

SPCC e-magazine

No. 02/2015



fot. Agnieszka Krawczyk

Ladies and Gentlemen,

We are pleased to present you with the next issue of the SPCC E-magazine and invite you to have a look at the latest news from the Scandinavian-Polish business community. The Chamber is constantly developing, this year more than 50 new companies joined us! We have planned plenty of interesting events until the end of the year, including seminars and conferences and of course providing you with networking opportunities. We wish you a nice reading and we hope to see you at SPCC events!



Roger Andersson – Chairman of SPCC

SPCC in Poland

Members highlights

News from Scandinavia

SPCC Patrons

ARPI Group
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Atlas Copco

DNB

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VOLVO

The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together over **380 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.

COMING SOON

We are looking forward to see you at:

- Company Visit at Volvo Polska in Wrocław, **28th of October**
- Speed Business Mixer in Katowice, **4th of November**
- HR Forum in Warsaw, **17th of November**
- Scandinavian SWOT Conference dedicated to Scandinavian BPO/SSC centres located in Poland, **19th of November, Warsaw**

More events in the **SPCC Calendar!**

EVENTS HELD...

Welcome Back to Work Business Mixer, **16th of September**



MEMBER COMPANIES

59 companies have joined SPCC since the beginning of 2015.

SPCC brings together **381 Members**

357 corporate Members, **23** honorary Members and **1** individual Member

- | | |
|---|--|
|  135 companies |  63 companies |
|  96 companies |  63 companies |

Since the beginning of the year most companies joined the Swedish section – **21** companies and the Danish section – **17** companies

- The Chamber represents **8** countries:
- **5** Nordic countries: Denmark, Finland, Iceland, Norway, Sweden
 - **3** Baltic states: Estonia, Latvia and Lithuania.

Meet new SPCC Members
CLICK HERE!

WATCH THE SPCC MOVIE!



SPCC CALENDAR 2016

Desk calendars with inspiring photographs from Scandinavia made by the winners of SPCC Photo Competition will be sent to our Members in early December. It is possible to buy more calendars (min. 50 copies) - if you are interested, please contact the SPCC office: spcc@spcc.pl, phone 22 849 74 14.

The winning pictures from this year's competition, which will be included in the calendar are available

HERE!

New SPCC Publication on Corporate Social Responsibility (CSR)

90% of Scandinavian companies and 60% of Polish companies conducting CSR activities are planning to continue those activities in the coming years – these are the results of the new CSR publication prepared by SPCC and KPMG in cooperation with Fortum, DNB, IKEA and Jotun: Developing human and social capital – good practices of Nordic companies in the field of social responsibility.



Publication includes the results of CSR survey conducted among Scandinavian and Polish companies by SPCC & KPMG on the issues connected with developing human and social capital. According to 71% of Scandinavian companies taking part in the survey, CSR plays very important role in the company's values and around 89% of them engage their employees in CSR activities. The results of the survey also

show that both Polish and Scandinavian companies active on the CSR scene put the focus on similar initiatives - usually dedicated to environment and to ensure fair business practices. For Scandinavian companies fair labour practices and activities dedicated to human rights are also important, whereas for Polish organisations – activities dedicated to local communities and consumer issues.

Scandinavian companies in Poland conduct many interesting CSR initiatives in the fields described in the publication: human rights, labour practices and community involvement and development. The publication presents 20 examples of such good practices implemented by the following companies: Fortum, DNB, IKEA, Jotun, Autoliv, Atlas Copco, Ericsson, H&M, Jula Poland, Kemira, Oriflame, Poldanor, Ruukki, Stora Enso and Volvo Polska.

The report was presented during CSR Conference, which took place on the 15th of October in Warsaw. The publication can be downloaded [HERE](#). We wish you inspirational reading!

E-customer in the spotlight - SPCC „SALES 2.0” meeting

In the contemporary economy, strong competition between companies requires active actions from the retail sector, aimed at fulfilling clients' requirements in all sales channels available – both stationary, as well as mobile and online ones. Understanding the sources of the choices on the basis of which clients buy products is a key challenge to contemporary retail chains. Those issues were discussed during the SPCC Sales 2.0 meeting which was held in Warsaw on the 23rd of September.

According to KPMG report “Consumers & Convergence” which was presented during the meeting, in 2010 there were just 3% of Internet users in Poland, whereas in 2014 as much as 17%. KPMG analysis predicts that in 2020 as much as 50% of the population will use the Internet on an everyday basis.

