

SPCC e-magazine

No. 03/2015



fot. Jacek Kulpiński, KPMG

Ladies and Gentlemen,

Year 2015 was full of many interesting events and is slowly coming to its end. We would like to thank you for the time spent with SPCC, for cooperation, motivation and inspiration. This year the Chamber has organized 75 events! SPCC community has increased with a record number of 72 new member companies – thanks to our members we can further develop the Scandinavian-Polish business community.

We hope that the year 2016 will also be interesting and full of new business opportunities and projects both for you, our member companies and for SPCC.

On behalf of SPCC Board and the staff I wish you a Merry Christmas and a Happy New Year 2016!



Roger Andersson – Chairman of SPCC

[SPCC in Poland](#)

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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 **390 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

In 2015 we organized 75 meetings. Thank you for cooperation and for taking part in our events!



MEMBER COMPANIES

72 companies have joined SPCC since the beginning of 2015.

SPCC brings together **389 Members**

365 corporate Members, **23** honorary Members and **1** individual Member

-  138 companies
-  97 companies
-  64 companies
-  66 companies

Since the beginning of the year most companies joined the Swedish section – **26** companies and the Danish section – **21** 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!

MEMBER GETS MEMBER PROGRAMME

Do you know a company, which could be interested in joining SPCC? Or maybe you have recently recommended the Chamber to other company, for which membership in the SPCC is a great opportunity to develop their business?

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. If you would like to find out what other companies associated in the Chamber say about SPCC, please click:

HERE!

More information about the programme can be obtained from

Sandra Tetzlaff
Membership Development Manager
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Scandinavian models of cooperation and investments in the Business Services Sector: Scandinavian SWOT III Conference and the new SPCC report

On the 19th of November 2015 the Scandinavian-Polish Chamber of Commerce organized another edition of the Scandinavian SWOT conference, this time dedicated to Scandinavian models, experiences and trends in the Business Services Sector. During the event we announced a report, which presents Scandinavian investments in the BSS sector in Poland. The report was created together with Pro Progressio Foundation, companies: Kinnarps and Vastint and under honorary patronage of the Polish Information and Foreign Investment Agency.



The report prepared by SPCC and Pro Progressio states that there is more than 50 Scandinavian companies operating in the modern business services sector in Poland and the presence of those companies is going to increase in the upcoming years. The data from the report show that there are 64 operation centers in Poland with Scandinavian back-

ground and they are located in 16 cities. Cities from Northern Poland are the most popular location – Tricity and Szczecin attract more or less the same amount of investors (Tricity – 10 and Szczecin – 9 investments). Warsaw is also a popular location with 11 centers operating there. Companies representing Swedish capital constitute the biggest group of Nordic investors (21 centers), but there are also many investments from Finland (17), Denmark (13) and Norway (9). Some centers have mixed Scandinavian origin or even mixed Scandinavian-Polish. According to the survey carried out by SPCC and Pro Progressio, 48% of companies invest in Shared Service Centers and the most popular served processes are finance and accounting and IT. The report also presents 10 case studies of Scandinavian companies, which located its operation centers in Poland and they operate with great success: Arla GBSFI, Duni EFF, Electrolux, Nokia Networks, Nordea, Powel, Ruukki (Part of SSAB Group), Tieto, Unicall and Volvo.

„Scandinavian investors are choosing Poland as the location of their business service centers mainly due to unique combination of factors such as high quality of human resources, moderate cost of doing business, political and macroeconomic stability. Good infrastructure and network of expressways as well as highways



connecting Poland with neighboring countries are also important and facilitate further expansion to other markets” says Agnieszka Kowalcze, Director of the Scandinavian-Polish Chamber of Commerce.

The full report about Scandinavian investments in the Business Services Sector can be downloaded [here](#).

During the conference Kinnarps presented directions and trends regarding office design and furnishings for the BSS investments. Participants of the panel discussions held during the conference discussed the key success factors of building a competitive BSS and challenges connected with development and expansion of the company and the scope of services. Among the speakers were experts from companies such as Duni, Ericsson, Nordea, Kinnarps, OpusCapita, Transcom and Vastint. The conference was organized in cooperation with Pro Progressio Foundation and under honorary patronage of the Polish Information and Foreign Investment Agency (PAIiZ) and Association of Business Service Leaders in Poland (ABSL).



Interview with Inga Eriksson Fogh, new Swedish Ambassador to Poland

How do you see mutual relations between Poland and Sweden nowadays? Is Poland an interesting partner to Sweden?

