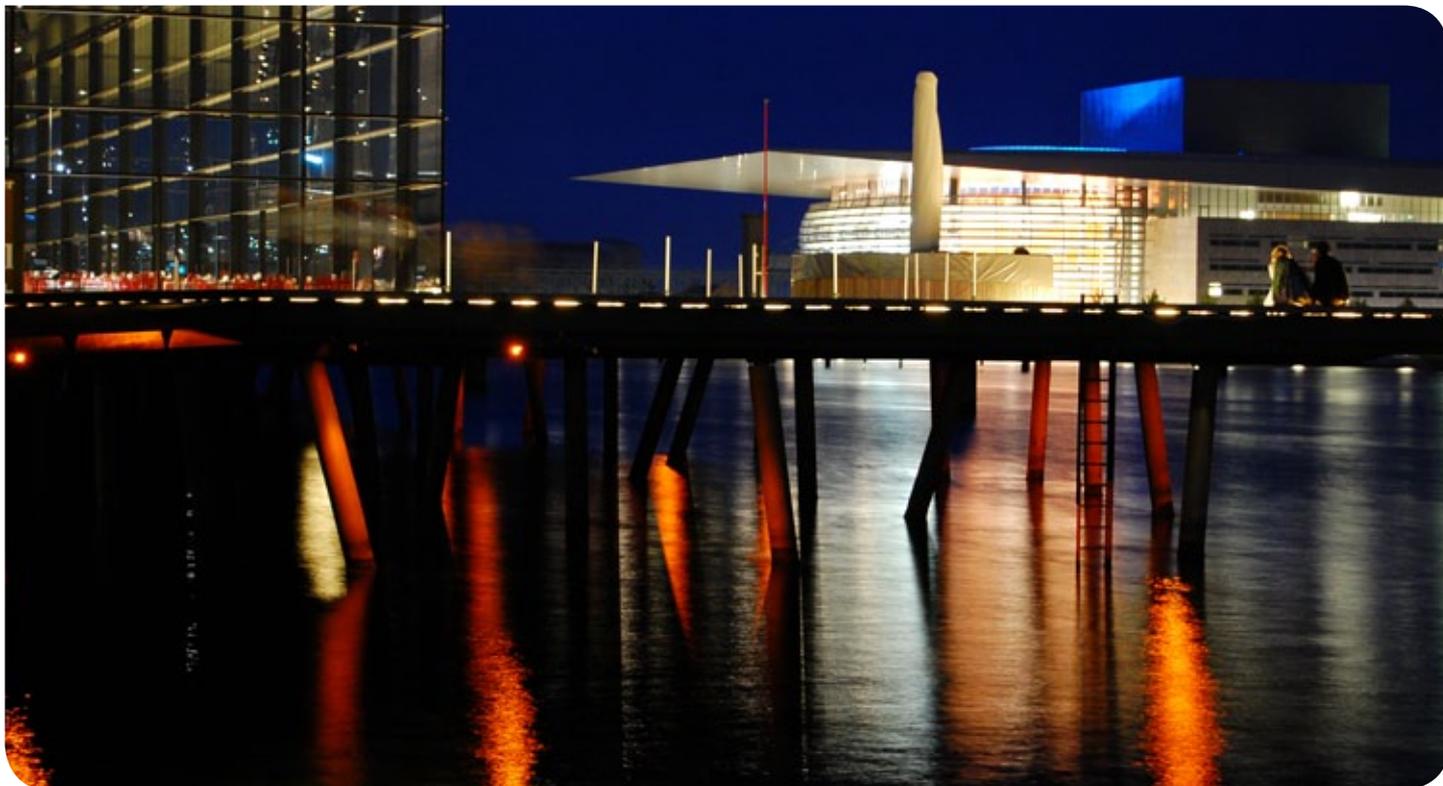


# SPCC e-magazine

foto. Monika Ostrowska

No. 03/2017



## SPCC Activities

- See the coverage from the **Welcome Back to Work Business Mixer**
- **Scandinavian workplace conference** coming soon
- Winners of the SPCC Photo Competition "**Postcards from Scandinavia**"
- **Crayfish party** – traditional celebrations in Sweden and Finland
- **Finland well educated**

