

# General Assembly

Witamy !

Velkommen !

Välkommen !

Velkommen !

Tervetuloa !

Warszawa, 9th March 2010

# Election of the Chairman of the General Assembly

**Maciej Wielogórski**

Partner, Wielogórscy Law Office, Szczecin

# Election of the Recorder of the General Assembly

**Mirośław Bik**

Legal Adviser, Partner, Peter Nielsen Partners Law Office

# Approval of the Agenda:

1. Opening the Assembly by the Chairman of the Board.
2. Election of the Chairman of the General Assembly and the Recorder.
3. Approval of the agenda of the General Assembly.
4. Information on election and presentation of the Chairmen and Board Members for the next term.
5. Statement of the Chairman of the Board on the Chamber's activities in 2009.
6. The Chamber's audited financial statement for 2009.
7. SPCC programme of activities in 2010.
8. Proposal of the budget for the year 2010.
9. Appointing the auditor for the next term.
10. Any other business.

4. Information on election and presentation of the Chairman and Board Members for the next term.

# SPCC Management Board 2010



## **Chairman:**

Peter Nielsen

DK, Peter Nielsen & Partners, Managing Partner

## **Vice Chairmen:**

Roger Asplund

SE, ENIRO Polska, President

Carsten Nilsen

NO, G4S Holdings Polska, President

Johan Puotila

FI, Confero Consulting, Managing Director

## **Board Members:**

Leif Christiansen

DK, Key Value Coaching, Partner

Alexandra Kazimierski

SE, dk Executive Search, Business Development Director

Jan Prejsnar

NO, Arpi & Partners, President of the Board

Tomi Ranta

FI, Leinonen Poland, Managing Director

## **Deputy Board Members:**

Natalia Depo

NO, AF Group Polska, Managing Director

Staffan Henriksson

SE, Ericsson, President

Erik Lund

DK, Poldani Building Solutions, President

Iska Nirviö

FI, Suominen Flexibles, ICT & Finance Manager

## New members in the Board:



**Johan Puotila – Vice Chairman**, Finnish nationality, Masters of Law Helsinki University 1985, Varatuomari/Vicehäradshövding 1989. Founder and Managing Director of Confero Consulting, strategic communications and public relations firm since 2008. Previously Publisher Business Group for Valkea Media S.A. and Director Corporate Affairs and Member of the Board of Philip Morris Polska S.A. Chairman of the Board of Finnish Trade Guild. In Poland since 2003.



**Jan Prejsnar – Board Member**, Norwegian nationality, founding partner of Arpi Holding AS in Norway. President of the Board and Managing Partner in Arpi & Partners in Poland since 2001. The company provides accounting and payroll services for Scandinavian clients in Poland. Board Member of NBF.



**Tomi Ranta – Board Member**, Finnish nationality, Managing Director of Leinonen Poland; Board Member of FTG since 2009. Previously managed Leinonen office in Tallinn since year 2000. Leinonen provides international accounting and payroll services in seven countries in eight cities (Warsaw, Helsinki, Tallinn, Riga, Vilnius, St. Petersburg, Moscow and Sofia).

# New members in the Board:



**Natalia Depo – Deputy Board Member**, Swedish nationality; educated lawyer from Law Department of Stockholm University. Student at Warsaw and Vienna Universities. For 5 years working with AF Gruppen Norge, since 2008 Managing Director for AF Group Polska, a Polish daughter company to AF Gruppen Norge, which she has established in 2007 and developed on the Polish market since then. Previously working with the Swedish Trade Council in Poland. Board Member of NBF.



**Staffan Henriksson – Deputy Board Member**, Swedish, President of Ericsson in Poland since 2009 and VP Marketing & Communication for Central Europe Region; working for Ericsson since 1986. During his career Staffan has had various managerial positions in sales, marketing and engineering in countries such as, Switzerland, Slovakia, Spain and Sweden. Staffan is a native of Malmoe, Sweden, and received a Masters of Science Degree in Electrical Engineering from the University of Lund in 1985. Board Member of SBC.



**Iska Nirviö – Deputy Board Member**, Finnish nationality, ICT and Finance Manger Suominen Flexibles, Member of the Management Board of Suominen Polska since 2004, Board member of FTG since 2009



## SPCC Regional Representatives



Regional Representative in Kraków  
Mr. Janusz Kahl



Regional Representative in Wrocław  
Mr. Marek Cader



Regional Representative in Tricity  
Mr. Jesper Floyd Kristiansen



Regional Representative in Szczecin  
Mr. Kaare Nordbo



Regional Representative in Poznań  
Mr. Joakim Hansson



Regional Representative in  
Oresund Region  
Mr. Lars Svensson

## 5. Statement of the Chairman of the Board on the Chamber's activities in year 2009

Peter Tærø Nielsen

- Transformation
  - Change
- Development
  - Results

- The Nordic countries are the second largest of the "Western" trade partners of Poland, only beaten by Germany
- As investors in Poland the Nordic countries are third or fifth largest depending on the way of calculation, beaten by Germany and France and the "tax heavens" Netherlands and Luxembourg

What are then the desired results?

