

# SPCC e-magazine

SPCC

ACTIVITIES

SPCC

COMMUNITY

NEWS

from Scandinavia

## TECHNOLOGY OF SUCCESS - IS SCANDINAVIA READY FOR ARTIFICIAL INTELLIGENCE?



Furhat Robot, Artificial Intelligence with a human touch was created by one of Swedish start-ups.  
Fot. Melker Dahlstrand, imagebank Sweden.

No 3 / 2018

SPCC Patrons:

 ARCTIC PAPER

 ARPI  
Group

 Atlas Copco

 DNB

 Danske Bank

 DSV

 ELTEL  
networks

 ERICSSON

 GREENCARRIER

 Handelsbanken

 Kinnarps

 onninen

 Bank Polski

 Radisson BLU  
CENTRUM HOTEL, WARSAW

 SEB

 SKANSKA

 VOLVO

# SPCC e-magazine

## IN THIS ISSUE:

### SPCC ACTIVITIES

3

SUMMARY OF EVENTS

NEW SPCC MANAGING DIRECTOR

SCANDINAVIAN COMPANIES IN WEST POMERANIA

### SPCC COMMUNITY

5-15

PIOTR GRZĄDZIEL: 3 PERSONAL BRANDING MYTHS

SCANDINAVIAN INVESTMENTS IN POLAND

TECHNOLOGY OF SUCCESS - IS SCANDINAVIA  
READY FOR ARTIFICIAL INTELLIGENCE?THROUGH THE EYES OF A LAWYER: AI IS NOT  
SCIENCE-FICTION ANY MOREINTERVIEW WITH LARS IBSEN, MANAGING DIRECTOR  
STENA RECYCLINGBELVEDERE RESTAURANT AWARDED  
BY THE MICHELIN GUIDE

NEW PURO HOTEL IN KRAKÓW KAZIMIERZ

### NEWS FROM SCANDINAVIA

16

TRAVELLING IN SCANDINAVIA: IN THE DANISH  
WADDEN LAND

FINNISH-POLISH OBSERVATION SATELLITES

### Events



p. 3

Artificial intelligence

p. 9



p. 11

Interview with Lars  
Ibsen, Managing Director  
of Stena Recycling

p. 15

Hotel PURO Kraków  
Kazimierz

In the Danish wadden land



p. 16

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  
tel. 22 849 74 14

Follow us on:





## SPCC ACTIVITIES

The Scandinavian-Polish Chamber of Commerce is an association created by and for business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together more than 400 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.

SPCC has currently **419 Members** in four national sections: Danish, Finnish, Swedish and Norwegian.



Agnieszka Zielińska  
- new SPCC MAN-  
AGING DIRECTOR

**The Management Board of SPCC has appointed Agnieszka Zielińska for the position of the SPCC Managing Director. Since 1st of August Agnieszka is responsible for SPCC activities all over Poland.**

Agnieszka has more than 10 years of experience in international business environment in areas such as: business relations, sales, marketing, events management. She is also a business trainer and lecturer. Agnieszka worked in many fields including real estate, media and NGOs. For more than 7 years she has been developing cooperation between Polish and Scandinavian companies.

*"Taking over the role of Managing Director of the Scandinavian-Polish Chamber of Commerce - one of the most prestigious and active chambers in Poland is a great honor. It is also a great responsibility in order to ensure further development of Scandinavian-Polish cooperation and the organization itself and respond to the expectations of business. I will focus on the development of our strong position in Poland at the same time widening our offer and strengthening strategic partnerships" said Agnieszka Zielińska, Managing Director of SPCC.*

**SEE OUR CALENDAR OF EVENTS FOR AUTUMN!**

Click [HERE](#)

### EVENTS HELD - WELCOME BACK TO WORK BUSINESS MIXER

The second SPCC Business Mixer this year took place on the **20<sup>th</sup> of September** in Volvo Car Warszawa. We welcomed 27 new Members - in order to see the list of companies click [HERE](#). During the meeting, Carsten Nilsen - SPCC Chairman - awarded Mr Johan Puotila, a longtime Chairman of the Finnish Section of SPCC with an Honorary Membership. We also announced the winners of SPCC Photo Competition - you will see the winning pictures [here](#).



## PERSPECTIVES FOR DEVELOPMENT OF SCANDINAVIAN COMPANIES – LABOUR MARKET AND BUSINESS SERVICE CENTERS IN WEST POMERANIA

On the 25<sup>th</sup> of September 2018 in Szczecin Scandinavian-Polish Chamber of Commerce together with the Marshall's Office of Western Pomerania organized a debate "Scandinavian companies in West Pomerania - good old marriage with perspectives for the future". The West Pomerania labour market and business service centers were the key topics discussed during a debate between investors and local authorities.



