

SPCC e-magazine

No. 03/2016



fot. Michał Bajera

Dear Readers,

We would like to welcome you back after the summer break! We have planned a lot of activities and events for the second half of the Year. We would like to draw your attention especially to the SPCC conference dedicated to innovative solutions by the Scandinavian companies in Poland which will take place on the 27th of October in Warsaw.

In this issue of the e-magazine you will find some more information about the innovativeness of the Scandinavian companies in the area of telecommunications and new technologies including a special interview with Michael Björn, Head of Research in Ericsson ConsumerLab.

We hope you will find the contents of the magazine interesting.



Best Regards, Carsten Nilsen, SPCC Chairman

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The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together 397 Members and is one of the largest bilateral chambers in Poland. Membership in the Chamber gives plenty of networking opportunities with an elite group of high-performing managers of Nordic companies and is also a good way of finding inspiration for everyone who would like to expand their business.

EVENTS

We are looking forward to see you at:

- Management seminar with DNV: Management trends analysis on the example of the new ISO 9001: 2015, Gdynia, **27th of September**
- Speed Business Meeting in Kraków, **27th of September**
- SPCC Business Garden Visit and After Summer Business Mixer in Poznań, **29th of September**
- VIP Breakfast Meeting with Ambassadors of the Baltic States: H.E. Harri Tiido – Estonia, H.E. Ilgvars Klava – Republic of Latvia, H.E. Šarūnas Adomavičius – Republic of Lithuania, **4th of October**
- SPCC Conference - Innovative solutions of the Scandinavian companies in Poland, Warsaw, **27th of October**

EVENTS HELD

SPCC Family Sports Picnic



SPCC CONFERENCE: INNOVATIVE SOLUTIONS OF SCANDINAVIAN COMPANIES IN POLAND

Innovative solutions of Scandinavian companies in Poland



Scandinavian countries are a valuable source of inspiration and knowledge about the development of innovation. The level of engagement in innovative solutions and application of new ideas in the economic and social life is very much correlated with a high level of competitiveness and stability of the Scandinavian economies; it's also an engine for the economic growth. It is worth to learn from those experiences and develop Polish-Scandinavian cooperation in this area. Join us for the half-day conference which will take place on the **27th of October in Warsaw.**

WINNERS OF THE SPCC PHOTO COMPETITION

RESULTS OF THE PHOTO COMPETITION

Scandinavian lifestyle



We received around 100 pictures showing different elements of Scandinavian lifestyle and we would like to thank all the participants for sharing their pictures! The pictures show that Scandinavians are active and they like being outdoors, especially when they can enjoy the beautiful Scandinavian nature.

You can see the winners and the winning pictures [HERE](#)

MEMBER COMPANIES

SPCC brings together **397 Members**
372 corporate Members, **23** honorary Members
 and **2** individual Members

 145 companies	 67 companies
 97 companies	 63 companies

The Chamber represents **8** countries:

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

Meet new SPCC members
[CLICK HERE](#)

NEW TECHNOLOGIES, INNOVATIVENESS, RESEARCH & DEVELOPMENT IN THE NORDIC COUNTRIES

Access to the internet and digital technologies are a public good

At the end of the 1990s, new information and telecommunications technologies (ICT) started to become part of normal people's life. Mobile phones, computers and the internet created new channels of communication. Numerous surveys show that the Nordic countries are leaders in the area of penetration and use of the ICT. Today, almost every person who lives in Scandinavia has access to the internet – both companies, and households. The Scandinavian countries are also among top ten countries in the GSMA Mobile Connectivity Index ranking, which assesses countries' ability to provide their residents with access to mobile internet. The index analyses the situation in 134 countries, and covers 95% of the world's population. Poland ranks the 31st. The Nordic countries top the Digital Economy and Society Index ranking announced in February 2016 by the European Commission. Denmark for the second consecutive year has been



Fot. Susanne Walström/imagebank.sweden.se

the best country of the European Union in terms of the use of digital technologies. On the other hand, the dynamic progress in such areas as connectivity, digital skills and public services have enabled Sweden and Finland to be in the top five of the report. The indicators presented include information on connectivity (access, speed and affordability of broadband networks), ability to take advantage of the internet, extent to which the possibilities it offers are used (regarding, e.g. reading news or doing the shopping), as well as the level of development of the key digital technologies (e-invoices, e-commerce, or cloud services), and digital public services, such as e-administration and e-health. The score for Poland is 0.43, which gives it the 22nd position

in the ranking and, at the same time, the 7th position from the bottom of the ranking (it is followed by Cyprus, Hungary, Italy, Greece, Bulgaria and – finally – Romania, which closes the list). The average value for the whole EU is 0.52.