- Strong chamber of commerce whose voice is heard and listened to
  - in the public
  - among politicians and authorities
  - in the press
- In the commercial/political interest of members (and according to values)
- In a way reflecting our size as trade and investment partners – (PL-Nordic relations)

- Strong chamber of commerce organizing events strictly focused on the interests of members and the chamber's and members' position, including a.o.
  - Events conveying knowledge
  - Events creating networks
  - Events creating public influence and position
  - Purely social events

- Strong chamber of commerce being present and visible on relevant locations
  - In Poland
  - In the Nordic countries (when relevant to members' interest)

Securing chamber's position and members' interest



- Strong chamber of commerce cooperating with and being known and respected among relevant
  - Nordic Embassies in Warszawa
  - Polish diplomatic missions in the North and their “parents” in Poland
  - Other official institutions in PL and abroad,
  - NGO’s, and chambers of commerce
  - European Union institutions

- Strong chamber of commerce respecting the national differences between nations and people involved, but also using this diversity as a strength
  - By running strong National Sections, without damaging the strength of the common
  - By being able to represent interests nationally whenever this may be necessary

- Strong chamber of commerce which looks after the needs of Nordic – and other foreign – citizens (with families) expatriated to Poland on behalf of the member companies
  - By having strong National Sections
  - By being strong and heard in Poland

- Strong chamber of commerce which may assist Polish (member-) companies interested in Nordic markets with network and basic information

Who is in charge? The SPCC team:

- Agnieszka Kowalcze
- Ewa Lisiewska-Szczygieł
- Marta Paduszyńska
- Joanna Kwasiborska
- Aleksandra Słoniec
- <http://www.spcc.pl/en/ospcc/pracownicy>

## In the 2009 SPCC focused on:

- Providing quality, strictly focused events for the members
- Developing branch committees (HR, PR and Tax) building up for knowledge and influence
- Further developing of [www.spcc.pl](http://www.spcc.pl) for better communication with members, launched on 1st March 2010

- Building brand recognition and position through:
  - Establishing SPCC Honorary Presidium
  - Active support of the EU Baltic Sea Strategy and cooperation with Baltic Development Forum
  - Establishing and intensifying cooperation with bilateral chambers and other business oriented organizations
  - Intensifying activities and visibility in regions outside Warszawa
  - Being generally more visible

# SPCC celebrated 5th Anniversary with the key events:



**19th March** – opening of SPCC Regional Office in Szczecin (5th SPCC Regional Office)

**19th September** - Annual SPCC Crayfish Party

**19th November** - SPCC Economy Conference

**4th December** - Anniversary Christmas Evening in Warsaw

and issuing

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



## **SPCC events/activities in year 2009:**

Totally 55 SPCC events  
including National Sections Events

with over 3.600 participants

and total average quality mark of 2,8  
(according to the SPCC quality scale from 1 to 3)

# Conferences & seminars

Scandinavian-Polish   
CHAMBER OF COMMERCE



# Business Mixers

Scandinavian-Polish   
CHAMBER OF COMMERCE



# Social events

Scandinavian-Polish   
CHAMBER OF COMMERCE



## Membership situation

351 members on 31st December 2009

- 331 corporate
- 20 individuals

# SPCC Patrons 2009:

Scandinavian-Polish   
CHAMBER OF COMMERCE

Danske Bank

**DUKA**  
www.duka.com

**ELTEL**  
networks

Handelsbanken

Nordea 

**onninen**

 peter nielsen  
partners

*Radisson*   
CENTRUM HOTEL, WARSAW

**S|E|B**

 **STATOIL**

**VATTENFALL**



# Approval of the Report on Chamber's activities in 2009

6. The Chamber's Audited  
Financial Statement for 2009  
audited by Kurt Iversen  
Baltic Accountants & Consultants

**Baltic Accountants and Consultants**  
State Authorized Public Accountants  
Biuro Autoryzowanych Audytorów i Konsultantów

**ALLIOTT**  
GROUP  
A WORLDWIDE NETWORK OF INDEPENDENT FIRMS



# Consolidated report for SPCC & SPU Financial Statement for 2009:



All amounts in PLN:	Realized:	Budget:	Difference:
<b>Income:</b>	<b>1.549.205</b>	<b>1.829.000</b>	<b>(279.795)</b>
Fees from members	985.462	1.075.000	(89.538)
Patronage	242.000	264.000	(22.000)
Sponsored meetings	320.261	400.000	(79.739)
Membership catalogue	0	80.000	(80.000)
Other Income	1.482	10.000	(8.518)
<b>Costs:</b>			
Staff costs	477.658	533.370	(55.712)
Rent & telephone	126.170	132.000	(5.830)
External services	128.165	110.000	18.165
Office supplies & postage	37.782	60.000	(22.218)
Cost of members meetings	225.051	240.000	(14.949)
Sponsored meetings	280.941	400.000	(119.059)
National Section Activities	64.581	85.000	(20.419)
Marketing & PR	34.274	45.000	(10.728)
Membership Catalogue	0	80.000	(80.000)
Entertainment costs	8.483	10.000	(1.517)
Travel costs	41.581	30.000	11.581
www	1.440	2.000	(560)
Trainings	4.164	5.000	(836)
Miscellaneous	15.326	4.000	571
Provision	0	75.000	(75.000)
Depreciation	9.353	14.000	(4.647)
<b>Total costs:</b>	<b>1.444.214</b>	<b>1.825.370</b>	<b>(381.156)</b>
Financial income / costs	3.381	10.000	(6.619)
Taxation	0	0	0
<b>Profit for the year</b>	<b>108.372</b>	<b>13.630</b>	<b>94.742</b>

