

NEWS

AMERICAN BUSINESS FOCUSES ON POLAND

On 25 September, eyes of American business were focused on Poland. During the conference entitled "The Polish - American Investment Dialogue" held in Down Town Association, New York, delegation of the Polish business mission proved that it is worth doing business with Poland. The Polish mission arranged by PaliIZ coincided with the official visit of Polish president Bronisław Komorowski and the delegation of representatives of Polish Ministry of Economy to the United States.

"Today, Polish capital on American market a new thing, however, we provide really big investments there, argued president of Poland", Bronisław Komorowski. Poland as safe and one of the European most attractive investment location was discussed during panel discussion. "United States are the leader in terms of foreign investments in Poland", said PaliIZ president Sławomir Majman during the panel. Over 30% of FDI currently supported by the Agency come from America. "The US companies invest in intellectual business and automotive industry in Poland due to Poland's economic stability, size of the internal market and, above all, human capital and the Poles themselves". Among the other most important factors of Poland's investment attractiveness panelist mentioned central location in Europe and attractive investment incentives for foreign companies. The conference was also focused on the issues related to Polish agri-food sector. As PaliIZ deputy president Monika Piątkowska argued, high capacity of agri-food production is one of the strongest assets of the country.

Under the PaliIZ mission to the US, Polish companies from Eastern Poland went to Miami to present investment offer of the marcoregion to Latin Chamber of Commerce of USA (Camacol). In 2015, Camacol plans to arrange the world's biggest trade fair presenting the offer of Americas - Business Expo of the America - in Kielce (Eastern Poland macroregion). It is the first time in the history when this event will be held outside the region.

This week the official mission from the US led by Penny Pritzker - the US secretary of state of commerce for international trade is visiting Poland. The delegation consists of management of American companies gathered in President's Export who came to Poland to search for new markets and sectors with the biggest business potential for American companies". (PaliIZ)



Panel discussion on bilateral experiences in investing



Presentation of Polish food in the presence of president Bronisław Komorowski, Monika Piątkowska and others visitors

INNOVATION IN POLISH AUTOMOTIVE SECTOR

Poland is considered as the European centre of automotive business. It is where almost all kinds of car's compotes and car parts are produced. Innovation and the cooperation of local government, business and science in Polish automotive sector were discussed during the conference Automotive industry - innovation by coopeation. PaliIZ was represented by deputy president Anna Polak-Kocińska.



"In Poland are not only basic parts of car body but also those highly innovative and engineered ones are produced", argued PaliIZ deputy president Anna Polak-Kocińska

During the meeting, Silesia Automotive Cluster and Klub 150 signed the cooperation agreement that is the first step towards establishing an automotive cluster in Opolskie province. Last week American company Tru Flex has started to build a factory for exhaust systems manufacturing in Opole area. Moreover, the US-based Polaris Polska has recently celebrated an opening ceremony of quad and ATV vehicles in the region.

"Research, development and innovation - those are the strategic objectives of the new EU budget for 2014-2020 which focuses on supporting R&D policy in companies", argued Anna Polak - Kocińska during the conference.

More information: <http://www.paiz.gov.pl/en> (PaliIZ)

POLAND AND KOREA - TWO DECADES OF INVESTMENT COOPERATION

"We are ready to help and support our Korean partners", said PaliIZ president, Sławomir Majman during Polish-Korean Business Forum that took place in Warsaw on 30 September. The meeting was officially opened by deputy prime minister Janusz Piechociński.



Participants of Polish - Korean Business Forum (source: PAP).

"Poland needs a more advanced partnership with South Korea", argued deputy prime minister Janusz Piechociński. The discussion during the Forum focused on cooperation in the environmental protection sector. "Korean capital has played a very significant role in Poland. In 2014, both countries celebrate 25th anniversary of establishing Polish-Korean economic and diplomatic relations. "Currently, about 120 Korean companies operate in the Polish market", said deputy president of the Korean investment agency, KOTRA Kim, Seong Soo. Now, Korean companies employ 20,000 people in Poland and our country is the seventh

Korean investment direction in the European Union. Poland is crucial for Korea due to its location in the centre of Europe. "We see great opportunities for Korean business: diversification, extension of scale of business sectors in such areas as: R&D, pharmacy, infrastructure or centres of modern business services. We are ready to assist and support our Korean partners", argued PaliIZ president Sławomir Majman. More information: <http://www.paiz.gov.pl/en> (PaliIZ/PAP)

BUSINESS FROM UAE VISITING POLAND

On 29 September, PaliIZ deputy president Anna Polak-Kocińska met representatives of business from the United Arab Emirates who came to Poland on the business mission.

