



*5th Anniversary
of the Scandinavian-Polish Chamber of Commerce
Nordic investors in Poland*



Table of content:

I. Welcome to the Scandinavian-Polish Chamber of Commerce	1
II. About the SPCC	2
III. Letter from Nordic Ambassadors	5
IV. SPCC Patrons 2010	6
V. Profile of SPCC member companies	8
VI. Danish Business Forum	14
VII. Danish companies in Poland	15
VIII. Finnish Trade Guild	16
IX. Finnish companies in Poland	17
X. Norwegian Business Forum	18
XI. Norwegian companies in Poland	19
XII. Swedish Business Club	20
XIII. Swedish companies in Poland	21
XIV. Nordic investment in Poland Outlook	22

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Welcome to the Scandinavian-Polish Chamber of Commerce

The Scandinavian-Polish Chamber of Commerce (SPCC) has celebrated its 5th birthday as it was created in 2004 as a merger from the business clubs in Poland of Denmark, Finland, Norway and Sweden. The name 'Scandinavian' was chosen unanimously in order to brand the newly shaped organisation better. The word 'Nordic' is not easy to handle as a brand and using 'Baltic' was going too far.

Those who made the decision behind this merger in 2004 made a very wise decision. They created a strong platform for the interests of Nordic companies present in Poland and Polish companies interested in Scandinavian markets.

They also formed the basis of one of the largest and strongest foreign chambers of commerce in Poland.

Please, have a look at the statistics about import and export and investment in Poland shown elsewhere in this publication!

- *In the trade the Nordic countries together are the second largest after Germany. We are bigger than countries like USA, UK and France.*
- *Also in foreign direct investment we have a strong position.*

Our task is to get something out of this fact to the benefit of our members.

In 2007, under the chairmanship of Esko Kilpinen (Finnish Section), we developed a new strategy in order to shift from being a predominantly expat organisation into a real chamber of commerce, which can represent its members and be heard as the voice of the members in Polish-Scandinavian commercial/political affairs by politicians, authorities and the press/public not only in Poland but also in the Nordic countries.

Under my chairmanship, from early 2008, this strategy began to be implemented and continues to be developed today in cooperation between the board and the new management by Agnieszka Kowalcze.

We have completed the coverage of relevant parts of Poland. We have got a stronghold in Scandinavia (Öresund Region). Last but not least we have established a structured cooperation with the Nordic Diplomatic Missions in Warszawa through our Honorary Presidium.

As you see in this publication, a lot has been done and a lot has to be done in the future. We all hope and believe that we have the worst and the most of the global financial crisis behind us. One of the good results of the crisis is that Poland is no longer regarded just as one of many so-called 'emerging markets'.

Poland is standing strong and alone in the most positive position possible after the crisis, steady in terms of growth and progress.

Not even the most sceptical or hostile "financial analyst" from the financial world in London or elsewhere has any excuse for treating Poland or the Polish Zloty as if it was just one another "emerging" (read exotic and unpredictable) market countries.

Poland is a normal, strong European country, an absolutely stable EU and NATO member, but still with some of the advantages of having been recently "emerging".

We, in the Polish/Nordic business world should be very aware of this and utilise the unique opportunities given to us by this position of Poland.

Warszawa, December 2009

On behalf of the board

Peter Tærø Nielsen
 Chairman, SPCC

Agnieszka Kowalcze
 Director, SPCC

About the SPCC

The Scandinavian-Polish Chamber of Commerce (SPCC) was established in March 2004 as a result of the merger of four organizations: the Finnish Trade Guild, the Norwegian Business Forum, the Swedish Business Club and the Danish-Polish Chamber of Commerce. These are all now National Sections of the SPCC. Prior to the merger each organisation had already been present in Poland for more than 10 years, however their representatives came to the conclusion that a bigger organisation would be more effective and significant, and decided to establish a single association to be the business platform for all Scandinavian companies operating in Poland, entitled the Scandinavian-Polish Chamber of Commerce.

The Chamber's headquarters is located in Warsaw. In Poland we also have regional representations in Kraków, Poznań, Wrocław, Szczecin, Tricity and representation in Öresund Region in Scandinavia. The most significant group of companies associated with the SPCC are those that were constituted with Scandinavian capital and open for co-operation with Scandinavia, and for which Scandinavian values are important. At the moment we have almost 350 members. These include companies operating in the main sectors of the Scandinavian economy, i.e. the power generation market, construction, paper industry, logistics, services, telecommunications, furniture, oil industry, food processing and the biggest Nordic banks.

The SPCC's Mission & Vision

We aim to be the centre for networking, inspiration, knowledge and support of Polish-Scandinavian Business Interests and Values. As an organisation we promote fair competition, transparency, equal rights, and environmental and social responsibility.

We promote Nordic national interests in Poland: We have National Sections of all 4 Nordic countries under the wings of the SPCC. The Sections' activities are predominantly of a social and cultural nature, but benefit from the SPCC's strength and organisation. Each section is governed by a board. The section members also elect the members of the main SPCC board.

We hold events: Every event is strictly focused on members' interests. Some events are for networking only, some are for conveyance of knowledge, and some are for discussions with, for example, politicians. A few are of a social nature, bringing together the expatriates at that location or all the Polish employees of member companies of Nordic identity and values.

We have created Forums: To provide members with relevant information on different thematic issues we have created an HR Forum, PR Forum and recently, a Tax Forum. Next item on our agenda is to establish a forum gathering companies from infrastructure branches.

The idea with the forums is to gather members interested in networking, exchange know-how, and provide seminars of professional interest and other joint actions on neutral ground.

We cooperate: Through our Honorary Presidium comprising the ambassadors to Poland of the 4 Nordic countries and the chairman and the vice-chairmen of the SPCC, we have developed a systematic cooperation with the diplomatic missions, which both parties are very eager to promote.

We are also in touch with the Polish missions and local chambers of commerce in the Nordic countries and cooperate on an ad hoc basis. We aim at developing this cooperation.

We work in the Baltic Sea Area: Together with the Embassy of Sweden and the Baltic Development Forum amongst others, we organised a large conference in June 2009 here in Warsaw. The topic was the introduction of the EU Baltic Sea Area Strategy which, afterwards, was finally concluded by the EU. We plan to develop further cooperation and be a part of the force that is shaping the Baltic Sea Region for the future of our business and prosperity.

We assist Polish companies: Polish companies have become more and more interested in the North and the possibilities for entering the market in the Nordic countries looking for clients, network or business partners. When they approach the SPCC we provide them with the needed assistance and contacts.

We cover Poland: Regional Representatives are present in Poznań, Tricity, Kraków, Wrocław and most recently, Szczecin. These are local platforms for networking among members in the region and they host 4-6 events each year, including events where local or regional authorities are approached and discussions with them are held.

We are present in Scandinavia: From December 2009, the SPCC has had a Regional Representative in the Öresund Region (Copenhagen/Malmö). We hope that this will result in the same level of activities as in the case of our other main regional representations.

We aim to develop further cooperation in the Nordic countries wherever possible and relevant.

Today, the SPCC is the **3rd** largest bilateral chamber of commerce in Poland based on the number of member companies, and **5th** in the total number of investments made by Scandinavian companies on the Polish market.

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Letter from the Ambassadors of Denmark, Finland, Norway and Sweden

As Nordic Ambassadors we are very satisfied with the cooperation between the SPCC and our Embassies during the last five years. The establishment in 2009 of the SPCC Honorary Presidium will further intensify this cooperation.

The SPCC plays an important role in creating meeting places for companies where they can exchange experiences and build networks. We welcome the SPCC's efforts in promoting Nordic values and corporate social responsibility. The Polish economy is in comparatively good shape. High investment levels offer excellent opportunities for business and cooperation between the companies of our countries and Poland.

These promising opportunities will no doubt attract other actors to the region and increase competition. This should primarily be seen as a further challenge to Polish-Scandinavian industry and business development which we are perfectly capable of meeting together.

The constructive engagement of the Polish government and of the local regions in the new EU growth Strategy for the Baltic Sea Region, also presents obvious opportunities for fruitful cooperation and development of partnerships between Nordic and Polish companies.

To the benefit of SPCC members, we expect over the next five years to see:

- Dynamic economic development in Poland offering new business opportunities,
- Increased Polish focus on its Baltic Sea regional position and interests,
- Further reduction of barriers to trade and services within the region,
- Continued increase of innovation and technology in Polish-Nordic industrial, infrastructural and socio-economic development.

We are strongly committed to supporting these developments and to further promoting the cooperation between the SPCC, its members and our respective embassies.

The Nordic-Baltic region has the best potential to become a leading centre for "green" growth, sustainable development and high prosperity for all its citizens – and we should go for it!

Hans Michael Kofoed-Hansen
Ambassador of Denmark

Vesa Himanen
Ambassador of Finland

Enok Nygaard
Ambassador of Norway

Dag Hartelius
Ambassador of Sweden

SPCC Patrons 2010

Chances and challenges for the SPCC for the next 5 years

The Scandinavian-Polish Chamber of Commerce has, during the last 5 years, proven to be a strong, reliable and supportive network for new companies entering the Polish market, as well as for private individuals newly expatriated to companies already present on the market.