## SPCC Community

- **Will the on-demand economy dominate the labour market?**  
Article by Magnusson
- **New Radisson Świnoujście Resort** already open
- **Belvedere catering** by design is again a partner of the Economic Forum in Krynica
- **New Scandinavian investments** on the Polish market
- **Knowledge Center** - review of reports

## News from Scandinavia

- **Norway is the most productive country** in Northern Europe
- **Sales of electric cars** reach new heights in the Nordics
- **Norway:** the world's first crewless ship will launch next year
- **Finland** is top Nordic destination for FDI
- **More than two-thirds of all Danish companies** active on social media

## SPCC Patrons

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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 close to **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.

## EVENTS

We are looking forward to see you at:

- SPCC Legal Morning Meeting with Maruta Wachta Law Office: IT Contracts: Agile Transformation, **3<sup>th</sup> of October**
- SPCC Influencer: Meeting with Natalia Hatalaska, **12<sup>th</sup> of October**
- Visit to Coloplast Business Centre, **17<sup>th</sup> of October, Szczecin**
- Scandinavian workplace conference, **26<sup>th</sup> of October**
- Speed Business Meeting in Warsaw, **7<sup>th</sup> of November**
- SBC Nobel Dinner, **10<sup>th</sup> of November**

More events in the **SPCC Calendar of Events!**

## EVENTS HELD

**Welcome Back to Work Business Mixer, 20<sup>th</sup> of September 2017**



## MEMBER COMPANIES

SPCC brings together **397 Members**

**371** corporate Members, **23** honorary Members and **3** individual Members

 144 companies  69 companies

 97 companies  61 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!**

**JOIN US ON FACEBOOK!**



## MEMBER GETS MEMBER PROGRAMME

We know that our Members are the best SPCC ambassadors. Therefore we would like to invite you to participate in the "Member gets Member" program. Every SPCC Member who invites a new company to corporate membership in the Chamber will be given a 15% discount off the annual membership fee. For more information please contact:

**Sandra Tetzlaff, Business Development Manager,**  
[stetzlaff@spcc.pl](mailto:stetzlaff@spcc.pl), tel. 22 849 74 14.

## SPCC CONFERENCE „SCANDINAVIAN WORKPLACE”

Scandinavian countries are the leaders in many social-economic world rankings, including those related to education, work-life balance or happiness at work. Scandinavian solutions and approach to sustainability, diversity, gender quality and empowering women inspire many.

Investors from Scandinavia, represented by more than 2000 companies operating in our country, play an important role on the Polish labour market, being highly appreciated employers. On the other hand, the Scandinavian working culture as well as labour markets are slightly different from the Polish one – there are many areas, where we can exchange experiences.

*What distinguishes Scandinavian workplace?*

*How much are we influenced by current changes in the workplace, how is that going to affect the way we work?*

*What are the differences between Scandinavian and Polish labour markets?*

*What sort of challenges the employers should be prepared for? How to spot and embrace opportunities?*

*Can we successfully combine Polish and Scandinavian working culture and create new value in our workplaces?*

*Women on the labour market – what are the factors of the Scandinavian women empowerment success?*

