

## **Puolan Suomalainen Kauppakilta - Finnish Trade Guild in Poland**

### **BOARD ACTIVITY REPORT JANUARY 1 – DECEMBER 31, 2018**

#### **I. General**

The following persons were elected to FTG Board at the **2018 Annual General Meeting** on February 21, 2018:

#### **Board Members**

Esa Tuomi, Nordea Bank, Chairman of the Board, esa.tuomi@nordea.com  
Marcin Bruszewski, Fortum, Vice Chairman, marcin.bruszewski@fortum.com  
Markku Ekholm, Suomen Unipol, Board Member, markku.ekholm@unipol.fi  
Tuomas Asunmaa, Spondeo, Board Member, tuomas@spondeo.fi  
Tomasz Konarski, YIT, Board Member, tomasz.konarski@yit.pl  
Kirsi-Maarit Poljatschenko, Business Finland, Board Member, kirsi-maarit.poljatschenko@businessfinland.fi  
Piotr Prus, Ecovis, Board Member, piotr.prus@ecovis.pl

#### **Deputy Board Members**

Jan Grönqvist, Leinonen, Deputy Board Member, jan.gronqvist@leinonen.pl  
Mikko Tähtinen, Van Cargo, Deputy Board Member, m.tahtinen@vancargo.com

The FTG 2018 Annual General Meeting also elected **three FTG representatives to the SPCC Board**: Esa Tuomi, Marcin Bruszewski and Markku Ekholm (as Deputy Board Member).

Esa Tuomi was elected by the SPCC Board as one of the three SPCC Vice Chairmen.

The FTG Board held **5 regular meetings** (February - AGM, March, May, September, November) during the year, and members met several times for informal working meetings.

The Board decided to continue following key strategies from previous year:

- Continue organizing high quality FTG social/business events of interest to members;
- Engage and communicate with potential new members, using FTG/SPCC events, Business Finland contacts and other SPCC services and benefits as recruitment tools;
- Communicate with existing FTG members to increase awareness of membership benefits and the added value of membership;
- Board members continue contacting directly potential new members, to pitch FTG/SPCC membership;
- Encourage and support any SPCC Board efforts to increase social media visibility of SPCC.

## **New membership campaign**

In order to intensify approaching potential members, FTG decided to update the list of Finnish subsidiaries in Poland. The list consists of 185 potential new Finnish subsidiaries in Poland. As the first step 21 companies were chosen to distribute marketing package containing information about FTG and SPCC. The campaign will be continued in 2019.

## **FTG Vision and Mission**

The Vision and Mission of FTG, updated by the Board in 2018, is as follows:

**The Vision of the Finnish Trade Guild:** The Finnish Trade Guild aims at adding value to its members' operations in Poland, providing a platform for exchange of knowledge and experience, a Finnish business and cultural context and business edge to their SPCC membership.

**The Mission of the Finnish Trade Guild:** As a National Section of SPCC, the Finnish Trade Guild is a focal point for FTG member businesses operating in Poland, representing their views and interests, organizing cultural and networking events, liaising and cooperating with third parties and providing business support that add value and complement SPCC membership benefits.

## **II. FTG Membership**

During the year, FTG net corporate membership decreased by 4 companies (13 companies left, 9 companies joined). The number of corporate members as of 31/12/2018 is: 67, honorary members: 6.

### **Honorary members are as follows:**

Embassy of Finland, Embassy of Estonia, Business Finland, Mr. Esko Kilpinen, Mr. Raimo Valo and Mr Johan Puotila (granted 2018).

**New corporate members** joining FTG were: Pagero Oy, Nordcloud, Enefit, Avaus Marketing Innovations Polska, Lindstrom, Erutan Mika Surakka, HiQ Poland, Thomson & Stein KKP, Brightway.

**Resigning** were: Advanfile, Bearstone Global, Etteplan, Studio AG, Qvistorp, Work Service, Lemminkainen Polska, Finnair, Kemira Swiecie (Group membership breakdown) Barona, Tradecon, Brightway, NTG Polar Road.

At the end of 2018 SPCC had 385 Corporate Members.

List of FTG members can be found there: <https://www.spcc.pl/en/members/search/all/1/all>

## **III. FTG 2018 activities - events**

The below summary covers events organized by FTG.

FTG organized its **Annual General Meeting** on February 21st, 2018 at the premises of the Embassy of Finland in Warsaw. 16 representatives of FTG member companies were present. The meeting was followed by a cocktail event hosted by Ambassador HE

Hanna Lehtinen, during which Madam Ambassador gave an interesting overview of Polish-Finnish relations and topical issues of mutual interest.