The ties between our countries are very strong. On the governmental side, the longstanding good relations have developed into a strategic partnership. The meeting between our Heads of Governments in Warsaw this spring was an important milestone. The prime ministers displayed a joint will to take our strategic partnership further. Poland is indeed an interesting partner to Sweden.

What are the Embassy's priority areas in the near future?

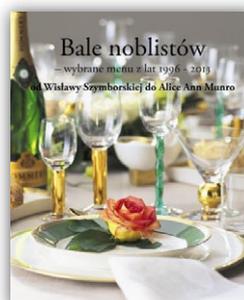
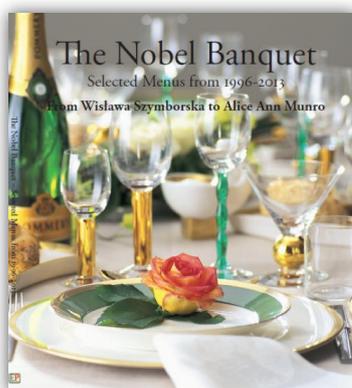
One of the priorities of the Embassy, Business Sweden in Poland and our honorary consuls – Team Sweden – will be to stimulate trade and investments. The economic relations have developed well but there is still a great potential, highlighted e.g. during the Innovation Days organized in Warsaw in June. Another important area is security and defense, especially in a time of serious challenges against our common security. In September, our Governments signed a new agreement on defense cooperation. To Sweden, Poland is a key partner for European security. A priority is to establish contacts with the new Polish Government. Sweden and Poland are already engaged in close cooperation on a broad range of issues. With new governments on both sides, additional priorities might be added.



Have you visited Poland before? Could you tell us a little bit about yourself?

I came to Warsaw in early September. This is the second time I am posted here. I was second secretary at the Embassy in 1980-82. Obviously Poland has undergone a lot of changes since then. I have also been ambassador to Denmark, Thailand and India and served three times at the Swedish Mission to the United Nations in New York. My husband Peter Fogh is a lawyer. He retired a few years ago from the United Nations as legal adviser to UN Peacekeeping Operations. Between assignments abroad I have worked at the Prime Minister's office and the Foreign Ministry in Stockholm. Outside of work I enjoy the outdoors, to go to the opera or concert hall, to read books and to travel.

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An album released a few years ago entitled "The Nobel Banquets - Modern Recipes from Classic Menus" enjoyed an extremely warm reception and aroused the curiosity of readers who asked for more contemporary styles.

In order to meet this interest, EP Publishing have compiled a new album with selected menus from banquets which took place in the years 1996-2013 - from Wisława Szymborska to Alice Ann Munro.

We hope to inspire you to try out some of these gourmet recipes, which should result in delicious dishes and delighted diners. All publications can be ordered directly from EP Publishing:



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Member of Scandinavian-Polish Chamber of Commerce

Greencarrier opens new branches in another Polish cities



GREENCARRIER

16 years ago the European market was looking for new solutions in transport, ensuring faster and safer transport of goods. Then Stefan Björk and Björn Eklund decided to work together. Their cooperation brought positive changes, first in Sweden and later in Europe. Their idea provided small, medium, large companies and corporations with flexible logistics in the field of maritime, aviation and road transport.

They decided to create a company, which would differ from others thanks to the perfect plan of action, modern equipment and technologies. Particular attention was paid on employing experts. They provided them with a comfortable working atmosphere and possibilities for personal development, bringing optimism, joy, commitment and focus on smaller and larger successes to Greencarrier.

Bjork and Eklund's conception turned out to be perfect – both in times of growth, as well as during the crisis. Greencarrier began to expand into Scandinavia and started appearing permanently in Europe. Then came the time for Central Asia and China-connecting Europe with the Middle Kingdom which creates one of the fastest transport network.

The company's activities in the last 15 years perfectly fit into the slogan which is well known by every Greencarrier employee: Yes, it is possible!

Greencarrier in Poland

In Poland Greencarrier appeared in 2012 and quickly broke out from the competition. Excellent location of the country - Baltic Sea Region and the EU border with Russia, Belarus, Ukraine and in the neighborhood with Lithuania - makes Poland one of the best logistic sites on the map of Europe. Greencarrier employees, as well as customers, know about it.

