

# SPCC e-magazine

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ACTIVITIES

SPCC

COMMUNITY

SCANDINAVIAN

INSPIRATIONS

INDUSTRY 4.0 BOOSTS  
ECONOMIC GROWTH  
IN SCANDINAVIA



No 2/2019

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# SPCC e-magazine

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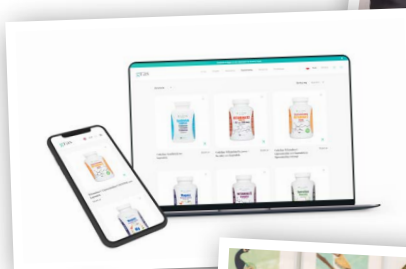
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SPCC E-magazine: Scandinavian-Polish business community online

E-magazine is a quarterly publication in online format distributed by Scandinavian-Polish Chamber of Commerce (SPCC) among wide group of readers interested in Scandinavia and Scandinavian-Polish cooperation. We reach SPCC Members, business organizations, media and individual readers interested in topics related to Scandinavia.

Contact person:  
Sylvia Wojtaszczyk-Ciąćka, Project Manager  
Scandinavian-Polish Chamber of Commerce

swojtaszczyk@spcc.pl, [www.spcc.pl](http://www.spcc.pl)  
phone 22 849 74 14

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### Dear SPCC Members,

Summer time invites us all to relax rather than moving forward with another business project. July is well and truly here and I hope you will be free from constant noise of information, challenges at work and will be able to introduce an idea of work well being promoted in SPCC report Nordic Insights. Our goal for this sunny time should be mindfulness, harmony and comfort.

Scandinavians are the only ones in the world to have a separate word meaning happiness at work. In Danish, the word is "arbejdsglæde", where "arbejde" means work, and "glæde" means happiness, so "arbejdsglæde" can literally be translated as "work happily" or "work with joy". I hope that hot days will put you in that blissful state of relaxation and happiness at work, and reading the SPCC E-magazine will help you to achieve it.

The first half of the year is also a time for summaries at the Chamber. Thanks to your commitment, we managed to organize nearly 50 events, including the **Scandinavian-Polish Energy Debate** (you will find the coverage from the debate in the magazine), a series of meetings in the regions with local authorities and Ambassadors of the Scandinavian countries, during which we had the chance to learn what are the current challenges that Scandinavian investors are facing, we visited companies and factories demonstrating how you create unique, innovative solutions and organizational culture. We discussed key sectors including SSC, we supported **Scandinavian Days in Szczecin** and hosted foreign

delegations, including from Estonia. We also celebrated national holidays: **the National Day of Norway, the Danish Constitution Day, Swedish Midsommar Cocktail and the Finnish Summer Picnic**. We also had the opportunity to celebrate the beginning of summer at the newly opened **Puro Hotel in Warsaw**.

In that time, the Chamber welcomed a record number of new member companies. At the moment, we are ranked 3rd among the chambers of commerce in Poland with **over 430 members** - thank you for your trust and willingness to create a new business reality!

We are constantly sharing your successes, it is a source of pride for us but also a great responsibility for showing your initiatives, development and impact on the Polish economy to the media, government, local authorities or potential business partners. You are setting the example of companies that bring sustainable solutions, innovations and unique Scandinavian values to the Polish market: openness and cooperation, trust and equality. Over the past year, the reach of our activities in the media has reached the level of 1 million recipients.

In this issue of SPCC e-magazine we talk to Carolina Garcia Gomez from IKEA Retail, we bring you closer Małgorzata Undziłło from Flugger and the founder of KAM Redovisning AB - Martin Krus. We underline the role of Industry 4.0 with examples of Scandinavian companies implementing these solutions in the automotive sector in Poland, and we present another example of a Scandinavian employer in Poland - DSV ISS.

Autumn will be busy with activities - interesting events, speakers, more information on investment level and introduction of innovative solutions of SPCC member companies. Remember to send us your amazing photos to SPCC Photo Competition - this year the topic focus is on Nordic Architecture & Design.

We hope that together, we will celebrate the fifteenth anniversary of our activity on September 18<sup>th</sup> in Warsaw.

SPCC wishes you a wonderful summer time and we look forward to seeing you in September!

Agnieszka Zielińska,  
Managing Director

### SCANDINAVIA SUPPORTS POLAND IN ITS ENERGY TRANSITION

Energy cooperation between Poland and Scandinavia is gaining momentum. The positive developments, which can be seen on many levels, were discussed during the Scandinavian-Polish Energy Debate which took place on the 7th of May. The debate was organized by the SPCC and was held under the auspices of Embassies of Norway, Sweden, Finland and Denmark. The emphasis, in particular, was laid on Baltic Pipe investment, renewable energy sources and their good influence on environment, society and economy.

The construction of Baltic Pipe is one of the most important projects of Polish-Scandinavian cooperation in the recent years. The investment has received EU funding of €215M and it is expected to be finished by 2020. It will enable deliveries of 10 bln m3 of natural gas from the Norwegian fields.

„The Baltic Pipe Project has a big role to play in the Polish energy transition. The process, however, requires a lot of time - in the short term we will not be able to shift from our current energy sources to the new ones. From the Polish perspective the Norwegian natural gas can be somewhat of a bridge between old fossil fuels and renewable energy sources. In this respect Polish-Danish investment meets the EU's energy and



Piotr Kuś, Deputy Director, Gaz-System



Carolina Garcia Gomez, CEO IKEA Retail in Poland

climate goals -says **Tomasz Stępień, Chairman of Gaz-System.**

Polish and Scandinavian businesses increasingly benefit from the cooperation in the renewable energy sources field, including offshore, onshore, photovoltaic(PV) or biogas.

The best example of that is IKEA, which, thanks to its investment in wind farms, is now fully energy independent.