In Denmark, smart technologies make road traffic smoother

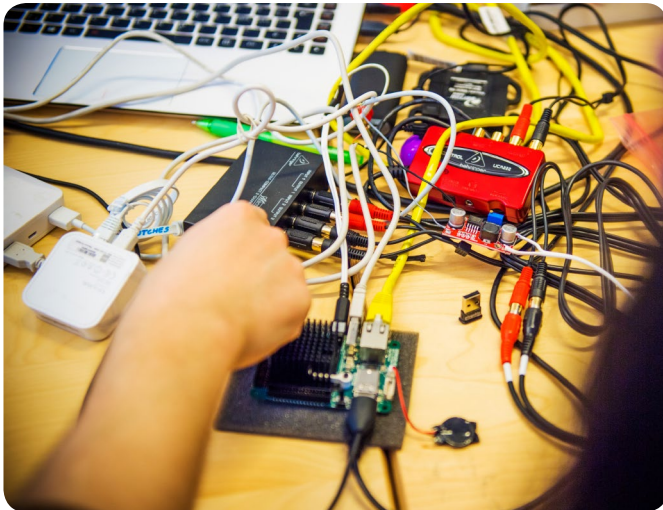
According to the latest Digital Economy and Society Index (DESI) report, Denmark for the second consecutive year has the best country in the European Union in terms of the use of digital technologies. The use of digital technologies directly translates into society's well-balanced development. The Danish capital – Copenhagen – has invested in 380 new, smart traffic lights thanks to which the travel time of city commuters will decrease by 5-20%. 35-year-old traffic lights will be replaced with smart ones – the green wave will also benefit cyclists, whose commute to work or school will take, on average, 10% shorter. Copenhagen is the first big city in Scandinavia which has changed traffic lights at such a big scale. They are part of a DKK 47 million (EUR 6.2 million) investment package aimed at launching in the city a smart road traffic system based on digital technologies.



Fot. Kim Wyon, VisitDenmark

Stockholm is the European leader in terms of digital infrastructure

The authors of this year's European Digital City Index decided that the Swedish capital is the third best city in the European Union for start-ups, and the second best centre for scale-up enterprises, i.e. start-ups which have already completed the first stage of development, i.e. at the stage when a company achieves a good business model and wants to develop. Sweden was appreciated mainly for the level of the existing digital infrastructure and widespread knowledge of English. Stockholm beat the other Nordic cities: Helsinki, which ranked the 4th, and Copenhagen, which ranked the 5th. Warsaw was classified on the 24th place. The ranking was prepared as part of the European Digital Forum by NESTA. The authors of the study emphasise the role of a big number of ICT specialists in Stockholm, as well as good access to fast broadband and fibre-optic connections. Sweden for a long time has been one of the pioneers of new technologies, and, at the same time, the leader in the field of innovation among the EU member states. It is the capital of Sweden that some of the biggest European digital companies have been set up, e.g. Spotify, King (creators of Candy Crush) and Mojan (creators of Minecraft). Sweden is also one of the three European countries which earmark most funds for research and development. It's no wonder, then, that it is Stockholm that is one of the two cities which will soon have access to new, wireless



Fot. Simon Paulin/imagebank.sweden.se

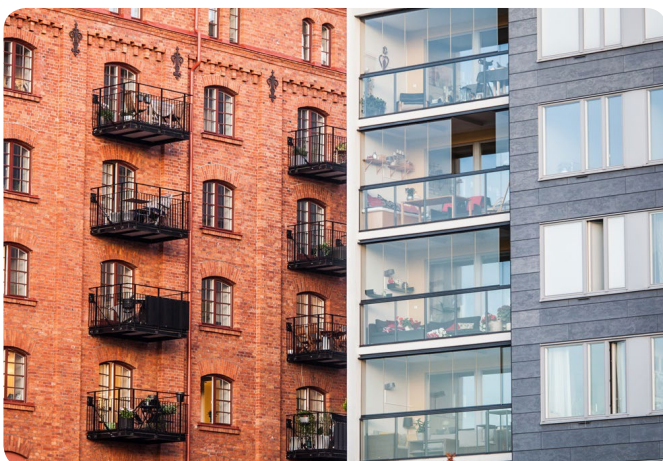
5G mobile technology.