The continued integration of Poland into the EU as well as the growing importance of Poland as a trade partner to Denmark, Sweden, Norway and Finland will offer great opportunities for Scandinavian-Polish trade relations in the next five years. The challenge to the SPCC during this time is therefore to maintain momentum and to respond to the expected increasingly complex needs of both existing and potential members.

- Lars Ekström, General Manager, Danske Bank Poland

Five years of cooperation with the Scandinavian Polish Chamber of Commerce has meant most of all a calendar full of meetings, which has made this time pass really fast, and we hope that this positive discussion climate between the representatives of Polish and Scandinavian business will continue to accompany us. Of crucial importance to us are, not only the meetings organised in the capital, but also the meetings in other regions, where our business develops dynamically and where we have a chance to meet our clients. It is very important to build and develop international contacts in the common European market. This is why further meetings and discussions organised by the SPCC are essential to us. We wish you further engagement and success.

- Maciej Czerwonogrodzki, Head of Nordic Corporate Banking Department, Nordea Bank Polska S.A.

Globalisation and the massive increase of information flow challenge all participants of the business environment. The SPCC was, and we believe, will continue to be a facilitator in building networking space for the members. Supporting and strengthening the positive image of businesses itself and Scandinavian business culture might also be an important area of activity. The SPCC may also support new companies willing to enter the Polish market and cooperate with its counterparts in Nordic countries.

- Tomasz Boruc, President, Onninen Sp. z o.o.

During the past five years many positive changes have taken place at the Scandinavian-Polish Chamber of Commerce. The Chamber distinguished itself among other similar organisations as one being very active and having a very rich programme of business events. Our law firm participated in many of these, and found them very useful for acquiring knowledge and especially for creating and developing business contacts.

We deeply believe that within the next five years the Chamber will maintain the high quality and diversification of events; as professionals we are always looking for a forum which can be both educational and challenging. We believe that the Chamber will continue fulfilling our needs in this respect, organising many thematic seminars, workshops and lectures concerning legal, economic, tax and financial topics, where we can not only present ourselves and our expertise but also learn from our respected competition. Moreover, we are convinced that the Chamber will continue being the political voice of Scandinavian business operating in Poland for the Polish government, various commercial authorities and the media, in order to make economic activity smoother and the political atmosphere more friendly for all entrepreneurs.

- Iga Fischer, Partner/General Manager, Peter Nielsen & Partners Law Office

Speaking of chances and challenges for the next 5 years, we first of all have to mention that Poland has coped well with the global crisis.

Our country - and let me say 'our', as being a foreigner who has spent already 6 years in this beautiful and dynamic place I feel like it's my "home" - is the one and only country in the EU which achieved growth in 2009 and has a very positive outlook for the next years. Thanks to its being the seventh largest EU economy, Poland also has an indirect stabilising effect across the entire EU and many European companies.

Looking into the future we can recognise certain events taking place in the coming years; Chopin and his Europe, EURO 2012 and many others, which will have positive impacts on our business.

The challenges we have to address are connected with supporting the recovery. All of us who run business in Poland can recognize the areas which have direct impact on "doing business in Poland". Polish authorities need to continue to improve the business climate and private-sector regulation and infrastructure.

Being an active member and patron of the SPCC for the past years, we do believe that our Scandinavian-Polish community shall continuously promote and conduct business according to our SPCC Mission and Vision. An organisation like ours should work hard at recognising the differences between nationalities, while at the same time learning from each other.

- Janet Fitzner, General Manager, Radisson Blu Centrum Hotel

The SEB is a leading Scandinavian bank which primarily serves Polish subsidiaries of Nordic and German Companies. The SPCC provides a perfect platform for us and we have been a member of the Chamber since our foundation here in Poland in 2006. During this period we have seen tremendous development of the SPCC thanks to the increased number of its members and improved services. We would like the SPCC to develop further and we see both chances and challenges for it in the future:

Chances:

- To create a distinct profile for the Chamber of Commerce.
- To become more and more powerful with the increasing number of members.

Challenges:

- To sharpen their profile in order to be a more attractive platform, to offer more than pure event organisation.
- To provide opportunities at forums for business people to have access to decision makers in Poland, to political and business leaders. The SPCC should strive to support its members in all such discussions.
- To make Scandinavia more attractive for Polish companies.
- To maintain constant dialogue with its members, to always know their needs.

- Juergen Baudisch, Head of SEB Poland, SEB



Profile of Scandinavian-Polish Chamber of Commerce member companies

Between the 6th of July and the 31st of August 2009, the SPCC carried out a survey among the companies associated under the Chamber. Its main aim was to update the profile information of SPCC members in order to adapt the Chamber's activities to the requirements of the changing characteristics of the member companies. The 317 companies associated under the SPCC as of the 1st July 2009 were asked to participate in the survey. Individual SPCC members did not participate in the survey.

Among the 317 companies, which were approached with the questionnaire:
 118 companies belonged to the Danish section - Danish Business Forum (DBF)
 53 companies belonged to the Finnish section - Finnish Trade Guild (FTG)
 39 companies belonged to the Norwegian section - Norwegian Business Forum (NBF)
 107 companies belonged to the Swedish section - Swedish Business Club (SBC)

The survey was conducted by telephone. The response was over 78%, which means that 247 member companies answered the questions. Among those, 97 companies belonged to the Danish section, 83 to the Swedish section, 34 to the Finnish section, and 33 to the Norwegian section.

The characteristics of member companies of the SPCC presented below are based on the answers given by the 247 participating companies.

The SPCC's members include those who are experienced on the Polish market, and also those, who have just started their activities in Poland. The oldest member company was founded in 1956, but there are also companies that were founded just last year. The largest number of companies went into business in Poland in 1999 and in 2005.

1. Business sectors of SPCC members

Most of the companies are gathered in the service sector, then respectively commerce and production (See Chart 1).

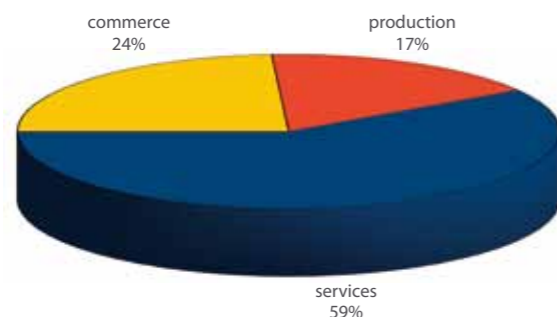


Chart 1. Business sectors of SPCC members



The service sector is the dominant business sector in all national sections of the SPCC, although the percentage varies significantly (See Table 1).

Table 1. Business sectors with companies divided into SPCC national sections

	Production	Commerce	Services
DBF	14%	23%	63%
SBC	17%	25%	58%
FTG	21%	32%	47%
NBF	21%	15%	64%

The NBF has the highest share of companies in the service sector. The FTG has the highest percentage of companies in the commerce sector from all national sections.

2. Branches represented by SPCC members

The members of the SPCC represent a great variety of branches. 18% of companies associated under the SPCC represents the consulting services branch (law, accountancy and book-keeping, tax advisory services). The second most well represented branch (14%) is construction (construction industry, infrastructure, engineering services). 9% of the companies are in the Human Resources business. The energy/environment branch (7%) and transport/logistics branch (6%) are also widely represented.

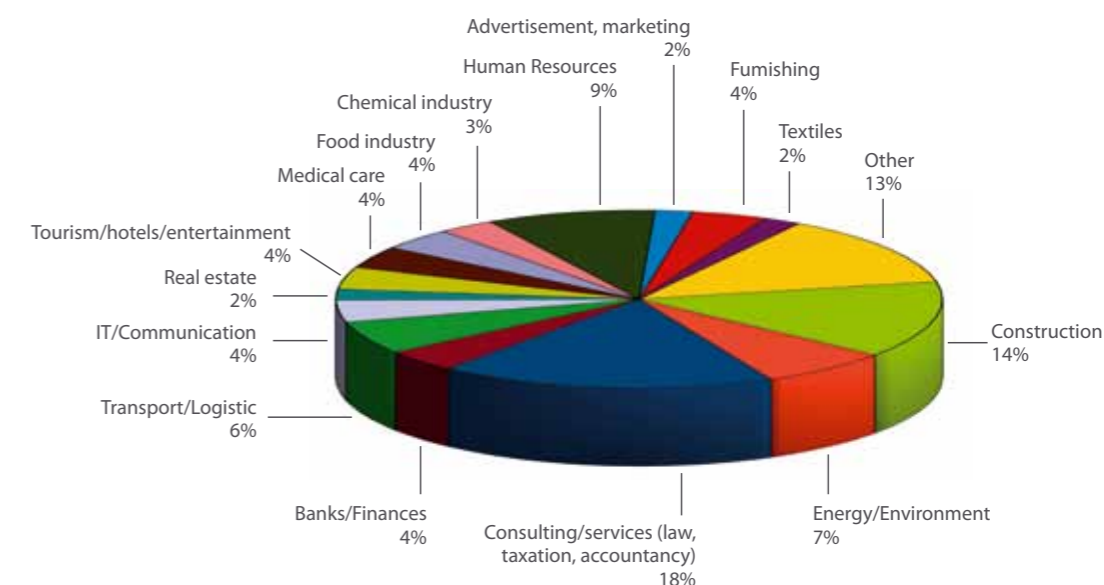


Chart 2. Branches, represented by SPCC members

3. Companies' sizes

Most member companies of the SPCC are small firms employing between 11 and 49 people (34%). The second largest group (27%) contains micro firms, that employ less than 10 people. 26% of the member companies are medium-sized enterprises employing between 50 and 249 people. Large companies, employing over 250 people, comprise 13% of all SPCC member companies.

