union.

Some of Poland's merchandise trade can be justified by the Heckscher-Ohlin trade theory. For instance, wood and articles of wood are forest- and soil-consuming. The abundance of forests and soil resources in Poland is a significant advantage in comparison to Germany. In addition, these sectors not only have an abundance of unskilled labor, but also lower wages in comparison to Germany (assembly of parts for electrical products).

What is more, due to Germany's FDI in Poland's productivity has grown and Polish exports have become more sophisticated. This is reflected in the strong theoretical framework of research by Krugman, Helpman and Melitz.

It is important to acknowledge that Germany has the strongest economy in Europe and is the second-largest exporter in the world in absolute terms, after China. Another significant factor is the long border that Poland shares with Germany. As a result, one of the longest-standing and most robust empirical results in international economics is the existence of a negative relationship between aggregate exports and distance. This relationship is usually estimated as part of a gravity equation for international trade, a log-linear specification linking trade flows to the GDP of trading partners and the geographical distance between them [Lawless, 2010].

Moreover, due to Germany's importance in Polish merchandise exports, this kind of analysis was also reflected in research reports by Polish authors. A significant amount of literature has emerged, at both the theoretical and empirical levels, attempting to explain the key factors driving Polish merchandise trade. Following German unification, research papers by Misala provided a broad empirical analysis of the trend [Misala, Pac, Kalinowska, 1991]. Misala's research concept was adopted by Dominika Brzęczek, who conducted her research in Poland's southern Opolskie region [Brzęczek, 2011]. In her dissertation, she probes the reasons behind the low level of goods exports from that region. Katarzyna Puchalska takes a different approach in her dissertation [2003] and analyzes the competitiveness of goods exported from the Polish food sector (her research covered 131 enterprises). Similarly, a research paper by Magdalena Olczyk [2004] shows that the competitiveness of Polish merchandise trade increased in the 1995-2003 period.

The most recent empirical approaches, for instance one discussed by Koszewski in his habilitation (postdoctoral qualification) paper [2011], highlight the importance of strengthening Polish merchandise exports. Koszewski's research provides an analysis of export consortia as a strategic factor stimulating Polish goods exports. It builds on an empirical analysis of Polish consortia and Polish manufacturers in comparison to Spanish consortia. That paper is heavily

based on actual export consortium experiences in order to combine a rigorous research approach with a more pragmatic view of the trend.

Apart from the scientific analysis of Polish merchandise exports to Germany, empirical research is conducted for specific chambers of commerce. A standout example is an association of companies from the furniture industry, which thoroughly examines its members. The focus of that research is on the conditions and prospects for the development of Polish furniture exports to Germany. The research also provides a broad statistical analysis of the furniture industry in Poland.

Research objectives

According to many authors, the appropriate definition of a research aim determines the whole process of research planning. Albert Einstein's statement that "the mere formulation of a problem is often far more essential than its solution" [Zikmund, 1997], or Charles F. Kettering's saying that "a problem well defined is a problem half solved" only confirm the validity of the above claim [Szreder, 2004].

Research preparation started with defining the research issues which were directly connected with the following topics:

- Competitiveness of Polish entrepreneurs on the German market,
- The risk of business activity on the German market,
- Business plans related to increasing exports to the German market,
- Factors determining the development of merchandise exports to the German market,
- Prospects for the development of Polish merchandise exports to Germany.

Research characteristics

The research was carried out from June 8 to July 15, 2011 in cooperation with the Analytical Center of the Customs Administration in Warsaw. The center provided the addresses of Polish companies exporting merchandise to the German market. This database was complemented with e-mail addresses and telephone numbers. The questionnaire consisted of 25 questions. The first part of the questionnaire (questions 1-20) included questions connected with the experience of Polish companies in exports to Germany and the possibilities of exporting goods to Germany [Schuman, Scott, 1987]. The second part consisted of demographic questions (*Metric*), which included basic information about a company (questions 21-25). The questions included in this survey, as well as its overall structure, were discussed with specialists in charge of both the practical and theoretical side of market research [Delenius, 1986].