- Greencarrier in Poland mainly acted as a link with the East. It is in our country where the transports from China, South Korea, Japan, Russia and Belarus are crossing the EU border.- says Jarosław Czata, Ocean Freight Manager Greencarrier. *- Greencarrier is present in Warsaw, Katowice, Dąbrowka, Gdynia, but that is not the end.*

The company recently decided to set up new branches in Poland, so that cooperation with customers runs more efficiently. Both branches are already in operation.

Greencarrier Szczecin - a strategic point on the map and cooperation with Oktan Wines

Greencarrier branch in Szczecin is a modern technology park. It occupies a total area of 1 000 sqm. North West Logistic Park

is easily accessible with the S3 expressway and A6 motorway leading to it. What this location gives the company?

- Szczecin serves us primarily for the transport of goods between Scandinavia and Poland, but also for the transfer of cargo to the rest of Europe- says Grzegorz Sas Freight Services Project Manager with Greencarrier Szczecin. *- We transport both LTL and FTL. We focus on the connection between Scandinavia and Poland and on providing domestic and international transports.*

As Grzegorz Sas points out, the recently established cooperation between Greencarrier in Szczecin and Oktan Wines (one of the most important players in the global wine market) is a huge success. The contract covers both ground national and international FTL / PTL transport, marine transport and the storage of goods.

Greencarrier Poznań - a few steps ahead of competition

The Greencarrier branch in the capital of Greater Poland was only a matter of time. It's one of the largest economic centers in Poland, with more than 50 000 companies registered including 1000 foreign entities.

- We provide services to the local market and focus on implementation of more advanced TSL solutions. In brief – Greencarrier division in Poznań exists to strengthen the internal relations of the company in order to build a positive brand image in the domestic and foreign markets - says Mieszko Gordziej, Branch Manager Greencarrier Poznań.

Poznań division's clients are all major industries associated with branches of trade and industry. Representatives of the automotive, medical and pharmaceutical companies, as well as food and related to printing are interested in Greencarrier's offer. What is most important, the interest among the companies representing other sectors is still growing.

- The strength of our branch in Western Poland and in the local market is the commercial and operational division. People who work there are exactly the ones which Stefan Bjork and Bjorn Eklund were looking for 15 years ago - competent, having the knowledge, loyal, with a sense of humour and success-oriented - Mieszko Gorodziej says proudly about his team. *- It is thanks to them we can extend the structure of Greencarrier logistics, as well as gain the trust of business partners and always be a few steps ahead of the competition.*

Author: Greencarrier Freight Services Poland
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SPONSORED ARTICLE

Waste management in 2016

As of the new year the entrepreneurs will be facing changes in the area of waste management. On 1 January 2016 new principles will enter into force regarding the collection of electrical and electronic waste and regarding the system of recycling vehicles. For some entrepreneurs also an obligation to conduct an audit on the packaging waste will commence to be applicable.

– For the entrepreneurs the new year will bring about many important changes in the area of waste management. Most of these changes are moving in the right direction, however there are also some which may raise doubts, such as the reduction of the number of the entities which will be allowed to collect incomplete electrical and electronic equipment. The changes which many entrepreneurs are definitely waiting for are those aiming at the simplification of the waste reporting system. – says Anna Wójcik, Director for the Environmental Protection and ADR in Stena Recycling.

Facilities in the waste reporting

As of the new year also a new decision is expected to enter into force, the purpose of which is to methodize the waste reporting system. Soon the reports will have to be submitted exclusively to the marshal of the voivodeship in which the enterprise generates or processes waste.

It is planned that by 24 January 2018 a database with the information on products, packaging and waste management (BDO) will have been established and through that database the entrepreneurs will ultimately submit their reports in the electronic form.

Audit on the packaging waste

On 1 January 2016 an obligation to conduct an external audit on

the packaging waste will enter into force for the entrepreneurs:

- exporting packaging waste and effecting intra-Community deliveries of the packaging waste, who have released the document EDPR or EDPO,
- conducting a recycling process or the process of recovering packaging waste different from recycling, whereas the said entrepreneurs issue the DPO and DPR documents and have obtained the consent for the processing activity.

New principles of collecting electrical and electronic waste

On 1 January 2016 a new act on the used electrical and electronic equipment will enter into force. The levels of collecting, recovering and recycling the waste of electrical and electronic equipment (WEEE) will be increased and the economic operators collecting and processing the electrical and electronic waste could be inspected without prior notice. An important change from the perspective of the entities collecting the electrical and electronic waste is the provision that not all the entities will be allowed to collect incomplete electrical and electronic equipment.