Approval of the Chamber's  
Audited Financial Statement  
for year 2009

## 7. SPCC programme of activities in 2010

Agnieszka Kowalcze and Peter Tærø Nielsen

# SPCC Patrons 2010:

Scandinavian-Polish   
CHAMBER OF COMMERCE

Danske Bank

DUKA

ELTEL  
networks

Handelsbanken

Nordea 

onninen

קרק peter nielsen  
partners

Radisson   
CENTRUM HOTEL, WARSAW

SEB

 STATOIL

Transpoint 

VATTENFALL 

## Membership strategy

The 2010 goal is to improve membership retention and attract new companies to join SPCC.

The Regional Representatives and the SPCC National Sections have an important role to play.

# SPCC Activity Plan 2010

- **Organizing 40-50 high quality events, focused on members needs:**
  - ✓ seminars & workshops devoted to up-to-date topics
  - ✓ branch committees (HR Forum, PR Forum and Tax Forum)
  - ✓ VIP meetings with special guests inc. economists, journalists, politicians, local authorities and if possible inviting interesting guests from Scandinavia
  - ✓ SPCC Economic Conference
  - ✓ business mixers and networking events:
    - social events (Family Picnic, Christmas Evening)
    - National Section events
  - ✓ member companies visits and presentation of activities

# SPCC Activity Plan 2010

- **Öresund Region** - inaugurate presence of SPCC representative, Mr. Lars Svensson, in Öresund Region to serve as an information source about Poland and promote Polish market as a destination for products, services or investment of Swedish and Danish companies, especially SME.  
The opening event is planned for the first half of the 2010.
- **Building brand recognition of SPCC and the members**
  - ✓ continuing cooperation within SPCC Honorary Presidium
  - ✓ developing cooperation with commercial organizations and bilateral chambers of commerce in Poland and in the Nordic countries
  - ✓ promoting SPCC members and their best practices on corporate social responsibility (CSR)

# SPCC Activity Plan 2010

Additionally:

- SPCC is planning to organize photo contest for the members (photos from Scandinavia and Poland) – 12 winning photos will be printed in the calendar for 2011, all photos will be presented on the SPCC website.



## 8. Budget 2010 Assumptions:

### Income:

#### 340 Members:

- 54 large corporate members for 5.300 PLN
- 164 medium corporate members for 3.200 PLN
- 102 small corporate members for 1.600 PLN
- 20 individual members for 850 PLN

Attracting approx. 20 new companies

#### 12 Patrons

#### Sponsorship of meetings

**Other income** (i.e. advertisements on the website)

# Consolidated budget for SPCC & SPU

## Budget 2010:



All amounts in PLN	Realized 2009:	Budget 2010:
<b>Income:</b>	<b>1.549.205</b>	<b>1.766.000</b>
Fees from members	985.462	1.055.000
Patronage	242.000	264.000
Sponsored meetings	320.261	441.000
Other Income	1.482	6.000
<b>Costs:</b>		
Staff costs	477.658	509.000
Rent & telephone	126.170	129.400
External services	128.165	83.500
Office supplies & postage	37.782	50.000
Cost of members meetings	225.051	285.000
Sponsored meetings	280.941	441.000
National Section Activities	64.501	85.000
Marketing & PR	34.274	40.000
Entertainment costs	8.483	12.000
Travel costs	41.581	45.000
www	1.440	10.000
Trainings	4.164	15.000
Miscellaneous	15.326	8.000
Provision	0	50.000
Depreciation	9.353	6.000
<b>Total costs:</b>	<b>1.444.214</b>	<b>1.762.900</b>
Taxation	0	0
Financial income /cost	3.381	6.000
<b>Profit for the year</b>	<b>108.372</b>	<b>9.100</b>

# Acceptance of the Budget 2010:

All amounts in PLN

Total income 1.772.000

Costs 1.762.900

Profit 9.100

Acceptance of the Chamber's activities for 2010

# 9. Appointing the Chamber's auditor for year 2010

Kurt Iversen

Baltic Accountants and Consultants

**Baltic Accountants and Consultants**  
State Authorized Public Accountants  
Biuro Autoryzowanych Audytorów i Konsultantów

**ALLIOTT**  
GROUP  
A WORLDWIDE NETWORK OF INDEPENDENT FIRMS

10. Any other business.

# Thank you for your attention

Thank you to the chairman of the meeting and the recorder

You are now invited to the business mixer.  
Let's celebrate the great future of Poland and our businesses and expand our networks.