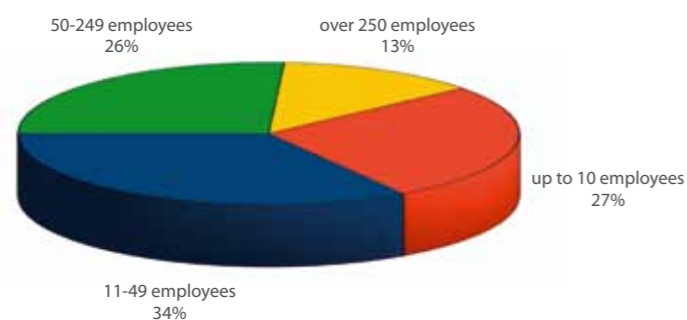


Chart 3. Employment, by SPCC members

When analysing the national sections division, the FTG and NBF represent the highest share of micro firms. Small firms dominate in the DBF and SBC (See Table 2).

Table 2. The size of companies taking the number of employees into consideration

	0-10 employees	11-49 employees	50-249 employees	250+ employees
DBF	28%	37%	23%	12%
SBC	20%	36%	30%	14%
FTG	35%	24%	26%	15%
NBF	31%	28%	28%	13%

4. Size of the business market

Over the half of the SPCC member companies focus their business on the Polish market (See Chart 4).

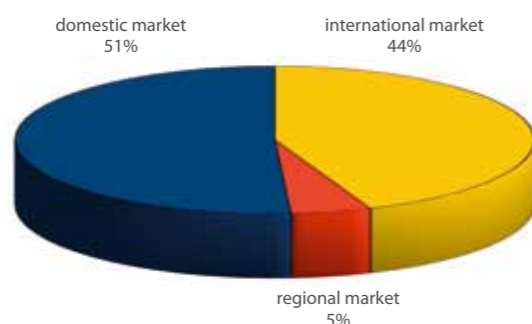


Chart 4. Size of the business market

These companies also dominate in the Swedish and Danish sections. Most of the companies united by the FTG and NBF function on the international markets (See Table 3).

Table 3. Size of the business market, with division into SPCC national sections

	Regional	Domestic	International
DBF	4%	53%	43%
SBC	5%	56%	39%
FTG	3%	47%	50%
NBF	12%	33%	55%



5. Location of the mother company

Nearly 75% of the SPCC member companies stated that their mother company is located outside Poland. In most cases the location of the mother company is in one of the Nordic countries (See Chart 5).

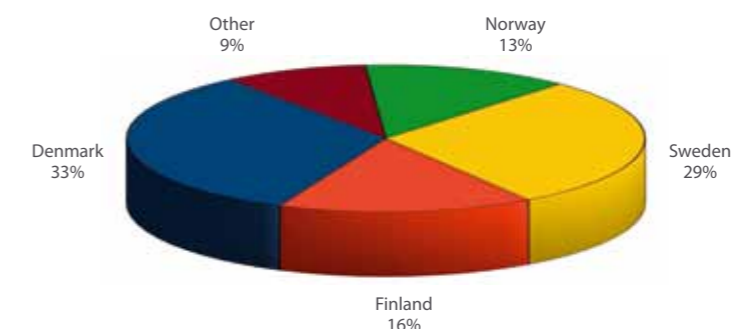


Chart 5. Location of the mother company

Most of the mother companies of SPCC members are located in Denmark, Sweden, Finland and Norway. Moreover, 7% of the SPCC's corporate members declared that they have an agency or office located in one of the Nordic countries.

6. Origin of the basic capital of the SPCC member companies

For over 60% of the SPCC's member companies basic capital fully originates from one of the Nordic countries. In some of the companies, Nordic capital is the majority, minority or is equal with the Polish capital. Close to 20% of SPCC members are companies with Polish capital only (See Chart 6).

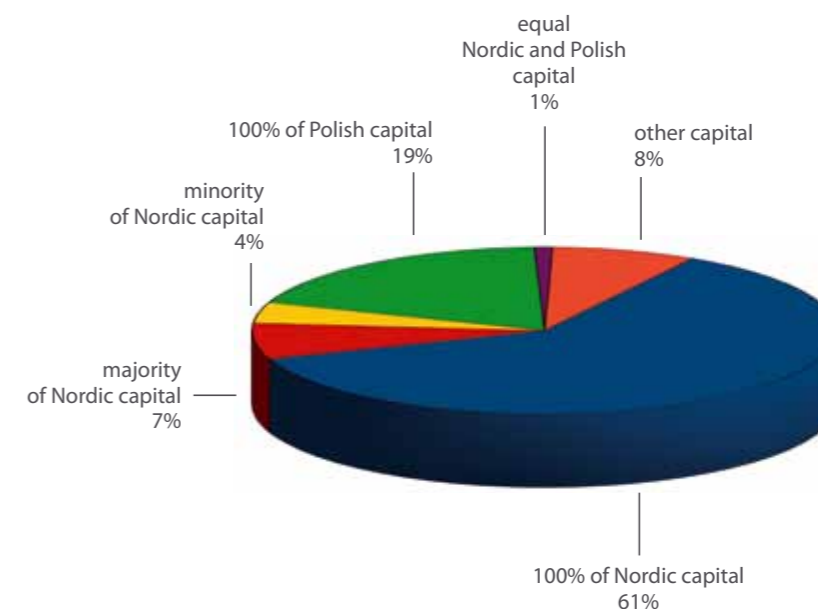


Chart 6. Origin of the basic capital of member companies

Among the companies with Nordic capital, the number of companies with Danish capital is the largest, then Swedish, Finnish and Norwegian (See Chart 7).

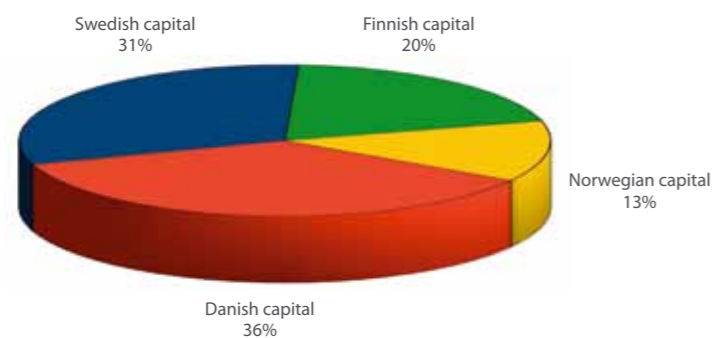


Chart 7. Division of the capital origin

7. Location of registered offices, offices and company branches in Poland

2/3 of all member companies have their registered office in Warsaw and its area. 6% of the companies have their registered office in the Tri-city region, and 5% of the companies have located their registered office both in Poznań and in Szczecin.

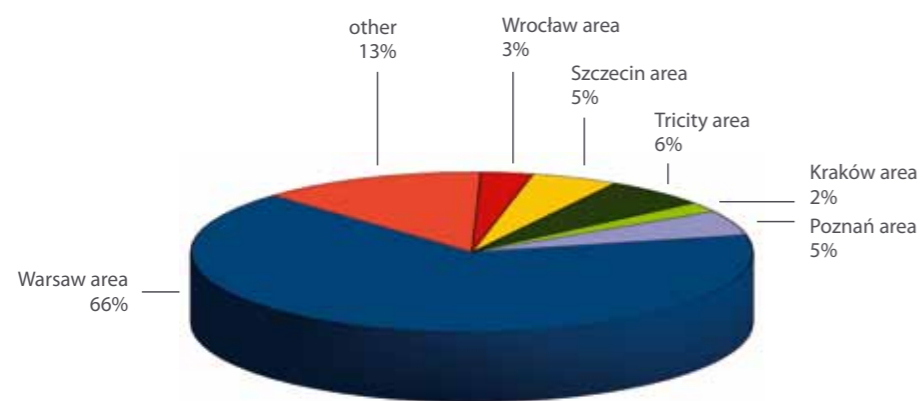


Chart 8. Location of registered offices

The companies also have registered offices for example in Wrocław, Kraków, Łódź, Katowice, Toruń and Koszalin.

Table 4. Location of registered offices by SPCC national section division

	Warsaw	Poznań	Kraków	Tricity	Szczecin	Wrocław	Other
DBF	63%	9%	3%	5%	3%	2%	15%
SBC	70%	4%	0%	7%	4%	4%	11%
FTG	76%	0%	3%	3%	0%	6%	12%
NBF	49%	3%	3%	9%	18%	0%	18%

1/3 of the companies, besides their registered office, also have offices and company branches located in Poland. The largest number of these belong to companies united by the SBC and FTG.