Financial technologies and mobile applications – Finland's strength

Helsinki, as is the case with the whole Finland, has a great potential in the area of financial technologies, which are currently one of the most popular business topics. For a long time Finland has been famous for a prospering and future-oriented banking system, as well as state-of-the-art know-how in the area of ICT, and Helsinki contributes a vibrant startup community to this mixture. Finnish society is also really responsive to innovative solutions - mobile banking is commonly used in this country, and 87% of Finns use online banking services, believed to be one of the safest in the world. Helsinki and Finland have also extensive experience in the area of game and mobile application development. Helsinki, after the Silicon Valley, is the second most abundant source of successful mobile applications. It was confirmed in a joint report by Mozilla and Caribou Digital, a think tank, on the global business environment of applications for mobile phones.

Finland owes its position to the great success of such games as Clash of Clans or Hay Day, produced by Supercell, as well as the legendary application Angry Birds developed by Rovio Entertainment. The game is one of the biggest successes of mobile applications in the world: up to now it has been downloaded over one billion times on all platforms.

In this context, the concept of „gamification“, i.e. the use of mechanics used in games for solutions existing outside the world of games, is believed by experts to be a potential opportunity for creating new startups and innovations in the fintech sector.



Polish ICT specialists are sought after in Norway

Polish are more and more active in industries connected with new technologies, and, at the same time, are willing to use the experience gained by the Nordic countries, which are really successful on this market. SPCC receives numerous inquiries from Polish companies about cooperation with partners in the ICT sector in Scandinavia, and the conference organised by the chamber, devoted to possibilities of export and more extensive cooperation in the ICT sector, proved to be very popular. What drew the participants' attention was Norway, which experiences an acute lack of specialists, and, at the same time, the turnover in this field amounts to approx. NOK 160 billion. ICT is the third biggest sector of the Norwegian economy, and according to the Statistical Institute, the industry posted a 20% increase in Q1 2014 year-on-year. With such a growth dynamics, the demand for highly -qualified employees increases by 4% per year, so outsourcing for Norwegian ICT companies is an urgent need.



Fot. Absfreepic.com

Did you know that...

- In **1963**, there were **230** telephones per **1,000** inhabitants of the Nordic countries. In **2013**, there were, in total, as many as **1,453** mobile phone subscriptions per **1,000** inhabitants.
- Currently, the level of internet access in all Nordic countries is higher than the EU average, which does not exceed **80%**. The percentage of persons who use the internet frequently ranges from **92%** in Finland to **97%** in Norway.
- In the Nordic countries, frequency of contacts with the public administration via the internet is higher than in 17 euro zone countries and 27 EU countries both for natural persons, and companies, but the latter decide to obtain information online more often than the former.
- The report indicated, among other things, that **88%** of Danish internet users use the internet for on-line banking, and **82%** to do the shopping.



ERICSSON

INTERVIEW WITH MICHAEL BJÖRN, HEAD OF RESEARCH ERICSSON CONSUMERLAB

Ericsson ConsumerLab is studying people's behaviors and values, including the way they act and think about ICT products and services. Based on the research, Ericsson presents every year the „Hot Consumer Trends“. We talk with Michael Björn, Head of Research at Ericsson Consumer Lab about the results of the report in global and Polish context and the key success factors for Scandinavian innovation.



Michael Björn, Ericsson

According to many international indexes, Scandinavia and Sweden itself are one of the most innovative and creative places on the map. A number of factors have contributed to make the capacity for innovation so strong and made Scandinavia a perfect environment for curiosity, creativity and experimentation. In your opinion, in what way Ericsson is inspired by the traditional Scandinavian values?

If we think about the environment in Sweden, we should mention latest Networked Society City Index made by Ericsson, which takes into consideration people, business and society, measuring how advanced the society is. Stockholm comes out at the first place. Is it a result of what we called a social contract, where public and private sector together with society are trying to do things together. A collaborative effort is quite important and that creates a good environment for innovations.

The city of Stockholm is quite advanced, even cutting-edge, when it comes to employing a new technology. They want to be number one in the world and they have very forward-looking ideas about how to employ technologies and I think that also reflects Ericsson attitude.