Examples of effective actions aimed at acquiring a client in the context of buyers' changing expectations and models of modern, effective tools which support these actions were presented, on the basis of the experience gained by Electrolux, by Joanna Grzesiuk, Digital Manager. She emphasised that the research conducted by Electrolux suggests that 61% of persons who buy

equipment from the company's offer take advantage of information, opinions and specifications found online. Consequently, what is particularly important is standardised and consistent offer aimed at clients who use various sales channels (desktop, mobile devices, shop) and information. In this context, what is equally important to a company is to have its own „landing page” which shows products in an interesting context (e.g. recipes and cooking competitions, own photos, etc.), as well as good cooperation with independent bloggers and equipment testers. Joanna Grzesiuk also emphasised the need for convergence with price comparison applications and shopping portals.

Mobile applications currently seem to be a good tool for building the brand's positive image and establishing long-standing contacts with clients, which constitutes a natural objective of companies' activity. Joanna Wendorff, a Business Solution Manager of COMARCH, a consultancy, discussed the process of building loyalty strategies on the basis of mobile technologies. She pointed out that thanks to a mobile loyalty platform which Comarch has developed specially for British Heathrow airport, the number of transactions registered there increased by 27%.



Icelandic Sagas



PWN publishing house under the auspices of SPCC has published „Sagi islandzkie - zarys dziejow literatury staronordyckiej” (Icelandic Sagas) - the first

Polish guide to the world of fascinating and unique Icelandic literature. The authors presented individual forms of the medieval Nordic tales in a very accessible and interesting way. The tales include history of Icelanders and Scandinavian rulers, as well as adaptations of continental literature.

Dialogue on innovative development during the Swedish-Polish Innovation Forum

Sweden and Poland have a long tradition of doing business together and Swedish companies have been present in Poland for more than 100 years. Further strengthening of bilateral relations based on most innovative solutions from both countries was the major topic of the Swedish-Polish Innovation Forum, which took place on 11th June in Warsaw. The event was organized by Business Sweden, in cooperation with the Embassy of Sweden and the Ministry of Economy. Swedish companies actively involved in developing innovations, such as Volvo Buses, BAE Systems, Mölnlycke and Elekta, played a crucial role in the Forum.

The goal of the Swedish-Polish Innovation Forum was to create a platform for discussion on the conditions that are necessary to achieve innovative and sustainable development at the state and enterprises level, based on the best Polish and Swedish developments. The event provided great opportunity to exchange experiences, as well as establish and strengthen the Polish-Swedish contact network, due to the presence of numerous representatives of private and public sectors. Swedish companies took part in closed roundtable discussion with Minister for Enterprise and Innovation of Sweden, Mikael Damberg, Undersecretary of State at the Ministry of Economy of Poland, Grazyna Henclewska, and Polish companies – Vigo System, PESA and BYS.

Roundtable discussion was followed by the signing ceremony of the Declaration of Intent on Cooperation in the Area of Innovation between Sweden and Poland. The document was signed by Minister Mikael Damberg and Polish Deputy Prime Minister and Minister of Economy Janusz Piechocinski. According to the Declaration, closer cooperation will be



carried out in an open, flexible and pragmatic manner and could be based in particular on specific projects between Polish and Swedish companies.

Swedish-Polish Innovation Forum also included thematic panel discussions related to the area of innovation that brought together more than 150 guests, including representatives of industry and business media. The whole event resulted in almost 180 media mentions reaching around 2 million readers.

Business Sweden in cooperation with the Embassy of Sweden plans continued dialogue on possibilities of Swedish-Polish cooperation in the field of innovation. We invite those interested in this subject to contact Business Sweden office in Warsaw (Daniel Larsson, Swedish Trade Commissioner in Poland, phone: +48 22 505 84 60, email: daniel.larsson@business-sweden.se, polen@business-sweden.se).

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Railway from China to Northern Europe via Poland? Yes, It's possible.

Every entrepreneur knows how important cooperation with China is for the European trade. We import almost everything from the Middle Kingdom – from resources, through foodstuffs, household goods, car parts, to clothes, medicines and electronics. So far, the transport was organised mainly by sea, by air, less frequently by rail. Recently, however, the railway link between Scandinavian countries and remote China is becoming an increasingly attractive and environmentally friendly solution for business partners from the West and the East.

“And the reason for this is that railway transport constitutes a fantastic alternative to the other two transport solutions,” says Jarosław Czata, Ocean Freight Manager from Greencarrier. “In the case of air transport, railways win on price, and in comparison with sea transport – they are much faster. Instead of 20,000 kilometres of floating, the cargo reaches Poland along a 10,000 kilometre railway track and is then transported further by road to Scandinavia.