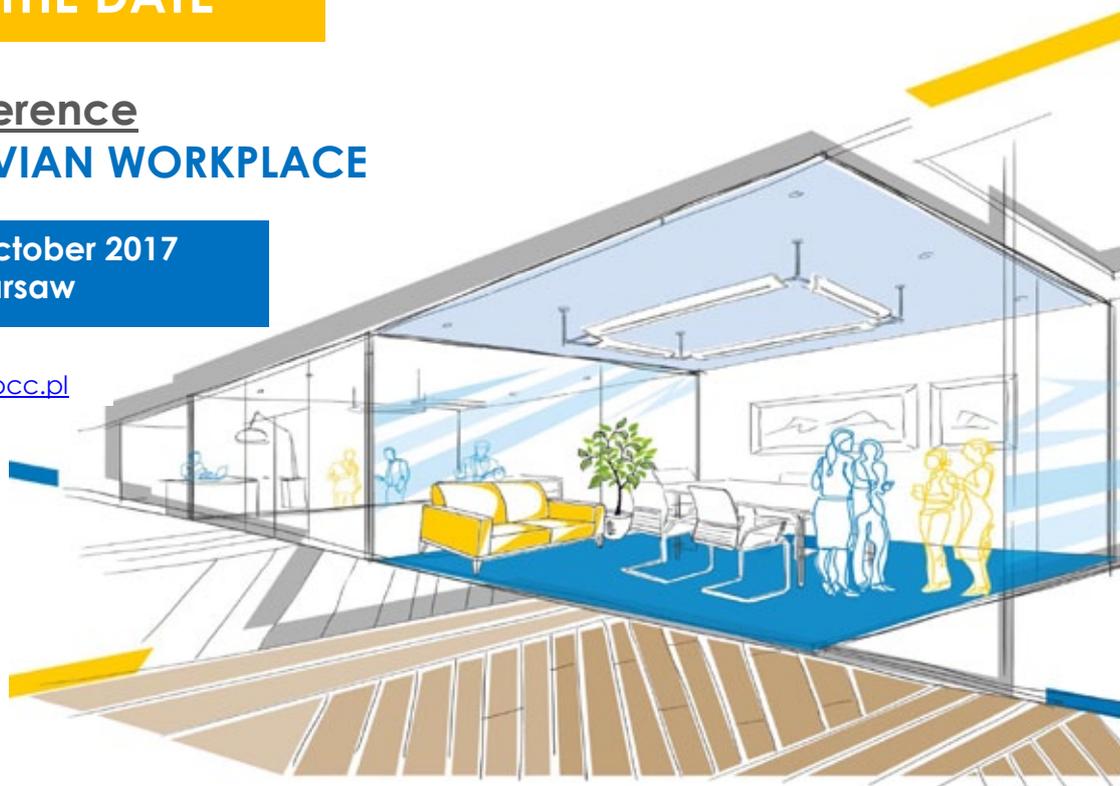
We will address these and many other questions during the conference **“Scandinavian workplace”** which will be held on the **26<sup>th</sup> of October 2017**.  
More details on [www.spcc.pl](http://www.spcc.pl)

### SAVE THE DATE

## SPCC Conference SCANDINAVIAN WORKPLACE

26th of October 2017  
Warsaw

Register at [spcc@spcc.pl](mailto:spcc@spcc.pl)



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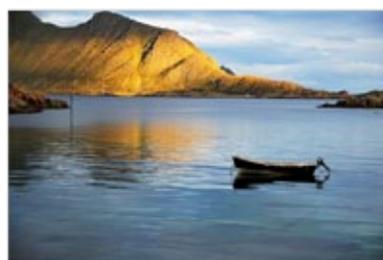
**Kinnarps**

## WINNERS OF THE SPCC PHOTO COMPETITION

Thank you to all participants who submitted pictures to our Photo Competition this year. The decision was not easy – we received around 90 pictures! Below we have the pleasure to present the winning images being our postcards from Scandinavia this year.

