

SPCC e-magazine

No. 01/2016



fot. Zbigniew Klenowicz

Ladies and Gentlemen,

I am pleased to welcome you and present you the first issue of the SPCC e-magazine this year. Since the beginning of 2016 the Chamber's community has expanded with 18 new companies and the total number of SPCC Members is close to 400. That's a strong group and one of the biggest representations of foreign investors in Poland.

In this issue we would like to draw your attention to innovativeness and the potential of Scandinavian-Polish business cooperation in this area. This theme will be with us for the whole year, through organized events and a dedicated report. Inside the e-magazine you will also find other interesting articles prepared by our Members and Partners. We wish you a nice reading!

Roger Andersson – Chairman of SPCC



SPCC Activities

SPCC Community

News from Scandinavia

SPCC Patrons

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Danske Bank

ELTEL
networks

ERICSSON

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onninen

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Radisson BLU
CENTRUM HOTEL WARSAW

SEB

VOLVO

The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together **400 Members** and is one of the largest bilateral chambers in Poland. Membership in the Chamber gives plenty of networking opportunities with an elite group of high-performing managers of Nordic companies and is also a good way of finding inspiration for everyone who would like to expand their business.

EVENTS

We are looking forward to see you at:

- Annual General Assembly and Business Mixer, **31st of March**
- Economic Outlook with Raiffeisen Bank, **7th of April**
- Scandinavian Days in Szczecin, **21-24rd of April**
- CEOs Meeting with Katarzyna Zawodna, Business Unit President, Skanska Commercial Development Europe, **27th of April**
- SPCC HR Seminar with Deloitte Tricity: Current HR trends in 2016, **28th of April**

More events in the **SPCC Calendar!**

EVENTS HELD

Kick-off Business Mixer with Kongsberg Automotive, **22nd of January**



MEMBER COMPANIES

18 companies have joined SPCC since the beginning of 2016.

SPCC brings together **398 Members**

374 corporate Members, **23** honorary Members and **1** individual Member

 142 companies	 68 companies
 100 companies	 64 companies

The Chamber represents **8** countries:

- **5** Nordic countries: Denmark, Finland, Iceland, Norway, Sweden
- **3** Baltic states: Estonia, Latvia and Lithuania.

Meet new SPCC Members
CLICK HERE!



SPCC REVIEW 2015

73 new companies joined SPCC in 2015, we organized 75 meetings with around 4000 participants. We invite you to read the brochure "Review 2015" which sums up the SPCC activities in 2015.

MEETING WITH THE MINISTER OF FINANCE



On 24th of February the Minister of Finance Mr. Paweł Szaląmacha met with representatives of the thirteen bilateral chambers of commerce which represent the largest foreign investors operating on the Polish market. The chambers present at this meeting associate more than 3500 companies that provide around 1.5 million workplaces in Poland. The meeting with the Minister of Finance was chaired by the Scandinavian-Polish Chamber of Commerce.

SPCC representative also took part in a meeting organized by IGCC (International Group of Chambers of Commerce, which is being chaired by SPCC until June 2016) with the advisors of President Andrzej Duda, which was held on the 29th of February. The topic of the meeting was the economic cooperation between Poland and the 13 countries represented by the Chambers taking part in the meeting. As an effect of the meeting, two representatives of IGCC – appointed by SPCC and the Polish-Spanish Chamber of Commerce, were invited to take part in the plenary session of the National Development Council, which took place on the 7th of March and during the session a debate on the Responsible Development Plan was held.

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MEETING WITH THE MINISTER OF DEVELOPMENT



On 11th of March the Deputy Prime Minister, Minister of Development Mr. Mateusz Morawiecki met with representatives of the thirteen bilateral chambers of commerce.

The meeting, which was chaired by SPCC, was an opportunity to learn more about the plans and priorities connected with the Responsible Development Plan that was announced by the Minister Morawiecki, as well as to present the bilateral chambers and investors associated in those chambers.

INNOVATIVENESS – A NORDIC PHENOMENON

Scandinavian countries definitely stand out on the global innovation map as well as in comparison with the other European economies. The level of engagement in innovative solutions and application of new ideas in the economic and social life is very much correlated with a high level of competitiveness and stability of the Scandinavian economies; it's also an engine of the economic growth.