„IKEA invests in wind farms all over the globe and six of our facilities are located in Poland. The amount of generated energy can be compared with the energy consumption of 200.000 households” - says **Carolina Garcia Gomez, CEO IKEA Retail in Poland.** Moreover, Scandinavian investments influence directly the environment and Polish society. In 2017 IKEA begun its sale of



PV systems and today it sells almost 80 of such installations per month, which makes Poland no.1 market for the company in this regard.

Finnish company Fortum is one of the leaders in new energy technologies on the European market and has recently opened a CHP plant in Zabrze powered by coal, RDF( fuel produced from various types of waste) and biomass. The facility is one of the most modern of its kind in Europe and at the same time very important for Fortum.

„Sustainable city development should go hand-in-hand with the introduction of a circular economy, in which the priority is to recover the energy from sources like waste. Fortum implements those rules and develops cities based on energy which production has the lowest possible impact on the natural environment.” - said **Jacek Ławrecki, Head of Communication at Fortum for Poland and the Baltic States.**

The total investment value amounts to ca PLN 870M. The new facility will supply around 70 thousand households in Zabrze and Bytom with heat.

**Stefan Gullgren, Swedish Ambassador to Poland said that Polish energy transition will take less time than it took in Scandinavia for some years ago:** „I am certain that Poland does not need 50 years to reduce its dependency on coal from around 75% to current norms, because of the fact, that today we have much better, advanced and efficient technology. There is also a noticeable rise of awareness among government officials, that the energy transition is not only a necessity for the protection of the environment but also that the Polish economy itself will draw certain benefits from it - concludes the Ambassador.

**Take a look at the infographic summarizing Scandinavian-Polish energy Cooperation**

## SUMMARY OF EVENTS

### The National Day of Norway

■ 17th of May

17th of May is a special day for Norwegians, including those living in Poland. We celebrated it together with the Norwegian Embassy at a cocktail party in Villa Foksal. We send a warm thank you to companies: ARPI, Best Supply DNB, DNV, Firmus, Istrail, Kongsberg, Mowi and PURO Hotels for supporting this occasion.



Carsten Nilsen, SPCC Chairman and Olav Myklebust, Ambassador of Norway



A traditional parade could not be missed!

## Business Lunch in Poznań

■ 29th of May

At the end of May we met with representatives of Scandinavian companies in Poznań. Our special guests were Daniel Larsson, Head of Business Sweden and Katarzyna Kierzek Koperska, Vice-President of the City of Poznań.



△  
Katarzyna Kierzek Koperska,  
Vice-President of Poznań

△ The meeting was a great opportunity to exchange experiences and discuss investment possibilities in Poznań

## Summer Drinks in PURO Warsaw

■ 4th of June

Beginning of June created an opportunity to visit the recently opened new PURO Hotel in Warsaw. Great design, a terrace with a view of Warsaw and a stunning restaurant are the hallmarks of this Norwegian-origin hotel. We will certainly be back!



△  
Guests were greeted by Rune Askevold,  
Managing Director of Puro Hotels



△  
Loreta Bar with a terrace



## Danish Constitution Day

■ 8th of June

We celebrated Grundlovsdag, the national holiday of Denmark, in the Residence of the Danish Ambassador and in a great company of employees of Danish companies in Poland with their families. This year there was another reason for celebration - 100 years of establishing diplomatic relations between Poland and Denmark. Video coverage from the event made by DSV can be viewed [here](#)



Despite hot weather a lot of guests were celebrating this day with us!

Wanda Brociek, Board Member of the Danish Section and Ambassador Ole Egberg Mikkelsen are opening the meeting



## Finnish Summer Picnic

■ 8th of June

On the same day the Finnish Section organized its traditional Summer Picnic. Sport atmosphere, attractions for kids, Molky and Darts Tournament are inseparable elements of this extremely popular event. [See a video coverage from the event here](#)



Picnic was held in Wilanów Golf Parks

White and blue accompanied us every step of the way





## Swedish Section Summer Cocktail

■ 14th of June

Our Members of the Swedish Section gathered for a last meeting closing the business season for a Summer Cocktail in the lovely gardens of the Swedish Embassy. Thank you to Mr Ambassador Stefan Gullgren for hosting us and a great afternoon! The event was supported by Hotel Bryza Resort & SPA.



Next events organized by the Swedish Section will take place in September

Ambassador Stefan Gullgren welcoming the guests

## Scandinavian Days 2019

■ Szczecin, 14-15th of May

Almost 300 people took part in Scandinavian Business Connect, traditional business event taking place during Scandinavian Days in Szczecin. Its aim is to integrate local business and promote economic potential of the city as well as give a possibility of casual, direct conversation and exchange of experiences between Polish and Scandinavian business and taking part in lectures and workshops. Most of the presentations touched upon important issues such as Industry 4.0, future solutions for business or marketing trends.



Scandinavian Business Connect was organized by Szczecin Metropolitan Area Development Agency and SPCC was a partner of this event.

It was already the sixth edition of Scandinavian Days in Szczecin





2019 is a special year for SPCC - we celebrate our 15th Anniversary. On this occasion we offer you a small journey into the past and this year we will show you a bit of our history. This issue is about 2009-2012.

In 2009 the Chamber celebrated 5th Anniversary. Our Chairmans were Peter Nielsen and Carsten Nilsen. A Golf Tournament (!) appeared in our calendar of events and a very popular, until this day. Speed Business Meeting formula. Special guests of our events were Danuta Hubner, Jacek Rostowski, Lasse Lehtinen, Wiesław Rozłucki, Waldemar Pawlak. We also enhanced our cooperation with other bilateral chambers of commerce operating in Poland.



The 1st SPCC Golf Tournament took place in Rajszew in 2011



Conference „Sustainability & Profitability”, 2012



Speed Business Meeting with Amcham, 2011

## SPCC Premium 15

This year we would like to bring your attention to companies, which have been SPCC Members since the very beginning. In this issue, we present you the Premium 15 Members from the Finnish Section. Kittos!

