

SPCC e-magazine

Special Edition - SPCC Patrons

No. 01/2015



fot. Romeo Grzębowski

Ladies and Gentlemen,

We are pleased to present you with our regular, new quarterly publication – SPCC e-magazine. We will post with the latest information on our activities, events, membership update, as well as interesting information from our Member companies. We hope that the new, more comprehensive form of communication will meet your approval. We wish you a nice reading and we invite you to cooperate with us and to create the next editions together.



Roger Andersson – Chairman of the SPCC

SPCC in Poland

Members highlights

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ARPI Group
Outsourcing Solutions

Atlas Copco

DNB

Danske Bank

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networks

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GREENCARRIER

Handelsbanken

Kinnarps

onninen

Bank Polski

Radisson
CENTRUM HOTEL, WARSAW

SEB

VOLVO

The Scandinavian-Polish Chamber of Commerce is an association created by business people and entrepreneurs associated with Scandinavia. Currently, SPCC brings together over **350 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 HELD...

Annual General Assembly, **31st of March**



MEMBER COMPANIES

363 Members

including **340** corporate Members,
22 honorary Members and **1** individual Member

-  88 companies
-  63 companies
-  58 companies
-  131 companies

22 companies have joined SPCC
since the beginning of 2015.

657 locations of companies = 619
locations in Poland including
239 locations in Mazowieckie Voivodeship
and 38 locations abroad

SPCC Member companies operate
in 36 different sectors!

The most represented sectors are:

- Industry
- Consulting
- Building and Construction

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!

Atlas Copco - New SPCC Patron

We are an industrial group with world-leading positions in products and services that deliver sustainable productivity. We serve customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. Atlas Copco develops products and service focused on productivity, energy efficiency, safety and ergonomics.

The company in Poland was founded at the late twenties in the last century and operated through distributors. Atlas Copco Polska has started its presence in 1994, is based in Warsaw with brand offices in main cities and sales and service representatives around the Poland.

Started with 20 employees, nowadays it counts more than 350 employees working in sales and service within 4 business areas: Compressor Technique, Construction Technique, Mining and Rock Excavation and Industrial Technique. Our

activities are supported by a network of authorized distributors.

During the years we were following the group's core values Interaction, Commitment and Innovation to be First in Mind – First in Choice for all our stakeholders.

Among the users of our products, we have the honor to settle several thousand various companies. There are factories belonging to global corporations, leading industrial and small, agile manufacturing and service companies. We are proud to participate in their growth and success.

Wherever we are we strive to ensure reliable, lasting results with responsible use of resources: human, natural and capital.

Atlas Copco's growth is closely related to how the Group succeeds in being a good employer, attracting, developing and keeping qualified and motivated people.



Over the years we have received many awards, among other we were twice winner of the competition Product of the Year, and last year we received the title of Reliable Employer 2014 in nationwide category.



Business on the go

Monitor your business in realtime wherever and whenever you need.

We are dedicated to become the preferred bank for Nordic companies in Poland.

Call us at +48 22 33 77 100
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Danske Bank

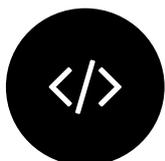
ARPI Network

A member of ARPI Group Norway

Innovative web experience, graphic design and complete data safety will make your business stand out of the crowd.

Go one level higher with ARPI Network.

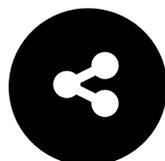
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We create added value within key economic sectors

DNB Bank Polska S.A. has been present in Poland since 2002. Its sole shareholder is DNB ASA – the leading Norwegian financial group. DNB Bank Polska has vast experience in implementing large and complex financial undertakings.

www.dnb.pl

Eltel made Poland its domestic market

Eltel entered Poland on the verge of the country joining EU. After eight acquisitions the company soon consolidated a leading market position in the power and communication sectors.