The Marshall of West Pomerania, Olgierd Geblewicz, Ole Egberg Mikkelsen – the Ambassador of Denmark, Stefan Gullgren – the Ambassador of Sweden, Carsten Nilsen – SPCC Chairman and Scandinavian investors participated in the debate. The Marshall of West Pomerania explained

### SCANDINAVIAN COMPANIES IN WEST POMERANIA

- Among the 100 biggest foreign investments in the region in 2015 **46%** were made by Scandinavian companies
- Denmark is the most active Scandinavian investor – **16,9%** of overall FDI in the West Pomerania.
- Scandinavian companies employ around **15.000 people** in West Pomerania
- Scandinavian companies invested not only in their offices and **production sites** and **logistic centres**. In the past years they also decided to locate **other processes** in the region.

that Scandinavian companies decided to invest in the region thanks to friendly investment conditions such as availability of skilled workforce or the help from local administration. "Together we created a good climate which complements the location of West Pomerania and our proximity to Scandinavia" – with that words the Marshall opened the meeting. Small distance from not only Scandinavian countries, but also other key markets – such as Germany – and the availability of skilled workforce and educational background are a great asset of the region for companies which decided to locate its business service centers in West Pomerania.

Participants of the meeting also discussed the most common problems related to transport and logistics in the region as well as challenges with recruiting employees.

**Agnieszka Zielińska, Managing Director of SPCC highlights:** "West Pomerania is a key region for Scandinavian investors, one of the biggest except Central Poland, thanks to favourable conditions offered by the region and a great Scandinavian community which supports each other's activities, shares knowledge and experience and this debate between investors and local authorities proofs it".





## PIOTR GRZĄDZIEL: THREE PERSONAL BRANDING MYTHS

On the 13<sup>th</sup> of September the second meeting of “The power of social media” cycle took place. This time we were talking about Personal Branding and LinkedIn. Piotr Grządziel, our guest speaker from that meeting, shares his knowledge about Personal Branding myths.

See if you do not repeat these 3 myths about your personal brand



Myths about personal branding are one of my favorite topics. Why? Because there are many misconceptions and attitudes in our consciousness that limit us and make it impossible to show our best qualities. Here are the 3 most important myths. The moment we understand them and see that they are not real will be

the moment when it will be easier for us to start working on our own personal brands.

### Myth 1. To build a personal brand you must be perfect

You probably know the name Pixar, and even if you do not recognize the brand itself, you know titles like Toy Story, Monsters Inc., Finding Nemo, Cars, Ratatouille and a few other unique productions. At the Pixar company, when preparing a new production, the screenplay is always based on 22 principles. The first and basic of these principles is that we support the protagonists not because they are perfect and successful, but because they are trying. This is why we love to accompany the heroes of these films. Because who is perfect, flawless and always successful? The most interesting stories are those based on a series of ups and downs, sudden twists, unexpected help, but also surprising difficulties and challenges.

If you want people to support you and be with you, then you have to try as much as Pixar's heroes. Even if we fall, we must rise. Even if we fail, we start again. Then, and only then, people will want to be with us and cheer us on.

### Myth 2. To have a personal brand you have to please everyone

Well, no. You do not have to be like tomato soup and suit everyone's taste. Remember that your talents, services and what you do for other people are always for a select group. Never for everyone. You do not have to and you will not be liked by everyone. Not everyone will agree with you. And there's more - at some point, when you start clearly articulating your point of view and what you believe in, you will have both your allies and your enemies, and that's OK.

As Winston Churchill once said - “You have enemies? Good. That means you've stood up for something, sometime in your life.”



### Myth 3. To build a personal brand, you must be the first to do something

There is a common belief in the marketing world that it is best to be the first in something, because only then we can build a solid brand. What's more, in the book "22 Immutable Laws of Branding" Al Ries and Jack Trout state that it is best to be the first on the market, because it gives you a huge competitive advantage.

Is this really true? Well, no - when we look at the best brands that surround us, we will see that they were not the first on the market. For example: Google is not the first search engine we use - there were others before it. Facebook is not the first social platform we use. There were other platforms before Facebook - one just has to remember MySpace or Nasza Klasa in Poland. Starbucks is certainly not the first coffee chain in the world. Many others were created before it. There are many similar examples.

It is similar with personal brands. Jurek Owsiak is not the first person who collects money for people in need, other people did it much earlier, and other people started doing it after he started with WOŚP. Martyna Wojciechowska is not the first woman who travels around the world and records video materials which are later broadcast on television. There were women who did it before her.

What lesson is in here for me and for you? Very simple. We do not have to be the first in order to succeed on the market. Other people may be experts in a given category before, and even very far ahead of us. All we have to do is do things better than the competition. This is a prerequisite for every brand of product, service and personal brand.

**Ave! Piotr Grządziel**  
**Top Personal Branding**

## SCANDINAVIAN INVESTMENTS IN POLAND

### New Fortum multi-fuel CHP plant inaugurated in Poland

On 20<sup>th</sup> of September Fortum inaugurated a multi-fuel combined heat and power (CHP) plant in Zabrze, Poland. The new power plant complies with high environmental and BAT (Best Available Technology) standards. The plant will provide district heating to some 70,000 households in Zabrze and Bytom, in southeastern Poland. "Zabrze CHP is Fortum's biggest investment in Poland and an excellent example of how we drive the change for a cleaner world," said **Pekka Lundmark, President and CEO Fortum**. The investment amounts to approximately 200 million euros.



Fot. Fortum

### Volvo Polska signed a contract with Grudziądz for the supply of plug-in hybrids and charging stations

The city of Grudziądz and Volvo Poland have signed a contract for the supply of 7 hybrid plug-in buses (so-called electric hybrids). This is the second - after Inowrocław - order for these buses in Poland this year. Volvo will also install quick and slow charging stations in the city. Seven Volvo 7900 Electric Hybrid vehicles will be equipped, among others, with air conditioning, electronic passenger information system, vehicle location system, video monitoring, USB ports for charging smartphones, wireless Internet, WiFi, a fire detection system and extinguishers in the engine compartment and independent heating chamber.