#SPCCPremium15

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**[contact@arpi.com](mailto:contact@arpi.com)**



## POLAND IS A SPECIAL PLACE ON THE MAP OF GLOBAL IKEA ACTIVITIES

Interview with Carolina Garcia Gomez, CEO IKEA Retail in Poland



Fot. Olga Świątecka

**Dear Carolina, thank you for taking part in our interview. Your journey with IKEA started 14 years ago and last year it led you to Poland. For Poland, IKEA is the biggest Scandinavian investor and our common history with IKEA stretches back to 1950s. From your perspective, how is Polish market different from the countries you were previously working in?**

Each market is different and requires an individual approach. Firstly, I try to find out about the country I'm going to live in as much as possible. I learn about the culture, get to know the people with whom I will work. Then I go there and at the beginning I focus on observing and listening, analyzing, how I can contribute to the organization. Poland is a unique market as the whole IKEA value chain is represented here - production, suppliers, distributions, retail and even windfarms. That's why Poland has a special place on the map of global IKEA activities - being the sec-

**Poland is a unique market as the whole IKEA value chain is represented here – production, suppliers, distributions, retail and even windfarms.**

and largest supplier of products to our stores worldwide, just after China. This gives us a big responsibility and at the same time a great opportunity. We want to become people and planet positive company, trying also to inspire and engage others – our customers, other businesses and also government. Taking part in COP24 and other business meetings in which I represented IKEA Poland, I've found out that sustainability is high on the agenda of many companies operating here. Polish consumers are more and more interested in sustainable products and solutions. Consequently, they expect business to take responsibility and be active in this area. Although they are becoming more aware of climate changes, they still need some inspiration and support to know how to act.

**IKEA is active and very innovative responding to challenges that our society and every single household is facing. “No Trace” and “Fossil Fuel Free” were one of the main trends shaping our future which we listed in our report “Nordic Insights”. What actions in field of sustainable energy and circular economy are on the agenda of IKEA in Poland? What are the results so far?**

At IKEA, we want to create a better everyday life for the many people and sustainability is an integrated part of our everyday business. One year ago, we announced an updated version of our “People&Planet Positive” strategy. With millions of customers and billions of visitors to IKEA stores and websites each year, we have a huge opportunity to inspire people with what it means to live a better life.

I must say that IKEA's achievements in sustainability in Poland are quite impressive. We were one of the first countries to reach IKEA's global goal to produce more green energy than we consume. We reached this goal in 2016. Last year our 80 wind turbines generated 470 GWh of electricity, which is higher than electric energy demand in all IKEA facilities in Poland, incl. stores and factories. For more than 2 years we are also encouraging our customers in Poland to use renewable energy. We

are doing this by offering a turnkey solar installation for households. We feel a great satisfaction when our customers reduce their electricity bills by becoming prosumers, which means that they produce clean energy from renewable sources. In just two years Poland become leading market in sales of solar installations at IKEA globally. Our sales indexes are higher than our global average in markets where IKEA offers PV installations.

We are also proud of our achievements in becoming circular business. On one hand we are very strong in waste management –we already have achieved 100% recycling of cardboard waste in stores. On the other hand, we are developing circular services for our customers. Poland is amongst four countries in which IKEA has already started testing different furniture as a service projects before expanding tests to all our 30 markets in 2020. Becoming climate positive, we have set goals for 100% of transport for customer deliveries and services to use electric vehicles (EV) or other zero-emission solutions by 2025, as well as provide charging stations to enable customers to travel to stores by electric vehicles. Today, seven of our stores have them – the newest two charging stations are installed on the parking of the new, opened last month, warehouse for customers IKEA next to our store in Janki. By end of 2020, all stores will have them installed.

We want to provide our customers with products, solutions and services that help them live a more sustainable, environmentally friendly way. It is also important for us to inspire and support them using our home furnishing knowledge and experience, showing that small changes in our everyday lives can have a big impact on our planet, as we did so during the spring campaign “Climate action starts at home”.

**Recently IKEA also opened a new concept, a store in Blue City and launched online sales. Can you share with us the closest development plans of IKEA in Poland? What areas you wish to focus on?**

Poland is one of the fastest-growing IKEA markets globally. Last year, we achieved an 11% increase in sales and exceeded 4 billion zlotys in turnover. We are constantly developing multi-channel, which today's sale share is over 9% and is growing year by year. At the beginning of June we have opened a Parcel Unit near Wrocław. It is a logistic unit for small orders that enable customers from all over Poland to buy online almost all IKEA products with a shorter lead-time and with a low price. At the same time, as I mentioned it before, we





IKEA w Blue City - new store format

**Apart from being the largest Scandinavian investor, IKEA is also the largest Scandinavian employer in Poland. How do you combine the Scandinavian and Polish working culture on everyday basis and what values lead you & other IKEA employees in your everyday work?**

At IKEA, we value our co-workers' competences, commitment and achievements, regardless of gender, religion or age. We believe that equality and respect for diversity are fundamental human rights. We strive to create a diverse and inclusive work environment where co-workers feel valued for their uniqueness and skills. Working with differences helps us to grow both as individuals and as an organization. We believe that together we are creating better IKEA.

are working on transforming IKEA into a circular business.

We are aware, that to support and sustain growth in the long term, we must respond to the growing expectations of our customers and adapt to a fast-changing retail environment. We want to become even more affordable and convenient for more of Poles. To achieve this, we plan further investments in existing stores, ensuring their high level of inspiration and vitality. At the same time we will focus on developing our digital channels, various types of services as well as through exploring the potential of city center stores and other types of store formats like IKEA in Blue City, which was visited by almost 1,5 mln people since its opening at the end of last October.