Transporting a load with the cubic capacity of a 40-foot container costs in excess of USD 32,000. If you choose railway as your form of transport, the price is only a quarter of that amount, which means this is the best solution for companies looking for savings. The time required to transport the goods by land is only 11-24 days. Thanks to this the load gets to the buyer quicker than if it were transported by sea (this form of transport takes 30-42 days) or by air and sea (18-22 days).

“However, this is not just price and time which support the friendly side of railway transport,” adds Jarosław Czata. “We must emphasise the important role of trains in environmental protection. Transporting loads by this means of transport creates lower emissions and significantly reduces the emission of carbon dioxide.

An expert from Greencarrier indicates that selecting the fastest means of transport – an airplane – equals to releasing 139 tonnes of CO₂ to the atmosphere. The situation in the case of air and sea transport is a little bit better, the production of CO₂ is reduced to 77 tonnes. The railway transport, on the other hand, is limited to just 5 tonnes of CO₂ emissions. The organisation of transport in China covers the northern part of the country – such cities as Shanghai, Beijing, Shenyang, Tianjin and Dalian, as well as Chongqing, which is located in the middle part of the country. The railway route in our Eastern partner's country is fully electrified and energy is mostly provided by hydroelectric power plants.

During the 15 years of its operations on the market, Greencarrier created one of the most attractive offers for transporting loads from China to this part of Europe. It services two weekly LCL and FCL services, transporting the load in just 14 days.

“In the past, Poland's location used to be ignored,” says Jarosław Czata. “Let's say this openly: this country was not did not count in international transport. Everything changed



when European Union countries and China noticed us as the first place in which trains from the Middle Kingdom arrive. They called Poland – the gate to Europe on the Silk Route. Then everything changed. This is why Greencarrier located its central hub handling loads for the entire group in Warsaw. Our experience in the industry enables us to guarantee for our Customers that each of the two weekly transports will cover the route between China and Poland in two weeks, and after reaching Warsaw it will be speedily transported around the entire territory of Northern Europe, for which the Greencarrier's strong, reliable and comprehensive logistics are responsible. I have to emphasise here that 99% of deadlines are reached by our services.

“This is thanks to excellent organisation of transport month by month we are observing the growing interest in railway connections with China. European companies are looking for savings, but they also want to urgently and timely transport the goods they have ordered or produced. We make it possible for them,” says Czata. “And additionally we have interesting offers for all those interesting in transporting their loads further, to Japan and South Korea. More information about this may be found in Greencarrier's offer.

Learn 5 reasons why it is worth choosing railway transport

- It is cheaper than air transport and sea-air transport.
- It is quicker than transport by sea.
- Railway cuts the distance of the sea route by half.
- It is environment-friendly. During railway transport only 5 tonnes of CO₂ are produced, whereas in the case of air transport – 139 tonnes of CO₂.
- Greencarrier's excellently developed logistic network ensures transport in 14 days.

Author: Greencarrier Freight Services Poland
www.greencarrier.pl, poland.fs@greencarrier.pl

SPONSORED ARTICLE

The Palace in Ryman - a perfect place for... integration!

This will be the answer of anyone who has ever visited the Ryman Palace with their company. „I can certainly assure our guests: silence and peace are guaranteed at our Palace. And it doesn't mean that you're going to get bored”, says Julita Murzyńska, marketing specialist at the Ryman Palace. „In fact, we're able to organize anything our clients can think of, and we have a lot of ideas for our guests' free time, too.”

Firstly, professionalism

Meetings usually begin in the conference room. We have a modernly-equipped conference room for approximately 60 people. It's air-conditioned, equipped with a wireless sound system, a multimedia projector, a screen and a flipchart. In June 2013, we put at your disposal a multifunctional room (for conferences and banquets) for up to 200 people. The room is fully air-conditioned. It has its own dining facilities and a complete multimedia equipment. It's perfect for organizing conferences, symposiums, councils, exhibitions, shows and other business meetings.

It's also possible to organize workshops, trainings, councils, business meetings in several other rooms of the building.

Secondly, fun

After a few hours spent on a training or on a debate, everyone can use a break. The way we spend our free time should allow us to break away from work as soon and as efficiently as possible.

Our guests can enjoy our beautiful terrains, perfect for jogging or Nordic walking. Clean air makes you want to walk or ride a bicycle.



The visit in Ryman can also result in a good integration of the team. It is best achieved by playing and having fun together. Quad and canoe trips, paintball, off-roading, balloon flights. Rivalry bonds people together and teaches them to collaborate like nothing else.