Fot. Volvo



## TECHNOLOGY OF SUCCESS - IS SCANDINAVIA READY FOR ARTIFICIAL INTELLIGENCE?

Artificial Intelligence (AI) is the intelligence of machines. By processing large amounts of data, it detects patterns and relationships that enable machines to learn, understand, make decisions and act in a similar way to people. What is a strategic issue for companies and even whole countries, is the fact that AI can enhance their competitiveness. Has Scandinavian countries noticed that opportunity yet and what efforts do they undertake to develop AI-based technologies?



### Catalyst of innovation and development

Artificial intelligence is a powerful tool and technology that opens up opportunities for new skills, working methods, business ideas and services, making it a key catalyst for innovation and development. A strategic issue for enterprises and entire countries is the fact that AI can strengthen their competitiveness. Currently, artificial intelligence is used to support reasoning and decision making, diagnostics, home assistants, process automation, self-driving systems, health applications, speech and image recognition, translation, adaptive learning programs, prevention of financial fraud, customizing online shopping and more.

According to the Accenture report *Why AI is the Future of Growth?*, capital and labor growth is

not enough to maintain a satisfactory level of global economic development. The economies of developed countries do not record such spectacular increases as emerging economies. There has been a marked fall in the two areas that have so far fueled economic progress, i.e. capital investment and the field of work, specifically the increase of the workforce. These two factors that stimulate the economy and decide about the increase in production are no longer able to sustain the steady economic growth that developed countries once enjoyed. A factor appears on the horizon that will affect the economic growth of countries around the world. Global economies are entering a new era in which artificial intelligence has the potential to overcome physical limitations of capital and labor and create new sources of growth.

For the needs of their own hypothesis, Accenture in association with Frontier Economics conducted a survey of 12 developed economies, which currently correspond to 50% of the global gross domestic product (GDP) in the world. Among them were two Scandinavian countries: Sweden and Finland. As concluded from the results of AI modeling, it may prove to be a remedy for the slowing pace of economies in recent years. AI may potentially double annual growth rates in countries that Accenture analyzed in terms of gross value added.

Pessimists are alarming that AI may become the biggest threat to humanity, and people presenting a more rational approach believe that everything will depend on how we will manage the transition into the era of artificial intelligence. The Scandinavian countries are actively preparing for the transition to a new era. In order for AI to become a new factor of production that can restart the economy, relevant stakeholders, i.e. countries, enterprises and employees, must be thoroughly prepared - intellectually, technologically, politically, ethically, socially - to face the challenges that arise when artificial intelligence becomes more integrated into our lives. The governments of the Scandinavian countries support the development of AI, seeing in it the source of strengthening their competitiveness.

## Swedish optimism

Sweden recognizes the enormous potential of artificial intelligence and its use in the public sector, business, research, as well as for private use. Sweden is one of the most digitally advanced countries in the world<sup>1</sup> and has a positive climate for innovation, as well as a population oriented towards new technology. The goal of the Swedish government in supporting the development of AI is to strengthen the competitiveness of domestic companies in the global market. Education is the key to success. Åsa Zetterberg, the Government's Chief Digital Officer, points out that "there is a need for commitment and perseverance from stakeholders in the public sector, business and academia. In particular, resources are needed to deal with the shortage of skills and to support lifelong learning."<sup>2</sup> The key issue is education, not only based on constant improvement of employees' qualifications to keep up with technological changes, but also education that reduces people's fears of growing automation. Sweden can boast of successes in this field. According to a survey conducted this

year by the European Commission, 87 percent of Swedes are positive about robots and artificial intelligence, and a survey by Pew Research Center showed that 72 percent Americans are "worried" about the future in which robots and computers replace people.<sup>3</sup> In Sweden (but also in its Scandinavian neighbors), where trade unions are powerful, the support of the welfare state for employees is enormous and the trust between employers and employees is deep, there is no room for fear of artificial intelligence. Robots that are already replacing people (e.g. in mines) are seen as another way to increase the efficiency of companies, not a threat that will reduce the number of jobs.

## Finland focuses on education and R&D

Finland, like Sweden, has ambitions to become a leader in the field of artificial intelligence. The University of Helsinki has launched an open course in artificial intelligence. The course is entirely in English, is free of charge and is available to anyone who will have the desire to complete it. Persons who enrolled in the course outside of Finland have the opportunity to receive a certificate that can be published on their LinkedIn page. At the government level, the Finns are trying to use AI to optimize services in the public sector, mainly to manage social issues and health care. The project of the Information Technology Department at the University of Jyväskylä explains the added value that artificial intelligence systems can bring to the analytics, forecasting and management of Finnish social and health care operations. The project defines two areas of use of AI in health care, which are: intelligent tools for personal preventive care and healthcare solutions to achieve more effective treatment. As indicated by the report *Top AI Trends to Watch In 2018* developed by CBINSIGHTS, healthcare is the hottest field of start-up investment in AI. In the health sector, a large percentage of start-ups are associated with the use of AI for medical imaging & diagnostics.