The questionnaire was sent to enterprises registered in Poland whose annual trade turnover with Germany in 2009 and 2010 exceeded 10 million Polish

zlotys (PLN). A total of 1,331 companies met that criterion, but only 1,204 were classified into the questionnaire's database. The survey was sent electronically in the form of an interactive PDF document, therefore a company needed to have a widely available e-mail address in order to qualify.

The questionnaire was anonymous, but 10 percent of the respondents who returned the completed questionnaire decided to provide us with data enabling us to identify them (an e-mail address with a request to send research results for free). Moreover, 80 blank questionnaires were sent back due to incorrect e-mail addresses. Additionally, five companies were facing bankruptcy or had already been declared bankrupt; three companies refused to take part in the survey, and one wholly German-owned company replied that it exclusively focused on importing merchandise from Germany [Good, Hardin, 2003].

The presented research is the first of its kind among Polish merchandise exporters to Germany after Poland joined the European Union. One of the primary conditions for its success was to obtain a completed survey from a sufficient number of companies [Vaus, 2002].

The researcher's situation was determined by the fact that the research had to be carried out on an individual basis and without financial support from the University of Gdańsk or any private institutions. Bearing in mind these restrictions and the plan for examining the largest possible number of companies, the author used survey methodology in his research¹. A vital feature of this methodology is a standardized questionnaire, as it guarantees the same examination procedure in the case of each respondent². An electronic questionnaire was chosen as a research tool. E-mailing is characterized by the following features [Szreder, 2004]:

- Limited possibility of sending e-mails in one day (up to five hundred e-mails by means of Gmail, one of the websites that allows for the largest possible number of e-mails with blind carbon copy; adding an addressee in this box means that its copy will be sent to this recipient but the name will be invisible to other recipients) [Jobber, O' Reilly, 1998],
- Requires a considerable period of time to carry out the research,
- Provides an adequate number of responses especially when we use such simulation methods as the second mailing or a telephone reminder [Erdogan, 2002],
- The interviewer effect does not occur³,
- A questionnaire cannot be complicated,
- The researcher is unaware when it comes to the conditions of filling out the questionnaire and even the person who answered (e.g. a secretary instead of the Marketing/Commercial Director),

¹ This type of research approach was used in a doctoral thesis by Dr. Stanowska-Hirsch [2008].

² Badania Sondażowe, *Encyklopedia Zarządzania*, www.mifles.pl, accessed June 16, 2011, see Rivlin (1999).

³ A change in a respondent's behavior or answers resulting from the presence of the researcher. See *Słownik Pojęć Marketingowych*, www.targetmarketing.pl, accessed May 1, 2012.

- Lack of possibility for a respondent to obtain an explanation, which might result in an incorrect interpretation of a question or the researcher's intentions [Fahy, 1998].

The choice of e-mailing as a method resulted in the fact that complicated questions could not be used in a questionnaire as they might have become too incomprehensible and the respondent would have had problems with giving the right answer [Malhorta, 1996].

On average, in such research, respondents return no more than 5 or so percent of questionnaires [Koszewski, 2002]. In the case of our project, we received 61 answers. In order to increase the number of responses, we decided to include multiple-choice questions to encourage respondents to give answers (in such a way respondents need less time to fill out the form). We also limited the number of questions and the level of detail to avoid a situation in which respondents would not give responses for fear of revealing trade secrets [Churchill, 2002]. The whole questionnaire was on five A4-format pages including a page-long covering letter, on which we placed the logo of the Institute of International Business as well as the logo of the University of Gdańsk. Respondents returned around 8 percent of the total number of e-mailed questionnaires (96 answers), which was above the average for this type of research [Barnett, 1991], [Platek, Särndal, 2001⁴].