The technical Infranet services provider Eltel entered Poland in June 2003 when it acquired ZWSE Olsztyn SA. The acquisition was soon followed by another seven acquisitions as a result of which the company consolidated a leading position in power transmission and fixed and mobile communication fields. Eltel's customers in Poland include the leading power utilities as well as fixed and mobile telecom operators and vendors like PSE, Energa, Enea, Tauron, Polkomtel, Orange, T-Mobile, Netia, Nokia Networks and Huawei. The company has today ca. 2,500 employees in Poland and an annual turnover of over PLN 600 million, making it one of the leading Nordic companies operating in Poland.

About Eltel Group

Eltel is a leading European provider of technical services for critical infrastructure networks – Infranets – in the segments of Power, Communication and Transport & Security, with operations throughout the Nordic and Baltic regions, Poland, Germany, the United Kingdom and Africa. Eltel provides a broad and integrated range of services, spanning from maintenance and upgrade services to project deliveries. Eltel has a diverse contract portfolio and a loyal and growing customer base of large network owners. The number of employees is approximately 8,600 and in 2014, Eltel net sales amounted to EUR 1,242 million. Eltel's share is listed on Nasdaq Stockholm since February 2015.

www.eltelnetworks.com

Ericsson in Poland

Ericsson is the driving force behind the Networked Society. A world leader in ICT technology and services has industry biggest portfolio of 35,000 patents. Long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Innovativeness is in DNA of our company. Everything had started back in Lars Magnus Ericsson's workshop in 1876 in Stockholm, where the Ericsson brand creator was repairing telegraphs. The company appeared on the area of Poland in 1904, building telephone switchboard in Warsaw, what revolutionized not only the way people interacted, but also the city landscape – said Katarzyna Pałk, Public and Media Director at Ericsson.

Currently Ericsson employs 115,000 professionals and has customers in 180 countries. The company supports networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson equipment. Ericsson's investment in research and development ensures that the company – and its customers - stay in front. Only in 2015, Ericsson has signed two big agreements – with football club Legia and with Orange Polska.

Application platform for Legia stadium is the spectacular incarnation of Networked Society vision we have at Ericsson. It's the example of our activities outside telecom operators market. We empower different people and companies to reach full potential. By supplementing the network capacity with carrier-grade Wi-Fi,

we can ensure that large crowds of visiting fans can continue to share photos, tweets and e-mails - while also introducing value-added services that football fans can access via a customized mobile app – said Oliver Kanzi, Head of Ericsson Poland.

The agreement on transformation of operations at Orange Polska also shows the change in the character of our company. We cease to be only the provider of physical infrastructure, base stations, routers, etc. The majority of the revenue of Ericsson globally comes from selling software and services e.g. system integration and consulting – said Oliver Kanzi, Head of Ericsson Poland.



Profile of a Scandinavian leader – Greencarrier

What Scandinavian values are the most important to you at leadership?

I've worked in Swedish company for two years now. My previous experience seemed not to be connected with Scandinavians, but in fact had a lot in common with the leadership style. Trust, care and concern are the values I have been touched and I treat as a base for good internal cooperation and stability. It is a kind of "Perpetua mobile" for the company: when executives trust their managers, they delegate responsibilities. It makes the leaders feel appreciated and creates simulative environment for creativity and innovation. Of course the trust is needed also in line leaders-executives, giving those first assurance of their bosses assistance in any case. Democratic, open model is a key to success.

In your opinion, what are the qualities of a good leader?

Being a leader is a hard work. Good leader must be an inspiration for people, raise respect (in a good meaning). Ability of listening is invaluable, as much as individual approach. Every person is a different kind of employee and leaders need to be aware of that. In my opinion

a good leader is open and trusting, willing to delegate which makes people feel involved. He/she must be consequent also. Being a leader means being a human being- with all advantages and disadvantages.

What is the biggest challenge leaders are facing today?

The biggest challenge the leaders are facing now is to make co-workers feel important and responsible for the company. Nowadays when there are more and more corporate companies, people consider themselves as a small screw in a big machine, if You know what I mean. We need to make them feel they have an impact on the business, they create the relationships in company. They are the company and must feel this way.