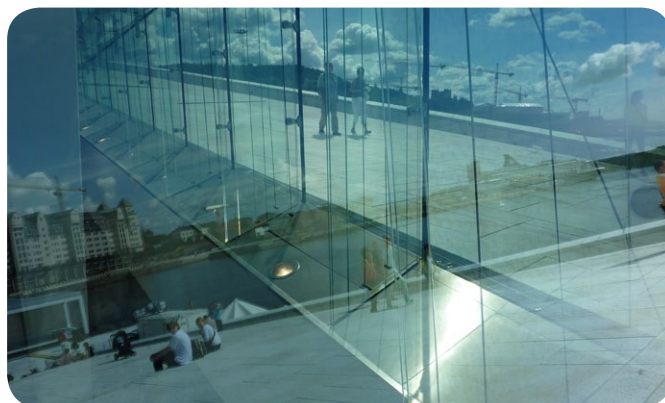
Along with the global expansion of Scandinavian businesses comes the globalization of their research & development processes – Scandinavian companies invest in other countries, including Poland and this facilitates the transfer of knowledge, technology and experiences.

What is the position of Scandinavian countries on the global innovation map and what are the features of Scandinavian innovativeness? How can we learn from those experiences and enhance the Polish-Scandinavian dialogue in this area?

Scandinavia in the international innovation rankings

When talking about innovation it's first worth to mention the competitiveness, because without doubt those two elements influence each other. One of the most important indicators of competitiveness is the Global Competitiveness Index, prepared by the World Economic Forum, which latest edition was issued in February this year. Among 141 of the researched countries, Finland and Sweden are in the top ten most competitive economies, while Denmark and Norway are ranked just behind them (Finland – 8th place, Sweden – 9th place, Norway – 11th place and Denmark – 12th place). A lot of factors decide about such high position, but for sure innovativeness is one of the most important.

Looking closer at the issue of innovativeness in the global dimension we can clearly see a high position of the Scandinavian countries – in the Global Innovation Index 2015, three of them are in the top ten, Sweden marked on the 3rd position, Finland on the 6th, Denmark on the 10th and Norway on the 20th place. The position of the Scandinavian economies is even higher on the European continent. According to the Innovation Union Scoreboard 2015 - a yearly ranking measuring the innovative potential of the EU countries – Sweden, Denmark and Finland together with Germany were granted the



phot. Romeo Grzębowski

title of "Leading Innovators". Sweden is at the top of this group and the first one in the whole ranking.

The success factors of Scandinavian companies in developing innovativeness

The innovative power of Scandinavian economies and Scandinavian business is based on several factors. The education system provides a solid foundation – according to the data provided by the World Bank, education expenditures in Scandinavian countries measured as a percentage of GDP are one of the highest. This is reflected in high quality of education systems and accordingly such high quality is one of the key success factors of Scandinavian economies.

Research & Development (R&D) expenditures are the next factor – in case of Finland they reach 3,78% of GDP and in other Scandinavian countries the percentage is also very high. Those expenditures are continuously being increased and the quota is divided between effective government agencies. Such high expenditures on R&D are correlated with a high numbers of patents – according to National Innovation Capacity Index, prepared by Harvard Business School, Sweden is the second country to note the highest increase in the number of patents in the past 15 years within 173 researched countries. In the same ranking, Sweden was ranked 8th in terms of innovation capacity and the second, just behind Japan, in terms of the number of trained engineers.

The transparent institutional framework is not without significance, as well as effective government policies regarding innovation, cooperation between different entities aimed at implementing innovation policies and a strong tradition of public-private partnerships. Such environment provides good conditions for doing business and supports creativity – this is visible even at the very beginnings of conducting economic activity, namely in supporting start-ups. According to European Digital City Index, Scandinavian capitals – Stockholm, Copenhagen and Helsinki, are one of the most friendly places to conduct economic activity. Stockholm can even compete with United States, because it has the second largest number of companies worth billion dollars per capita, just behind the Silicon Valley. It's also becoming one of the biggest technological hubs in Europe.