Sitra, the National Fund for Research and Development, which celebrated its 50th anniversary last year, awarded two companies in a competition with a prize pool of EUR 1 million. Half of this amount was received by Finnish start-up Headai, which uses AI and data available on the Internet to analyze the training needs of employees. The analysis of needs thanks to Headai can be made at the company level, but also at the state level. The Headai system makes it possible to analyze the skills of a given country, making it easier to attract foreign investors. A report carried out by

<sup>1</sup> According to Digital Economy and Society Index (DESI) 2018

<sup>2</sup> Artificial intelligence will strengthen Sweden's welfare and competitiveness, Government Offices of Sweden, 23 March 2018

<sup>3</sup> The Robots Are Coming, and Sweden Is Fine, NY Times, 27.12.2017



PWC<sup>4</sup> shows that the use of AI will affect employers first. The value of AI in 2018 will not rely on the creation of whole new industries (this for the next decade), but only on the support of current employees to make their work easier.

### Support for companies in Norway and Denmark

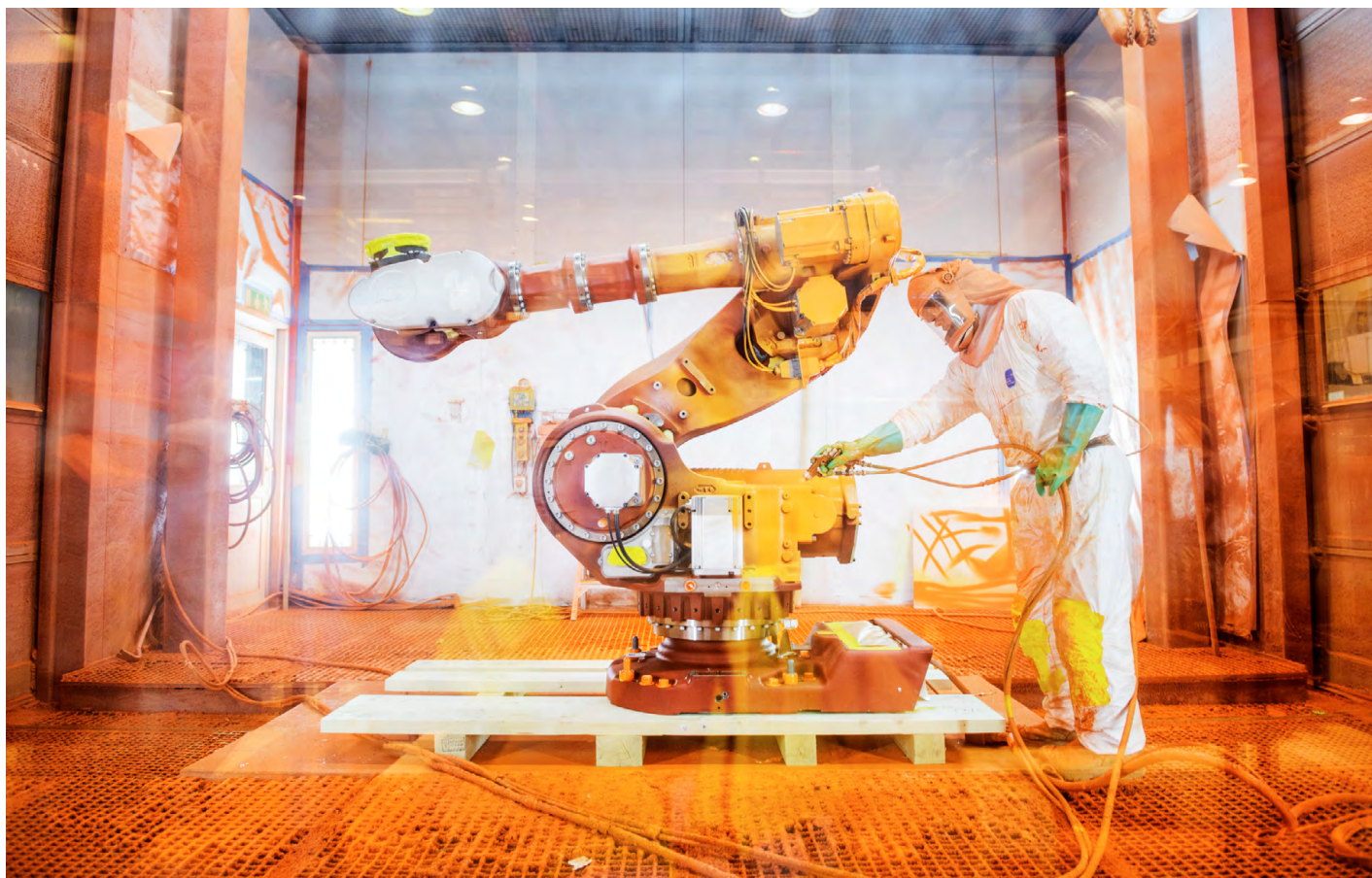
Alan Kay, one of the pioneers of work on personal computers that revolutionized the world, said that the best way to predict the future is to invent it. Remaining faithful to this statement, various initiatives from Scandinavian countries intensify work on AI development, focusing on AI development in the private sector. In 2017 the Norwegian.AI fund was created in Norway, which will invest in artificial intelligence. Active funds for the development of this are amount to 100 million Norwegian kroner. One of the activities of the founders of the fund is to organize the competition for the best Norwegian AI company with the main prize of approximately NOK 10 million (EUR 1 million). In Denmark, a non-profit institute was created, whose task is to oversee the Danish Center for Applied Artificial Intelligence. The Insti-

tute helps Danish companies implement AI technologies, on the one hand, offering advice, and on the other, being a platform for exchanging experiences between companies working on the same techniques.