Respondent characteristics

In accordance with the principle of classification of the Central Statistical Office, the examined companies were classified into four categories and the basic criterion was employment:

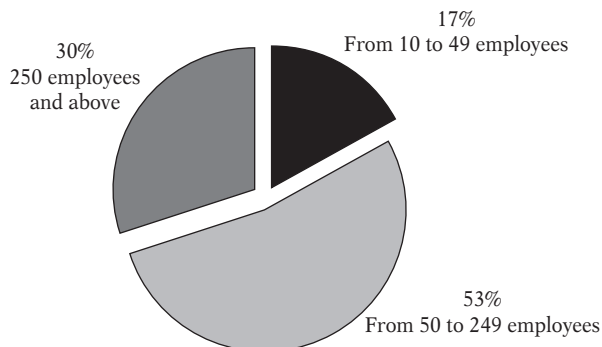
- Micro-businesses – with up to nine employees
- Small businesses – employing between 10 and 49 people
- Medium-sized companies – employing between 50 and 249 people
- Large companies – employing more than 249 people.

Medium-sized enterprises formed the most numerous group among the examined enterprises, followed by large enterprises (see Figure 1). Small enterprises were the least numerous. The research sample contained no micro-enterprises with fewer than nine employees. This was mainly because the survey only covered companies whose trade turnover with Germany exceeded 10 million PLN⁵ – a criterion chosen at the beginning and determined by the database which this author received from the Customs Administration in Warsaw.

⁴ See Barnett [1991]; Platek/Särndal [2001], article translated into Polish and published in *Wiadomości Statystyczne*, No. 4.

⁵ More than €2.5 million.

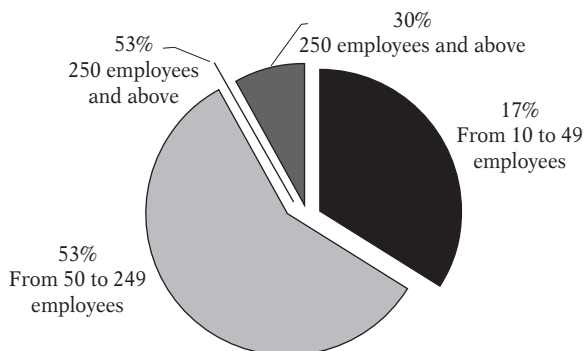
Figure 1
Breakdown of surveyed companies by employment



Source: own results

Eighty-five percent of the questioned enterprises were privately run. More than 50 percent of these were limited-liability companies (see Figure 2). This is the most popular form of operating a business enterprise in many European countries and changes in Poland's Commercial Companies Code in 2008 made this type of business even easier to run⁶. One of the companies chose the answer "other" and also ticked "capital association", but under Polish law the only possible form of a capital association is a joint-stock company or a limited-liability company. None of the examined enterprises was in the form of a private partnership, though some of the questioned companies marked "cooperative" in the box "other." Under Polish law, a cooperative is "a voluntary association of an unlimited number of people (though no fewer than 10 individuals or at least three legal entities)"⁷.

Figure 2
Breakdown of surveyed companies by legal form



Source: own results

⁶ Minimum capital 5,000 PLN (€1,250), down from 50,000 PLN (€12,500) previously; see *Kodeks spółek handlowych* z dnia 15 września 2000 r.

⁷ See *Prawo spółdzielcze*. Ustawa z dnia 16 września 1982 r.