phot. Cecilia Larsson, image bank Sweden

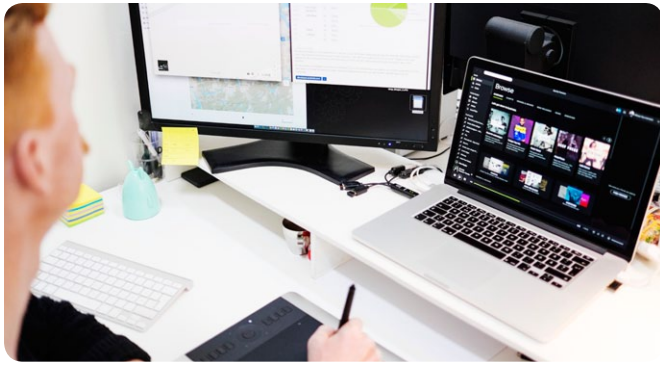


foto. Simon Paulin, image bank Sweden

Apart from international corporations, the engine of the Scandinavian economies are also small and medium enterprises, which are competitive thanks to innovations. The biggest share of the R&D resources allocated by the governments of the Nordic countries is used by private entrepreneurs - 1.35% of GDP in Iceland, 1.45% in Norway, 2% in Denmark, approx. 2.35% in Sweden to nearly 2.5% in Finland.

The development of Polish-Scandinavian cooperation in the area of innovation and technology

Scandinavia is an important trade partner for Poland and Scandinavian companies belong to the biggest foreign investors in our

country. The biggest Scandinavian brands which are active in Poland are investing in research and development and through cooperation with Polish partners they are supporting the process of knowledge and experience exchange. Cooperation in the field of developing innovation has recently gained the official international dimension. The necessity to improve competitiveness of companies on external markets through higher expenditures on R&D was the main topic of the Swedish-Polish Innovation Forum, which took place in June 2015. In February 2016, a Polish-Finnish seminar dedicated to innovation took place in the Ministry of Development. The aim of the seminar was to intensify cooperation between Polish and Finnish research institutes and enterprises and to develop the proposals of joint projects.

Scandinavian-Polish Chamber of Commerce has also noticed the importance and potential of innovativeness and the mutual benefits coming from the transfer of knowledge between Polish and Scandinavian companies and therefore we will be raising this subject this year on various levels of our activities. This theme will be summed up with a dedicated report and conference taking place in October this year.

The innovative potential of Scandinavia
[learn more](#)

INNOVATIONS WORTH SUPPORT



MAGNUSSON



Tomasz Rysiak, Magnusson

Pursuant to the recently announced by the Polish government, long-term plan for development of the Polish economy, innovations enhanced by UE funds are planned to be one of the main stimulus of the economic growth during the coming decades. First propositions implementing that plan which focus on tax incentives aiming to enhance innovative activity have been published

by the Ministry of Science and Higher Education on 4th March 2016. It is expected that the works on the final shape of the new law will take some time, so it is worth to check what the Polish tax law offers to innovators at this moment.

Commencing on 1st January 2016, the tax relief on the acquisition of new technologies was replaced by a relief applicable to taxpayers dealing with research and development activities. In particular, currently applicable tax relief allows the taxpayer to deduct, from the taxable base, a certain percentage of the expenses incurred by the taxpayer on the research and development activities (defined as "qualified costs"). As research and development activity in the meaning of the new regulations is considered any activity of creative nature that covers scientific research and development works conducted systematically in

order to create knowledge and use the knowledge to create new solutions. The regulations applicable as of 1st January 2016 provide for the following categories of qualified costs:

- salaries of the employees dealing with R&D activities;
- purchase of materials (including raw materials) for the purposes of R&D activities;
- purchase of opinions of experts, services of consultants, purchase of results of research of R&D entities;
- price for using R&D equipment;
- depreciation write-off from the value of the fixed assets and intangibles used in R&D activities.

The amount of expenses that may be deducted by a taxpayer is capped at 30% with regard to the salaries of employees dealing with R&D activities, while the remaining expenses are capped at 10% (20% in case of small and medium enterprises).

It is difficult to predict how particular regulations of the tax relief on R&D activity will be interpreted by the Polish tax authorities. However, **current and planned tax reliefs applicable to R&D activity combined with the possibility to use EU funds available to entrepreneurs active in Poland, including Polish subsidiaries of foreign companies, in the new financial perspective for 2014-2020 may make Poland an attractive place to locate innovative business, including R&D centers.**

*Tomasz Rysiak, Radca Prawny / Partner
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SELF-AWARENESS, COOPERATION, INNOVATION

A discussion with Waldemar Olbryk, Managing Director of Enabling Functions Skanska Poland, President of Skanska Property Poland over the years 2011–2014.