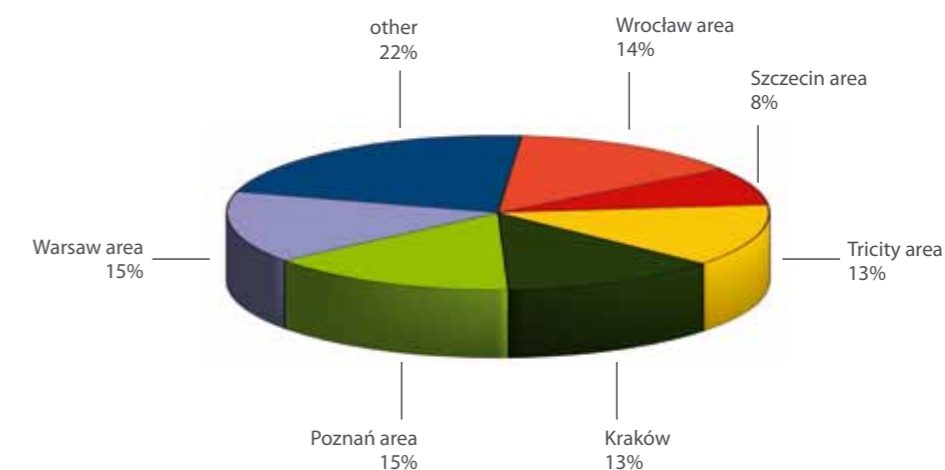


Chart 9. Location of offices and company branches of SPCC corporate members

The largest number of SPCC member companies have their offices and branches in Warsaw, Poznań, Wrocław, Kraków, Tricity and Szczecin. Offices and company branches can also be found in Łódź, Bydgoszcz, Katowice and Gliwice.

During the last 5 years the profile of the SPCC's members has changed. The Chamber still associates the biggest Nordic investors present in Poland, which represent the main sectors of the Nordic economy, i.e. the energy market, construction, paper industry, logistics, telecommunications, furniture production, oil industry, food processing and the biggest Nordic banks. However, when we take into account all the data, the highest number of SPCC members is micro, small and medium sized enterprises representing a variety of branches, which see opportunities for development using SPCC services and events.

The history behind

The history of the Danish Business Forum goes back to the Danish-Polish Chamber of Commerce (DPCC) which was created as a result of the strong development of trade between Poland and Denmark at the end of the 1980s.

In March 2004, the Danish-Polish Chamber of Commerce (DPCC) merged with other Nordic business clubs and became the legal platform for what is now the Scandinavian-Polish Chamber of Commerce (SPCC).

Danish Business Forum – Networking and Fun

To provide the Danish National Section with a clearer identity within the SPCC, it was renamed the “Danish Business Forum” in 2009.

As part of the new strategy of the Danish Business Forum, we have identified two major areas of focus. NETWORKING activities among members, connected with the members’ business activities, and FUN in terms of social and sports activities among members.

The Vision of the Danish Business Forum is:

To become the preferred Danish Business Network and Social Connection in Poland

The Mission of the Danish Business

Forum is:

To create Additional Value for the SPCC Danish Business Forum’s Members

Our Purpose:

- Supporting and complementing the SPCC Vision, Mission and activities
- Representing Danish investors in Poland
- Promoting Danish-Polish Business relations
- Promoting social connections between our members

Our main focus of activity is:

- Business Networking and Events
- Danish Traditional activities
- Social activities and Fun
- Promoting Danish Values and Business Interests
- Cooperating with the Danish Embassy in Poland

Membership in the Danish Business Forum

Membership is open to representatives of member companies - or individually registered members - of the Scandinavian-Polish Chamber of Commerce. Members of the Danish Business Forum have special interests in Denmark, or Danish citizenship.



Photo: Reiner Büchmann, Visit Denmark



Photo: Anna Krześniak, <http://myscandinavia.eu>

Danish companies in Poland

Danish enterprise is very well represented in Poland; cooperation is blooming and Polish/Danish trade progressing dynamically.

The Danish business presence in Poland has increased gradually over the past 20 years, and a large group of companies are today well established in production or provision of services to Polish and other markets.

In the period 2004-2007 - for which we have good data - Denmark was among the 10 biggest investors in Poland. In the region of Zachodnio-Pomorskie, where the distance between the two countries is the shortest, Denmark is overall the biggest investor.

About 400-500 Danish companies are today represented in Poland one way or the other. The Embassy estimates that these companies employ some 30-35,000 people.

Trade is balanced by import and export worth just under €2 bln each - making Poland Denmark’s 10th biggest trading partner and Denmark Poland’s 12th most important market. Food and machines are important items for both - with a recent new item in Danish export to Poland: wind turbines.

Energy is a Danish speciality. Copenhagen was host to the COP 15 meeting in December 2009 but Denmark also stands out when it comes to low- or no-carbon energy production and efficient use of energy. During the 30 years since the oil crisis of the 1970s, Denmark’s GDP has grown by about 80% whereas our energy consumption has been stable. This proves, of course, that it is possible to delink energy consumption and economic growth, and this is the result of dedicated and targeted work - not

least by the Danish companies whose innovative efforts have made Denmark world leading suppliers of modern energy solutions in various areas, from energy production such as wind, biomass and gas, and intelligent and efficient use of energy from insulation to control systems.

The Danish experiences are highly relevant to Poland today and many of those Danish companies are engaged as investors or in partnerships and projects here.

Danish experience in the area of energy also constitutes a good example of the innovative approach which is generally characteristic of Danish industry; being innovative in processes as well as in products and solutions and integrating knowledge from universities and research with production and product development. It’s evident in the areas relating to IT and medicine – and also in the other Danish products and services present in Poland.

The Danish design tradition is closely related to innovation and is another area which Poland will see more of in the coming years. Danish fashion has developed very excitingly over the past years and will, with Danish design, provide additional new possibilities for Polish/Danish cooperation in the coming years. We look forward to this.

Søren Juul Jørgensen

Counsellor,

Head of the Economic and Commercial Department

Embassy of Denmark, Warsaw

Finnish Trade Guild

SCANDINAVIAN - POLISH CHAMBER OF COMMERCE

The history behind

The Finnish Trade Guild (FTG) was established in the early nineties as an informal organisation integrating and supporting companies with Finnish share capital operating on the Polish market.

Since March 2004 the FTG has been an integrated National Section of the Scandinavian-Polish Chamber of Commerce (SPCC).

The Vision of the Finnish Trade Guild

The Finnish Trade Guild aims to be the meeting point for the management of Finnish - Polish businesses to network and exchange experiences.

The Mission of the Finnish Trade Guild

As a National Section of the Scandinavian-Polish Chamber of Commerce, the Finnish Trade Guild focuses on organising events that enable establishment of new business contacts, enhancing social relationships and cross-cultural integration among its members for the benefit of business development.

Finnish Trade Guild activities:

- Annual General Meeting
- Finnish Summer Picnic
- Finnish-Polish Round Table meetings
- Meetings at the Embassy of Finland
- Crayfish Party

Membership in the Finnish Trade Guild

Membership in the FTG is open to representatives of member companies - or individually registered members - of the Scandinavian-Polish Chamber of Commerce. Members of the FTG are companies with a share of Finnish capital as well as Polish companies interested in Finland.



Tapiola Choir in Warsaw, Photo: Tomasz Paczkowski



Photo: Niklas Sjöblom, taivasalla.net

Finnish companies in Poland

I believe that Finnish companies choose Poland for their operations because of the country's attractiveness, its great potential as a home market and also for its very good location in the heart of Europe. One cannot ignore the cost competitiveness of Poland, which will last for years to come. Poland is also a comfortable distance from Finland, and on the way to the Western European markets.

Poland will definitely keep its edge as an investment alternative in the future. The various industrial /business clusters which are and have been developed in Poland will also attract investments from other countries including Finland.

Factors attracting Finnish companies the most are the ideal geographic location, well educated populace, still rapidly developing infrastructure and business environment, its overall cost efficiency – yes, the general dynamics taking place in Poland – and these are certainly all attractive elements.

When it comes to the biggest obstacles the still developing infrastructure – roads and railroads – are in some cases causing a bit of headache; the rather slow “fiscal procedures” slow down processes – but these can also be seen as opportunities for projects and service sector development.

Remarkable chances can also be seen in the sector of energy and the environment.

From the Finnish point of view, traditional business opportunities lie within the technology industries and the FMCG sector, although in the future I expect more growth in the energy, environment and ICT sectors too. Traditional manufacturing and sub-contracting will maintain a strong foothold as well.

I believe that we, the Scandinavian companies, can learn from each other's experiences by comparing and exchanging our thoughts in our joint meetings – and for this the SPCC is a very good platform. It's by comparing opinions that the best practices are usually found!

Finland and Poland have traditionally had good relations – we understand each other very well, we have a similar sense of humour and our history has similarities – “we eat fish from the same waters” – so I believe that our co-operation will be good also in the future!

Juha Rautalahti
Head of Finpro Poland

The history behind

The Norwegian Business Forum (NBF) was established in the early nineties as an informal organisation integrating and supporting companies with Norwegian share capital operating on the Polish market, companies co-operating with Norway and individuals directly engaged or interested in the Polish-Norwegian economic and cultural co-operation. Since March 2004 the NBF has been an integrated National Section of the Scandinavian-Polish Chamber of Commerce (SPCC).

Our Purpose:

- To promote Polish-Norwegian economic and cultural co-operation.
- To integrate the management of the companies with Norwegian share capital and the management of companies co-operating with Norway in order to exchange their experiences.
- To organise training according to the needs of the members.
- To conduct social and charitable activities.