New system of recycling vehicles

The changes will take place also on the automotive market. According to the Act, the recycling charge for transporting vehicles from the European Economic Area (EEA) will be cancelled. Besides, the collecting of charges by dismantling stations for accepting end-of-life vehicles will be limited. Also, the Act provides for increasing the required levels of the recovery and recycling of the vehicles, as well as the penalties for the failure to meet such levels.

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No. 1 in Business Class



According to Institute of the Media Monitoring, "Puls Biznesu" daily is the most opinion-forming business medium of the decade (2004-2014) in Poland.

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What pensioner will you be?

Forecasts of the European Commission and the World Bank, as well as those of Polish experts indicate that the future pensions of people who are now entering the labour market in Poland will amount to no more than 30% of their last remuneration. Few people are aware of that and even fewer know how to prevent such a considerable decline of their income in retirement as compared with earnings during their occupational activity.

Knowing the social and economic risks that result from the above, we decided to launch a long-term CSR project. Starting from this year we conduct educational activities on pension-related issues addressed to students and young employees. We have the relevant expertise and specially prepared materials to help young people in making their own, individual, informed and free decisions about building their pension security. The document we prepared, "What pensioner will you be?", is based on infographics. It was designed in line with the communication style and the needs of young people and it is digital. It presents forecasts concerning pension security, explains the structure of the pension system, encourages saving, shows potential risks and presents legally defined categories of products that allow tax reliefs.

We also want to share the educational materials with enterprises in the hope that they will join our programme and will disseminate this knowledge among their young employees. We are convinced that communication of such important and by no means commonly known information fits into the strategic and responsible employer-employee relationship. We believe that employers may benefit from joining our

initiative by deepening their employer-employee relationships and obtaining an additional and interesting element to enhance their employer brands. The participation in the programme does not entail any financial costs.

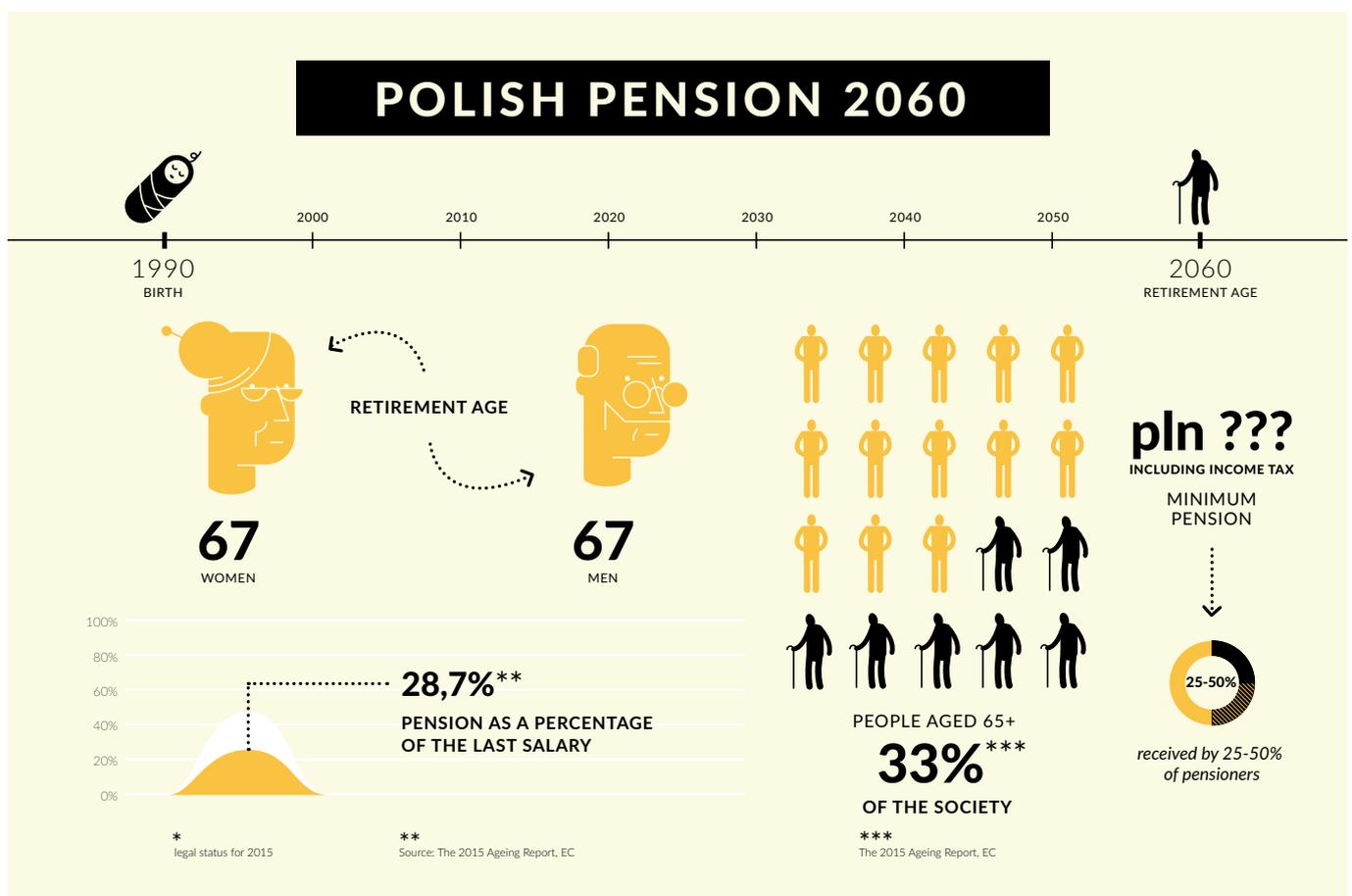
We already cooperate with market institutions, employer organizations, ZUS (the Social Insurance Institution) and universities. We are in the process of gaining new subject-matter and media partners. We continue to build a broad coalition in the hope that the concerted effort will enable us to regularly educate the young generation on pension-related matters. From macroeconomic perspective the initiative will also bring benefits to the economy.