### PHOTO COMPETITION

### *Postcards from Scandinavia*

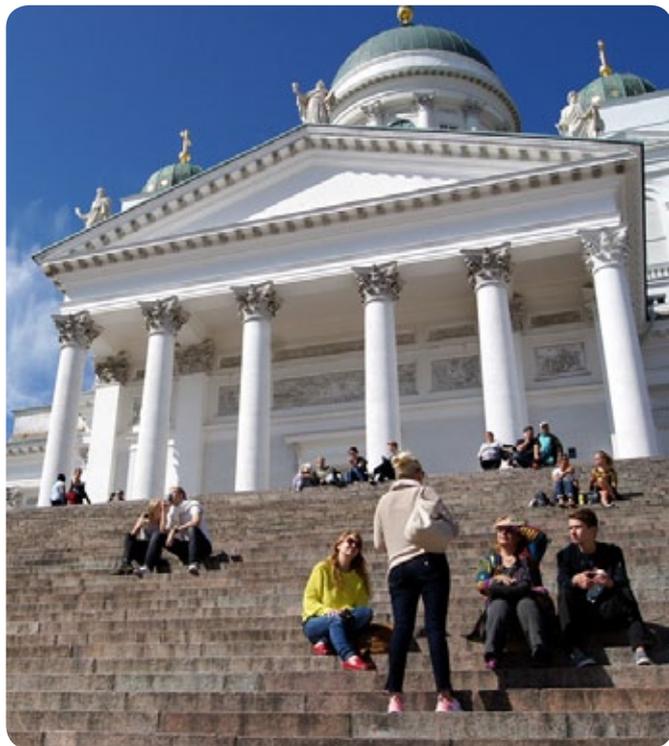


*Authors of the winning pictures (from upper left corner)*

**Jacek Kulpiński, KPMG (1st place)** / Jacek Kulpiński, KPMG / Anna Dziublińska, Danske Bank / Wojciech Koziejowski, Lundbeck / Łucja Kalkstein, Bic Electric / Jacek Kulpiński, KPMG / Michał Wielgołaski, Greencarrier / Aleksandra Zybała, Velux / Łucja Kalkstein, Bic Electric / Grzegorz Sułek, Handelsbanken / Ewa Rzepa, KPMG / Karina Trafna, Kids & Co /

**CONGRATULATIONS TO THE WINNERS!**

## FINLAND WELL EDUCATED



Fot. Aleksandra Zybala

**A well-educated and well-trained population is essential for a country's social and economic well-being. Education plays a key role in providing individuals with the knowledge, skills and competences needed to participate effectively in society and in the economy. Most concretely, having a good education greatly improves the likelihood of finding a job and earning enough money. Across OECD countries, 83% of people with university-level degrees have a job, compared with just below 56% for those with only a secondary school diploma. Finland is one of the top countries with high performance in education.**

In Finland, 83% of adults aged 25-64 have earned the equivalent of a high-school degree, higher than the OECD average of 74%. Across the OECD, slightly more men aged 25-64 have the equivalent of a high-school degree compared with women from the same age group. In Finland, however 85% of women have successfully completed high-school compared with 81% of men. Among younger people – a better indicator of Finland's future – 91% of 25-34 year-olds have earned the equivalent of a high-school degree, also higher than the OECD average of 82%.

### Good results of Finnish pupils

Finland is a top-performing OECD country in reading literacy, maths and sciences with the average student scoring 529 in the the OECD's Programme for International Student

Assessment (PISA) . This score is higher than the OECD average of 497, making Finland the strongest OECD country in students' skills. On average in Finland, girls outperformed boys by 27 points, much more than the OECD average of 8 points, with an overall score of 555 points compared with 532 points for boys. The best-performing school systems manage to provide high-quality education to all students. So good results of Finnish pupils may be surprising considering the fact that young Finns spend less time at school and doing homework than children in the other countries. Additionally, parents' individual expenses for education are the lowest among the OECD countries. Poland also ranked high in PISA especially in maths and sciences with number of points reaching 521.

### Highly respected teachers

The trust that teachers enjoy in Finnish society is deserved and reflects the very high quality of their training. Finland has raised the social status of its teachers to a level where there are few occupations with higher status. University professors are among the most highly regarded of all professionals, and even the word for teacher is the same for school teachers as for university professors. In 2010, there were more than 10 applicants for each of the 660 available slots on university courses for training primary school-teachers, making teaching one of the most sought-after professions.

Source: OECD



Fot. Absfleepic

## THE TRADITIONAL CRAYFISH PARTY IN SWEDEN AND FINLAND

August in Sweden and Finland is marked by the traditional crayfish parties, which in Swedish are called „kräftskiva“ and in Finnish “rapujuhla”. The outdoors crayfish feast, at which people gather to eat, drink and be merry, is one of the most deeply rooted and celebrated Scandinavian traditions. In early August, the media set the scene for the feast with detailed tests of the current year’s offerings, tips from celebrities and lists ranking the various brands. Small children in kindergartens cut out paper decorations, in the women’s magazines we find tips on how to dress up for a party, where to buy tableware with the crayfish ornaments and how to make paper decorations.