**Becoming climate positive, we have set goals for 100% of transport for customer deliveries and services to use electric vehicles (EV) or other zero-emission solutions by 2025, as well as provide charging stations to enable customers to travel to stores by electric vehicles.**

Our standards and values are the same in every country. We value the respect and understanding. We respect each other, our customers and suppliers. We focus on leadership as an example - our managers trying to set good examples and influence our co-workers. Our experience indicates that together we are able to solve seemingly unsolvable problems. That is why we encourage our co-workers to dare to take the initiative. We promote co-workers with potential and give them a chance to grow.

**If you were to name one thing that fascinates you about your work and helps you to wake up every morning ready for new challenges, what would it be?**

My biggest every day motivation is trying to influence and contribute to improve even a little bit the world and lives of people around me. I am glad that I have job that gives me satisfaction and opportunity to develop myself by taking new challenges. But the most important are people around me, with whom I work. They inspire me every day and motivate me to act. I really believe, that together we can develop business and at the same time make a real positive impact on others and on our planet.

**Thank you for the interview.**

## INDUSTRY 4.0 BOOSTS ECONOMIC GROWTH IN SCANDINAVIA

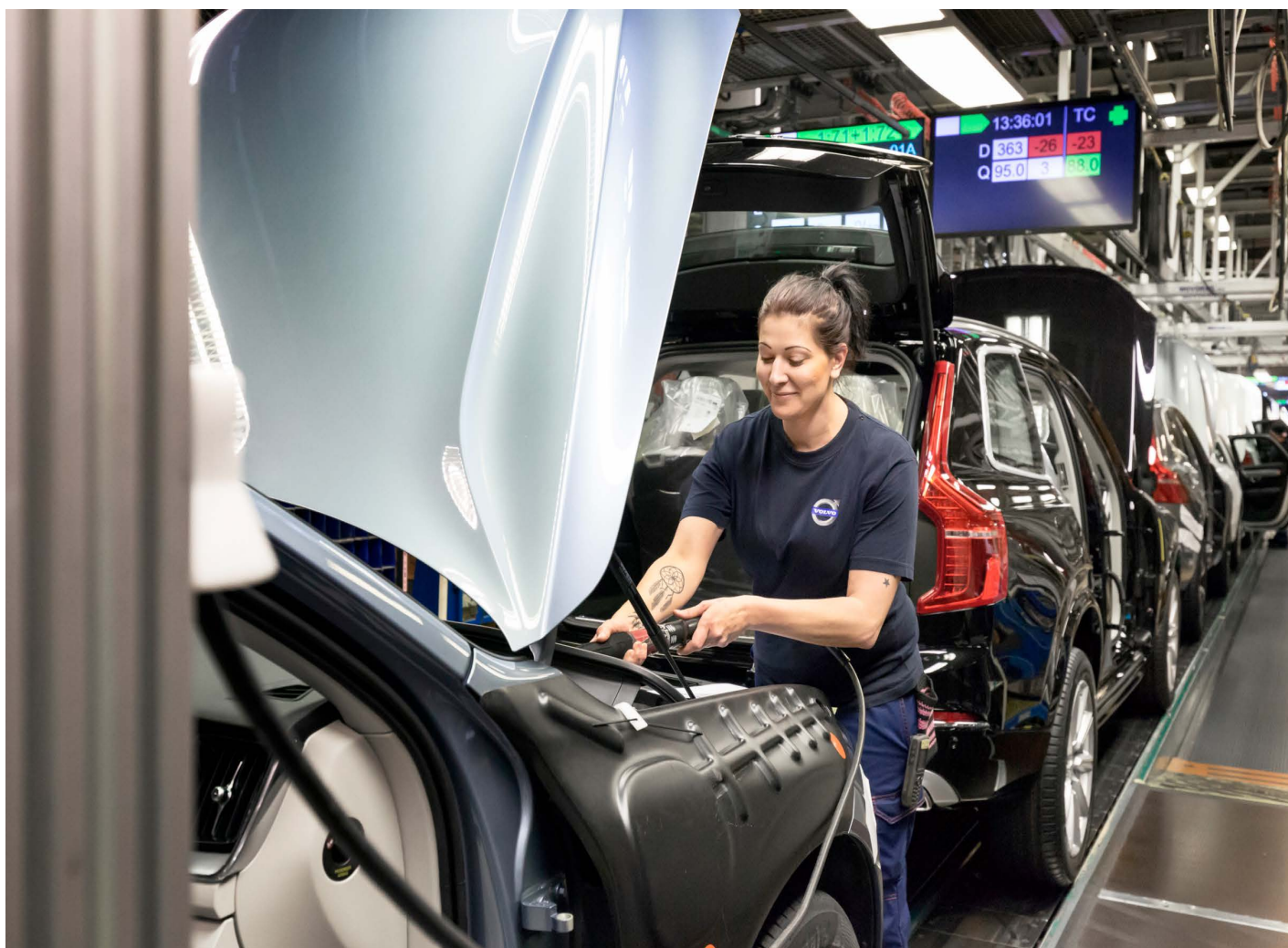
Industrial revolution is here and no one no longer doubts, that digitalization and automation will change the industrial business completely. Combining, on the one hand, integrated digital solutions and on the other hand, collaborative robots (cobots) and 3D printers, gives life to new business models, which initiate reindustrialization process of the global industry. To stay competitive over the years, Scandinavian markets have implemented new technologies and thanks to that, it is they who are currently leading the “4<sup>th</sup> Industrial Revolution” in Europe.

“Intelligent industry” defined as a unification of real-world manufacturing machines and the virtual world of Internet assumes the exchange of information between people, machines and IT systems within one enterprise.

Industry 4.0 encompasses whole chain of values: from placing an order, to acquiring necessary components for ongoing production, to effecting delivery and lastly, to after-sales ser-

vices. This model has a positive impact on how competitive enterprises are. In Scandinavia it is even of a bigger importance, due to the fact, that on Scandinavian markets staff costs remain relatively high. The same high-cost problem concerns also raw materials and capital/funding.