Waldemar Olbryk

Waldemar Olbryk is an expert in the field of building business relations, with over twenty years of experience in the real estate and investment sector. He specializes in the implementation of innovative solutions in business and in supporting change in its environment. He is a graduate of the University of Łódź and holds an MBA awarded jointly by the University of Łódź and College of Maryland.

He also received Project Management Professional certification in line with Project Management Institute (PMI®) standards.

When Waldemar Olbryk became the President of the Board of SKANSKA Property in 2011, the company was undergoing significant change at that time—a shift from the management of single projects to “assembly line project production.” This necessitated changes in skills and in employee attitudes. The new president proposed a three-phase process for becoming an innovative company, where a major role was played by Blanchard Situational Leadership and Extended DISC analyses.

Symptoms of change were already visible at the very start when the number of projects grew year by year. Projects at SKANSKA Property are based on making office space available—the company designs, builds, and maintains sustainable office buildings of proper quality that are located at the best municipal sites. *I became aware of the fact that we were starting to do something that already is ‘production’ where we have repetitiveness that must be supported by people who understand what they are responsible for, who learn from each other, and who co-create the product,* recalls Waldemar Olbryk. *It was clear to me that we would not create this if we do not start mutually listening to each other and if we do not know who is responsible for what. This was the first step in the three-year cycle I proposed. The successive two phases were devoted to collaboration and implementing innovation.*

It Is Permissible to Not Know Something

The SLII (Blanchard Situational Leadership) project was the starting point where employees started talking and listening to each other. SKANSKA Property Poland is not a large or-

ganization. It is made up of one hundred people. It is for this reason that training the entire company in situational leadership was facilitated. Ultimately, everyone could communicate using a common language. However, the most important effect, according to the President, was the appearance in the organization of a new attitude: We admit that there may be something we do not know and that everyone has their own field of expertise, but also areas with a shortage of competencies, skills, and knowledge. This meant that it became possible to ask about something without fear. It is better to admit to not knowing something and doing something about it rather than pretending to know best. *During this first phase of building a team, it was also necessary in order to create organizational self-awareness,* said Waldemar Olbryk. *We wanted to learn what we know, learn what we do not know, what skills we have and which ones we lack in order to learn the scope of tasks at our job position and to clearly communicate ‘contact points,’ places where cooperation is initiated. Diversity, setting up channels for listening, and two-way communications are the basis for starting to build mutual trust. That is something that cannot be ordered from the top, although it must come from the top through management’s example. We obviously started with ourselves, in management. Subsequently everyone had workshops with their people,* recalls Waldemar Olbryk.

Cooperation Based on the DISC

Extended DISC supports the building of cooperation within teams. When the employees already knew who is concerned with what and who has to be contacted (where the already mentioned “contact points” are), we attempted to introduce the highest quality of these contacts. *We said to ourselves: we will mutually learn about each other, that we are different and that we behave differently in the same situations, and let’s use this knowledge so that our relations are productive,* explains Waldemar Olbryk. *We reached for a model already used at SKANSKA. We trained everyone in Extended DISC, starting with the management and ending with employees. Thanks to this our employees discovered differences in the way they react and in team-related ways of reacting to various situations as well as how this can be used.* The model became a living element of company culture not only because it explained relations among co-workers, but also helped in relations with clients, which means it supports the achieving of goals. Employees remember that everyone has his or her DISC profile, including clients, and that the proper reading of the client using this model can make it possible to collaborate with the client to work out the best solution.

The Gift of Innovation

Waldemar Olbryk defines innovation as a state of mind, not technology in and of itself. It expresses itself as an attitude

such as “let’s do it differently so it will be better.” Innovativeness was the third step in the process of building a new type of organization. After going through the phase of learning as well as going through the phase of learning to cooperate, the next step is striving to discover the idea that next time we can be better. *I was surprised to discover that this step does not have to be stimulated. It happens by itself,* relates Waldemar Olbryk. *The employees themselves come and say, ‘We’ve already been through this, let’s do it differently...’ No one ordered them. They did it because they had a need. We were at home base!*