„And then, having fun together. We can organize a dancing party with a DJ, a karaoke, a campfire or a barbecue. And we're open to suggestions, questions and ideas of our guests. A lot is already available here and much can be organized in collaboration with external companies, so basically nothing is impossible for us” - assures Julita Murzyńska.

Thirdly, relax

A very important part of the Palace in Ryman is the SPA area. It's impossible to resist the relaxing and soothing features of water, especially in the cozy zone - a friendly area designed with attention to every detail, where the energy circulates without encountering any obstacles, inspiring optimism in everyone who crosses the threshold of the SPA area of the hotel. The swimming pool, the jacuzzi and the modern gym are places that every guest should visit.

A great advantage of the Ryman Palace is also the delicious food. A wide gastronomic offer is ensured by our chef, Marcin Dach.

„We offer thematic and culinary evenings. We organize them in such a way that our guests can enjoy new tastes every day” - adds Julita Murzyńska.



Pałac w Rymaniu

We will be happy to organize your corporate St. Andrew's Day and Christmas Party.

Contact details: Ryman Palace, ul. Koszalińska 2, 78-125 Ryman, tel./fax: + 48 94 352 55 00,
marketing@hotelryman.pl, www.hotelryman.pl

SPONSORED ARTICLE

Abena Polska expands an office and warehouse complex

The Danish company Abena, celebrating ten years in Poland, is expanding an office and warehouse complex, located in Goleniów Industrial Park in Łozienica. The official opening took place on the 9th of October 2015.

Atlas Copco Polska is a new investor in the Legnica Special Economic Zone

The company will invest in a new factory, worth nearly 5 million PLN and create additional jobs in the region. The investor is planning to open a modern service and mining equipment repair center, which will be 2000 m². It will provide services to the area of Central Europe- including Poland, Slovakia, Czech Republic, Hungary, and Romania.

Ericsson to acquire software developer Ericpol

Ericsson has concluded a preliminary share purchase agreement for the acquisition of Ericpol's operations in Poland and Ukraine. Approximately 2'000 employees will join Ericsson. The acquisition is expected to take place during the first quarter of 2016. Ericsson has been present in Poland some 111 years and has continuously developed its operations there over time. This marks yet another step in that evolution and once this acquisition is finalized, Ericsson will have over 2,500 employees in Poland.

Greencarrier has opened a new operational office in Szczecin

In mid-June 2015, Greencarrier Freight Services Poland has opened a new operational office in Szczecin. The newly established office will be an important point of support for the company's development and transport operations between Poland and Scandinavia, facilitate conveyance of freight, as well as warehousing services.

Inga Eriksson Fogh- new Swedish Ambassador to Poland

Inga Eriksson Fogh took the position in September. Before she has worked as a Director-General for Administration at the Ministry for Foreign Affairs in Stockholm and was an Ambassador of Sweden to Denmark, India, and Thailand, as well as a Deputy of Sweden representative to the United Nations in New York. In the years 1980 - 1982 Mrs. Eriksson Fogh was a Second Secretary in the Embassy of Sweden in Warsaw.

Lantmannen Unibake is going to invest 75M EUR in Poland

Lantmannen Unibake - a bakery group with expertise in fresh and in-store bakery products, owner of brands like Schulstad, Skoga and Schulstad Bakery Solutions is expanding the scale of investment in Poland. The company is going to build a high-tech production plant in Nowa Sól, a city located in the Kostrzyn-Słubice Special Economic Zone. The plant will take approximately 29,000 square meters. It will be the company's third and simultaneously the biggest production plant in Poland.

PURO Hotels will open a new hotel in Warsaw

PURO Hotels is planning to open the new hotel on Widok Street in the heart of Warsaw. The architectural design of the hotel was entrusted to JEMS Architects. The London studio DeSallesFlint will take care of the interior design.

New General Director in Scania Polska

Harald Woitke took over Director-General at Scania Polska S.A. The appointment was effective as of August 1. Mr. Woitke took over as Director-General at Scania Polska S.A. from Kjell Örtengren, who will continue his career with Scania Group in Sweden, having taken over as General Director of the Scania Real Estate subsidiary.

SAS launches two new routes from Scandinavia to Poland in 2016

SAS Scandinavian Airlines announce opening two new direct routes between Poland and Scandinavia in its 2016 summer timetable: Stockholm – Gdansk and Copenhagen – Cracow.