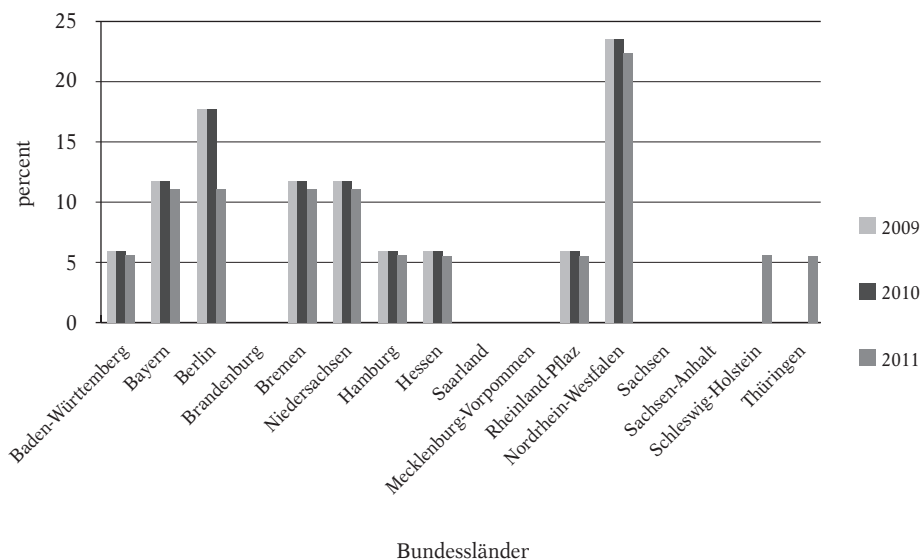
In the research carried out, we also analyzed companies in terms of foreign capital. More than 60 percent of the examined enterprises were Polish-owned, while 30 percent were based on foreign capital; 90 percent of the latter were German-owned.

About 90 percent of the enterprises were set up after 1990, but some were set up between 1957 and 1982, and one was established in 1927.

Internal and external conditions for the competitiveness of Polish companies exporting merchandise to the German market

The surveyed enterprises exported goods to the following German states (Länder) from 2009 to 2011 (see Figure 3): Baden-Württemberg, Bavaria, Berlin, Bremen, Lower Saxony, Hamburg, Hesse, Rhineland-Palatinate, North Rhine-Westphalia, Schleswig-Holstein, and Thuringia. More than 20 percent of enterprises exported merchandise to North Rhine-Westphalia, which is also reflected in German statistical data (see Chapter 3). The survey found that many Polish companies plan to expand to other German Länder such as Schleswig-Holstein and Thuringia. These two Länder are where the value of Polish merchandise exports doubled between 2001 and 2012.

Figure 3
Polish merchandise exports to German Länder in 2009-2011 (%)

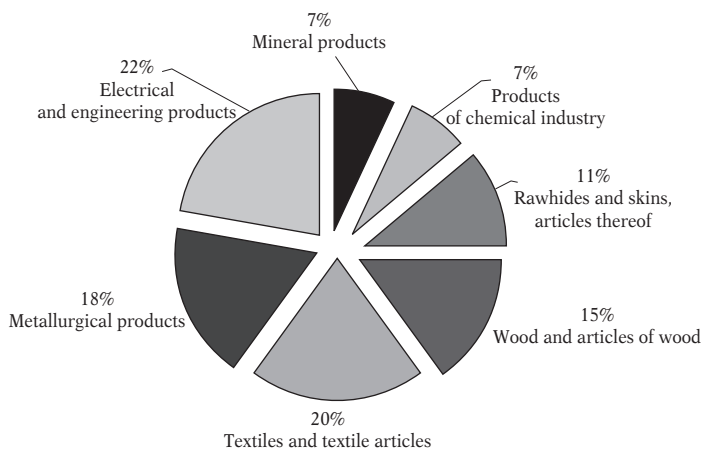


Source: own results

Among the surveyed enterprises, engineering industry products dominated in merchandise exports (about 22 percent). These mainly included machinery and mechanical appliances, electrical and engineering equipment, and transport

equipment. Another prominent group contained light industry products (about 20 percent of responses). Companies in this group chiefly export textiles and textile products. Base metal exports constituted about 18 percent. Other major exports were chemical and mineral industry products as well as leather and leather goods (see Figure 4).