The traditional “**FTG Summer Picnic**” was organized at *Wilanow Golf Parks* on June 9<sup>th</sup> with over 200 guests present. Participants enjoyed the great summer weather, the program as well as an abundance of good food and liquid refreshments. A lottery with prizes donated by member companies was organized and the proceeds of 3 110 PLN were donated in full to support the activities of *Suomikoulu*, an educational program for Finnish children residing in Poland, designed to help them maintain their native language and culture.

A warm thank you goes to:

Main Sponsors: Ecovis and YIT, Gold Sponsors: Leinonen and Nordea, Silver Sponsors: Greencarrier, Suomen Unipol and Cooperation Partners: C.K. Fish, Dobre Wina, Finnair, Fiskars, Isku, Tactic Games and Valio for their cooperation and important contribution that made the event possible.

39 FTG members and friends of crayfish attended the 14<sup>th</sup> annual **FTG “Rapujuhla” - Crayfish Party** in Warsaw at the Hotel Intercontinental on September 15<sup>th</sup>. Guests enjoyed the beautiful set-up, traditional singing, the tasty crayfish and the creamy salmon soup supplied by C.K. Fish.

On Wednesday December 6<sup>th</sup> FTG organized the 8<sup>th</sup> “**Finland Independence Day’s Night**” event at Hotel Bristol in Warsaw, to celebrate the 101<sup>st</sup> anniversary of the Finnish independence. The anniversary event proved very popular, with 80 guests in attendance. During the evening participants had the opportunity to socialize and to enjoy good food and drinks.

The event was importantly and kindly supported by: Main Sponsor: YIT and Sponsors: Greencarrier, Fortum and Nordea.

To see photos from these popular 2018 FTG events, please visit:

<https://www.spcc.pl/en/sekcja/finlandia/2018>

#### **IV. FTG 2018 other activities**

Esa Tuomi, on behalf of FTG took contact with FinnCham (Finnish chamber of commerce chain) to discuss FTG membership. No new members were planned to be taken by FinnCham in 2018. Discussion to be continued in 2019.

Good co-operation with the Embassy continued. Ambassador Mrs Hanna Lehtinen organized together with FTG several business breakfasts where topical issues were presented and discussed. Chairman and Board Members participated as well in different meetings with Finnish politicians and visiting groups in Warsaw.

Mr Juha Ottman, New Ambassador of Finland was appointed in Poland in September 2018. It has been agreed with the Ambassador that close cooperation with FTG will continue in the future as well.

Every year company site visits are organized by SPCC/FTG. In 2018 visits in following Finnish companies were arranged: UPM Kymmene, Fortum, Nordea.

#### **V. Other**

FTG continued to open many of its events also to “friends of Finland” to the extent space permitted, to increase awareness of the Guild, its activities and Finnish culture and traditions and to attract new members.

Ca 340 persons attended 3 main events organized by FTG in 2018 (Summer Picnic, Crayfish Party, Independence Day. Participation in FTG events was free of charge for members, with the exception of the Crayfish Party.

In 2018 SPCC organized in total 95 different events with nearly 4 200 guests, which was available for FTG members as well.

During 2018 FTG received an annual budget allocation of 21 600 PLN from SPCC for national activities. In addition, corporate sponsors kindly provided a total of 56 000 PLN in support of specific FTG events.

This support to FTG events from member companies was crucial in implementing the 2018 activities. 77 600 PLN was the total FTG budget for 2018.

## **VI. Plans for 2019**

FTG plans to continue organizing different events in 2019.

Three, most popular among Finnish community, events to be organized are:

- Summer Picnic (June),
- Crayfish Party (September),
- Finnish Independence Day (December).

On top of it FTG plans to arrange also:

- Business breakfasts/meetings in cooperation with Finnish Embassy,
- site visits in premises/factories of FTG members,
- other events organized with external partners.

Active participation in many events organized by SPCC will continue.

Corporate sponsors' funds together with budget allocation from SPCC will play crucial role in events' calendar in 2019.

Total budget for 2019 is planned to be at the same level as in 2018.

Warsaw, January 7, 2019

Board of Finnish Trade Guild

Esa Tuomi

Marcin Bruszewski

Tomasz Konarski

Markku Ekholm

Tuomas Asunmaa

Kirsi-Maarit Poljatschenko

Piotr Prus