Simply, Accurately, Understandably

The use of Extended DISC to build relations in a team and among teams proved to be a success mainly because of the simplicity and accuracy of the tool. *It’s amazing how through a simple set of questions a person discovered him- or herself and says, ‘Wow! It fits...’* stresses Waldemar Olbryk. *There is, of course, a danger lurking here. For some, if something seems uncomplicated it generated disbelief that the information has weight and is scientific. Thus, it is necessary to explain that in this case ‘simple’ means ‘well worked through.’*

Among other benefits, the former head of SKANSKA Property calls attention to the practical aspects of using Extended DISC. Assessment results are easy to discuss in one’s own team. It is

a tool that opens people up: DISC, with its styles, its letters *D, I, S, C*, allows the using of observations in everyday communications (e.g., you are a *D* and I am an *I*, which means that the first person gets to the heart of the matter quickly while the second needs a moment to build a relationship). On the other hand, it can be used flexibly. These are not characteristics set in stone. They can and should face confrontation against one’s own feelings and ways of perceiving others.

This is SKANSKA

Waldemar Olbryk admits that it is not in every corporation that he could propose his own ideas on organization with such freedom, as is the case in SKANSKA. The described three-step process (skills and knowledge, communications, innovation) is completely his own, albeit inspired by literature, but never tested before. Obviously, it was also possible since the company had good results and the management was of one mind that this is worth trying. Another challenge was communicating the idea to the staff. He admits that it is difficult for him to carry people away by merely describing his vision. He needs the support of the authority of the formal leadership. *I did not always feel comfortable, admits Waldemar Olbryk. In this case I would have preferred leadership based exclusively on conviction, on selling people the idea. I had to make up for this by determination, but it was worth it.*

IKEA INVESTS IN CO-WORKERS



IKEA has ambitious and long-term growth plans in Poland. Over the next 20 years, the company plans to increase the turnover sixfold, open new stores and recruit new employees. The company’s mission is to create a better everyday life for the many people, including also co-workers - at home and at work. IKEA wants to be an attractive employer for all, therefore continuously strives to offer better working conditions, a lot of development opportunities and various benefits.

One of the examples of those activities, was the increase of the minimum hourly wage by 20% - up to 15 PLN/h - on December 2015. What is important, the basic form of employ-

ment at IKEA stores is a contract of employment, but due to the nature of work in the retail, the settlement of time is hourly. This change was in response to the current realities of the labour market, rising cost of living and the needs of co-workers. As a result, IKEA offers them a stable employment conditions, while also enabling the greater opportunities for personal and professional development.

IKEA’s priority is also to promote the health and safety of co-workers. The company strives to offer various benefits, corresponding to the current situation, preferences, or age of co-workers (eg. medical care, accident insurance). IKEA also wants to build long-term relationships with them, an example of which is the pension plan introduced last year to all co-workers of IKEA Group in Poland – 14,000 people. In this way the company joined a small group of employers in our country who offer this kind of benefit. It is worth noting that the pension plan is also financed by the Loyalty Program Tack!, through which the company says “thank you” to co-workers for their work and shares with them its business success.

As a result, more than 80% of co-workers of selected IKEA Group companies declare a willingness to cooperate with the company in the long term perspective. However, IKEA does not intend to stop and plans further changes to become a great place to work.

THE NETTO POLSKA RETAIL CHAIN DOES CARE ABOUT POSITIVE WORK ENVIRONMENT



Kent Petersen, CEO, Netto Polska

“Danish companies need to perceive being a good employer as an objective in its own right”. Those words spoken by Ditte Vigsø, Managing Director at Great Place to Work, an international consulting company in Denmark, are turned into reality by the Netto chain stores, which have been present in Poland for more than two decades.

A survey measuring the level of satisfaction of company employees with the working environment has established itself within the corporate culture of the retail chain. The Barometer survey has been carried out by the company on a regular basis for more than eight years. Importantly, it covers employees across all levels. In the last year's ranking, the Polish branch of the company improved its work satisfaction result by 2 points compared to the previous year. The result is even more sat-

isfactory considering the fact that the retail trade industry is seen as an attractive employer by a mere 20 percent of the Poles¹. The last year's Barometer demonstrates that company employees are proud to work for Netto and that they believe in its potential to succeed in the future. The Barometer has also shown that close-knit teams are a key feature of the retail chain, giving everyone a sense of belonging. Employees have a very good opinion of their line managers, perceiving them as good leaders.