How Ericsson is transferring the Scandinavian\Swedish know-how and innovativeness into the Polish market?

We do our research in more than 40 countries every year, we look globally. Sweden is a very small country with a small population, and we always look outside of our own country. In that way, I would say, just like we set up a ConsumerLab, we were immediately thinking about the rest of the world, including Poland. In that way we're also transferring technologies.

Do you consider Ericsson nowadays in the core more like a Swedish company or a global company?

Both. One of the most important Swedish values is the openness - we are open for different people, cultures, etc. And it makes it easier to be a global company, especially when we operate in over 180 countries.

The Ericsson 10 Hot Consumer Trends 2016 Report brings very interesting findings on the way people around the world act and think about ICT products and services. What is your view of Poland in the light of this report?

Poland looks like a typical, advanced European society - we can see that from report's part about wellness. Unfortunately, many of the other data points in our report didn't include Poland, but in cooperation with the University of Warsaw and the students of the Sociology Faculty we carried out a separate research on consumer trends in Warsaw. People here doesn't consider technology only as something good, that there are good and bad aspects, and we need to talk about them. It's a typical, industrialized advanced society perspective on this matter.

One of the hottest issue in ICT industry now is the 5G network and many specialists say that 'the journey to 5G will be unlike any previous network technology evolution'. What conditions must be fulfilled to benefit from technological possibilities offered by the 5G?

From a consumer perspective, this is very much about the balance between having a control over your life and not letting life control you. I think explicitly defined "technology" is something that we are not used to. Students research showed that if people get familiar with new technology they think how it can be adapted into their daily life. If we'll get used to it so we don't perceive it to be technology. A smartphone is a good example.

The Polish population or most populations in the world have a very high level of being accustomed to using smartphones. I think that's the important key for the next step. It means that we feel the confidence to try things out. 5G will enable more things to be networked, just to mention connected or autonomous cars. And as a consumer you can have more "try it out" kind of perspective on more things.

How do you see challenges that consumers have to face in terms of new technologies development? Do you expect the trend to continue, when consumers around the world are taking an active part in the creation of content, and this way becoming prosumers?

Trends like the lifestyle network effect mentioned in Ericsson 10 Hot Consumer Trends 2016 with a sort of crowded intelligence they do make sense. People realize more and more that if they can participate in the system, the value for them is greater than the effort they have to put in. When you say content creation, you often think about You Tube-videos and things like that but it's much broader. I think this will continue to happen.

It can also be in netizen journalism perspective. Thanks to the social networks consumers can find power to tell something important to the global audience. I'm talking about whistleblowers or creators of online petitions. I have also signed one myself.

SELECTED ISSUES REGARDING LEGAL PROTECTION OF NAME OF INTERNET DOMAINS IN POLAND

On the 21st Century market no entrepreneur may operate without the Internet. Each product and service existing on the Internet draws new customers and a website used by the entrepreneur may undoubtedly constitute their business card. Moreover, the model of advertising their business activity through web sites unquestionably is advantageous from the economic point of view.



Dariusz Piróg

One of the forms of advertising services on the Internet are internet domains, which in short may be described as an address, under which a website presenting certain content exists. The internet domain is a connection between IT works of the Internet network and an average user thereof, since only through the domains each of us has a chance to obtain information provided in the World Wide Web.



Karolina Ciecieląg

The process of registration of the domain is quite simple and does not require conduct of any complicated procedures. Domains, including the pl. domain names, are registered under "first come, first served" rule what renders it impossible to register two domains under the same name. This system has, however, one major flaw, namely it does not control whether entities that register a given domain have a right to this particular name. A registrar does not verify whether the entity registering a

given domain has a right to the used name and if by registration of the domain third party rights are not being breached.

Polish law provides for three fundamental domain protection regimes, which comprises intellectual property rights due to the entrepreneur, i.e.:

- industrial property right act – protection of trademarks;
- act on combating unfair competition – acts of unfair competition such as, inter alia, use of a name of somebody else's enterprise, misleading as to the source of goods or services, blocking access to market or passive blocking of domain;
- civil code – protection of a right to a company name of the entrepreneur.

One may object to registration of a domain by a third party that the entrepreneur considers as breaching their right by filing an action with a common court or court of arbitration. The Court of Arbitration on Internet Domains at the Polish Chamber of Information Technology and Telecommunications is the court that is most frequently chosen in matters regarding breach of rights due to registration of pl. domains.