### Swedish Sought-after delicacy

Crayfish have been eaten in Sweden since the 1500s. For a long while, only the aristocracy enjoyed these delicacies, the crayfish party is today an occasion for all. Due to the risk of overfishing, restrictions on river crayfishing were introduced back



Fot. Carolina Romare, Image Bank Sweden

in the early 1900s. The season was limited to a couple of months. Due to this fact crayfish thus became an exclusive and much sought-after delicacy and 8th of August was the day of the premiere (kräftprämier), when it was officially announced the beginning of the season for crayfish. Today, imported crayfish are on sale all year round, but few Swedes are prepared to abandon the seasonal tradition.

### A traditional crayfish party

Crayfish are to be eaten outdoors, and gaily coloured paper lanterns should be hung round the table. The most popular type of lantern shows a smiling full moon. Both the tablecloth and the colourful plates are also supposed to be of paper. People wear bibs round their necks and comic paper hats on their heads.

Then the feast begins. You eat crayfish cold, with your fingers. Sucking noisily to extract the juices is perfectly acceptable behaviour. Bread and a strong cheese such as mature Västerbotten are eaten on the side. To kräftskiva fits perfectly well known Swedish salad called skagenröra.



Fot. Carolina Romare, Image Bank Sweden

These are shrimps in cream and mayonnaise with various additives, but mainly with added fish eggs. People mostly drink beer and the inevitable schnapps.

The ideal August night is warm and tender, just perfect for a traditional crayfish party. All you need is some friends, a heap of freshly boiled crayfish, some beer and schnapps and a selection of silly drinking songs.

### Crayfish party the Finnish way

Crayfish parties came to Finland via Sweden, thanks to Swedish-speaking Finns. Meetings in the informal and cheerful atmosphere with singing was once the domain of the upper class, but became popular with Finns from every walk of life.

The harvesting season for these beloved crustaceans begins in Finland in late July and continues until the end of October. During that time of year, especially in August, restaurants are busy with bookings for crayfish feasts. Normal manners are overlooked on this wonderful occasion. These are messy occasions as people eat with their fingers – fingerbowls and dozens of napkins are required.

Besides restaurants, many Finns like to organize their own private crayfish parties, which take place in gardens, on patios, on balconies or at summer cottages. Often during these gatherings, soup, savoury pies or fish may accompany the main dish. Lanterns are sometimes hung near the table to enhance the ambience, the jovial songs, toasts and, in between, with family and friends make this evening merry and cheerful.

Source: 1, 2



# IMAGINE DOING BUSINESS WITH PLEASURE

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# ARE ALL OF US ABOUT TO START DRIVING FOR UBER? WILL THE ON-DEMAND ECONOMY DOMINATE THE LABOUR MARKET?



Agnieszka Pytlas

In 2015, *The New York Times* announced the “Uberisation of work”, the outcome of a shift in the labour market brought about by companies of the same ilk as *Uber* and its competitors – *Lyft*, *Sidecar*, *Airbnb*, and *Handy*. However, the innovative power of these new on-demand services does not end here: their operations have also given rise to notions of an ‘on-demand economy’, and continue to carve out what is now being called the ‘app-driven labour market’ from the traditional pool of jobs and trades. We are beginning to learn that what was initially limited only to companies operating on the internet, particularly in entertainment and transportation, has had a significant impact on other spheres of business and on the shape of the labour market as a whole.

Services such as *Airbnb* or *Handy* operate on a similar basis to *Uber* – by connecting interested parties via an internet platform. The next stage in this fast-spreading revolution of the on-demand economy is much closer and more tangible than we might think: it can already be found in nearly every office. This is because *Uber* itself and the app-driven labour market affect the way in which people – especially young people entering the labour market – think about their employment and professional work. Even if we are not planning to become an *Uber* driver any time soon, the Uberisation of employment may soon penetrate other professions, also traditional ones. This is because *Uber*’s business model rests on identifying discrete tasks which are delegated on demand, and only as

needed, to people who are compensated based on supply and demand, with state-of-the-art technology playing a key role in the entire process. Another crucial point to note is that, in this model, performance is constantly reviewed and effects evaluated (*Uber* surveys both client satisfaction and drivers’ opinions of clients).