Every year we see how important it is to verify the level of employee satisfaction, said Kent Petersen, CEO at Netto Polska. “We are aware that maintaining a friendly work environment is essential to good performance of the business as a whole. With the Barometer, we want Netto to become an even better workplace, where all employees take pride in pursuing their aspirations and employing their talents. We are aware of the relationship between a good and healthy corporate culture and the implementation of our strategy and achievement of business objectives.

¹ Data based on a Randstad Awards survey, autumn 2014



Szczecin

Scandinavian Days



On behalf of the Mayor of Szczecin we cordially invite you to the next, third edition of the Scandinavian Days in Szczecin, which will take place **on the 21st -24rd of April 2016.**

We would like to focus your attention on **business conference on the 21st of April**, dedicated to the subject of obtaining energy from organic waste and photovoltaic farms, combined with a B2B exchange. In addition, during the conference the issues of cooperation between universities will be discussed. The meeting is organized in cooperation with the Embassy of the Kingdom of Norway, a strategic partner of this year's event.

At the beginning of April the detailed program of the Scandinavian Days 2016 and the conference itself will be available. We encourage you to **save the date.**

More information about the event will follow shortly on the [SPCC](#) and [City of Szczecin](#) website.



GOLENIÓW INDUSTRIAL PARK – 43 INVESTORS CAN'T BE WRONG



Goleniów is the most Scandinavian town in Poland. Evidence is abundant, not only the fact that the coat of arms of Goleniów comprises colours typical for the Swedish national flag. For instance, Goleniów is the seat of Ikea Industry, its plant and design centre. Goleniów is also a home for Danish LM Wind Power, with its factory and service hub. And the Goleniów Industrial Park attracted many other Danish investors, just to mention Abena, Dancoal, HG Poland, Prime Cargo, Stok Emballering and Stylepit.

The location of the town is crucial. It is located on the cross roads of two main European roads E28 and E65. The latter connects Swedish Malmö with Chania at Crete. Additionally, we have direct scheduled flights to Oslo, Bergen and Stavanger.



Goleniów Industrial Park from birdview



Robert Krupowicz, Mayor of Goleniów

The above circumstances suggested to us to tighten cooperation with the Scandinavian-Polish Chamber of Commerce. Membership in the organisation provides an opportunity to make contact with an elite group of people managing rapidly developing Scandinavian businesses, which gives a change to attract even more Scandina-

vian investment to Goleniów. *By joining the SPCC we gain a possibility of reaching over three hundred Nordic investors operating in Poland. The promotion in the chamber is also very important. Goleniów is the first local government to join the SPCC, a fact which will definitely be noticed by member companies.*

Thomas Østrup Møller, the former Ambassador of the Kingdom of Denmark to Poland, a great friend of West Pomerania, once called our region „Little Denmark“. From this point of view, Goleniów is „Little Herning“.

*Robert Krupowicz
Mayor of Goleniów*



LM Windpower Blades bladeyard

It is not a coincidence that we are placing our first Polish factory here in Goleniów. It is the result of very thorough research and analysis, where all our findings at the end pointed to this region. First of all this site is ideally located to competitively serve our markets. Secondly, the authorities have been both agile and accommodating in responding to our business development needs. As a third factor, this site provides an excellent platform for future expansions and we have every confidence, that we can realize our future expansion plans here in Goleniów Industrial Park. Last but not least a very decisive factor: here in Goleniów we have found the quality people that are an absolute precondition for success.

*Roland Sunden
former CEO of LM Wind Power Group*

We look forward to doing more business in Poland based on a positive experience with professional advisors, fast track decisions and a minimum of bureaucracy. We also foresee a strong growth on the local fashion market. Stylepit has been active in the Polish internet fashion market via the website www.stylepit.pl for more than 6 months now – and the company is experiencing strong growth in the local market. We aim to be the leading e-fashion retailer in Poland.

*Marc Jeilman
Director in SmartGuy Group A/S*



Meet ICANN

Most of you have probably never heard of the Internet Corporation for Assigned Names and Numbers (ICANN), or perhaps you only have a very rough understanding of its role – and yet, each one of you is actually our customer!

To reach another person or a website on the Internet, you have to type an address into your computer - a name or a number such as spcc.pl or 79.96.50.19. That address has to be unique so computers know where to find each other. ICANN helps coordinate and support these unique identifiers across the world. In other words – it manages the Internet's central address book and also sets the policies around it on how it is to be maintained.