The proceedings conducted before the Arbitration Court in Matters Concerning Domain Names may be divided into three stages: filling pre-trial proceedings, submit request for arbitration, which must be signed by both parties prior to initiation of an action and initiation of the action. Due to the nature of the court of arbitration the case is resolved by an arbitrator selected by the parties from a list of arbitrators provided by the Court of Arbitration on Internet

Domains. On the list of arbitrators of the Court of Arbitration are prominent experts both in theory and practice from the field of intellectual property.

The proceedings before the Court of Arbitration take place approximately 3-6 months and one of its features is that hearing of evidence based in particular on documentary evidence occurs particularly efficiently. In this type of proceedings it is rather unusual that hearings are being set even though are permitted under the Rules of the Court of Arbitration. In order to be valid the awards issued by the Court of Arbitration must be approved by an appropriate court of appeal, e.g. Court of Appeal in Warsaw. After being approved the award of the Court of Arbitration is enforceable. In the event in the award the Court of Arbitration decides that as a result of registration of a given domain the exclusive rights of the plaintiff have been breached, the award will constitute a basis to change a subscriber of the disputable domain. This type of change is made under a request submitted to the Research and Academic Computer Network (pl. NASK), i.e. the Polish registrar of pl. domains.

According to the above, proceedings before the Court of Arbitration seem to be a fast alternative to the common courts that do not specialize in this branch of law.

From the year 2003 when the Court of Arbitration was established to the Court of Arbitration have been filled 950 cases, most of which ended in an award of the Court.

One of the most controversial awards published on the website of the Court of Arbitration is the award regarding chatier.pl domain dated 15th March 2015, where the Court of Arbitration decided that the defendant breached the rights of Cartier International A.G., the Swiss company manufacturing luxury goods such as, inter alia, perfumes, watches or beauty products that is entitled to numerous Cartier trademarks. This award was vividly commented due to the fact that both the sound of the business name of the plaintiff and their trademark substantially diverged from the disputable name of the domain.

It is not always easy to regain the name of a domain that was unlawfully registered, however, if the entrepreneur is aware of registration necessity and protection of their intellectual property rights, they have material arguments to fight with the entities that unlawfully register domain names.

When considering registration of a domain as a form of business investment, apart from the typical domains from the so-called top level domains (e.g.: .com, .org, .net) or the country code domains from the lowest level (e.g.: .pl, .de, .co.uk) it is also worth to consider registration of the so-called generic top level domains, among which more and more frequently appear new extensions (np. .bike, .fitness or .university), which undoubtedly may have significant business potential.

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NEFCO'S FINANCIAL INSTRUMENTS OFFER HELP TO NORDIC COMPANIES IN POLAND



NEFCO's first investments in Poland related to chemical phosphorus removal at wastewater plants. Photo: Kemira ©

A new viable partner for Nordic companies operating in Poland has emerged in the Polish financial market.

The Nordic Environment Finance Corporation (NEFCO) offers financing for green projects undertaken by Nordic companies in Poland. Established in 1990, NEFCO is owned by the Nordic Governments and manages a range of funds on behalf of its owner countries. NEFCO has financed several industrial projects in Poland since 1990, but withdrew from the country in 2004. Last year, however, NEFCO'S Board of Directors decided to return to Poland to accelerate environmental investments and to support the Nordic companies that operate there.

"NEFCO is a risk financier, meaning that it takes bigger risks than, for example, commercial banks also in a challenging macroeconomic situation. From us, it is possible to obtain financial leverage for investments related to green growth," says Mikael Sjövall, Communications Manager, NEFCO.

Targeting a cleaner environment

According to its statutes, NEFCO supports environmental projects that are primarily implemented in Eastern Europe. The owners of the financing company are interested in reducing emissions in the areas neighbouring the Nordic region. Financing can be used as a means for supporting the production and sale of Nordic cleantech in Poland. The maximum loan financing offered by NEFCO is EUR 5 million per project.

For each financing project, NEFCO conducts an assessment of its environmental effects, and the client reports to the financier how the calculated emission figures have been met. Last year, for example, the projects financed by NEFCO succeeded in reducing carbon dioxide emissions by 4.3 million tonnes.