The largest companies are those, who are leading in implementation of new technologies. The



Swedish industry has evolved and is now a very modern one with a higher degree of skills and more advanced technological input. fot. Sofia Sabel/imagebank.sweden.se



Rise of the competition has led to a situation, where Sweden has the highest share of industry robots among the Nordic countries and ranks as number three on a global scale (beyond Germany and Japan).

smaller ones follow their lead and at the same time they also play a vital role in fledgling sectors like: high-tech, biotech, clean tech or, partly, in ICT (Information and Communication Technologies). Because of that fact, it is not very surprising that nowadays, Scandinavian industrial sector experiences deep changes.

The best example of that is Sweden- among Scandinavian countries regarded as the leader in automation of the industrial sector. One of the reasons, why it is happening right there, is because most of the Swedish enterprises are in the automotive and machinery industry and they need to compete with global giants with their technology as well as production and costs efficiency.

### Smart public transport of the future

Bearing that in mind, it is not a surprise, that the Swedish car manufacturer Volvo is currently one of the leading forces of the automotive industry on the global market and that its subsidiary- Group Trucks Operations (GTO)- responsible for producing heavy-duty vehicles, has surpassed even German giant- Daimler Mercedes. This year in Stockholm, during the UITP Global Public Transport Summit, Volvo Buses, company responsible for the production of public transport vehicles, announced that this fall it will launch **its first fully electric articulated buss, which can fit up to 150 passengers**. Currently, from the factory in Wroclaw being the largest in Europe, the company supplies, among others, Sweden, Denmark, Norway, Great Britain, Germany, Switzerland, Spain, Luxemburg, Austria and Netherlands with electrified busses. When Volvo has finished the delivery of 35 hybrid vehicles to Sosnowiec, Poland will also join this group. What is more, the company has already

expressed eagerness to take part in the further development of electromobility in Poland. And it is exactly public transport that is nowadays regarded as a crucial element of Polish electromobility. Aware of that fact, Swedish **Scania, has been working on self driving public transport vehicle under the name of Scania NXT for some time now**. Powered by the energy from its electric batteries, the NXT is designed to be a versatile vehicle, that could serve as public transport vehicle in the rush hours, as well as a delivery vehicle during the day and waste collecting vehicle at night.

*While working on the Scania NXT Project, our engineers were focused on creating a solution for public transport of the future. We present the ideas, that are within reach and at the same time, we want to inspire others to further development. Here in Scania we think of transport in responsible way, treating sustainable devel-*



Scania NXT - self-driving city transport of the future fot. Scania

*opment as a task, that we need to deal with here and now. With the intelligent optimization of transport and mobility, with the use of alternative fuels, digitalization and automation, we can greatly reduce wastage in transport and safely secure the natural environment - comments* **Paweł Paluch, Marketing and Communications Director at Scania Poland S.A.**

### Industrial robots, AI and innovation

The suppliers follow industry giants, moving their production lines to Poland and setting new standards for the local market. **Norwegian Kongsberg Automotive** has recently opened a new third production line in Poland. The

factory, located in Brześć Kujawski, is the third one – other lines are located in Pruszków and Koluszki. It is also the most modern Kongsberg facility in Poland, where the production process was based **on a combination of manual assembly with semi-automatic and fully automated robot lines**. It means that part of the work that requires extreme precision – including machining, plastic working, hardening and assembly – will be done by industrial robots.

Rise of the competition has led to a situation, where Sweden has the highest share of industry robots among the Nordic countries and ranks as number three on a global scale (beyond Germany and Japan). Moreover, the largest Swedish companies have a great share in total production and employment, which means, that innovations power the countries' economy.

Denmark and Finland are not falling behind. In 2018 they ranked no. 2 and 3, respectively, in The European Innovation Scoreboard, announced by the European Commission. They were surpassed only by Sweden. However, in 2016, Denmark for

the third time in a row, ranked no. 1, thereby securing its position as an European innovation leader. Apart from many innovative solutions in the Industry 4.0, Finland can be proud of its research on AI, which is an ongoing process since 1960! This has resulted in the broad use of AI technologies in Finland, in sectors such as: healthcare, Big Data, customer service and autonomous vehicles. One of the most interesting implementations of this technology is **AI for Humanity** trend, which basically consists in harnessing the power of artificial intelligence to help the people – this phenomena was chosen and covered by the Scandinavian-Polish Chamber of Commerce in the "Nordic Insights" report.

Regarding this technology, one more times Sweden comes along with its spending of SEK 3.6bln on investments in AI sector. This shows not only Sweden's devotion to the AI development but also the fact, that the country is aware of the fact, that future challenges requires modern and advanced solutions, which can be delivered by AI technology.



Robotdalen, Robot Valley, based in Västerås, is a natural hub for Swedish robotics.  
Fot. Simon Paulin/imagebank.sweden.se