What advice would you give someone going into a leadership position for the first time?

My advice for those who start their adventure with leadership is to listen to Your people. They know the business, they know the clients. They can give You many guidelines helping You manage



Marta Wesolowska-Stoksik, Branch Manager Katowice

the company. They are the source of knowledge and you need to appreciate.

In your opinion, what is the most important factor contributing to a company's success?

The most important factor contributing to a company's success is staff. Especially in forwarding business. We need to attract clients by goods prices, but equally important (if not more important) is good customer service. Our people build the most precious value which is relationship with clients. They are the core value of forwarding company and for sure worth to invest in.

Handelsbanken – The Bank of Satisfied Customers

Handelsbanken was founded in 1871. Today it is one of the leading banks in the Nordic region and Europe's most cost effective bank. Handelsbanken is one of the most solid and profitable banks in the world. Since 1989, when the first customer survey was conducted, we have had the most satisfied customers among the major Nordic banks. We aim to always meet our customers' requirements for financial services – with the highest possible level of satisfaction – for both personal and corporate customers.

Handelsbanken has been present in Poland since 1997. We focus on providing services to Handelsbanken's corporate customers. We want to be the best bank in Poland for our corporate customers and an important part of bank's international network. Handelsbanken has 834 branches in 25 countries worldwide. We

want to make banking with us simple, nice and safe both locally and globally.

"For me an important factor contributing to a company's success is simplicity and direct communication", says Harri Tuohimaa – General Manager - Handelsbanken Branch in Poland.

"We wanted to hear our customers' experiences of Handelsbanken Poland. We invited in 2014 the corporate customers to take part in the Customers Satisfaction Survey (CSS). The results were really good. Our customers are willing to recommend Handelsbanken to a business colleague. We learned that our customers particularly appreciate their contacts with bank's personnel understanding their business. Our staff at the Branch is highly professional with experience and vast knowledge of the market. Our customers benefit from our excellent service level and local expertise."



Harri Tuohimaa, General Manager

"Also our proactive attitude towards our customers was appreciated. We are proud to hear from customers that they are satisfied. We got also constructive advices. We treat them as a lesson for us. If we fulfill customers' expectations then we will become better and the quality of our service will be even higher", Harri Tuohimaa says.

3 red dots for Kinnarps group!

Kinnarps' Embrace chair and Materia's Frame and Clip furniture have won the prestigious Red Dot Design Award 2015.

The Red Dot Award is an international design award that is awarded for three categories – product design, communication design and design concept - by Design Zentrum Nordrhein Westfalen. The awards have a very high standing and are seen as a stamp of quality for excellent design.

„Of course I was very proud and happy when I heard that Embrace had won. Embrace has a great design that promotes a balance between active desk work and replenishment of energy in a relaxing position,” says Stefan Brodbeck, who designed Embrace.

Embrace is characterised by gentle curves and a smooth geometry. Its design expresses simplicity and durabil-

ity. Embrace and Stefan Brodbeck have previously received a number of international design awards to their name. Earlier in the year, they were selected as winners of the iF Design Awards 2015. Materia, which is part of the Kinnarps Group, is commended for its innovative pieces of furniture Frame and Clip. Frame, with a design that reminds you of picture frames, is designed by Ola Giertz. Clip, which moves in the borderland between many pieces of furniture and works as a link between sofas and desks, is designed by Fredrik Mattson.

The Red Dot Awards are presented in a ceremony on 29 June in Essen, Germany. After the presentation, an exhibition will open where the winners display their products in the Red Dot Design Museum in Essen, a museum that attracts many design enthusiasts wishing to see and experience new product design trends.



Kinnarps' Embrace chair

Near you

Onninen

For over 100 years, Onninen has participated in building Finnish society. Our services and products are often such a natural part of our living environment that you do not even think about them.

Onninen helps its customers to build a modern and reliably functioning society. We serve our customers locally by providing products and service packages for housing construction, infrastructure construction, industry and retailers in the sector.