The NBF can conduct informational, educational and publishing activities and can co-operate with similar associations, institutions and organisations in Poland and abroad.

Our activities:

The activity of the NBF takes the form of regular quarterly meetings, which are a great occasion for those managing the Norwegian companies in Poland to meet, establish new business contact as well as to share their experiences.

Membership in the Norwegian Business Forum

SPCC members registered in the Norwegian Section are automatically members of the NBF. Today the biggest Norwegian companies operating in Poland are also members of the NBF: Statoil Polska, Yara Poland, Selvaag Polska, Fibra Polska (Scandinavian Textile Group), Rieber Foods Polska.

H.E. Enok Nygaard, Ambassador of Norway to Poland, is an Honorary Member of the NBF.



Photo: Izabela Staniszewski



Photo: Izabela Staniszewski

Norwegian companies in Poland

There are around 150 companies in Poland that are more than 50% owned by Norwegian parent companies. In addition there are a number of Polish companies with Norwegian owner shares less than 50%, and also a large number of Polish partners cooperating with Norwegian companies doing business in Poland.

Most Norwegian companies in Poland operate within the manufacturing, wholesale trade, retail trade, transportation, finance and service sectors. The most important areas are aluminium, chemicals, vehicle parts, trailers, fish, vegetables, gasoline service stations, clothing stores, air traffic, hotels, banks and consulting services. In the future we will also see increased cooperation between Norway and Poland within tourism, the environment and defence.

Trade between Norway and Poland has tripled since 2004 when Poland became a member of the EU, and with that, also a part of the European Economic Area (EEA). The numbers of tourists between our two countries is also growing fast, and that has led to closer cooperation between tourist destinations and tour operators in Norway and Poland.

Norwegian companies want to do business in Poland for many reasons:

- Low cost production not far away from Norway,
- Access to well qualified workers and specialists,
- Increasing purchasing power among Poles makes Poland a big, growing market,
- Central location in Europe.

In the future, all the factors mentioned above will still be important. Over the last few years a large number of Poles have been working in Norway. This has led to closer relations between our two countries, and

will gradually result in more Norwegian activities in Poland.

The biggest obstacles for Norwegian companies interested in the Polish market are:

- Language,
- Differences in business culture,
- Strong competition in the market,
- Most of the Norwegian companies are small,
- Polish bureaucracy.

But there are also chances for Norwegian companies in Poland:

- Find a good Polish partner to represent the company,
- Long-term approach to the market,
- Niches in the market,
- Norway has a good reputation in Poland.

Norway and Poland can benefit in cooperation in many ways. Based on Norwegian salmon and herring an important fish-processing industry in Poland has been established. This year there has also been initiated a fruitful and promising cooperation between the Polish defence market and Norwegian suppliers. Another example is Norway's knowledge in renewable energy and environmental technology, which are also interesting to Poland. The Norwegian EEA-grants also make it possible to establish a closer relationship between our two countries.

Based on the aforementioned prospects, the forecast for the next few years are optimistic, with a growing cooperation between Norwegian and Polish companies and organisations.

Vidar Segtnan

Commercial Counselor

Royal Norwegian Embassy, Warsaw



Swedish Business Club

SCANDINAVIAN - POLISH CHAMBER OF COMMERCE

The history behind

The Swedish Business Club (SBC) was established in 1995 as an association operating for the benefit of Swedish citizens, Swedish companies and Swedish or non-Swedish leaders of the above mentioned companies.

Since March 2004 the SBC has been an integrated National Section of the Scandinavian-Polish Chamber of Commerce (SPCC). The SBC operates within the SPCC and runs the events of a clearly Swedish profile - supplementing the SPCC's activities.

The Vision of the Swedish Business Club:

The Swedish Business Club will be the first-choice organisation to join for Swedish related business, being an authoritative voice for a diverse and fruitful business environment in Poland.

The Mission of the Swedish Business Club:

To take active part in supporting Swedish and Polish business relations, promote Swedish culture in Poland and act to develop mutual social activities.

Our Purpose:

The objectives of the SBC are promoting Polish-Swedish economic and business co-operation as well

as integrating the management of companies with Swedish share capital and companies co-operating with Sweden in order to exchange experiences. The SBC also takes care of Swedish traditions by arranging several events such as Santa Lucia, Midsummer, the Crayfish party, etc. Another important part of this are the meetings with Swedish cultural personalities and politics as well as visiting the member companies.

Our activities:

- SBC Annual Meeting
- National Day of Sweden
- Midsummer celebration
- Crayfish party
- Nobel Dinner
- Santa Lucia celebration

Membership in the Swedish Business Club

Membership is open to all Swedish or non-Swedish representatives of accompany being SPCC member. Members of the SPCC Swedish Section are automatically members in the SBC.



Santa Lucia celebration in Warsaw, photo: Magda Rzymanek



Photo: Vera Ljungberg



Swedish companies in Poland

Poland is not only a country neighbouring Sweden, it is also an enormous market for Swedish companies. These are two reasons why Poland is so attractive in the eyes of a Swedish businessman. Others are the future growth potential, the strategic location often used as bridgehead to new markets in further expansion, and the large pool of educated labour force. Finally, the cost of personnel is still relatively low compared to Sweden, while productivity is increasing. Sweden is currently the 7th largest investor in Poland and more than 300 Swedish companies have subsidiaries in Poland. Poland is expected to be a prioritised market for future Swedish investments as well, although the focus is expected to shift. Firstly, from pure low cost near-shoring to investments focusing more on quality, and secondly, more sub suppliers are expected to follow their Swedish customers that already have established production in Poland. Finally, more investments in establishing own sales companies are expected in order to come closer to the growing market.

Apart from being an attractive destination for investments, Poland is Sweden's largest trading partner in Central and Eastern Europe. Swedish trade with Poland has experienced rapid growth in recent years and is expected to recover next year from the current slowdown.

There are many opportunities for Swedish companies investing in Poland. The emerging middleclass is a suitable target group for Swedish high quality products and services - today around 10 million Poles live on a similar level as Swedes. Looking in the opposite direction, sourcing from Poland has further increased in attractiveness due to the current favourable exchange rates, the closeness and the high quality of Polish products.

EU funds to Poland during 2007-2013, with a project value of over 100 bln EUR, generate very large business opportunities for Swedish companies investing in Poland or looking for customers benefiting from EU funds. Limited knowledge in Sweden on the opportunities and unused potential makes EU funds one of the focus areas of the Swedish Trade Council in Poland. Another focus area is the EURO 2012 football championship, which is creating many opportunities in the infrastructure sector for Swedish sub suppliers and contractors. Regardless of the opportunity, when doing business in Poland, Swedish businessmen can expect to be very positively received. Swedish-Polish relations have a long tradition and the picture of Sweden in Poland is in general very positive.

Apart from using all the opportunities on the Polish market, Swedish companies can benefit from Polish business culture by learning the Polish spontaneity and creativity in finding alternative solutions. Poles can on the other hand learn from the Swedish long-term thinking. These business cultures complement each other and have a positive impact on future development of Swedish-Polish cooperation.

The SPCC is an important player in creating a rich Polish-Swedish network in Poland. We look forward to further developing the Swedish presence in Warsaw and all over Poland.

Daniel Larsson
Country Manager
Swedish Trade Council, Warsaw



Nordic investment in Poland Outlook

This report was prepared in light of the growing importance of Poland as a Foreign Direct Investment (FDI) destination and the intensive economic cooperation between Poland and the Nordic countries, in order to present the most important trends in the cooperation between the regions.

The report shows statistics for each Nordic country as well as for a region as a whole, however the purpose of the report is to show the importance of Scandinavia as an economic partner and the potential of this region for Poland. The report's analysis concerns 4 Nordic countries - Denmark, Finland, Norway and Sweden. Whenever the following analysis refers to 'Scandinavia', it can be taken to mean all 4 of the above-mentioned countries.

This analysis was developed in line with the data of the National Bank of Poland, Ministry of Economy of Poland, Central Statistical Office in Poland and Polish Information and Foreign Investment Agency.

The report's main focus is the 7-year-period between 2002 and 2008, which shows the development of economic relations before and after the membership of Poland in the European Union.

1. Poland as the destination of FDI

1.1. Poland in the polls

Countries striving for FDI must offer a high quality environment for these investments. There is a whole range of numerous crucial factors that contribute to investor decision making process regarding investment location. The image of Poland as an FDI destination has been confirmed for years by a large number of different polls. The magnitude of this potential is especially valuable in this time of global economic crisis.

Table 1. Investment attractiveness of Poland according to selected polls

Ranking prepared by	Investment attractiveness acc. to	Poland's ranking	Crucial factors in Poland's placement
United Nations Conference on Trade and Development (UNCTAD)	World Investment Prospects Survey 2009-2011	11th of 30 globally	Size of local market and the growth of market. The production market for EU ¹
World Economic Forum	The Global Competitiveness Index 2008-2009	53rd of 134 globally	Highly assessed in category of health and primary education. The lowest score in category of infrastructure ²
Ernst & Young³	The number of FDI projects, 2008	5th in Europe	176 FDI projects, 21% increase in comparison to 2007
	The number of jobs created by FDI, 2008	2nd in Europe	15,512 jobs created, a decrease in comparison to 2007
Federation of European Employers (FedEE)	Total labour cost in relation to its quality, 2007	1st of 31 European countries	A positive assessment of labour supply, relation employee-employer and labour market flexibility ⁴

¹ Polish Information and Foreign Investment Agency, http://www.paiz.gov.pl/nawosci/?id_news=2174&lang_id=

² See *The Global Competitiveness Report 2008-2009*, World Economic Forum, Switzerland 2009.