### Nordic cooperation

The Scandinavian countries cooperating within the Nordic Council recognize that AI can help to solve the main social problems and provide significant benefits in various areas of public life and business. The main potential lies in implementing today's technology and know-how to increase productivity. In addition to the government level, the Scandinavians also cooperate at the enterprise level. In April 2018, a technological alliance was formed between the 24 largest Swedish and Finnish companies, whose aim is to share knowledge and experiment with technologies such as AI and IoT (Internet of Things). "This kind of exchange of knowledge and experience between recognized global companies is a first in the world. Perhaps because cooperation is our strong point in the Scandinavian countries," emphasized Marcus Wallenberg, President of SEB Bank. Cooperation between the Nordic giants aims to accelerate the development of AI technology and the exchange of business models.

<sup>4</sup> 2018 AI predictions. 8 insights to shape business strategy. PWC



Fot. Simon Paulin, image bank Sweden

## THROUGH THE EYES OF A LAWYER: AI IS NOT SCIENCE-FICTION ANY MORE



Wioletta Kulińska, Magnusson

No binding legal definition of AI currently exists, though various national governments and EU agencies are more and more interested in regulating this area. At the beginning of 2017, a report was prepared for the European Commission on recommendations concerning civil law with respect to robotics, proposing, *inter alia*, introduction of the status of an electronic person, functioning

along natural and legal persons, implementation of register of robots and regulating the rights of a human being to be informed that they interact with a machine. In a longer perspective, i.e., by the end of 2018, the European Commission plans to prepare a code of conduct concerning the development of artificial intelligence, whereas by the middle of the next year guidelines concerning interpreting the directive on liability for products, applicable to defective machines using AI. Canada was the first country to pronounce the national AI strategy. Scandinavian and Baltic countries are also advanced in developing such regulations. In May 2018, a debate aiming to prepare a national AI strategy took place also Poland.

AI is still far from being fully regulated by law and the entrepreneurs have to deal with uncertainty and barriers on their own.

One example is the validity of declarations of intent, and whether, e.g., a bot communicating with a consumer could conclude a binding contract with a human being on behalf of an entrepreneur. We still do not know how to solve the matter relating to the robot's creations, as the author of a work can only be a human being. The most urgent matter is the liability for a machine using artificial intelligence. This is a matter on the map today in the context of liability for, e.g., autonomous cars and potential accidents. The liability of the producer may be considered here due to a mistake in developing the solution, liability of the insurer on a risk basis, and in some cases perhaps even liability of the user.

A separate matter is the legal protection of artificial intelligence, counteracting infringements, violations, and unfair competition. If AI is embedded in innovative machines with industrial application, one can certainly consider a patent protection, or at least protection of the know-how and business secret. Most often, behind AI there is an individual computer program or a complicated database whose protection can be sought in copyright and legal protection of databases. Enterprises investing in the development of artificial intelligence should provide for such protection in the first place.

**Wioletta Kulińska - attorney-at-law at Magnusson Tokaj and Partners Law Firm**





## POLISH-SCANDINAVIAN CIRCULAR POTENTIAL



A Circular Economy (CE) is a fairly popular business model on the Scandinavian market which is dominated by advanced waste management systems. In Poland, CE is only starting to gain traction, but it has been already implemented in some interesting ways. Mutual Polish-Scandinavian inspirations can accelerate the pace of these positive changes and we talk about them with Lars Ibsen, Managing Director of Stena Recycling.



Lars Ibsen, Managing Director of Stena Recycling

**Circular Economy is becoming increasingly popular in Poland, which is reflected in changing business models. What has convinced Polish entrepreneurs to give it a try?**

Lars Ibsen: A linear model based on the 'Take it, use it, and throw it away' principle has resulted in generating huge quantities of waste with no reuse potential. The essence of the Circular Economy consists in closing the product life cycle which means e.g. that the waste is limited to the minimum and treated as raw material for further processing. The solutions we provided to SKF, a Swedish ball bearing factory, illustrate very well the potential of CE. Together with SKF, we improved the waste management system of the company, which allowed us to recover as much as 96% swarf generated by sanding. It is an important change, as the produc-

tion in question uses a total of 400,000 tonnes of steel worldwide. The Circular Economy is also associated with environmental, business and social benefits. The European Union noted that it brings about such positive effects as reduction of greenhouse gas emissions by 2-4% per year, savings of EUR 600 billion for the European enterprises, reduction of the waste quantity, and 2 million more jobs within the EU territory. Another essential benefit consists in increased competitiveness – for example PLASTAL, a manufacturer of plastic components, was able to increase its recovery rate and production efficiency, and to train its employees on what to recycle, where and how. The company quickly felt the real benefits resulting from the change of its economic habits.