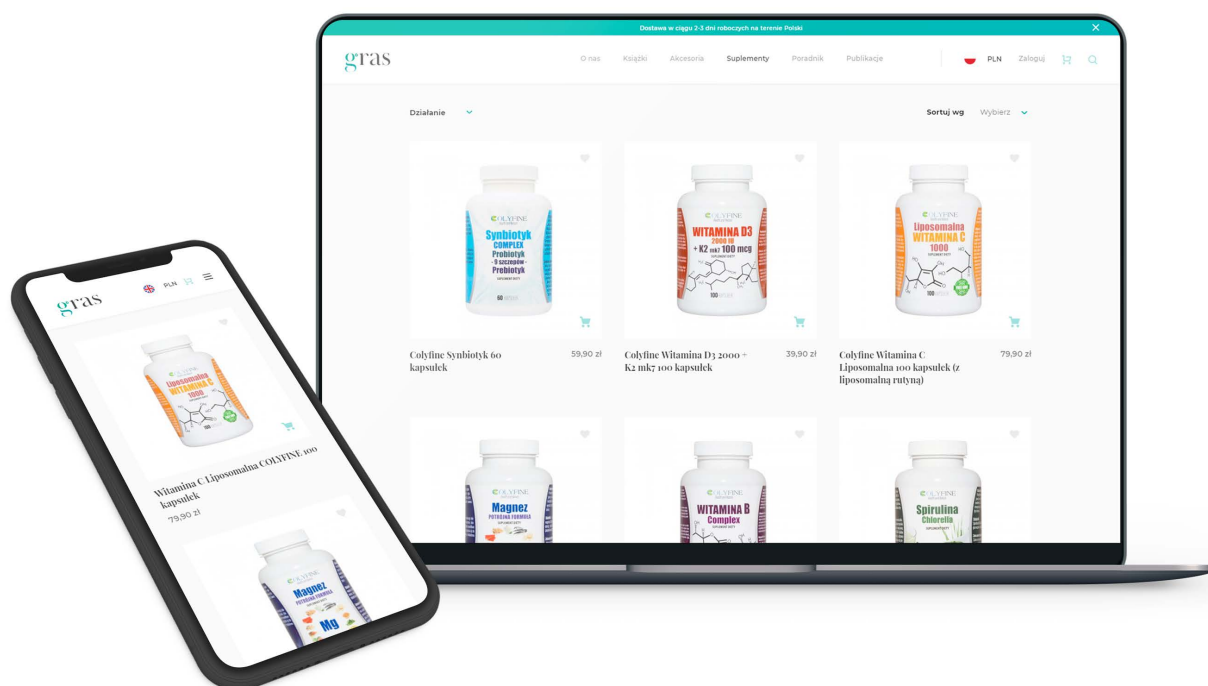
## ONLINE STORE AND MARKETING SUPPORT FOR THE HEALTHCARE INDUSTRY

The new website for Gras Healthcare combines the functionality of a medical blog with e-commerce allowing its visitors to enjoy health in every place and at any time. The project began with a rebranding concept designed by Michał Korolec. ARPI Network is responsible for the implementation of the interactive portal.



- The new visual identity of Gras was a signpost for us in the process of designing layouts for various target devices. During the project, we did everything to maintain the medical image of the company while simultaneously cutting off from the stylistics associated with the pharmaceutical industry and hospitals - explains Michał Ratyński, Creative Manager at ARPI Network, who runs a team responsible for providing marketing services to Polish and international companies. The set of layouts prepared for Gras is based on the contrast with white and the use of a distinctive gradient color. The portal is a convenient one-page which starts with an interactive slider highlighting the latest products and news. The website is created in accordance with the standards of responsive web design and include many intuitive features such as fast add to cart option or displaying related products.

For more information about the accomplishments of ARPI Network and Michał Korolec, visit [arpinetwork.com](http://arpinetwork.com) and [michalkorolec.pl](http://michalkorolec.pl).



## OUR PATHS TO CREATE A SCANDINAVIAN WORKPLACE IN WARSAW - DSV INTERNATIONAL SHARED SERVICES

Today there are about 500 Danish companies in Poland, employing around 50 000 people and DSV, present here since 1995, is one of the largest among them. Is it worth to work on implementing Danish (and Scandinavian) work culture in Poland? If we take into consideration that Scandinavian countries are the leaders in many social-economic world rankings, including those related to happiness at work, there will be no doubt that the answer is YES.

DSV International Shared Services, already employing more than 1 000 people in Warsaw, presents chosen aspects of Scandinavian work culture and gives examples of solution successfully implemented locally.

### Empowerment

Not only is the Danish workplace hierarchy the flattest in the world (as confirms World Economic Forum, 2018), but also Danish companies are seen as very egalitarian. In practice it means that people tend to relate to one another as equals regardless of formal position or job titles. This approach, if presented by the management in a consistent way, gives employees space to share their opinions and ideas, be creative, proactive and to take responsibility. Recently DSV ISS opened an "innovation zone" which is an online place for submitting all kinds of ideas which might further enhance company business results. The best authors are awarded and their ideas implemented. Employees also played an important role in taking decisions regarding the new office, which is now being built in Mokotów area. Via surveys and competitions, they shared their opinions about key aspects of the new building, including workspace style and arrangement, canteen and the preferred menu,

parking, fitness room, , equipment needed in the innovation room for brainstorming sessions, etc. With the empowerment comes responsibility for one's actions and professional development. The Udemy for Business online learning platform with 3,000+ courses to choose from, which is available for all DSV ISS employees, is a good example of an "empowering tool".

### Happiness at work

The egalitarian approach gives people more possibilities to build meaningful, positive relations at work. The good atmosphere in the teams is one of the strengths of DSV ISS. - "Not only the newcomers and current employees confirm we have good atmosphere, but also people who decided to change their job: 85% of them indicated human relationships as one the most positive aspects of working with us. We are also observing an increasing number of so called "boomerang hires" - employees coming back to our company after they have checked other options on the market - confirms **Mariusz Badocha, HR Business Partner at DSV ISS.**

Solutions worth recommending include providing a comprehensive onboarding program (key - Buddy role!), frequent integration parties and meetings, company sport groups or CSR activities uniting employees around an important goal. Last but not least, something which is still not very common in Poland - celebrating success together.

Scandinavian companies are also known for their flexibility and guaranteed work-life balance. Danes work around 38 hours per week and benefit from flexible schedules, whereas in Poland we tend to spend in the office more than 40 hours per week on average. Creating and publishing a home-office policy is a good first step towards bringing flexibility to the Polish work culture in a transparent way.



DSV ISS employees at work



## What matters to you?

The labour market is constantly changing and is more and more demanding towards employers, both in Poland and in Scandinavian countries. Empowering people, taking care of the good atmosphere, or home office possibilities - although important, in the future could not be enough to win the competition for talent.