This operating model can already be found in such traditional business sectors as the legal services and healthcare, not to mention trades traditionally catering to our everyday needs, such as shopping or laundry services. While labour market experts still argue whether these types of operations and work still qualify as part-time employment, self-employment, or whether they in fact introduce a new employment category on to the market, the general consensus is that unless the legal system manages to keep up with these changes (and stops looking for analogies and similarities to known and already defined solutions), the labour market will find itself dominated by ‘*Uber*-type’ professional activities before we know it. The resulting advantages, such as simultaneous employment in various places and roles, in a manner which can be adjusted to the needs and preferences of the employee rather than the employer (while generating multiple sources of income), outweigh the disadvantages, which cannot be ignored: unpredictability, insecurity, low wages, and the absence of traditionally assigned workers’ rights will inevitably come along the way.

Data published by *Uber* show that by the end of 2014 it had over 160,000 drivers in the US alone, with new drivers signing up at a rate of approximately 40,000 per month and growing.

Agnieszka Pytlas

Advocate, Managing Partner at Magnusson

## KNOWLEDGE CENTER – REVIEW OF REPORTS

### Ericsson - Technology trends driving innovation - five to watch

Article prepared by Erik Ekudden, new Chief Technology Office at Ericsson which sees its role in keeping these top trends in sight to guide innovation, test our limits and ultimately create a thriving market for the next generation of technology.

### KPMG: IT Directors are investing in digital work

New report by KPMG and Harvey Nash „Navigating Uncertainty. CEE Perspective” is already available. The report was prepared on the basis of Harvey Nash / KPMG CIO survey 2017.

### Danske Bank - Polish economy powering ahead amid external tensions

Political risk premium has flared up again following the latest spat between the Polish government and the EU. The Polish economy continues to power ahead driven by solid private consumer demand and a pick-up in EU funds’ absorption. Fiscal performance is yet again outmatching expectations. Higher wage growth and inflation are set to prompt a more hawkish pricing of the National Bank of Poland - but too early after today’s meeting. EUR/PLN is set to fall due to solid Polish economic growth, strong fiscal performance and the possible more aggressive pricing of NBP. Read more in [Danske Bank Investment Research](#)

## RADISSON RESORT ŚWINOUJŚCIE ALREADY OPEN

Radisson Blu Resort Świnoujście is the first 5-star resort hotel located only 50 meters from the sandy beach. It offers 340 luxurious rooms and apartments with a view over the Baltic Sea. In the hotel, there are 2 restaurants, a viewpoint cafe, lobby bar, and a music club with a bowling alley. The Sky Pool located on the roof is a place for relaxation, with an infinity pool, sauna and jacuzzi. This is also the location of the Sky Molo, which is a glass terrace placed 50 meters above



sea level, with the best views on the Baltic Sea. Encouraging you to take care of your health and beauty is the wellness BluSPace, and a well-outfitted gym and fitness area. The Pomerania ballroom is the largest conference space around the Baltic Sea, capable of accommodating up to 1 000 people. Youngest guests can enjoy the Kids Club, with a mini-cinema theater, rope park, games room and a climbing wall. Right next to the hotel is the Baltic Park Molo Aquapark, with the first artificial surfing wave in Poland.

[www.radissonblu.com/en/resort-swinoujscie](http://www.radissonblu.com/en/resort-swinoujscie)

## NEW SCANDINAVIAN INVESTMENTS

### Kongsberg Automotive starts construction of a factory in Pikutków



Production will start this year, with 1000 local residents finding employment in the plant. Kongsberg Automotive is a Norwegian company active in the global

market for automotive components and systems. The facilities will be built on 6 hectares of plot in the area of the A-1 motorway junction of Włocławek West. Construction crews have already begun excavation works and the recruitment of the first group of employees began. The company offers employment for manufacturing process and quality control engineers and technicians, automation technicians, maintenance technicians, assemblers, machine operators and warehouse keepers.