We offer to meet any party interested in the programme and present a broader demographic and economic context of the current situation, the reasons which made us take this initiative, the assumptions of our programme, as well as rules of participation in it and benefits to be obtained from joining it.

The Polish Chamber of Pension Funds is an organization of business self-government representing the sector of pension funds. It conducts activities to support the development of legislation conducive to an efficient pension system, develops expertise in the area of pension security and capital market, builds relations with stakeholders and communicates the results of its work to the general public.

We invite all those interested in the initiative to contact us and join the programme.

Filip Pietkiewicz-Bednarek, f.pietkiewicz@igte.pl



Scandinavian Christmas

Christmas in the Scandinavian countries in many aspects resembles Polish Christmas. It is a family holiday full of carol singing and good food. Scandinavian Christmas has taken over various customs from pagan Jul. Jul (Yule) was the winter solstice holiday celebrated by the northern peoples at the turn of December and January.

Nowadays, Christmas celebrated in Scandinavia has a few characteristic elements.



Fot. Helena Wahlman, image bank Sweden

One of them is the period of Advent, i.e. waiting for Christmas, the beginning of which is symbolised by the **Advent** wreath. The wreath is hung on the entrance door and in the place where meals are served. The traditional Advent wreath is made of spruce twigs, which are often decorated with red berries, spruce cones, white candles and red ribbons. On each Advent Sunday, another candle is lit, which means that all four candles are alight on the fourth Sunday.

The oldest Christmas symbol in Sweden and in Finland is a **goat** – these days a very popular Christmas decoration usually made of straw. In the 18th century, it was the goat that knocked on the door, left gifts on the Christmas Eve evening, and disappeared in darkness. After some time it was replaced by **Jultomten**, that is Christmas dwarf whose name derives from Scandinavian folk beliefs.

Advent and Christmas (Jul) have a special setting also in Norway. The time until Christmas Eve is measured by **Advent calendars**, whereas throughout Norway, as is the case with the other Nordic countries, the tradition of open-air **Christmas fairs** is very much alive (julemarked), during which all visitors enjoy traditional **Scandinavian glogg** – spicy drink made of mulled wine with herbs, raisins and almonds – to warm up. The most popular fairs in Norway include the one near the Town



Fot. Kim Wyon, Visit Denmark

Hall and folk culture museum Norsk Folkemuseum in Oslo, or the one at Frederiksten fortress in Halden. An interesting tradition can be seen in Bergen, where during Advent the biggest town in the world is built of ... gingerbread.



Fot. Helena Wahlman, Image bank Sweden

What is probably the most festive Christmas tradition in Scandinavia is illuminating the Christmas tree with lights. The spruce is decorated with silver or golden star, ribbons in the colours of the Norwegian national flag, cornets filled with fruit and heart-shaped paper baskets which should be full of nuts and sweets.

