

Doing business in and with Poland

– opportunities for Danish companies

Seminar, Thursday 26 August 2010, 13.00-16.00, Innovatorium, Birk Centerpark 40, 7400 Herning

Benefit from the low wages and the fast-growing market in Poland! More than 100 Danish companies have already gone there - *Will you join them?*

The seminar will provide the participants with thorough knowledge about the opportunities in the Polish market, experiences from Danish companies already well on their way, insight into the possibilities for subsidies and consulting, and finally the opportunity for individual consultations.

Poland - a country in growth

In many ways Poland is an increasingly interesting market for Danish companies regarding outsourcing as well as sale of products. Poland has both growth and the potential for more. The growth rates in Poland have been doing very fine and in 2009 it was the only country in the EU with a positive growth of 1.7 %. More than 38 million inhabitants and increasing spending power makes Poland an interesting market and the most important East European market for Denmark today.

The Polish labour force has over time become quite well-educated and unlike many other European countries the labour force is young, which presents fine opportunities for recruiting competent labour and still at a relatively low cost. Furthermore, Poland benefits from significant EU subsidies for business development - these subsidies can also become available to Danish companies located in Poland.

Already, many bigger and smaller Danish companies have discovered the opportunities in Poland, but many more have the potential to grow in this country only a few-hour drive from Denmark.

The seminar is especially focused on Danish small and medium sized companies who are considering setting up production and/or sales and marketing in Poland.

Organisers

The seminar is organised in a co-operation between The Royal Danish Embassy in Poland, Embassy of the Republic of Poland (in Denmark), Scandinavian-Polish Chamber of Commerce, Westpomeranian Investors' Assistance Centre in Szezecin, Poland, EU Centre/Business Development Centre Herning & Ikast-Brande and BIC Group.

EMBASSY OF DENMARK



Scandinavian-Polish
CHAMBER OF COMMERCE



Erhvervsrådet

Herning & Ikast-Brande



Programme

Please note: The presentations given by Polish representatives will be in English, and presentations by Danish representatives will be in Danish.

12.30: Registration and coffee

12.50: *Official opening of the seminar* by Peter Tærø Nielsen, Chairman of the board, Scandinavian Polish Chamber of Commerce (Peter Tærø Nielsen will hereafter function as the moderator of the seminar) Peter Tærø Nielsen then continues with a short presentation of cultural and legal differences between Poland and Denmark, supplemented by stories from the real life.

13.10: *General introduction to Poland* by Counsellor, Jacek Wójcikowski, Embassy of the Republic of Poland in Denmark, Trade and Investment Promotion Section

13.30: *Close to Denmark and Europe: Opportunities in North-West Poland (West Pomerania)* by Magdalena Woźniak-Miszewska, Westpomeranian Investors' Assistance Centre in Szczecin

13.50: *How to get started in Poland – the Polish market from a Danish perspective* by Commercial Counsellor Allan E. Mortensen, Royal Danish Embassy in Warsaw

14.10 Break

14.25: *Business case: BIC Group - Electrical installations and assembly in Danish quality at Polish prices* by Director Jens Chr. Møller, BIC Group

14.45: *Business case: Hedensted Gruppen, Establishing production in Goleniów, Szczecin* by Director Tom Kristjansen, HG Poland

15.05: *Advantages of investing in special economic zones in Poland - example of the K-S SEZ* by Senior Project Manager Izabela Fechner, Kostrzyn-Slubice Special Economic Zone

15.20: *How to apply for EU structural funds in Poland* by Thomas Hjelm, Interfocus

15.35: *Support and co-operation opportunities* by Thomas C. Andersen, Project Manager, EU Centre/Business Development Centre Herning & Ikast-Brande

15.50: Short break/sandwich and drinks

16.00: Individual consultations with speakers*

Time, place and registration

Date: **26. August 2010 13.00-16.00**

Place: **Innovatorium, Birk Centerpark 40, 7400 Herning**

Registration: participation is free of charge, but registration is necessary. Register to **Joan Sander, Business Development Centre Herning & Ikast-Brande** at tel. **+45 9626 1122** or **js@erhvervsraadet.dk**.

Registration is binding (no-show fee 300 DKK.), but you are welcome to send a colleague if you cannot take part yourself.

*Individual consultations: If you want to have an individual consultation with one or more of the speakers after the seminar, please inform us upon registration or no later than three days before the seminar. Consultations are subject to availability.