### Fashion company invests in Goleniów

The global fashion company BESTSELLER with the Danish origin is going to build its European E-commerce fulfilment centre in the Goleniów Industrial Park. 120,000 m<sup>2</sup> warehouse space and a three-level office and staff facility are in the pipeline. Apart from the warehouse facilities, the project will include a 1,000 m<sup>2</sup> photo studio, a technology support department, a training academy, a canteen and showroom facilities. The Goleniów-based fulfilment centre will provide services to customers in 15 countries in Europe. By 2020, BESTSELLER expects to be employing 1,000 people in Goleniów, and by 2025, the number of employees is projected to be 1,600.

### Ericsson: expands R&D Center in Poland with new offices in Kraków and Łódź



Ericsson in Poland is going to hire over 300 new employees at Polish R&D centers in Łódź and Kraków. The company is looking for software developers, system architects, testers, managers, product owners and experienced project/people managers. Ericsson Poland is one of the most active promoters of 5G technology. With development in this area it opens up for experienced developers with several years of experience in C ++, JAVA and .NET technologies, encouraging them to use their existing knowledge and experience in building innovative technology solutions.

### Intrum Justitia and Lindorff merge



In June this year, the merger of the Swedish Intrum Justitia Group and the Norwegian company Lindorff has been completed. The two giants of the debt management market expect that the merger will establish their leadership as the world's largest debt collection service. Now the management boards of the companies have announced the managing director in Poland. The new company will be present in 23 markets across Europe with a team of over 8,000 professional and committed employees. The Polish branch will be headed by Krzysztof Krauze, current president of Intrum Justitia in Poland.

# BELVEDERE CATERING BY DESIGN IS AGAIN A PARTNER OF THE ECONOMIC FORUM IN KRYNICA



For more than 25 years, Krynica-Zdrój has regularly hosted the most important personalities in the world of finance, economy and politics. It was no different

compared to its famous counterpart in Davos, Switzerland, where every year the most important topics in the world economy are discussed.

this year. From 5 to 7 September 2017 more than 3 thousand guests from Europe and all around the world came to this picturesque town in Małopolska. Government representatives, parliamentarians, presidents of different companies and international institutions as well as prominent economic experts came to visit. They were accompanied by almost 600 journalists, responsible for the event's media service.

An event of such importance requires catering at the highest level. This is not only related to the prestige of the Economic Forum. Just the extent of the event itself requires the service of multiple rooms and events at the same time. Therefore, the Forum organizers once again placed their trust in Belvedere Catering by Design. The company has an extensive experience in handling such large scale events.

During the Economic Forum in Krynica 6 plenary sessions, over 180 discussion panels, workshops and debates took place. There were also many national and regional presentations. The guests discussed the economic future of Central and Eastern Europe. No wonder that the Forum in Krynica is

“We once again fulfilled the task given to us. During the day we provided our guests with breakfast, snacks and coffee breaks. In the evenings we served numerous reception and cocktail parties.” - said Artur Zymerman, President of Belvedere Gourmet Group. Belvedere Catering by Design team dedicated a week of hard work to the service of XXVII Economic Forum in Krynica-Zdrój. It brought a lot of satisfaction to our staff and was a great addition to the discussions on the most important topics for the future of this region of Europe.