ICANN's policy-making process is unique, as it is comprised and led by various voluntary participants with an interest in the Internet. These include government, business, civil society, technical community, and end-users. All these actors bring their expertise and deliver input into our policy development process. This is what we call the multistakeholder model. ICANN provides everyone that has an interest in making Internet policies with ways to get engaged; the organisation coordinates the policy-making effort and then implements the policies that the multistakeholder community develops.

It is worth noting that, despite counting over three billion Internet users today, the Internet has never broken! This is a strong testimony that the multistakeholder model is a success, despite its unique governance structure.

Businesses are crucial stakeholders in this ecosystem. They influence a wide range of issues that ICANN is dealing with - from enhancing network operations and devising new ways to connect online with partners and clients, to the protection of intellectual property and the mitigation of abusive practices.

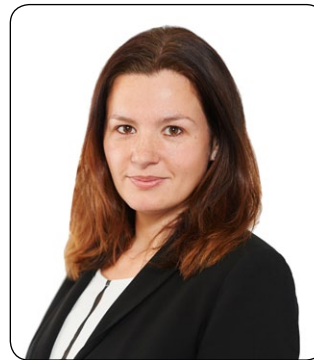
And this is why we are keen on getting you involved: If you run a company with an Internet presence but are not involved, you are actually relying on others to do the job of setting policies around all of these issues of vital importance for you and your operations, and you are benefitting from the hard work and investments of others. At the same time, you are abiding by the policies that others have set for you, without having any influence.

Unfortunately, there is next to no participation of businesses from the Central and Eastern European region in ICANN, meaning that businesses from other areas of the world predominantly set rules and policies that affect your business too. ICANN would welcome a greater engagement from business

stakeholders from this part of the world. To make it easier for local stakeholders to “get in touch” with ICANN and to make ICANN more visible in Central and Eastern Europe, a new position was created to have a person in place specifically for this region – a position, which I am lucky enough to hold. I am hoping to meet many of you in future to be able to tell you more about ICANN and how you can get involved.

And finally – some news that the members of the Scandinavian-Polish Chamber of Commerce might appreciate; ICANN is about to gain a strong Scandinavian tie: In May 2016, ICANN will welcome a new CEO, Göran Marby, who happens to be Swedish!

All resources for businesses to learn more about ICANN and best ways to participate are available at: icann.org/forbusiness



Gabriella Schitteck has worked for ICANN for almost ten years, however, only recently changed position to become ICANN's Global Stakeholder Engagement Manager for Central and Eastern Europe. Gabriella is of Swedish origin, but has lived in Warsaw for many years. She can be contacted

at: gabriella.schitteck@icann.org

ICANN is keen on getting more people from the Central- and Eastern European region interested in Internet issues. ICANN has therefore started an initiative called the “Internet Academy”, where experts will share their knowledge about various aspects of the Internet in four 2x45-minute long sessions. The lectures range from topics such as the protection of intellectual property rights, through protecting your privacy, to the issue of human rights on the Internet. ICANN will give a presentation on how it recently opened the domain space to new endings, such as .stockholm or .money.

The lectures will be held bi-weekly at the Warsaw University Library (“BUW”), at 17.30 – 19.30 starting in April. They are free of charge and everyone is invited. The full programme and more information is available at:

www.internetacademy.pl

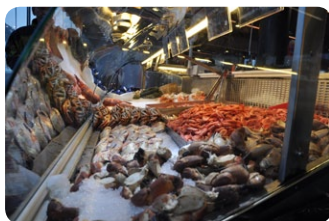
Welcome!

SPONSORED ARTICLE

Nordic regions with the strongest potential

New report from the Nordic Centre for Spatial Development (Nordregio) - „State of the Nordic Region 2016” for the first time ever, included a Regional Potential Index that compared the performance of 74 administrative regions in the Nordic countries. Taking into consideration the regions’ key economic, demographic and employment indicators, the report concluded that the Oslo region was the top performer. Following Oslo were the Greater Copenhagen Region (Hovedstaden) and Stockholm. The fastest growing of all Nordic urban areas was Stavanger, which saw its population shoot up by 36.8 percent and is now home to 290,000 people.