"From our point of view, environmental benefit ultimately means reduction in harmful emissions. Emissions can be reduced by adopting modern environmental technologies, by reducing energy consumption or by minimising the transportations of goods. Our in-house environmental experts evaluate the initial situation and the final outcome when, for example, the new equipment of the investment project has been installed and placed in service. If the final outcome is an improvement in terms of the environment, meaning that less emissions are released, this makes it an environmental project from our point of view," says Kari Homanen, Executive Vice President, NEFCO.

Capital investments to support green growth

The NEFCO Investment Fund also provides equity investments for projects undertaken by Nordic companies in Poland. A precondition for equity financing is that the company that receives financing also contributes to the costs of the project. In some cases, it is possible to combine an equity investment with loan financing. NEFCO's financing share is normally in the range of 30 to 40 per cent and in any event not more than 50 per cent of the total costs of the project.

"Projects that typically receive financing include production modernisation, projects to save energy, renewable energy, agricultural projects, manufacture of environmental technology, and production in general. For example, we are a shareholder in a company operating in Belarus that produces wood chips and pellets for heat generation by energy companies. Part of the chips are exported to Poland," Kari Homanen explains.



NEFCO currently produces biomass and wood chips in Grodno, Belarus for delivery to Polish clients. Photo: Patrik Rastenberger

In addition to the forms of financing presented above, the Baltic Sea Action Plan Fund managed by NEFCO provides financing for reducing nutrient discharges to the Baltic Sea. To date, the BSAP Fund has financed six projects in Poland.

For more information, please contact:

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RELIABLE FLEET SUPPORTS BUSINESS



Polish entrepreneurs no longer regard corporate vehicles as an investment. Today, it is a work tool for everyday use. Entrepreneurs expect to have proven solutions that guarantee complete mobility without wasting time. On the other hand, business owners strive to minimise costs and look at every penny. What does the market have to offer them?

Long-term lease – because time matters

By choosing long-term leasing business owners save both money and time, which then can be dedicated to the development of their businesses. Long-term leasing service combines low instalments of leasing with car servicing and insurance so as to make the business thrive instead being a drag on time and money. All issues related to the vehicle use are handed over to the leasing company, which is responsible for having the cars serviced and repaired, handles insurance rate negotiations and, in the event of a traffic incident, pursues claims for injury and, importantly, provides a replacement car to prevent costly downtime.

FlexPlan – flexible plan for customers

Leasing companies are perfectly aware that any provided service must serve its purpose. Among the offers available on the Polish market there is a flexible lease service offered by LeasePlan Fleet Management. The FlexPlan service was developed specifically for the companies whose needs vary depending on the time of year or the amount of accepted orders. A company can sign a contract, eg. for four months, and the car can be turned after 1 month, if it is not needed. In most cases, business owners do not now in advance for how long they will need a vehicle, and therefore would appreciate it, if they were free to return it at any time without incurring extra costs. The offered plan also includes full servicing, as well as collision insurance, complete insurance and accident insurance, and roadside assistance everywhere in the European Union.

SwopCar – it pays to share

SwopCar is another solution available for Polish companies, from September onward. This service comprises company car sharing, and has already become popular in Western Europe. The LeasePlan's simple solution is a superb aid in promoting the mobility of company employees, in particular those who do not have dedicated company cars. Employees are given a car that they can share. With an easy-to-use application they can book the car and plan ahead a corporate or private trip. The booking is confirmed by email, and the car can be accessed with a virtual key. What are the benefits for the company? Apart from having completely-mobile workforce, there are savings. The company does not need to develop and maintain a vehicle fleet or keep extra parking spaces next to the office building.

Socially responsible leasing

If a company already uses its own vehicle, it has a lot of potential to make CSR efforts focused on the environment. Environmentally-friendly solutions are pursued by companies that wish to make their green image known among the customers and in their business environment. For more than eight years LeasePlan has been providing the GreenPlan program that allows companies to reduce and make up for the negative effects of their fleets on the environment. The program involves selecting, together with the customers, vehicles with low exhaust emissions, and providing eco-driving training. Once a year, LeasePlan employees and the customers plant trees, which is the most efficient method of getting rid of unwanted carbon dioxide. Up to this day, we have planted more than 56 thousand trees.

What for?

1 car = 7 trees. This is how many trees needs to be planted to make up for annual CO₂ emissions of 1 car.



About LeasePlan Fleet Management Polska

The Polish branch of LeasePlan was established in 2001, and is a part of LeasePlan Corporation N.V. – the world's largest providers of fleet management services and mobile solutions for car users. The LeasePlan group operates a fleet of 1.62 million vehicles and employs more than 7,000 people in 32 countries.