Figure 4
Surveyed companies' merchandise exports by industry (%)



Source: own results

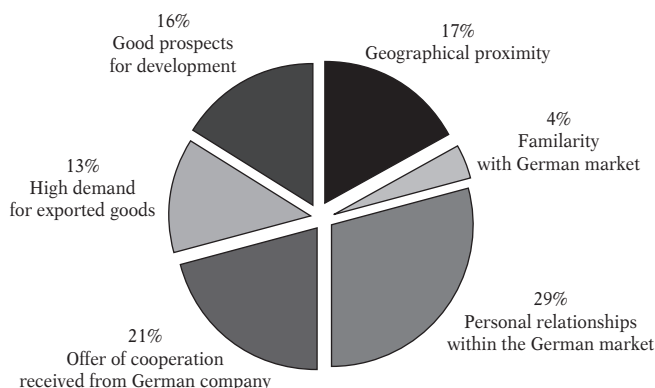
When it comes to “electrical and engineering products”, the surveyed companies said they both exported and imported goods from this group. This is in line with the Grubel-Lloyd index for intra-industry trade. A similar though less pronounced trend was observed among companies exporting metallurgical and chemical products.

On the basis of the survey questionnaires carried out, we identified factors with a decisive influence on Polish goods exports to Germany. Almost one-third of respondents said they started exporting merchandise to Germany mainly because they had business contacts on the German market (see Figure 5). Another key reason listed by the surveyed companies was that they received business proposals from German partners, while the third most important reason was Germany's geographical location across the border from Poland. Notably, the Polish exporters said there was heavy demand for their products when they entered the German market. Most respondents said the German market has good prospects for development.

The surveyed companies were also asked about their competitiveness on the German market. Nearly 40 percent of entrepreneurs said their competitiveness is comparable with that of German companies and other market players. Twelve percent of the companies surveyed said they are more competitive than German companies and other businesses active on the German market. On the other

hand, 5 percent said their competitiveness is lower to that of German companies and other exporters on that market; 47 percent of the survey participants were unable to define their level of competitiveness on the German market.

Figure 5
Factors determining Polish merchandise exports to Germany as evaluated by exporters



Source: own results

The next question concerned the most important competitors – companies exporting or operating a business on the German market. Almost two-thirds of the participants indicated companies operating in Germany with German capital as their biggest rivals. Other vital competitors for Polish enterprises exporting to Germany were companies with Russian, Italian and Chinese capital (mainly enterprises with German capital whose production is located in China in the form of foreign direct investment) as well as other Polish enterprises exporting to the German market.

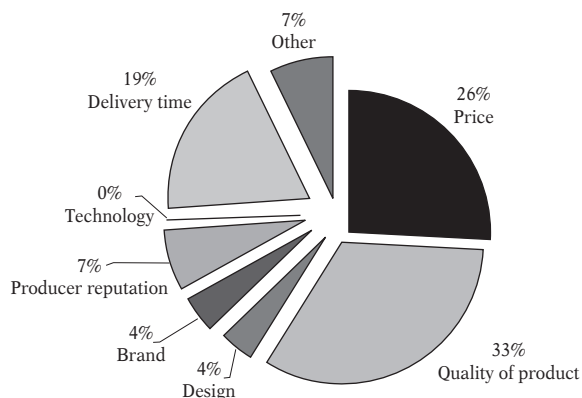
Surveyed companies were asked about factors determining their competitive advantage on the German market (see Figure 6). The obtained data shows that Polish enterprises on the German market are competitive chiefly due to the quality of their products as well as attractive prices and timely deliveries. On the other hand, they do not do well when it comes to their brands and design. The respondents who chose the option “other” listed their company’s flexible approach as its main advantage. Only one company listed the quality of machinery among its strengths.

Notably, none of the survey participants marked technology as their competitive advantage. This is the consequence of low spending on research and development.

Companies operating an export business on the German market assessed the risk as either small or very small (two-thirds of responses). Yet, a quarter of survey participants described their risk as high. The main reason was the lack of possibilities for checking a business partner or the risk of breaking a contract in case of recession. However, despite these concerns, nearly 85 percent of

the surveyed companies said they did not stop exporting merchandise to the German market for a period longer than 12 months.