³ See *The Investment Attractiveness of Europe 2008 Report*, Ernst & Young, 2008.

⁴ Federation of European Employers, <http://www.fedee.com/countryratings.shtml>



PricewaterhouseCoopers⁵	Level of investment risk 2009	3rd for services, 5th for production (of 20 countries)	Improvement of 10 positions in services sector
OECD⁶	Decrease in non-salary labour costs 2008	1st of 30 member countries	3.2% decrease in tax wedge

The high position of Poland in many polls (see Table 1 above) indicates that it is a very competitive economy in comparison to others all over the world and confirms that Poland indeed presents a very stable and FDI friendly environment.

It is also worth mentioning that the country is often listed as a leader in the Central and Eastern parts of Europe, which contributes to the strengthening of the positive image of the Baltic Sea Region as a FDI destination. Besides, in recent years Poland has been regarded as an excellent location for shared service centres⁷. Among investors planning to build service centres, interest in Poland has been growing for several years. International concerns are increasingly often putting Poland on the list of countries to which it is worth relocating non-production divisions, such as accounting or call centres.⁸

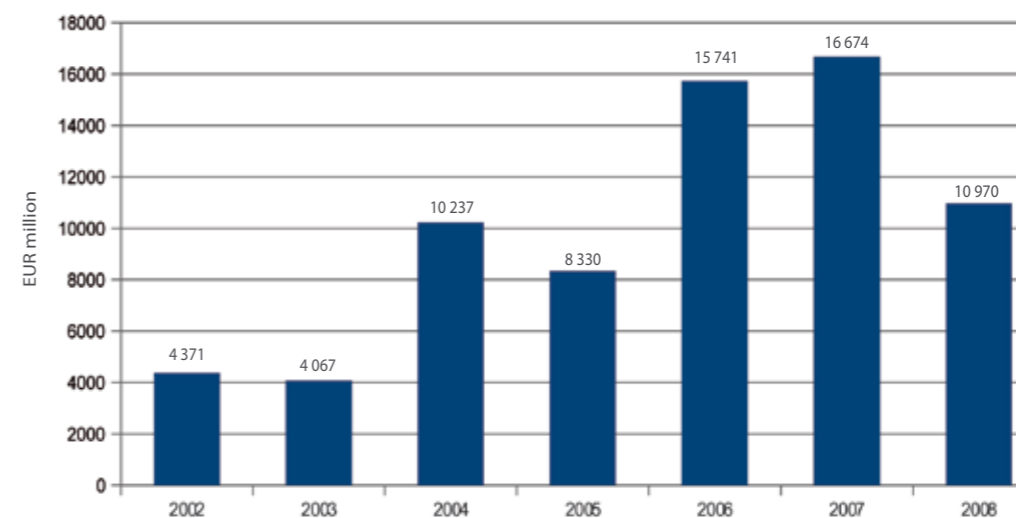
Poland competes for the name of FDI leader with the Czech Republic and Slovakia. Apart from those two economies, Bulgaria and Romania - two of the newest European Union member states - were also featured for their lower labour costs, and that has contributed lately to this race⁹.

1.2. FDI flows to Poland

Since 1996 the position of Poland as an FDI destination has been more and more strengthened. This not only reflects the numerous economic and political changes that have happened during these years due to membership in international organizations (EU, OECD, NATO), but has also improved the image of Poland as a stable and foreign capital-friendly economy.

Moreover, the increase in number of FDI flows is a result of the much better socio-economic conditions in Poland.

Chart 1. Total flows of FDI to Poland in 2002-2008 (EUR million)



Source: Polish Information and Foreign Investment Agency

⁵ See *Balancing Risk & Renard. The PricewaterhouseCoopers EM20 Index 2009 Interim Update*, www.pwc.com/en_PL/pl/publikacje/em20-2009.pdf

⁶ See *Taxing Wages 2007/2008*, OECD, 12 May 2009

⁷ See *Poland as the destination for shared Service Centers*, KPMG, 2009.

⁸ *Warsaw Business Journal's guide to Investing in Poland 2010*, s.5

⁹ See *Foreign Direct Investment in Central, East and Southeast Europe, 2009: FDI in the CEECs under the Impact of the Global Crisis: Sharp Declines*, the Vienna Institute for International Economic Studies, 2009.

During the first part of the analysed period a weak global economic activity, shrinking privatization sources in the light of the war in Iraq and the growing anxiety regarding terrorist attacks in countries of main investors contributed to a decline in a number of FDI flows to Poland¹⁰.

Then, a significant 100% plus increase of FDI to Poland occurred in 2004 when Poland joined the European Union. This level was reached mainly due to reinvested profits and a decline in corporate tax.

A good world economic situation in 2004-2007 let the number of FDIs to Poland steadily increase. The flow of FDI was especially high in 2006-2007, while 2007 was the year when the biggest level of FDI flow to Poland was recorded. A one-year-fall of FDI in 2005 was a result of smaller investments in the equity capital and reinvestment earnings¹¹. As a consequence of the global economic crisis, the FDI flow to Poland in 2008 was around one third lower than in 2007.

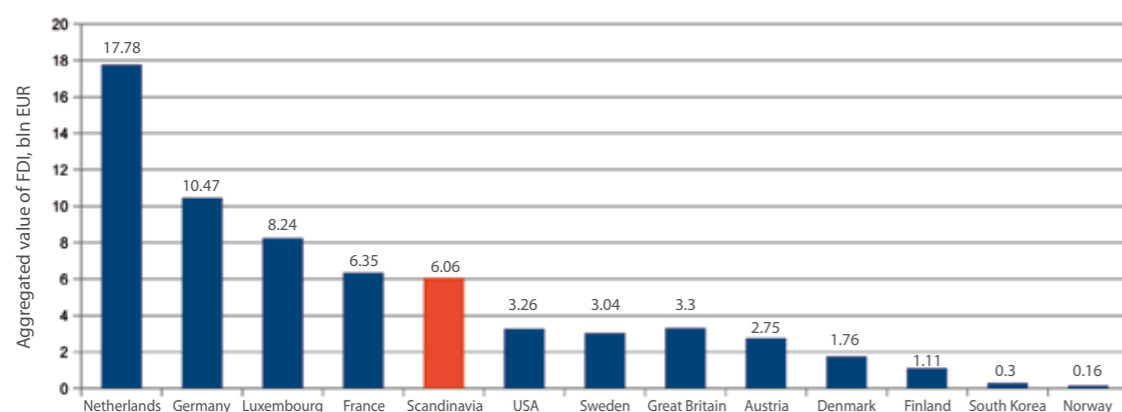
According to the National Bank of Poland the estimated FDI inflow to Poland as of the end of October 2009 reached over 6 billion EUR, which accounts for 68% of the figure for the same period the year before.¹²

Still Poland is even expected to strengthen its position and attract more direct investment during the global crisis.

1.3. The country of origin of major investors in Poland

Current FDI in Poland comes from 62 world economies¹³. More than 80% of FDI value has its origins in EU countries, but the US also has a significant contribution (See Chart 2).

Chart 2. The country of origin of main investors in Poland in 2002-2008



Source: SPCC on the basis of the data provided by the National Bank of Poland

In terms of aggregated value of FDI between 2002 and 2008 in Poland, the biggest investors came from the Netherlands, Germany and Luxembourg. That last country has been improving its significance since 2005. Among the Nordic economies it is Sweden that has the highest value of FDI. This country has been gaining more market share since 2004.

¹⁰ *Bezpośrednie inwestycje zagraniczne w Polsce na koniec 2003 roku*. Ministerstwo Gospodarki i Pracy, Departament Analiz i Prognoz Ekonomicznych, Warszawa 2004, s. 8.

¹¹ *Zagraniczne inwestycje bezpośrednie w Polsce w 2005 r.*, Narodowy Bank Polski, Warszawa 2007, s. 15.

¹² PAliIZ, <http://www.paiz.gov.pl/index/?id=227e072d131ba77451d8f27ab9afdfb7#3>

¹³ *Zagraniczne inwestycje bezpośrednie w Polsce w 2007 r.*, Narodowy Bank Polski, Warszawa 2009.

Table 2. Foreign direct investment in Poland, flow in 2007 and 2008 (million EUR)

Country of origin	flow in 2007	flow in 2008	number of entities 2007
DENMARK	471,7	191,0	674
FINLAND	291,4	261,8	167
NORWAY	154,4	50,4	295
SWEDEN	813,2	1110,7	646
SCANDINAVIA	1730,7	1613,9	1782
FRANCE	1891,0	566,8	1075
GERMANY	2967,7	1618,6	5576
GREAT BRITAIN	647,7	317,9	960
LUXEMBOURG	1006,2	1339,8	626
NETHERLANDS	1738,2	1604,5	2011
USA	847,2	364,4	664

Source: NBP and Central Statistical Office

In terms of the value of investments in 2007, the most investments came from Germany, France, Netherlands, Scandinavia and Luxemburg.