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 Electrical installation products | Lighting | Refrigeration products
 Telecommunications products | Sanitary products
 Plastic, pumps and environmental products | Steel products | Steel pipes and valves
 Bearings and power transmission | Tools, fastening materials and safety materials

PKO Bank Polski – Interview with Magdalena Rutkowska, Head of Nordic Corporate Banking Desk

What was the reason that the company decided to cooperate with SPCC?

PKO Bank Polski as the legal successor of the former Nordea Bank Poland builds on the experience of the acquired bank and thus continues the good tradition of cooperation with Scandinavian partners. This is an important area of our business, which is also confirmed in the organizational structure of the Bank. Corporate clients from the Scandinavian market are in fact served by the Scandinavian Corporate Banking Desk within the International Banking Division at PKO Bank Polski. The unit was newly formed to complete the goal.

Scandinavian values in your company - how they are perceived and implemented?

We reiterate and develop best practices for relational banking, which are also close to our approach to the banking business. We make sure that the relationship with

customers is built based on respect and a deep understanding of our partners' business needs and that it is a source of our customers' long-term benefits.

How do you perceive the future not only of your bank but also the banking sector on the Polish market?

In the next decade we will continue to support the development of the economy that systematically makes up for the distance to Western European countries by providing financing for businesses and as the largest Polish bank, acting to stabilize the financial sector.

To further meet the needs of corporate customers, we plan to open corporate branches in the foreign markets, where most Polish entrepreneurs are active. The first such branch in Frankfurt, will become operational yet in 2015.

We expect that consolidation process will proceed in the banking sector. As a result, some small banks with small mar-

ket share that will not find an attractive niche for its business will likely disappear from the market. They will be taken over by larger institutions.

As the bank with the largest customer base in Poland, we also see changes in behavior and preferences of customers, which as a result of generational replacement in the next decade may run even more dynamic than before. Therefore, it will be important to build and develop modern tools of communication and customer service.

What benefits the bank gets from its membership in the SPCC?

The biggest value is the possibility of direct meetings and exchange of opinions among representatives of the companies affiliated to the SPCC. As a result, we are able to better understand the conditions and expectations of our Scandinavian partners and consequently better develop our offer to meet their needs.

Radisson Blu – unique Experience Meetings concept

Radisson Blu is one of the world's leading hotel brands with more than 280 hotels in 70 countries. In Poland there are 6 properties in the biggest cities: 2 in Warsaw, Krakow, Wroclaw, Gdansk and Szczecin. Last year the Carlson Rezidor Hotel Group announced two additional properties in Poland to be opened in 2016: Radisson Blu Resort Świnoujście and Radisson Blu Hotel & Residences Zakopane.



Radisson Blu brand uniqueness lies in the attention to every detail, high customer orientation and implementation of dedicated solutions. Although it is one of the best hotel brands in the world, is continuously improving its products and preparing solutions ideal for both business and leisure Guests. After years of experience in the organization of meetings and conferences, Radisson Blu created a unique concept Experience Meetings.

Experience Meetings brings together high-end services and products to ensure you meet with success when you meet at one of the Radisson Blu hotels.



7 core components mark Experience Meetings:

- Free Internet
- Brain Food – improves efficiency, ability to concentrate and mental speeds
- Brain Box – place which stimulate creativity
- 100% Satisfaction Guarantee
- Yes I Can Service
- Reward Program – Club Carlson
- Think Planet

Building lasting financial success.

Together.

At SEB, we have a solid tradition of working closely with our clients. We know what it takes to build strong and long-term relationships: we listen, we understand, we advise – to realize the best financial solution for our customers.

As the leading Northern European corporate bank with a complete portfolio of financial services, we can help you grow and expand the scope of your business in Poland.

Together, we can build lasting financial success.

seb.pl



Volvo Polska received the Top Employers Polska 2015 certificate

Volvo Polska received the Top Employers certificate for its unique employment policy.