During the Christmas Eve supper, various delicacies are served on tables, and whereas, for example, in Norway the characteristic dish is **lutefisk**, in the remaining part of Scandinavia the compulsory dish on the table is pork – in particular **Christmas ribs** (juleribbe) and porridge. Another tradition which is very much alive is savouring the taste of a certain type of rice pudding in which an almond is hidden. The person who finds it may expect prosperity next year. On the occasion of Christmas, people brew beer and, naturally, bake cookies – at some homes a rule is followed according to which there should be at least seven types of them. What has also survived is the custom in which children leave porridge for nisse – the gnome who takes care of the farm or home.

In Finland, Christmas (in Finnish „Joulu“) is treated in a really special way. As everybody knows Finland is the homeland of Santa Clause, who is called **Joulupukki**, and his seat is located near Rovaniemi. Traditionally, on the Christmas Eve (Jouluaatto) itself, as early as before the noon, Finns visit a sauna, whereas in the evening they enjoy time among friends. In Turku, at noon

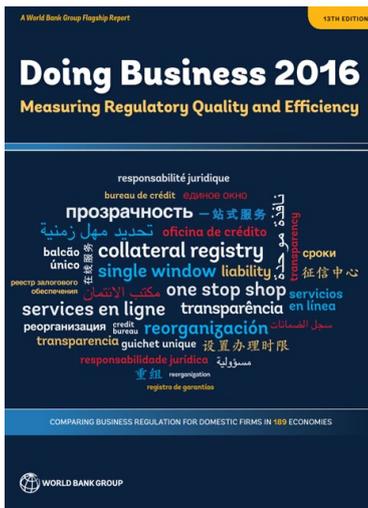


Fot. Carolina Romare, image bank Sweden

on Christmas Day, the Christmas Declaration of Peace is announced, which constitutes one of the oldest traditions of the Finnish Joulu.

In Scandinavian Christmas we can find a lot of similarities to the Polish Christmas traditions, but there is also a few colourful customs typical of Scandinavia. However, what is characteristic of all the customs connected with this period is that the Christmas time is the most important time in the year, spent in the atmosphere which is full of warmth and brightness, among the loved ones – they are magic and unforgettable days.

Denmark still Europe's top country for business - „Doing Business” 2016 Report



The World Bank Group's Doing Business 2016 report published at the end of October ranks Denmark behind only Singapore and New Zealand as the best countries for business. Denmark was one of four Nordic nations in the top ten, joined by Sweden (eighth), Norway (ninth) and Finland (tenth). The UK was sixth and the US was seventh. Poland's place in the ranking

has improved and it is the best result in the history of Poland – 25th place (which is 7 places up in comparison to the last year's ranking).

Full report is available to download at www.doingbusiness.org.

The Finnish Social Insurance Institution Kela to prepare basic income proposal

The Finnish Social Insurance Institution is to begin drawing up plans for a citizens' basic income model. The preparation's director Olli Kangas says that full-fledged basic income would net Finns some 800 euros a month. This would mean an expense of 52.2 bln euros per year.

Finland is the best place in the world to be a working woman

According to The Economist's glass-ceiling index, Finland has overtaken both Norway and Sweden as the best place in the world to be a working woman. Even though the Nordic countries lead the chart, it is still by no means an indication that equality is fully achieved – there is still way to go around the globe. But for Finland this is a good place to continue on from. The Economist's glass-ceiling index indicates where women have the best chance of being treated equally at work, combining data on higher education, labour-force participation, wages, child-care costs, maternity rights, business-school applications and representation in senior jobs.



Fot. Krzysztof Miegoń

Sweden, Denmark and Finland at top spots in EU for social justice

When it comes to social justice, Sweden, Denmark and Finland rank top three spots at the 28 EU states according to a new study by the German foundation Bertelsmann Stiftung. The EU Social Justice Index investigates poverty reduction, access to education and the labour market, health, generational justice, social cohesion and non-discrimination.

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 360 companies being SPCC Members, other Scandinavian companies operating in Poland, business institutions and media. Therefore the magazine offers an unique opportunity for companies wishing to promote their business among the key stakeholders representing Scandinavian-Polish business community.

The next issue of SPCC e-magazine will be published in March, the deadline for submitting the materials is 19th of February 2016.

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