

Press Release

***„Doing business in Poland. How to be successful?“***

**Answer for this question Swedish and Danish entrepreneurs could hear during the opening of the representation of Scandinavian-Polish Chamber of Commerce (SPCC) in Öresund region. The Conference took place on 23<sup>rd</sup> of August in Malmö.**

Poland's economy is perceived as a very competitive in comparison to others all over the world. The fact, that Poland as the only EU country reported positive growth in 2009 (1.7 per cent GDP), confirms the Poland's positive image encourages many companies to invest and look for new opportunities on the Polish market.

The biggest companies such as IKEA or Ericsson have been active in Poland already for many years. After year 1989 appeared many, new significant investors from Nordic countries, but there are still plenty of untapped possibilities, especially if we look at SME sector.

SPCC Board being aware of this potential took decision to have the Chamber's representative in Öresund region (Malmö/Copenhagen).

*“Big companies will find their way to Poland themselves using own analytics departments or external consulting companies. While we aim to support small and medium sized entrepreneurs looking for further possibilities of development. For them cooperation with Polish partners may also be a very promising option”.* – said Lars Svensson, SPCC representative in Öresund region. Mr. Svensson worked for many years in Poland as the president of Ericsson Polska and now is willing to share his rich experience with Swedish companies.

Opening of the SPCC representation was followed by the conference *„Doing business in Poland. How to be successful?“*. During the conference speakers representing SPCC member companies presented their companies own ways to success on the Polish market. Participants could learn about challenges they had to face and experiences gained as well as about the potential of the Polish market.

*To take an active part in building ‘cooperation bridges’ between Baltic Sea states is a priority for our organization. SPCC is directly connected to most of those countries through its members.”* – said Mr. Peter T. Nielsen, the Chairman of Scandinavian-Polish Chamber of Commerce.

A special guest of the conference was Mr. Uffe Ellemann-Jensen, the previous Minister for Foreign Affairs of Denmark, co-founder of the Council of the Baltic Sea States. Currently Mr. Ellemann-Jensen as the Chairman of Baltic Development Forum, a non-profit networking organization dedicated for the business development of the Baltic Sea region, supports strongly the cooperation between states in Baltic Sea region. And the economic part is a very important one. The conference was organized in cooperation with Chamber of Commerce and Industry of Southern Sweden and Baltic Development Forum.

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