International survey conducted annually by the Top Employers Institute finds leading employers: those who create excellent work conditions for their employees, nurture talent and enable development at all levels and strive for constant improvement of employment practices. This year's survey of major employers in Poland confirmed the high employment standards in Volvo Polska and introduced it to the narrow group of Top Employers certificate holders.

Magdalena Kusik, Country Manager for the Top Employers Institute: *"Optimal employee conditions ensure that people can develop themselves personally and professionally. Our comprehensive research concluded that Volvo Polska provides an outstanding employment en-*

vironment and offers a wide range of creative initiatives, from secondary benefits and working conditions, to performance-management programmes that are well thought out and truly aligned with the culture of the company."

Bożena Michońska – HR Country Manager, Volvo Polska: *"Volvo Polska has been awarded the prestigious Top Employers Polska certificate for the sixth time. Passing the detailed certification process for few years in a row confirms our stable position as the leading employer in the Polish market. The increasingly higher criteria show that not only are we maintaining the highest international standards in human resources policy, but that we are constantly developing and improving. The Top Employer title is a source of pride, but also a motivation to keep working ambitiously and create the best practices with our current and future employees in mind."*



HR Country Manager for Poland, Bożena Michońska receives the Top Employer statue from Hans Rothweiler – Vice President, Top Employers Institute

The Nordic countries in the latest 52nd edition of the Nordic Statistical Yearbook

The Nordic countries have much in common – their way of life, history, language and social structure. Many of these common features and the results of their joint efforts may be described by statistics. This is why the Nordic Statistical Yearbook has been published over 50 years by the Nordic Council of Ministers and contains the data about Denmark, Finland, Iceland, Norway, Sweden and the Faroe Islands, Greenland and Åland. This 50 year review can be found at www.norden.org.

Economic situation in Scandinavia

The over-arching objectives for Nordic co-operation are stable and sustainable economic growth; development of the Nordic welfare model; economic integration in the Nordic region, the Baltic Sea region and Europe; and the promotion of joint Nordic interests at international level.

The Nordic economies are among the countries in the Western World with the best macroeconomic performance in the recent ten years. 2007 marked the beginning of the financial crisis throughout the world. All the Nordic countries have been affected by the global crisis though to varying degrees. From 2009 most of the Nordic countries experienced growth again. Measured by GDP per capita, the Nordic countries have a higher income than the EA17. Norway's GDP per capita is as high as 80 per cent above the EA17 average, in Denmark and Sweden 25% above and in Finland 10% above.

Iceland and Sweden have the highest rate of foreign direct investment, both with regards to foreign companies investing in Iceland and Sweden and Icelandic and Swedish companies investing abroad. In EA17 as in Finland average foreign investment's proportion of the gross domestic product is at a level of around 60 per cent, in Denmark and Sweden exceeded 70%, in Norway lies at 40%.

Scandinavian countries – leaders in innovation

Scandinavian countries are one of the most innovative countries in Europe. In "The Innovation Union Scoreboard 2015", the highest positions belong to Sweden, Denmark and Finland. Such good score is a result of investments in the R&D sector. In relative terms, the Nordic countries spend more resources on R&D than other West European countries. The 27 countries in the EU spend 2.1% of their gross domestic product (GDP) on research and development, while Finland spends 3.6%, Sweden 3.4%, Denmark around 3.0% and Iceland 2.4%. Only Norway is below the EU27 average with 1.7% of GDP. On the other hand, Norway's GDP is extraordinarily high due to the country's oil and gas revenue, and if the Norwegian R&D expenses are calculated as euro per person, they are higher than the R&D expenses per person in EU27.



foto. Ewa Rzepa

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 340 companies being SPCC Members, other Scandinavian companies operating in Poland, business institutions and media, which constitute the group of more than 1000 different entities. Therefore the magazine offers an unique opportunity for companies wishing to promote their business among the key stakeholders representing Scandinavian-Polish business community.

The e-magazine will be published quarterly.

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