**Is it true that if we want to create a sustainable society, do have to think in the long term about the products and what happens to them?**

Lars Ibsen: Already at the product design stage, entrepreneurs should select reusable materials. Most of all, one has to adjust the purchased products to the real demand and analyse the generated waste, which will facilitate optimisation of its management. Thinking about the future motivated Stena to establish in Halmstad the most modern recycling facility in Scandinavia – Stena Nordic Recycling Center. It is a huge production hall of the size of 80 football fields and it employs around 200 people. Combination of proven technology and innovation allows us to handle 95% recycling rates for scrapped cars, without having to send materials long distances for further processing.

**Closing the cycle is not only about implementing new solutions, but also about sharing knowledge. How does Stena Recycling educate others in this regard?**

Lars Ibsen: On a global stage, we take part in such initiatives as the Volvo Ocean Race Sustainability Programme, where we research methods to decrease plastic pollution in our seas. In Poland, we are one of the initiators of the RECONOMY





Fot. Stena Recycling

Coalition for the Circular Economy which brings together entities involved in promoting the idea of sustainable development and CE. In 2017, we began to organise an annual contest for companies and students called Stena Circular Economy Award (SCEA) - Leader of the Circular Economy, which functions as a platform for exchange of knowledge and good circular practices. In addition,

we organise many meetings for companies during which we provide information about the optimisation of waste management systems in enterprises and possibilities of implementing the CE principles.

### Do Polish enterprises have a chance to become CE-aware producers?

Lars Ibsen: Polish enterprises have a lot of potential in terms of the Circular Economy, but they need to be encouraged to adjust their business attitudes to match the CE principles. The applications we have received during the first edition of the Stena Circular Economy Award clearly demonstrated that there are already new, interesting business models in Poland which we can be proud of. The second edition of our Stena Circular Economy Award contest, which starts on 15 October 2018, is another excellent opportunity to highlight such innovative approaches. Both companies and students with ideas for promoting the CE are more than welcome to participate in this contest. I firmly believe that together we will be able to act more efficiently to close the cycle and inspire others to follow our lead.



# SOPOT MARRIOTT RESORT & SPA *conferences* different than all others.

## AUTUMN PROMOTION\*

- 20% discount on conference room rental when booked with catering
- Attractive room prices
- Discounts on SPA treatments

## THE HOTEL HAS

- 35 treatment rooms
- 145 rooms
- Infinity pool on the roof (open until the end of September)
- 2 restaurants

\*the offer is valid from 01/09/2018 till 16/12/2018



## AMBITION AS THE DRIVING FORCE OF DEVELOPMENT - POLISH EMPLOYEES IN DANISH COMPANIES

There is a lot going on in Poland. While the young democracy defines its priorities, young, well-educated and ambitious Poles emanate energy and do not believe in the existence of any limits. How do Poles work in Danish companies and what do Danish companies value in Polish employees?

Peter is a good example of such international success. As an IT specialist he works as a programmer. After graduation, he got a job at an English company in London. As part of the projects he cooperated with, among others, Danes, who paid attention to him and offered him a job in Denmark. Peter and his family could easily acclimatize in Denmark, but he chose to live in Poland. He travels regularly to Copenhagen and between works from home near Warsaw. He has been doing this for a couple of years. His Danish director would like Peter to permanently settle at the Sound, but for now this idea remains only a wish. Life in Poland is good. Peter can afford more than in Denmark. His family feels good here, so even though he likes the Danish working style, and even more of his colleagues from the office, he does not want to move to Copenhagen.

Not all Poles dream of emigrating to Denmark. Young and well-educated have good prospects for work both in Poland and abroad. They work in large international corporations, speak foreign languages and belong to a generation that does not remember the world before the change of

system in 1989. They want to develop and get to know the world.

This is confirmed by Anna Werenberg, a Danish journalist and expert in Poland. She says that Poles are incredibly ambitious and hard-working people:

*"If our idea of self-development and the quality of life lies somewhere on this level - saying that she is drawing a horizontal line in the air around the arms in the air - for Poles grows endlessly. They have already experienced a huge increase in prosperity and are still pushing up!"* The Jante's law, which could limit them, does not apply to them. They are simply able and eager to learn.

*"People are the greatest treasure of Poland - Peter emphasizes - and they were long neglected by the state".* Since Poland joined the European Union, thousands of well-educated young people have left Western countries. However, others like Peter, decided to stay in Poland and invest in their startups here.

Danish entrepreneurs are satisfied with employees in their local departments in Poland. There are so many good universities in Poland that it's all about choosing the best. According to HackerRank, an American company that supports the development of recruitment processes of the software industry, in terms of popularity, Polish programmers occupy the third place in the world just behind colleagues from China and Russia. Foreign companies prefer Polish programmers, because they can choose among real specialists who speak well foreign languages. In addition, they value effective communication and logistics in Polish people, which is the experience of the Polish company Altimi Software House.



"Two years ago, there were 70 of us, and today we employ 150 employees" - says the representative of the Polish HR department of the Danish company Ørsted. "We started with IT support. Now we also have teams that support financial processes and other business processes. The political situation affects us when there is information about changes in the labor law or employer's obligations, but we are optimistic. Poland is still a good investment destination in the region. People who we employ appreciate the Nordic style of work. In recent years, we have not observed an increased movement of employees from Poland to Denmark. We look for employees at the same time in Denmark and Poland. Qualification depends on employment, not nationality".