Today, LeasePlan Polska operates a fleet of more than 25,000 cars on behalf of almost 1000 customers. According to the data of the Polish Vehicle Rental and Leasing Association, LeasePlan is the leading company on the Polish long-term lease market.



Long-term lease = leasing with 0% own contribution + insurance + service

SPONSORED ARTICLE

SCANDINAVIAN BUSINESS IN POLAND – THE FINNISH WAY



Anitta Koskio

According to the Finnish-Polish Leadership Collaboration Report 2016, the key areas that require further work and development by Finnish and Polish leaders and business executives are building relationships and trust, awareness and respect for each other's culture and management styles, clear communication, mutual understanding, teamwork and information sharing. The survey has been conducted by Expat House on the group of more than one hundred respondents -

Finnish and Polish top executives and leaders of Finnish companies active on the Polish market.

The Polish leadership style is perceived as hierarchical and bureaucratic. Respondents distinguish, however, the Polish "old-school" leadership style: hierarchic, bureaucratic, formal and bossy, from the "new-school": flexible, bold, ambitious and social. Polish leaders build strong personal relationships and demonstrate good social and business networking skills. Polish leaders scored lowest on encouraging people to communicate different opinions, actively sharing information and appropriately providing authority for others to make decisions.

On the other hand, the Finnish leaders are perceived as honest and ethical, emphasizing facts and details in decision making, while keeping schedules and expecting schedules to be kept. Finnish leaders are not perceived as bureaucratic nor hierarchical. Social skills, PR & communications and feedback giving got the lowest scores.

The survey report can be downloaded from www.tervepoland.com.

TERVE POLAND! is an upcoming business guidebook that presents the specifics of doing business in Poland from the perspectives of top business executives of Finnish companies active on the Polish market. The author of the book - Anitta Koskio - executive coach and cross-cultural trainer, writes about her over ten years cooperation with Finnish and Scandinavian companies in Poland. Change, Trust, Communication, HQ & Local Relationships, Teamwork and Motivation are among the main topics. The publication includes authentic interviews with Finnish and Polish top executives who share their experiences and give valuable advice. The premiere of the book is planned for late November 2016 and it can be pre-ordered at www.tervepoland.com.

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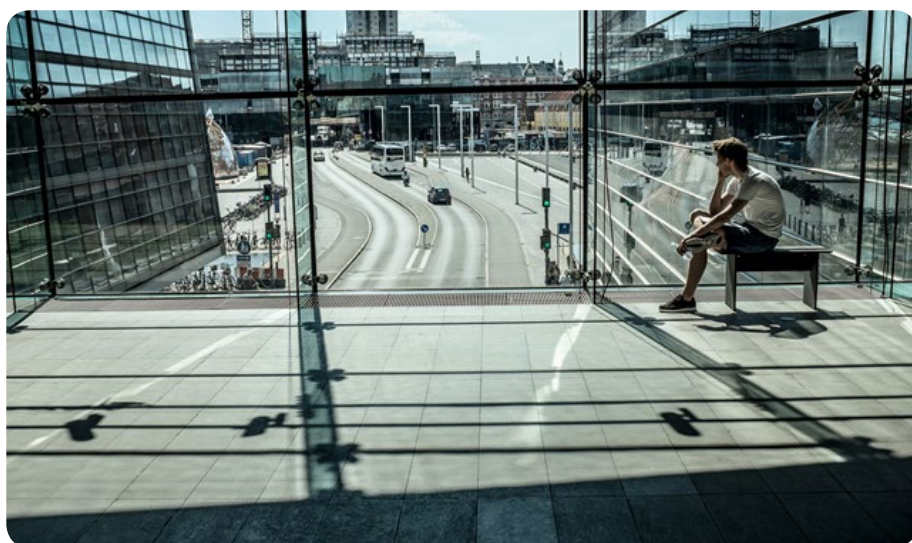
Polish Statistical Office: Over the first five months of the year, the Polish export to the Scandinavian markets increased faster than in the general scale

According to GUS (Polish Statistical Office) preliminary data, in the period January - May 2016, the Polish export to the Scandinavian markets increased faster than the average total export increase to the EU. The export to Norway increased by 11.6 per cent, to Sweden by 7 per cent, and to Denmark by 5.6 per cent. The first five months of the year saw a slowdown in Poland's turnover of goods with other countries. The export increased by 1.2 per cent (to EUR 73.6 billion), whereas the import remained at the last year's level (EUR 70.6 billion).