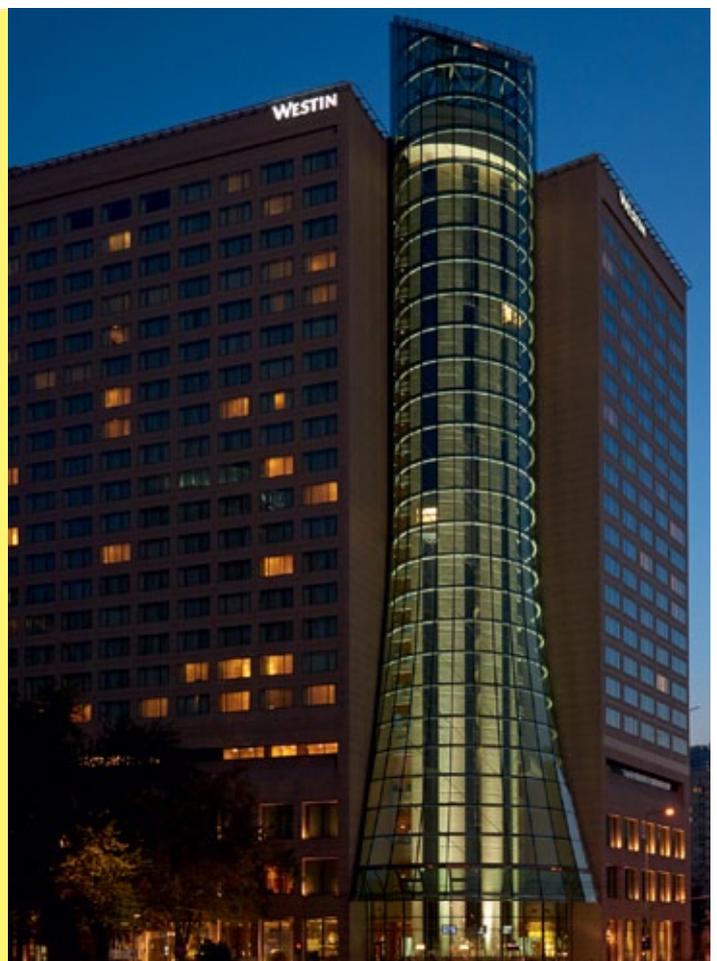
## Be Well in the center of Warsaw

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## Norway is the most productive country in Northern Europe



Fot. Jacek Kulpiński

The second annual Global Productivity report, released by B2B marketplace Expert Market, reveals the workforces that bring the most back to the businesses they work for, and the results revealed that the Nordic region is the most productive in Europe. The report investigates productivity levels in over 35 countries using GDP per capita data divided by the average number of hours worked to determine the productivity sum per person, and identify the countries with the most effective workforces. Norway emerged as the overall productivity winner in Northern Europe, ranking in second place overall, with an output per person that has grown by 9 percent over the past year.

## Sales of electric cars reach new heights in the Nordics



Fot. pixabay

The sale of battery-powered vehicles in the Nordic countries continues to make new records. June 2017 was the best-selling month ever recorded, with 7,873 vehicles sold, which represents an increase of 21.79% compared to 2016. These numbers bring the amount of battery-powered cars on the roads in the Nordics up to 199,815. Compared to a year ago, the number of electric cars sold has increased by 26.41%. A significant increase in the amount of charge points in both Sweden and Norway have helped sustain the high sales figures for the second quarter in a row.

## More than two-thirds of all Danish companies active on social media



Fot. Janusz Sytek

According to the latest report by DI (Dansk Industri) 65% of companies that completed the survey admit to being active users of social media and say they primarily use it for marketing and advertising.

More than half say that social media contributes to better marketing, and 36 percent say that social media has made it cheaper to advertise the company and recruit new staff. The member-companies of Dansk Industri (DI) are increasingly active users of sites such as Facebook, LinkedIn, Twitter and Instagram.

## Norway: the world's first crewless ship will launch next year

The world's first crewless, automated ship will launch in 2018, reports the Wall Street Journal, and is expected to be fully autonomous by 2020. The Norwegian-built Yara Birkeland will use GPS, radar, cameras, and sensors to navigate itself around other boat traffic and dock on its own.

It's anticipated to cost around \$25 million, which is about three times as much as a standard container ship of the same size. But investors say without the need for fuel or crew, annual operating costs would be cut by up to 90 percent. "Yara Birkeland will initially operate as a manned vessel, moving to remote operation in 2019 and expected to be capable of performing fully autonomous operations from 2020," the company said in a post on its website.

## Finland is top Nordic destination for FDI



Fot. Aarno Kurkela

Finland continues to be the most attractive Nordic country for securing foreign direct investment (FDI) projects with 133 ventures commenced in 2016. This is the fifth consecutive year Finland beats its neighbours in attracting FDI projects. According to the Attractiveness Report 2017 by EY, Finland seized 41 per cent of FDI projects started in the Nordics last year.

More information from Scandinavia you can find on our website in the Investor's Guide: [click HERE](#)

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

Contact: Sylwia Wojtaszczyk-Ciąćka:  
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