In 2008, with the general decline in the value of investments, FDI from Scandinavia exceeded the value of investments from France and the Netherlands and Scandinavians became the second largest investors, just after the Germans.

In terms of the number of entities in Poland in 2007, Scandinavian companies were just after the German and Dutch companies (see Table 2).

1.4. FDI main economic activities

In 2002-2007 the highest number of FDIs were in the sector of manufacturing, especially in production of motor vehicles and metal goods. There was a significant increase in the number of FDIs in services, while they fell in agriculture and fishing (See Table 3).

Table 3. FDI flows into Poland broken down by economic activities in 2002-2007

	mIn EUR	%
Manufacturing	17632,4	33
Financial intermediation	10462,3	19
Trade and repairs	9271,6	17
Transports, communication	1973,4	4
Construction	868,9	2
Electricity, gas and water supply	2393,3	4
Real estate, renting and business activities	11758,3	21
Hotels and restaurants	226,9	0
Mining and quarrying	113,5	0
Agriculture and fishing	232,1	0

Source: SPCC on the basis of the data provided by the National Bank of Poland

Among the FDIs in Poland, 33% were made in manufacturing, 19% in financial intermediation, and 17% in the range of trade and repairs. The importance of real estate activities has grown significantly (21%). Around 4% of FDI each took place not only in electricity, gas and water supply but also in transport and communication. FDI in construction was around 2% while less than 1% occurred in hotels and restaurants, mining and quarrying, agriculture and fishing.

2. Nordic FDI in Poland in 2002-2008

2.1. The FDI flows and dynamics of growth in Poland in 2002-2008

The most Nordic FDI happens to have occurred in the countries that are located nearby their borders. The destiny for these FDIs are usually members of the EU which are also main trading partners for the Nordic economies. Nevertheless, Denmark, Finland, Sweden and Norway are the investor countries of main importance for Poland (See Chart 2), and their FDI has stayed at a relatively high level for many years (See Chart 3).

However, Poland is not the main destination for Nordic FDI.

In the case of Denmark, almost half of its investment is located in Sweden, Great Britain and Germany. Moreover, many are also located in Norway and the United States¹⁴.

The following countries are the main recipients of most Finnish FDI: Sweden, Belgium, the Netherlands, Germany, Great Britain, France, Denmark and Estonia. Apart from the EU countries, a lot of Finnish FDI is in the United States, Switzerland, Canada, Norway, Russia and China¹⁵.

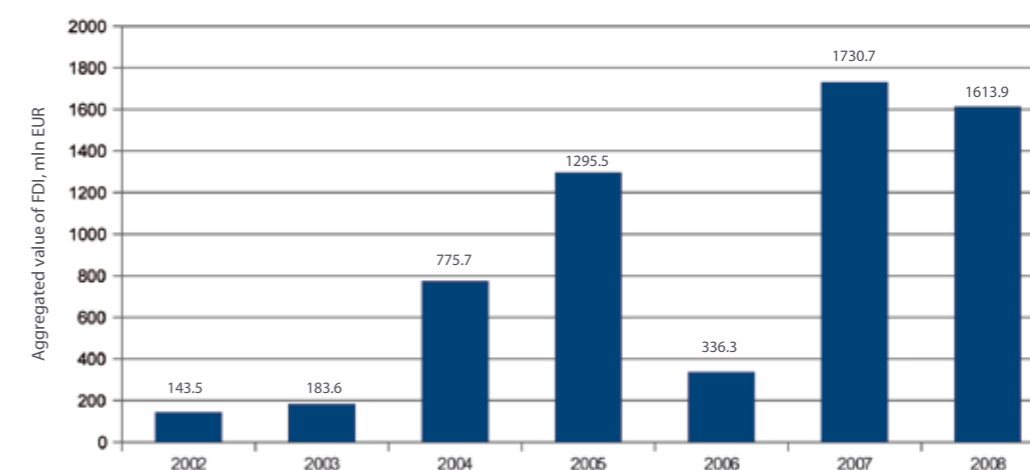
¹⁴ See Carlsen M., Melgaard A., Globalisation and Danish Direct Investments, [in:] Monetary Review, Danmarks Nationalbank, 2nd Quarter 2008, p. 54.

¹⁵ Suomen Pannki, <http://www.bof.fi/en/tilastot/maksutase/kuviot.htm>

Those FDI that come from Sweden are mostly in the United States. Besides which, Swedish companies also like to invest in Finland, Great Britain, Denmark, Norway, Switzerland, Germany, Belgium, the Netherlands and Malta¹⁶.

The biggest value of Norwegian FDI, nearly 1/5, has Sweden as the destination. Around half of it takes place in the Netherlands, the United States, Denmark and Great Britain. More FDI from Norway goes to France, Germany and Finland than to Poland¹⁷.

A significant increase in the number of Nordic FDI in Poland happened in 2000. This arose from a 645,8 million EUR flow of Swedish FDI to the telecommunication and energy markets¹⁸ and initiated a positive period for the flow of Nordic FDI to Poland in following years (See Chart 3).

Chart 3. Nordic FDI flows into Poland in 2002-2008

Source: SPCC on the basis of the data provided by the National Bank of Poland

Since 2002 the value of FDI flows from Denmark, Finland, Sweden and Norway into Poland has significantly increased. There were two falls in 2006 and in 2008 (See Chart 3).

Decline in 2006 resulted from the process of shares transfer in telecommunication and banking sector. The decline in 2008 shows general decreasing tendency of decreased number of investments resulting from economic crisis.

2007 set a new record for Nordic FDI flows that amounted to 1,730,7 million EUR, which was in-line with the global tendency.

¹⁶ Statistics Sweden, http://www.scb.se/Pages/ProductTables____215231.aspx

¹⁷ Statistics Norway, http://www.ssb.no/english/subjects/09/03/urland_en/tab-2005-04-12-03-en.html

¹⁸ Money.pl <http://www.money.pl/gospodarka/wiadomosci/artykul/rekordowezagraniczne;inwestycje;w;2000;roku10;6;mld;usd;191,0;38847.html>



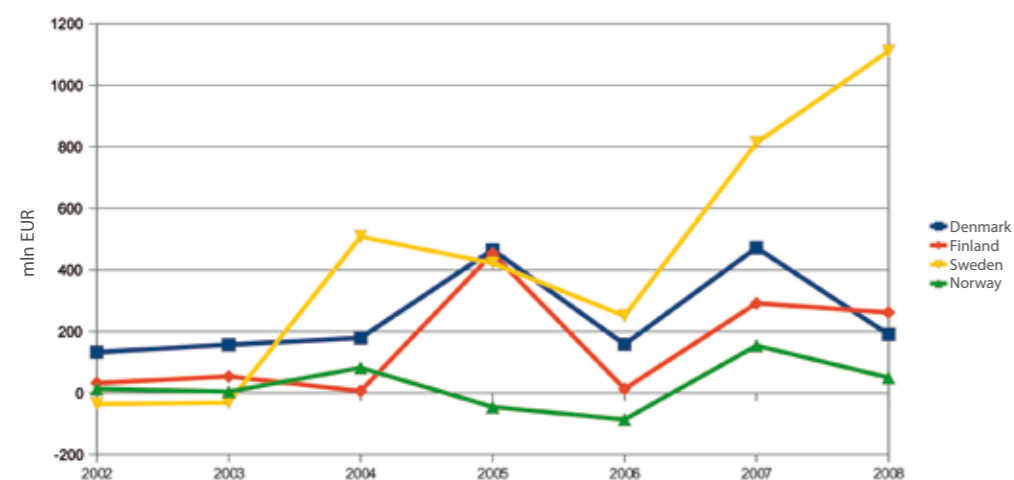
Table 4. Nordic FDI growth dynamics in 2002-2008

	2003	2004	2005	2006	2007	2008
	2002=100	2003=100	2004=100	2005=100	2006=100	2007=100
Denmark	118	114	259	34	298	40
Finland	164	12	7319	3	2191	90
Sweden	87	1624	83	59	324	137
Norway	32	1905	55	10	179	33
Scandinavia	128	422	167	26	515	93

Source: Own calculations based on NBP data

Every year from 2002 to 2008 the value of Nordic FDI in Poland gradually rose. The trend was breached temporarily in 2006 but the FDI growth rate was 60% bigger a year later, and in 2008 (See Table 4).

Chart 4. FDI of Nordic countries in Poland, 2002-2008



In 2002-2008 the development of Nordic FDI in Poland was affected in a similar way. The value of FDI increased over many years, securing a much bigger figure at the end of 2007 (See Charts 3 and 4). These were the FDIs from Sweden (EUR 813 mln), Denmark (EUR 472 mln), Finland (EUR 292 mln), and Norway (EUR 155 mln), which were the highest value FDIs.

Danish FDI had been increasing gradually for the first two years of the period analysed, reaching the highest number (EUR 157 mln) in 2003. Besides, its much faster growth was observed in 2005 and 2007 respectively (See Chart 4 and Table 4).

The size of Finnish FDI flows fluctuated over the period analysed. In 2002 it was more than EUR 30 mln while in 2004 just EUR 6,2 mln. A year later the Finnish record growth was set and it reached a level of more than EUR 450 mln (See Chart 4). At the end of 2006, in line with the global tendency (See 1.2), the Finnish investments experienced a decline to EUR 13.3 mln which means they were even smaller than in 2002.