Figure 6
Competitive advantage of Polish companies on German market

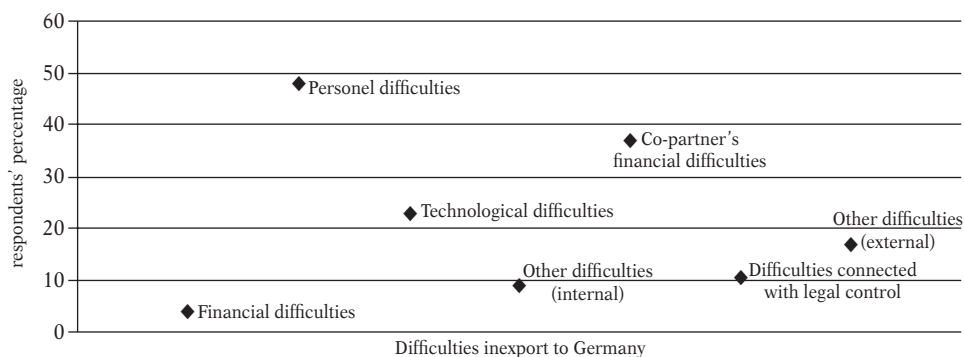


Source: own results

On the basis of the survey methodology, we were able to specify the internal and external difficulties in merchandise exports to Germany (see Figure 7). More than half the examined companies mentioned staffing problems – lack of qualified staff, e.g. employees fluent in German. Moreover, only 4 percent of respondents mentioned financial difficulties, e.g. those involving access to bank loans.

Among major external difficulties, companies mentioned financial problems experienced by their business partners and resulting from the financial crisis. Only 10 percent of enterprises pointed to difficulties stemming from legal regulations.

Figure 7
External and internal difficulties in the process of exporting merchandise to Germany



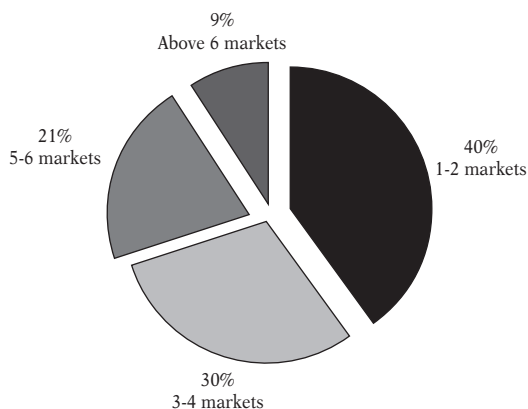
Source: own results

The great majority of enterprises exporting merchandise do not use export mediation services. Over 41 percent of respondents handle exports through their own sales departments in Poland, while companies with foreign capital additionally export their goods by means of their branch offices/commercial agencies in Germany. A number of respondents make use of mediation. The key role in indirect exports is played by German distributors (nearly 33 percent of the responses); only 8 percent of respondents said they used the services of Polish mediators.

The questioned companies export nearly 74 percent of their total output, with Germany accounting for around 66.5 percent of their total sales. Other export markets include France, Russia, Britain and the Czech Republic. Many companies marked the box "other", without specifying details.

The structure of survey participants according to the number of markets is presented in Figure 8. The analysis of the obtained information shows a direct link between the number of foreign markets, company size and the share of exports in total production. The larger an enterprise is in terms of employment, the broader its market range. Companies strongly oriented towards exports were often active on many markets.

Figure 8
Respondent breakdown by number of export markets (%)