- According to the data published in the newest Universum report, among the world most attractive employers the most common key quality defined as EVP (Employer Value Proposition) is an inspiring purpose - says **Agata Szacka, Communications and EB Senior Specialist, DSV ISS**. - It means that more and more employers will consciously create their company culture and will be more open for a dialogue with their employees about important values and the sense of work - she adds.



The new DSV office in Scandinavian style will be ready in Q2 2020.

## SCANDINAVIAN BUSINESS IN POLAND - INVESTMENTS & DEVELOPMENT

### IKEA opens new furniture factory EKET in Zbąszynek

IKEA Industry has completed the expansion of its factory in Zbąszynek. The site is now the largest furniture production complex in the world. In this investment new technologies were applied to enable more sustainable production process. The factory will manufacture IKEA furniture from the popular EKET series. The ceremonial opening, with the participation of employees, the board and the local community, took place on May 9, 2019.



Fot. Companies' press materials

### HUB logistics has launched a new logistics center in Pęcice near Warsaw

HUB logistics is a competence center which provides a unique combination of outsourcing services for internal logistics with supply chain consultancy as well as transport and forwarding services from Finland. In February the company has launched operations in new warehouse facility located at Sokołowska 50 in Pęcice near Warsaw. The operational area of the center is nearly 5.000 square meters plus the office rooms and social space. It is fully adapted to the specifics of our customer's operation (the producer and distributor in the fashion industry).

### IKEA Industry Stalowa Wola invests in green-energy production

IKEA Industry Stalowa Wola finalized its recent investment, which enables the production of green-energy, using biomass from sawmills. Soon the facility will launch a CHP plant, that will be able to supply one quarter of the whole electric energy demand of the production process.



## SUCCESS NEVER COMES EASILY

the story of KAM Redovisning AB, an accounting office for Scandinavian market which made its way right to the top

In 2005, a young graduate from the Poznań University of Economics and Business, Martin Krus, left his cushy job in an accounting firm in Stockholm and decided to start his own business in the accountancy and legal consultancy market. The feeling that clients expect something more than just dull data and recommendations proved correct. The firm serviced more and more clients, but the 30-percent growth and the dynamic development of the team caused the management to relax their vigilance. We talk to the founder and President of KAM Redovisning AB about the conclusions that can be drawn from this company's experiences.



Martin Krus, Founder of KAM Redovisning

**Not many people who have just got a job in their profession decide to leave their career path and make an attempt at building their own business. What was the reason behind your decision?**

At that time, accounting and legal services were very conservative and passive. An accountant did not have to even contact their client. All they had to do was to analyse data, draw conclusions, and send reports and analyses further, without providing information about the reasons for their actions or recommendations. When I observed

this, I had a thought that it was not the right way to do things, for two reasons. Firstly, a client does not have to know all of their needs. They might not know that there are solutions thanks to which their business could develop better and

**Although Scandinavians are not as far in cultural terms as partners from Asia or America, cooperation with them brings certain challenges, if only to mention the language barrier**





KAM Redovisning team

faster. Secondly, you have to explain the world of reports and analyses to clients using a language that is understandable for them because in the long term this will be beneficial.

### **Did you know in 2007 that it was worth focusing on servicing Polish companies?**

I admit that in the beginning, we did not think about it at all. We simply ran a firm with a more client-oriented approach, and this paid off. We noticed, however, that in time more and more Poles appeared in the recruitment process, and as the team grew, businesses started appearing for which service was provided in their mother tongue and by people from the same cultural circles. Although Scandinavians are not as far in cultural terms as partners from Asia or America, cooperation with them brings certain challenges, if only to mention the language barrier. Initially, our Polish office with its three employees developed in line with the number of businesses serviced, until the years 2014/2015 arrived, when the inflow of large businesses needing service started. This became a new driving force behind our growth and we noticed that it enabled us to develop, but I think that this development was progressing too fast.

### **In 2015, you were awarded the Business Gazelle and you continued to develop fast, what happened next?**

The awards and the growing bars on graphs made us relax our vigilance. Combining the function of an economist and a manager of an accounting firm turned out to be a very good solution in the first few years. In time, as the scale of our activity grew, completely new challenges appeared, such as, for example, the employment of more people. Our reputation caused more and more new clients to contact us, and we tried to service them all. We hired more people and we struggled to train them. At some point, we noticed that somewhere on the way we lost our close contact with clients and this was not due to our ill will but a lack of appropriate work models and the experience of consultants. We decided to put on the brakes and go back to our roots before it is too late. We managed to stop the process of losing clients at the time when one-third of them had already moved to our competitors, and more and more people started leaving our team. This was the turning point from which we started recovering our position.

## What conclusions did you draw?

We did not suspect that the increase in the scale of business would bring such a change to the spectrum of challenges the management board had to face. This was a new experience for us and it forced us to think about what our main advantage was. So we had to abandon attracting new clients and devote more time to those that we already had. This was followed by an entire employee education programme, development of client service practices and the acquisition of new qualifications by the team. We knew that if we want to enjoy the trust of clients, we had to set our priorities straight. It is not sales that are the most important, but the service. We had to find our place, trying to keep our flexibility, with a clear division of duties and principles of responsibility. It was not easy, but I think that we have managed.

## Your slogan is “We turn numbers into words”. What does it mean in practice?

For many entrepreneurs, reading financial reports constitutes a considerable challenge. There are many ratios that need to be taken into consideration in order to draw conclusions for the creation of a strategy. We have serviced over 1,000 businesses so far and we noticed that depending on which sector they operate in, what their structure or development plans are, we have to choose our language of communication very carefully. We thus help them understand the world of numbers, analyses and recommendations. Our second role is to provide advice. The market has been changing dynamically and new solutions appear, as do new tools that can be used. It is difficult to be on top of things when you run your own business and focus on the management, this is why we place a strong emphasis on continuous training. We are members of the Swedish Association of Accountants (Srf konsulterna), and our consultants are trained both in the country and abroad. All of this is so that they know what to talk about and how. We also make sure that they know their clients, so each consultant has just a few, no more than a dozen or so.