However, it was Sweden whose FDI investment position in Poland was completely changed (See Table 4). During the first two years an outflow of capital in the amount of EUR 35 mln was observed (See Chart 4).



In 2004 this phenomenon broke down, and Swedish investments reached the highest level within the group of Nordic economies (See Chart 4), with slightly more than 500 million EUR. Although there was some decline in the following two years, their value had been increased since 2006 (See Table 4), providing Sweden with the status of biggest foreign investor from Scandinavia.

The growth of Norwegian FDI in Poland was very uneven in the period analysed. It often happened that its growth was smaller than in previous years (See Table 4). The outflow of FDI was observed twice; in 2005 and 2006 (See Chart 4). In spite of this though, from 2006 the amount increased and reached around 155 million EUR at the end of 2007. Those numerous changes did not contribute to significant improvement of the Norwegian investment position in Poland (See Table 4).

From 2002 to 2008 the Swedish investment position in Poland improved. This country seems to account for the biggest share of Nordic investments in Poland. It is also the only country which didn't decline its investments in 2008. The share of Danish investments in Poland has decreased significantly in comparison to the first years of the period analysed (See Table 4), though the share of FDI in Poland from Finland and Norway has not changed much. In period analysed it has slightly increased.

2.2. Branches of economic activities in Poland of Nordic investors

The branches of economic activities in Poland where Nordic investors run their businesses did not change so much during the years analysed (See Table 5).

Table 5. The number of companies from each Nordic country broken down by economic activity in Poland, 2006.

Economic activity	Denmark	Finland	Sweden	Norway	Total
Manufacturing:	32	13	41	9	95
Transport equipment	0	0	4	1	5
Food products	10	2	5	2	19
Non-metal goods	5	3	1	3	12
Chemical products	1	0	5	0	6
Pulp and paper, publishing and printing	2	3	9	1	15
Rubber and plastic products	3	2	2	1	8
Metal products	3	2	6	1	12
Mechanical products	5	1	9	0	15
Textiles and wearing apparel	3	0	0	0	3
Financial intermediation	5	2	4	0	11
Trade and repairs	6	1	6	1	14
Transports and communication	3	0	0	1	4
Construction	1	0	3	2	6
Electricity, gas and water supply	3	1	3	0	7
Real estate, renting and business activities	3	0	0	0	3
Hotels and restaurants	1	0	0	1	2
Mining and quarrying	0	1	0	0	1
Agriculture and fishing	1	0	0	0	1
Total	55	18	57	14	144

Source: SPCC on the basis of PAIIZ data

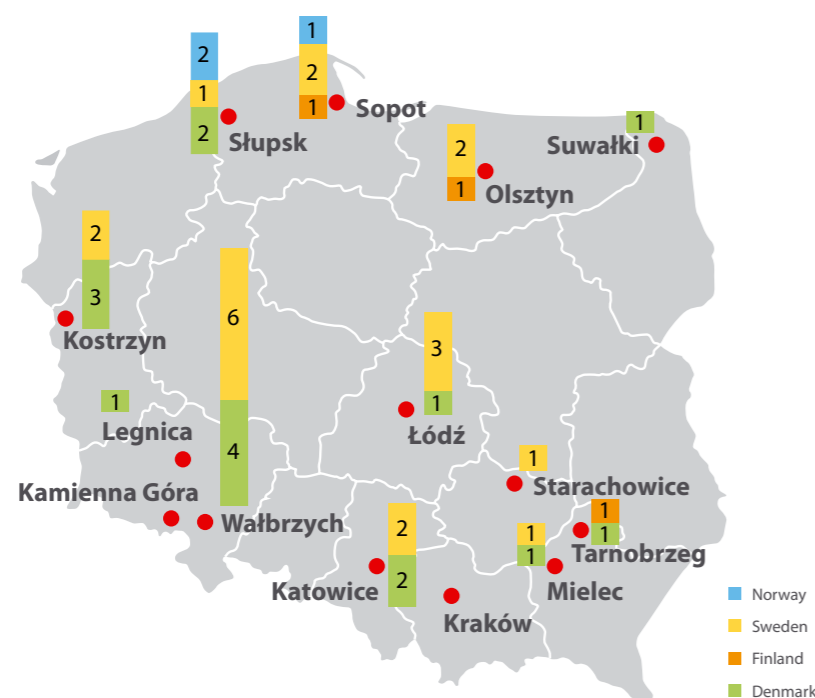
Among 144 Nordic companies¹⁹ doing their businesses in Poland in 2006, the majority (65%), were in manufacturing. Within this, around 20% were involved in food, beverages and tobacco products, whereas 5% fewer were active not only in pulp and paper, publishing and printing industries, but mechanical production too (See Table 5). Apart from manufacturing, nearly 10% of Nordic entrepreneurs' activities take place in trade and repairs branches while 8 % operate in financial intermediation.

3. Nordic investments in Special Economic Zones in Poland

One of the key investment incentives in Poland is the possibility of investing in one of the 14 special economic zones. Any special economic zone is subject to preferential tax treatment. An entrepreneur can get the following privileges: tax exemptions (corporate or personal income tax), land fully prepared for investment at competitive prices, and free-of-charge assistance in dealing with formalities connected with investment and property tax exemptions (within some municipalities).²⁰

Until July 2009, Nordic companies have been permitted to run their businesses in 12 out of 14 special economic zones. The highest number of these (10), are located in Wałbrzych Special Economic Zone (See picture 1).

Picture 1. The number of permissions in Special Economic Zones given to Nordic countries, as of June 2009



Among the 42 Nordic companies that take advantage of the SEZs, 20 that come from Sweden, 16 from Denmark, 3 from Norway and 3 from Finland²¹ (See picture 1). No Nordic investors have started their activity in the Kamienna Góra Special Economic Zone or Kraków Technology Park Special Economic Zone. The Finnish investor from Pomeranian Special Economic Zone was awarded by Polish Information and Investment Agency with the Investment of the Year for 2009 award, for the biggest investment.

¹⁹ Every year, the Polish Information and Foreign Investment Agency conducts a survey that major foreign investors in Poland take part in. Its FDI value is higher than USD 1 mln. The number 144 in Table 5 accounts for the only part of Nordic companies in Poland (See table 2).

²⁰ Warsaw Business Journal's guide to Investing in Poland 2010, s.5

²¹ SPCC's research based on SEZ's websites and telephone interviews.

4. Summary

The dynamics of Nordic FDI investment growth in 2002-2008 prove that Danish, Finnish, Swedish and Norwegian entrepreneurs are more and more often choosing Poland as a destination for their project. They run their businesses in major branches of the Polish economy, providing it with enhancement and employment growth. In the period analysed one could observe a significant improvement in the Swedish investment position. The country in line with Denmark are the most active Nordic investors in Poland. The other two Nordic countries, that is Finland and Norway, are investing more and more in Poland, too.

Nordic companies present in Poland account for around 10% of all foreign companies in Poland.

At the same time, Nordic companies account for 19% of investors with capital higher than 1 million USD.

Nordic countries are important trade partners for Poland, and not only in FDI statistics but also as foreign trade partners. Scandinavia is a crucial partner for Poland (See Table 6).

Table 6. Export and import of goods in Poland, 2008 (mln EUR)

Country	Export	Import	Balance	Export %	Import %
DENMARK	2 251,3	1 731,9	519,4	1,94	1,22
FINLAND	998,5	2 130,0	-1 131,5	0,86	1,50
NORWAY	1 944,1	1 911,5	32,6	1,87	1,34
SWEDEN	3 690,7	2 948,6	742,1	3,17	2,07
SCANDINAVIA	8 884,60	8 722,00	162,6	7,84	6,13
EU	90 457,0	88 171,1	2 285,9	77,82	61,90
FRANCE	7 210,4	6 723,4	486,9	6,20	4,72
GERMANY	29 124,1	32 755,2	-3 631,1	25,05	22,99
GREAT BRITAIN	6 700,0	4 040,5	2 659,5	5,76	2,84
USA	1 688,7	3 135,0	-1 446,3	1,45	2,20

Source: Ministry of Economy in Poland

The mission of the SPCC is to use the strong economic position of Scandinavia in Poland for the benefit of our members and to become a strong voice for Nordic investors and significant business society in Poland.

5. Additional information

Foreign Direct Investment (FDI) occurs when a resident of one country invests in the business of a different economy's resident (the enterprise of direct investment) in order to take long term advantage of the capital invested.

The direct investor has either at least 10 per cent of the shares of the business, or is privileged to 10 per cent of votes during a board meeting²².

There are various forms of FDI, and all of these support a country's economic development. FDIs are greenfield investments, joint ventures of foreign and Polish investors, founding a 100 per cent share of foreign investors, capital privatization effects, private company mergers and takeovers, direct privatization²³.

²² See *Zagraniczne inwestycje bezpośrednie w Polsce w 2003 r.* Narodowy Bank Polski, Warszawa 2003, s. 28.

²³ Dziemianowicz, W., *Inwestycje zagraniczne jako czynnik rozwoju polskich regionów. Ekspertyza dla Departamentu Koordynacji Polityki Strukturalnej Ministerstwa Gospodarki i Pracy i Polityki Społecznej.*

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