10 Volvo hybrid buses for the city of Inowrocław

On August 30th 10 Volvo hybrid buses were officially transferred to the city of Inowrocław. This is a result of the agreement signed in March of this year between representatives of the Volvo Bus Corporation and the City of Inowrocław. These vehicles are Volvo 7900 Hybrid low-floor buses with hybrid drive, produced in the Wroclaw factory.

Brand Finland one of the world's strongest

According to UK research company Brand Finance and its recently published report: "Nation Brands 2015", Finland's nation brand is the fourth strongest worldwide. The Nation Brands 2015 report valued Finland's brand at 289 billion US dollars, giving it a BSI score of 85.7/100.

Singapore, Switzerland and the United Arab Emirates were deemed the world's most powerful brands, taking the top three positions. Norway also ranks very high on the 10th place with 82,6 points and value of 288 billion dollars.

Nordic Business Forum – 6-7th of October 2016

SPCC invites Polish companies interested in doing business with the Nordics to take part in the Nordic Business Forum – the leading business seminar in the region with over 5500 participants. The Forum is a great occasion for Polish companies for networking and finding business partners from the Nordic markets. Nordic Business Forum offers valuable and interesting business content and a unique seminar experience. More information [here](#) or at www.nbforum.com



Fehmarnbelt Tunnel to link Danish Capital Region with Central Europe

Construction of the Fehmarnbelt Tunnel is scheduled to begin next year, linking Scandinavia with northern Germany and providing new development opportunities for all of northern Europe. When completed, it will be the world's longest combined road and rail tunnel.

Since the 1930s, Danish politicians and engineers have dreamt of a "beeline" connecting the capital city of Copenhagen and the German city of Hamburg. This dream of a direct and fast link between the two cities is approaching realisation, as the Fehmarn Belt project will soon break ground, creating new development opportunities for all of northern Europe. The 18km Fehmarnbelt Tunnel will be the world's longest combined road and rail tunnel. Danish, German and international companies considering investing or establishing operations in the region will benefit greatly from the coming link. The tunnel will both facilitate employees' travel between Scandinavia and central Europe, the freight of goods and aid companies' recruitment processes. The fixed link closes a gap between the Scandinavian and European rail networks, in the future, trains and cars will be able to avoid the 160 km longer detour via the Great Belt. This will create a strong transport corridor between the Øresund region in Denmark/Sweden and Hamburg in Germany, allowing a new greater and more competitive region – the Fehmarnbelt region – to emerge.



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Sweden to become world's first fossil-fuel free nation

The Swedish government will invest 4.4 billion krone (£354 million) of its 2016 budget in a bid to become the world's first fossil-fuel free nation by 2050.

This aim will be achieved through heavy investment in solar and wind energy, smart grids and clean transport. Last year two thirds of Sweden's electricity generation came from clean and low-carbon sources and the country aims to improve on this, with plans to increase investment in photovoltaics eight-fold to 390 million krone a year between 2017 and 2019. This budget increase will be financed through heavy taxes on petrol and diesel fuel, as well as through airport and nuclear plant closures and the sale of coal mines.

Agreement between Norway and EU on EEA and Norway Grants

Norway and the EU have initialled an agreement on Norway's contribution for a new period of the EEA and Norway Grants, with a view to reducing social and economic disparities in Europe. Norway will provide around EUR 388 million (NOK 3.3 billion) a year to 15 of the least prosperous countries in the EU. The current agreement covers the period 2014–2021. The increase in funding compared to the agreement from 2009 is more or less in line with inflation.

Sweden's GDP increased in the second quarter of 2015

Sweden's GDP increased 1.1 percent in the second quarter of 2015, seasonally adjusted and compared to the first quarter of 2015. „The years ahead are going to be better for Swe-

den,” Finance Minister Magdalena Andersson told reporters. „Growth is picking up, unemployment is falling, government finances are getting better.” The government reckons the economy will expand 2.8 percent this year, faster than its June forecast of 2.6 percent, and growth is expected to remain high in the years ahead, Reuters reported.

Nordic countries high in The Global Creativity Index 2015



foto. Peter Frey

According to Global Creativity Index 2015 Denmark and Finland took the first place in Europe and 5th in the world. The GCI is a broad-based measure for advanced economic growth and sustainable prosperity based on the 3Ts of economic development—talent, technology, and tolerance. It rates and ranks 139 nations worldwide on each of these dimensions and on our overall measure of creativity and prosperity. Sweden was placed on 5th, Iceland – 8th and Norway took the 11th place. Poland's place in the ranking is 46.

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: around 360 companies being SPCC Members, other Scandinavian companies operating in Poland, business institutions and media. Therefore the magazine offers an 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 23rd 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