This is beneficial for both sides. Denmark is now more recognizable to Poles than 20 years ago. Design, hygge and good quality are associated with Denmark. Danish companies are perceived as trustworthy workplace. Scandinavian studies, as a field of study, have been popular for many years. The one place on the Norwegian philology at university in Poznan tried to 29 candidates, and the Danish 13. The Nordic countries have good, positive and highly valued brand.

**Dorota Rozmarynowska-Enzanza**  
[kulturlink@gmail.com](mailto:kulturlink@gmail.com)

## BELVEDERE RESTAURANT AWARDED BY THE MICHELIN GUIDE WITH THREE SETS OF RED CUTLERY

In 2018 Belvedere Restaurant for the twentieth time was awarded by the prestigious Michelin Guide „Main Cities of Europe”. As the only restaurant in Poland, it received 3 sets of cutlery in red, which are reserved to the places characterized by „stunning decor and atmosphere”, determined by the Michelin Guide as „particularly comfortable.”

Belvedere Restaurant for over 20 years has been offering sophisticated cuisine to its guests in unparalleled interiors in Warsaw, filled with tropical vegetation. The restaurant located in the Royal Łazienki Park occupies the New Orangery building with over 150 years of history. The interiors of the venue were designed by Boris Kudlička - the National Opera scenographer and visionary chosen by the restaurant owner, Anna Woźniak-Starak. The design of the interior has been carefully thought out. The colors of gray, violet and copper as well as precious wooden veneers have been bathed in lush tropical greenery. The main role belongs to light that builds the mood and illuminating tables that give the impression of floating in the air.

Belvedere Restaurant offers exquisite Polish cuisine created by its Head Chef - Sebastian Olma the winner of the second edition of Polish culinary show "Top Chef". In his work Sebastian combines the highest quality products with modern and sophisticated arrangement of dishes on the plate.



Fot. Belvedere

Belvedere is the only restaurant in Poland that has been awarded by the Michelin Guide with 3 sets of red cutlery. The cutlery designation is granted for comfort, unique interior design, the number of waiters and the high quality of amenities. The red color is reserved to the places offering high quality of food and marks the place as „extremely pleasant”.

First edition of The Michelin Guide was released in 1990. Currently, restaurants and hotels from 31 countries are rated and awarded. The guide itself is considered as the most prestigious travel and culinary vademecum.

By creating value for restaurants through prizes awarded each year, the Michelin Guide contributes to the prestige of local gastronomy, making cities and countries more attractive to tourists.

[rezerwacja@belvedere.com.pl](mailto:rezerwacja@belvedere.com.pl)  
[www.belvedere.com.pl](http://www.belvedere.com.pl)  
[www.facebook.com/BelvedereLazienkiKrolewskie](https://www.facebook.com/BelvedereLazienkiKrolewskie)  
[www.instagram.com/restauracja\\_belvedere](https://www.instagram.com/restauracja_belvedere)



## PURO HOTELS LAUNCH LATEST LIFESTYLE HOSPITALITY EXPERIENCE IN KRAKÓW KAZIMIERZ

PURO Kraków Kazimierz is the latest and largest lifestyle hospitality experience from PURO Hotels, located in the centre of Kraków's creative community in the historic Kazimierz district.



Fireplace lobby

Kraków Kazimierz was once the diverse hub of a bustling cultural community. Long-neglected, this historic Jewish district is currently experiencing a creative reawakening, as local bohemians spill out from cosy cafes and into hidden art galleries. At the heart of this creative renaissance is PURO Kraków Kazimierz. Just like the old Jewish workshops that inspired it, PURO Kraków Kazimierz is driven by a love for design artistry, and has brought onboard a wealth of international designers to craft a clean, comfortable and contemporary living experience for guests. Each room and suite has its own individual curation of modern visual art, created by the freshest young talent from Kazimierz and across the continent. PURO's fifth property offers guests the vintage Kazimierz experience: creativity, community and culture.

Throughout the 228 rooms and suites, guests are greeted by Golran 1898's Italian hand-knotted rugs, the warm glow of &Tradition's Danish heritage lighting, and interiors designed under the watchful eye of London's Conran and Partners. PURO's distinct hygge style has been refined through longstanding collaborations with a range of European designers. In PURO Kraków Kazimierz, guests can find furniture crafted by Denmark's Carl Hansen & Son, Fritz Hansen, ByLassen, Møller and Gubi, Italy's Moroso and Baxter, Sweden's

Fogia, and Spain's Kettal. The result is a peaceful environment, housed inside ASW Architects' stripped-back brickwork building, that encourages guests of all inclinations to sleep, work or play. PURO Kraków Kazimierz is home to two exclusive culinary joints: MAK Bread&Coffee and Halicka Eatery&Bar.

For guests looking to take a break and connect with their body, soul, or simply other kindred spirits, PURO Kraków Kazimierz offers a seasonal schedule of activities. From the early morning running club to evening pilates via masterclasses in cocktail-making, there's something for everyone. For solo self-care, PURO's very own PRISMA Spa welcomes guests to its veritable menu of facials, massages and aromatherapy treatments.