Source: own results

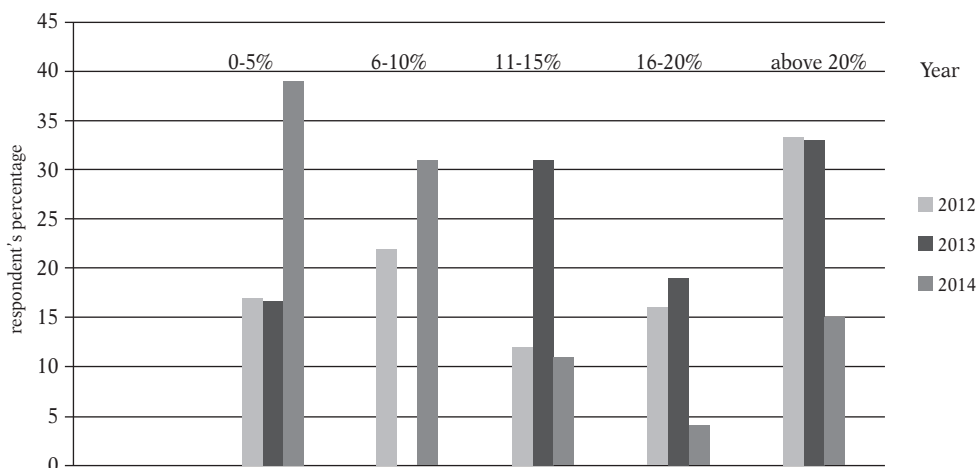
The survey also included a question on export support tools used by Polish companies. The great majority of companies (95 percent) replied they do not use any export support tools because these are either too expensive (e.g. export insurance provided by the Export Credit Insurance Corporation) or unavailable. Some respondents described such export support tools as "not needed", others said they do not meet the criteria to be eligible for such support. In the case of respondents who make, or made, use of export support tools, the main form of support is/was refunding of a part of the cost of participation in trade

fairs and exhibitions. One company said they have insurance from the Coface Poland company⁸.

Prospects of Polish companies exporting merchandise to the German market

On the basis of the survey carried out, we can forecast that Polish merchandise exports to Germany will increase in 2013-2014. However, taking into account long-term prospects, some surveyed companies were unable to specify the expected growth and left the question blank or wrote "hard to say".

Figure 9
Prospects for the development of Polish merchandise trade to Germany



Source: own results

As shown in Figure 9, most companies plan to increase their merchandise exports to Germany in 2013. A third of the surveyed companies plan to increase their exports by over 20%. A further 31% of respondents expect an increase in the range of 11% to 15%. Over 19% percent of respondents plan to increase their exports by 16%-20%, and about 16% of the questioned companies expect a 5% rise.

⁸ Coface is a leading global credit insurance and credit management service provider that has facilitated international trade for over 60 years. Coface was originally established in France by the government in 1946 to support French exports. Now the Coface Group is a world leader in export credit insurance, France's leading source of credit information, as well as the manager of French government export guarantees. Coface has a direct presence in 66 countries and a range of credit insurance services available in 95 countries via the Credit Alliance Network. Coface Group has been in Poland since 1992, www.coface.pl, accessed May 3, 2012.

This forecast for Polish merchandise exports is until 2014. The most important fact is that respondents plan to steadily increase their goods exports to the German market. Nonetheless, the time frame is long and the outlook for the world economy is uncertain due to the eurozone crisis (Greece may be removed from the eurozone, Italy and Spain are facing bankruptcy, and the credit ratings of Ireland are weakening). This causes significant fluctuations on financial markets, including changes in the EUR/PLN exchange rate, which is a key factor in bilateral trade relations. However, despite these difficulties, Polish companies still see great potential in the German market.

Conclusion

The survey on the export activities of Polish companies provided valuable analytical material and made it possible to formulate a number of important conclusions. First of all, it needs to be noted that Polish exports to Germany depend on a combination of internal and external factors. Internal factors depend on the companies' own efforts, such as investment in research and development, the quality of equipment and employee qualifications.

Moreover, the collected data shows that Polish exporters are successful in Germany chiefly because they offer quality products (33 percent of the responses), attractive prices (26 percent) and timely deliveries. On the other hand, their brands and design are not among their selling points.

Additionally, on the basis of the survey carried out, we identified a number of factors with a significant impact on Polish exports to Germany. Almost one-third of respondents said that having business contacts on the German market had a decisive influence on merchandise exports to that country. Respondents also listed business proposals from German enterprises in this context. The third most important reason was Germany's location close to Poland.