A record seafood export from Norway



Fot. Andrzej Adamek

Norwegian seafood export has doubled in the past 10 years. Seafood export in 2015 totaled 74.5 billion NOK, which is the highest level ever. Seafood exports in 2015 totaled 74.5 billion NOK. This is an increase of 8.4 percent from the previous record in 2014. In the first quarter of 2014, Poland has become the first recipient of Norwegian fish and seafood – last year the Polish import of such products from Norway has amounted to 6,9 mln NOK.

We have maintained this position for the whole 2014 – apart from Poland, the other biggest recipients are France and Denmark.

(source: Puls Biznesu)

Helsinki-Tallinn undersea tunnel project takes step forward



Fot. Aarno Kurkela

Finland and Estonia have signed a cooperation memorandum on developing transport between Helsinki and Tallinn, which includes pushing forward the planned undersea tunnel project. The agreement was signed by the two countries’ transport ministries as well as the leadership of the cities of Helsinki and Tallinn. In March 2008, the mayors of both cities signed a letter of intent on the construction of the tunnel. Currently, both cities are connected with a ferry route through Finnish Bay, which was used by 8 million people in 2014. The undersea tunnel will reduce the current travel time to 2,5 hours and naturally it will create a cross-border metropolis, which is already being described as “Talsinki”. The construction of the tunnel will have a huge impact on the inhabitants of both cities and agglomerations. The tunnel is scheduled to be open in 2030.

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Świnoujście – Trelleborg Sea Motorway will be created

The European Commission decided to grant funding worth 11 mln euro to the project dedicated to creation of Świnoujście-Trelleborg Sea Motorway. The project has been prepared and submitted jointly by both sea ports and it was based on common experiences regarding this route.

The idea of sea motorways is connected with the necessity to create new alternative transport routes for the inter-modal transport. Currently there are 6 ferries operating on this route. The volume of mutual trade in this route in 2015 amounted to 3,1 mln tons, while the whole value of the goods exchange between Świnoujście and other Scandinavian ports is 6,8 mln tons.

(source: Port Szczecin-Świnoujście)

EU's highest share of renewables in Sweden



Fot. Ewa Rzepa

The share of renewables in gross final consumption of energy is one of the headline indicators of the Europe 2020 strategy. The target to be reached by 2020 for the EU is a share of 20% energy from renewable sources in gross final consumption of energy. According to Eurostat, the share of renewables in energy consumption in the EU rose further to 16% in

2014. With more than half (52.6%) of energy from renewable sources in its gross final consumption of energy, **Sweden** had by far in 2014 the highest share, ahead of Latvia and Finland (both 38.7%), Austria (33.1%) and Denmark (29.2%). In Poland, the share of renewable energy is 11,4%.

Sweden recorded the highest GDP growth in the EU in the fourth quarter of 2015

Seasonally adjusted GDP rose by 0.3% in the euro area (EA19) and by 0.4% in the EU28 during the fourth quarter of 2015, compared with the previous quarter, according to an estimate published by Eurostat, the statistical office of the European Union. In the third quarter of 2015, GDP also grew by 0.3% and 0.4% respectively. Among Member States for which data are available for the fourth quarter of 2015, Sweden (+1.3%), Estonia (+1.2%), Poland and Romania (both +1.1%), Hungary and Slovakia (both +1.0%) recorded the highest growth compared with the previous quarter.



Fot. Michał Świącicki

Denmark no. 2 in the World in ICT Development Index 2015

Denmark is ranked number two in the world and first in Europe in the ICT Development Index 2015 published by the UN agency ITU. Denmark was ranked just behind Korea, and before Iceland, which was ranked on the 3rd place. The other Nordic countries also received very high rankings - Sweden on the 5th place, Norway - 10th and Finland on the 12th place. Poland was positioned on the 44th place in the ranking.

SPCC e-magazine: Scandinavian-Polish business community online!

The SPCC e-magazine is distributed to a wide group of readers interested in information about Scandinavian-Polish market: more than 370 companies being SPCC Members, other Scandinavian companies operating in Poland, business institutions and media. Therefore the magazine offers a unique opportunity for companies wishing to promote their business among the key stakeholders representing Scandinavian-Polish business community.

The next issue of SPCC e-magazine will be published in June, the deadline for submitting the materials is 25th of May.

We offer a possibility to publish articles, interviews and advertisements. If you are interested in cooperation please contact Sylwia Wojtaszczyk-Ciąćka: **swojtaszczyk@spcc.pl**, tel. **22 849 74 14**.

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