Find out more at [www.purohotel.pl](http://www.purohotel.pl)

### Future plans

PURO Hotels continues to grow with the opening of two new hotels in Warsaw and Łódź in 2019. The brand anticipates the establishment of further PURO cities in the near future. In Poland, PURO Hotels is actively pursuing new opportunities in both Katowice and Warsaw.



Halicka restaurant

### IN THE DANISH WADDEN LAND



The satellite image of the south-west coast of Jutland from the border to the area around Esbjerg is stunning. Turquoise and blues of the shallow sea, vast expanses of shoals and beaches, the lush greenery of the islands. We are on Vadehavet - the Wadden Sea, in a unique corner of Scandinavia in every aspect.



Text: Marcin Jakubowski / Scandinavian magazine  
"Zew Północy"

The rhythm of life is imposed by nature here: the sea expands its area of ownership twice every day and loses it also twice, revealing the sandy and muddy plains reaching the horizon. They're mud flats, also known as wadden. In 2010, the largest national park in Denmark - the Vadehavet Nasjonalpark - was created here.

Tidal amplitude depends on the relative position of the Earth, the Moon and the Sun, and on the strength of the wind. This last factor is the cause of catastrophic floods. The difference in sea level during the day usually reaches about 1.5 meters, but in many places we will see flood poles on which the largest water gains were marked. The largest, tragic one occurred in 1634, when 12,000 people were killed all over the borderland.

The attraction of the Wadden Sea is vadevan-dring - wandering around the exposed bottom at low tide. It's best done with a guide. Thanks to this, we will get to know the inhabitants of Vadehavet and avoid an unpleasant surprise when distracted travelers start being chased by the tides. And the situation changes exactly every 6 hours and 12 minutes.

For those who are in good shape, oyster safaris have been prepared. Wild oysters from the Wadden Sea are considered one of the tastiest. On such a safari, you set off in waders, allowing wading in water reaching the waist, with a pair of gloves also necessary, without which you will cut our hands on the oyster "deposit".

Mud flats are a paradise for birds. Among them dominate mollusk-decimating oystercatchers, which in the winter can consume up to 300 oysters per day. A specific bird phenomenon is Sort sol, or Black Sun. This phenomenon can be observed during the spring and autumn migrations, when hundreds of thousands of starlings are preparing to land, creating a live, vibrating cloud.

Also interesting are the plants adapted to the salty environment - halophytes. One of them is kveller - herbaceous salicornia. In Poland, it is under strict protection, and in Danish Friesland after powdering it is used as a vegetable salt.

An inseparable element of the wadden landscape is the wood-fascine palisades. They facilitate the depositing of material carried in at high tide, contributing to the increase of the surface of the land - mainly for the purpose of pastures. They have the shape of a partially-closed rectangle, which during outflow becomes a fishing trap.

The queen of the Danish North Frisian Islands is Rømø, boasting the largest beach in Europe. Its width reaches up to three kilometers, although it is not a constant value - at very low tide, the sea is even further away. So how do you get to the shore? By car! Rømø's trademark are land yachts - wind-powered vehicles sailing on the beach. On the table-like flat surface, the conditions are perfect for land sailing.

Equally interesting is the island of Fanø, where one of the largest kite festivals in the world takes place, and Mandø, which can be reached by traveling across the sea... with a tractor.

**Marcin Jakubowski, Editor in Chief, Zew Północy**



## 18 Finnish-Polish observation satellites will quickly detect natural disasters anywhere

The Finnish-Polish company ICEYE is set to launch up to 18 satellites into space. Equipped with SAR-radar the satellites can observe earth day and night, regardless of weather conditions. The biggest advantage of many small satellites is the short data transfer time, which can help to identify natural disasters quickly. During 2018, the first Finnish-Polish observation satellite will be launched into orbit. It is to be the first in a constellation of 18 cooperating satellites, Business Insider Polska reports. The satellites are a joint venture between the companies Creotech Instruments and ICEYE.



## 50 percent of Denmark's energy needs to be met by renewable energy in 2030

At the end of June the Danish government signed an energy agreement with the support of all the sitting parties in the Danish parliament. The agreement reaffirms and strengthens Denmark's climate and energy goals leading up to 2030.

Key elements of the agreement include a commitment to construct three large new offshore wind farms, new funds for onshore wind and solar energy, a targeted effort to realise energy savings and a targeted strengthening of energy and climate research. With this agreement, Denmark is on track to fulfil the government's objective of transforming Denmark to a low carbon society that is independent of fossil fuels by 2050. The agreement will enable renewable energy to fully cover Danes' energy consumption by 2030.

## Denmark, Sweden and Finland occupy first three places in the Digital Economy and Society Index 2018

The Digital Economy and Society Index (DESI) is a composite index that summarises relevant indicators on Europe's digital performance and tracks the evolution of EU member states in digital competitiveness. Sweden is one of the most advanced digital economies in the European Union alongside Denmark, Finland and the Netherlands. Sweden performed best in the Human Capital category thanks to its high spread of basic digital skills, as well as strong advanced/development skills among the population. The vast majority in Sweden use the internet at least once a week and a very large proportion of the labour force has some form of digital skills, according to the report. Finland received the highest notes in digital public services and Denmark leads in use of digital technologies in business - 40% of Danish companies reached high level of digitalization.



Fot. Janusz Sytek