## A growing number of businesses carefully profile their offer so it is adjusted to the specific needs of their clients. Who do you address your offer to?

Very often our clients are family businesses that decide to open a branch in Scandinavia or have received an interesting order and plan to send their employees here. This is when we deal with the registration in appropriate public offices, completion of all formalities on behalf of employees, but also registration of the company address, opening a bank account, or registration in trade unions. It may also happen that questions of public offices need to be answered, or an audit needs to be conducted. Then we can appear on behalf of our clients. As regards to industries, we have a full range here, from service companies to building contractors. At the moment, more and more often start-ups appear, having noticed that Scandinavians know how to use their potential. This is still a large pallet of clients, so we must remain flexible in our activities. For those who prefer a traditional business model, we have solutions based on stationary servers, for others - cloud solutions and the latest accounting software. Larger clients increasingly keep asking us to confirm our competences through authorisations. We must take many needs into account.

## What are your plans for the nearest future?

We have learnt how to plan the company's stable and controlled growth with clients in the foreground, and this constitutes our priority at the moment. We have managed to gain around 30% of the market in terms of Polish businesses operating in Scandinavia, which is a very good result, but we realise that there are still many firms we could help develop. We plan to grow at a rate of 15% because we still see a potential, which means one extra person in the team each year. We are happy that we can participate in the development of the companies that stay with us for years and achieve success.

## Few companies decide to talk openly about their experiences, why have you decided to do so?

Our experiences may help other businesses who are on a similar development path. Consultancy is treated not only as a business but as a certain type of a mission, thus we share what we have encountered on our road to development, believing that in the longer term openness and trust are the basis of good relationships with clients. We focus on credibility because without it there are no relationships that we rely on in business.

**We have learnt how to plan the company's stable and controlled growth with clients in the foreground, and this constitutes our priority at the moment. We have managed to gain around 30% of the market in terms of Polish businesses operating in Scandinavia, which is a very good result**





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## FIVE QUESTIONS TO...

**Małgorzata Undziłło, Country Manager, Flugger**



### MAŁGORZATA UNDZIŁŁO-HAVERBERG,

A telecommunications engineer by education, graduate of Gdańsk University of Technology including postgraduate management studies, IMD Business School and ICAN Institute. She introduced Flugger A/S, a Danish paint and complementary materials producer, to the Polish market. She manages sales in Poland through an extensive network of own brand shops and a numerous team of salesmen as well as technical and sales consultants. She is also a member of Senior Management team of Flugger A/S. A member of International Women Forum, a mentor in Network of Entrepreneurial Women and a member of Rotary International.

#### **1. What is the most valuable advice you were given through your career?**

Be open to people and the world, find surrounding respecting the same values and in the same time accept the diversity.

#### **2. In your opinion a good leader is someone who...**

Can make people satisfied and happy at work while cooperating and passing the responsibility, then they are able to face it and deliver the result

#### **3. The most important trend shaping our future in the years to come is...**

To work in permanent and unpredictable circumstances, to build the teams of diversities: generations, cultures, experience, education, etc.

#### **4. Name one thing that Danish and Polish people can learn from each other**

Polish from Danish - to work in a team, respect and support the team members.

Danish from Polish - to think out of the box, be more creative.

#### **5. What is your favourite place you would recommend visiting in Scandinavia and Poland and why?**

In Scandinavia - the best because of very unique nature - Iceland and of course flagship cities of Scandinavia - 3 capitals (but rather different): Copenhagen, Stockholm, Oslo.





Source: [www.eog.gov.pl](http://www.eog.gov.pl)

### More than €129M for support of Scientific Research under 3rd edition of EEA and Norway Grants

Program "Research", initiated on 9th of June, will allow researchers to carry out polar research, research cooperation with entities from Norway as well as give several other possibilities. Agreement concerning execution of the Program under 3rd edition of EEA and Norway Grants, was signed by Minister Jerzy Kwieciński and Olav Myklebust, Ambassador of Kingdom of Norway to Poland. The initiative aims to better Polish scientific research results, including basic research and also studies used as tools for society and economy development based on knowledge.

### Norway introduces the world's first wireless electric car charging stations

Oslo will be the world's first city to install wireless charging stations for electric taxis, in a bid to make a zero-emission cab system by as early as 2023. The project aims to install wireless charging using induction technology. Charging plates are installed in the ground where the taxi is parked and a receiver is installed in the taxi. The project will be the first wireless fast-charging infrastructure for electric taxis in the world.



Fot., Unsplash

### H&M launches Monki and Weekday brands In Poland

H&M group prepared two launches for the Polish Market. First one is the launch of Weekday, which will open its first store in beautiful and at the same time, most anticipated location - Elektrownia Powiśle, which will be operating by the 2020. The second launch will introduce Monki brand in the southern parts of Poland, namely, in Katowice and Krakow, as soon as this summer. It will offer the apparel style which combines Scandinavian character with Asian street style.

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Fot. SPCC

### Fortum organizes flight of a first mass-produced electric plane in Poland

At Warszawa-Babice airport, Fortum held an event summarizing the flight of its first mass-produced electric airplane. Fortum Pipistrel Alpha Electro model first took off in Wrocław on 8th of June. On its way to Warsaw the machine visited Górny Śląsk and Częstochowa to end its trip in Gdańsk at the Baltic Sea. The aim of those flights was to gather necessary experience on charging the batteries, which are installed on board the plane. Finnish company is one of the leading entities on the European market, regarding technological development of charging stations for electric vehicles.