Mobile Connectivity Index puts Nordics in top 10

Scandinavian countries are in the top of the GSMA Mobile Connectivity Index which measures the ability of more than 130 countries worldwide to connect offline citizens to the mobile Internet. Overall, Australia, the Netherlands, Denmark, Sweden and Norway have the five highest index scores. Finland shares its ranking of seventh position with the USA. Poland took the 31st spot. The tool draws on data from multiple sources, including CIA World Factbook, United Nations and the World Bank.

The Global Innovation Index 2016: Nordics among world's innovation leaders



Fot. Janusz Sytek

In new The Global Innovation Index 2016 survey (GII), Sweden has been named the world's second most innovative country. Sweden climbed to second place from third in 2015 in a top-five table that included Switzerland at the top, followed by the UK in third place and the US and Finland in the third and fourth spots. Denmark is ranked on eighth and Norway on 22nd place. Poland was ranked on the 39th place. The report was prepared and published by the Cornell University and INSEAD, one of the leading business schools in the world and World Intellectual Property Organization – WIPO



Dear Ladies and Gentlemen, Dear SPCC Members!

We would like to present our special offer and suggest and recommend the purchase of a book for children living in Orphanages. The author of this fairytale is Princess Märtha Louise of Norway, who wrote it on the basis of stories of her grandfather, King Olav. The title of the book is ***“Why Kings and Queens Don't Wear Crowns”*** and enclosed with the book are two types of crayons and colouring books, to make this a special edition. Surprise the children and bring joy to them by purchasing this book and giving it as a gift to any Orphanage in Poland of your choice.

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World Economic Forum: Finland 2nd in global Network Readiness Index

The World Economic Forum has ranked Finland first of the EU countries, and in second position globally, in their annual Networked Readiness Index (NRI). The index measures the propensity of countries to utilise opportunities offered by information and communications technology (ICT). This year a total of 149 different economies were analysed based on 53 indicators, which together were grouped into four main components: environment, readiness, usage and impacts. The NRI is widely regarded as the definitive global study of ICT's impact on the growth and competitiveness of nations, along with their citizens' wellbeing.

EU invests EUR 187.5 million in Baltic connector gas pipeline



Fot. absfreepic.com

The European Union is investing and supporting gas pipeline infrastructure between Finland and Estonia to unite the European energy markets. The European Commission has today allocated 187.5 million euros for the construction

of the first Estonia-Finland gas pipeline, also known as Baltic connector. Once ready, the pipeline will run between Inkoo, Finland and Paldiski, Estonia. According to the Commission, the offshore gas transmission pipeline is consistent with the key objectives of the so called Energy Union, by ending the gas isolation of North-Eastern Europe and developing the Baltic regional energy market.

Finland produces fuel from solar power



Fot. absfreepic.com

The Lappeenranta University of Technology and VTT Technical Research Centre of Finland are building a unique demo plant that will pilot the production of renewable fuels with solar power. The pilot project's goal is to convert solar power-produced electricity into gas or liquid fuels. The sun, water and carbon dioxide extracted from air will act as the raw materials for power.

According to Professor Jero Ahola from the Lappeenranta University of Technology, this is probably the first time when water and carbon dioxide are

Denmark's biotech sector best in Europe

For the second year running, Denmark's biotech sector is awarded a global top three ranking by Scientific American Worldview and is praised for its generous public sector investment and speedy drug trial application process.

Denmark takes the global top three spot in the 2016 Scientific American Worldview Scorecard, assessing countries worldwide according to their biotechnology innovation potential, ahead of its European contemporaries.

Denmark gets the top score for intensity, boasting 215.4 international patent applications filed per million inhabitants. When compared to Europe's four largest economies, Denmark's productive patent filing puts the country ahead of the UK, France and the Netherlands, second only to Germany.

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

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

The next issue of SPCC e-magazine will be published in December, the deadline for submitting the materials is 30th of November.

We offer a possibility to publish articles, interviews and advertisements.

If you are interested in cooperation please contact Sylwia Wojtaszczyk-Ciąćka:

swojtaszczyk@spcc.pl, tel. 22 849 74 14.

Price list for SPCC Members