Both sides discussed issues regarding Polish foreign affairs, including local and global cooperation. They also talked about the economic condition of our country as businessmen from the UAE are interested in investment opportunities offered by Polish automotive and agri-food sector. Companies from the UAE have planned a visit POLAGRA Food in Poznań.

More information: <http://www.paiz.gov.pl/en> (PaliIZ)



PaliIZ deputy president Anna Polak-Kocińska meets business from UAE

CHINA - POLAND FRIENDSHIP ASSOCIATION IN PaliIZ

China - Poland Friendship Association, led by president of this organization, Sun Yuxi paid a visit to PaliIZ president Sławomir Majman on 30 September. The China - Poland Friendship Association is interested in Polish organic food and cooperation under SEZ programme. China reports the problem of contaminated food in the country. Therefore Chinese are interested in the increase of food imports. Poland, as one of the leading food producer in the UE and is able to offer a vast range of high quality agri-food products.

More information: www.paiz.gov.pl/en (PaliIZ)

SUPPORTING OF POLISH ENTREPRENEURS ABROAD

On 25 September Information Forum addressed to Polish companies interested in exporting and investing abroad was held in the Ministry of Treasure. PaliIZ was represented by deputy president Anna Polak-Kocińska.

During the meeting, speakers discussed all issues related to planning international expansion by Polish companies. They also looked at useful tools such as Polish Export Promotion Portal (www.eksporter.gov.pl) as well as opportunities provided by World's Bank and secured by MIGA (Multilateral Investment Guarantee Agency).

More information: www.paiz.gov.pl/en (PaliIZ)

ANALYSES AND REPORTS

POLISH FOREIGN TRADE - EXPORT CREDIT INSURANCE CORPORATION

Since the accession to the European Union, Poland became a member of the Customs Union. Accession to the European Community, has significantly helped Polish companies to provide trade relations with many countries, not only within the EU. Despite the contemporary concerns, since few years Poland has systematically recorded trade surplus with the European Union especially with in the euro zone. 2013 was a significant year in Polish economy. According to the experts of Export Credit Insurance Corporation (KUKE), weakening domestic demand in Poland, both in terms of consumption and investments, decreased its impact on the basis for the development of Polish gross domestic product, while export orders reinforced Polish economy and helped it to break from the slowdown and stagnation. Also a weak demand in the UE countries in 2012, contributed to increasing activity of Polish companies in searching for new

markets, often located outside Europe. In 2013, this strategy appeared to be very successful, argue authors of the report.

Export Credit Insurance Corporation (KUKE) is a national insurance institution and also acts as a state agency promoting exports and supporting exporters from Poland. (KUKE)

ENTREPRENEURSHIP IN POLAND REPORT

The 12th "Report on Entrepreneurship in Poland," prepared by the Ministry of Economy has just been published. In 2013, macroeconomic conditions shaped the development of companies in Poland, and 1.6% economic growth is one of the highest results in Europe - this is the conclusion of the report. In 2013, about 2% more business enterprises have been registered in Poland comparing to 2012. Private individual dominated (over 80%) among the start-ups. There has also been a significant increase in the registration of new companies, by 124%. Still, 96%

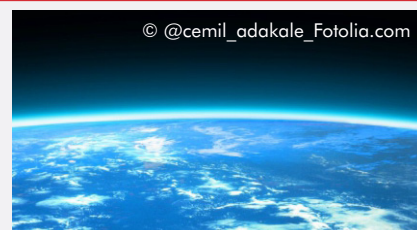
of start up are represented by micro-enterprises. The share of R&D in Poland's GDP increased to 0,9% in 2012 due to an impressive 23% increase in spending on research and development. However, still it is much less than the EU average (2.1%). Speaking of investing in R&D, Polish companies usually spend majority of money on purchasing ready solutions from abroad, rather than investing in their own research and development projects. Poland improved in terms of ease of doing business. Now the country holds 45 th position among 189 countries in "Doing Business 2014" report. Also "Entrepreneurship in Poland" prepared by Polish Ministry of Economy focuses on issues related to ease of doing business in Poland. Among factors facilitating business activities there are: adoption of the law on standardization of certain patterns of letters in administrative procedures and the adoption of a draft law facilitating doing business in the country. The report also focuses on issues that should be improved as tax regulatory or the judiciary system. (Ministry of Economy)