The survey included a question on export support tools used by Polish companies. Ninety-five percent replied they do not use any export support services because these are either too expensive or unavailable. Some respondents stated they do not need such services, others said they are not eligible for this form of support. Considering the results of the survey, the government should actively support Polish enterprises in order to spur the development of Polish merchandise exports to Germany. In fact, a key priority is more efficient support for all Polish exporters. The Trade and Investment Promotion Sections of Polish embassies worldwide, supported by the Ministry of Economy back home, should become a more active player among Polish exporters. They should provide Polish enterprises with comprehensive information to help them do business abroad. Moreover, many respondents pointed out that some export support tools are too expensive for them, which renders this form of assistance ineffective. The government's policy must be revised in order to meet the expectations of Polish exporters.

On the other hand, exporters have a limited influence on external factors such as exchange rates, export support measures available, and the credibility

and financial stability of business partners. The strong interplay of external and internal factors leads to a situation in which Polish enterprises exporting merchandise to the German market are doing business at a time of great instability, compounded by fluctuations in economic trends at home and abroad [Jagiello, Marczewski, Wysocka, 2007].

Despite these difficulties, the level of Polish exports and business activity in Germany is still significant. A substantial part of this activity is connected with the growing role of foreign capital in Poland. However, as the survey shows, Polish-owned companies are also vital players on the German market.

The Polish economy is strongly tied to the eurozone, which absorbs more than half of Poland's overall exports. On the other hand, Polish producers can also rely on the domestic market [New York Times, July 2012].

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AKTYWNOŚĆ EKSPORTOWA POLSKICH PRZEDSIĘBIORSTW EKSPORTUJĄCYCH NA RYNEK NIEMIECKI – MOŻLIWOŚCI ROZWOJU

Streszczenie

Celem artykułu jest próba odpowiedzi na pytanie jak będzie kształtował się w przyszłości polski eksport towarów do Niemiec, a także jakie czynniki decydują o tym, że firmy wybierają Niemcy jako rynek zbytu swoich towarów. Rozważania oparto na studiach literaturowych, jak również na rezultatach badań empirycznych wykorzystujących jako narzędzie badawcze ankietę. Pierwszym etapem w konstrukcji prognozy była empiryczna analiza czynników wpływających na eksport polskich towarów do Niemiec – analiza mikroekonomiczna. W tym celu autor posłużył się badaniem ankietowym wśród polskich eksporterów. Zdaniem autora z punktu widzenia celów badania – ankietę wśród firm eksportujących towary do Niemiec jest wystarczająca.

Główne wnioski z przeprowadzonej analizy są następujące: (i) Poza czynnikami makroekonomicznymi (dynamika PKB Niemiec oraz realny kurs walutowy) na eksport polskich towarów do RFN również wpływ mają czynniki mikroekonomiczne, takie jak: ceny produktów, jakość, wzornictwo. (ii) Pomimo kryzysu perspektywy rozwoju polskiego eksportu towarów do Niemiec wydają się dość optymistyczne, a zaprezentowana prognoza pokazuje wzrost eksportu na ten rynek. Zwraca uwagę fakt, że ankietowane polskie przedsiębiorstwa planują systematycznie zwiększać swój eksport na rynek niemiecki. (iii) Ankietę zawierała również pytanie o wykorzystanie narzędzi wspierających polskich eksporterów. Zdecydowana większość firm (95%) odpowiedziała, że nie korzysta z dostępnych form wspierania eksportu, ponieważ albo są zbyt drogie, albo firma nie zna ich. Wydaje się, że istotne byłoby zrewidowanie polityki proeksportowej, tak aby ona była bardziej użyteczna i przyjazna dla polskich firm eksportujących swoje towary na rynek niemiecki.

Słowa kluczowe: eksport towarów, badania sondażowe, prognoza eksportu do Niemiec, nowe, nowe teorie handlu

Kody JEL: F17, F41, F44, F47