FROM THE REGIONS

SPACE TECHNOLOGIES FROM GDYNIA

SpaceForest together with RUAG AB will work together with modern frequency generators for the European Space Agency (ESA). SpaceForest is the only company of techno park in Gdańsk operating in the space sector. It is developing its own technology of microwave filters tuning and

offering it to customers all over the world. Currently, the company is working on Wireless Power Transfer technologie and Wireless Sensor Networks applications for space systems. SpaceForest's partner, RUAG Space AB is a supplier and a systems integrator of i-components for space applications from Gothenburg, Sweden. (PSTP)



EVENTS

OPPORTUNITIES OF COOPERATION WITH AFRICA - 2ND POLANDAFRICA CONGRESS

On 9 October at 11 PaliIZ hosts the conference regarding opportunities in cooperation with African countries. The meeting will precede the most important event regarding mutual cooperation - the 2nd POLANDAFRICA Congress in Łódź.

During the meeting in PaliIZ, organisers of POLANDAFRICA Congress will provide participants with the highlight of the incoming Congress. Opportunities of business expansion to markets outside Europe, especially African ones will be also discussed. The registration to the meeting is available online at: www.paiz.gov.pl/PolandAfrica2014.

Between 6-7 November Second POLANDAFRICA Congress will be held in DoubleTree hotel in Łódź. The aim of meeting is to develop business relations between Poland and Africa, in particular with countries which participate in Go Africa Programme. The event is organised by Central Poland Chamber of Commerce-Lodz in cooperation with African Institute, Łódź Regional Development Agency and PaliIZ.

Applications for participants is available at www.polandafrika.pl until 31st of October. For more information please visit www.polandafrika.pl. (PaliIZ RIG)

AGRI-FOOD SECTOR IN FRANCE AND BELGIUM

On 9 October, Hotel Qubus in Katowice will hosts 2nd conference on agri-food sector in France and Belgium. PaliIZ took the patronage over the event.

The discussion will focuses on difficulties currently experienced in the export of Polish companies to the Russian market. The conference has been designed to provide support for Polish companies wishing to export to France and Belgium.

More information: <http://lhexagone.pl/> (lhexagone)

"TERAZ POLSKA PROMOCJA" MA THESIS CONTEST

By 17 October 2014, authors of the MA thesis on various aspects of promotion of Poland can submit their access to competition „Teraz Polska Promocja” for the best master's thesis on the promotion of Poland. The winners will receive cash prizes.

Moreover best MA thesis will be published and their authors will be invited to internships and trainings.

The competition is open to authors of MA thesis on all issues related to the promotion of Poland including: tourism, branding, economy, agri-food, sports, culture, science as well as foreign promotion of the country.

„Teraz Polska” Foundation together with Polish Information and Foreign Investment Agency, Polish Tourist Organization and the Polish Agency for Enterprise Development organise competition for the eightime.

More information (Polish version only): www.terazpolska.pl/pl/konkurs-teraz-polska-promocja. (Fundacja Polskiego Godła Promocyjnego)

HR IN BSS/ICT SECTOR

On 16 - 17 October, Kraków invites managers and key HR specialist representing BSS/ICT sector. PaliIZ took the patronage over the event.

The event aims to bring together HR specialists from SSC/BPO/ITO as well as to develop their knowledge on sector issues as opportunities of the sector development is the main highlight of the event.

More information: www.hrcentrach.pl (Advisory Group TEST Human Resources)

INDUSTRIAL INVESTMENT OF THE YEAR

"Tereny Inwestycyjne" magazine invites you to participate in the first edition of "Industrial Investment of the Year" competition. The event will take place on 16 December.

The aim of the competition is to promote industrial investment, which contributed to the modernization and development of the Polish economy. The project promotes entrepreneurship, innovation, pro-investment and pro-environmental attitudes. The competition is also an opportunity for companies to emphasize their strong position in the market.

More information: www.terenyinwestycyjne.info. (Tereny Inwestycyjne)

Exchange rates as 02.10.2014

	Buy	Sell
USD	3.2751	3.2413
EUR	4.1344	4.2180

source: www.nbp.pl