

## Bright spots among the doom and gloom

Looking at Poland's economy, the BPCC is of a more optimistic frame of mind than many local commentators. "Amid the gloomy forecasts, many BPCC members are reporting good news stories – new contracts signed, new employees hired, new projects getting underway, new investments – and sales growth," says Martin Oxley, BPCC CEO.

If there's a consensus view among the Chamber's membership, it is that growth is slowing down, but things are by no means catastrophic. Guy Cole, from Behlert & Behlert, a Kraków-based translation and interpretation company, says "Although we've had several cancellations of jobs for conferences, things haven't changed drastically, as most of our income is based on long-term contracts. We feel fairly well insulated against the wild fluctuations of the global financial situation."



Recruitment is seen as an accurate bellwether for the economy as a whole. Marc van Ling of Europe Solutions UK, a company that recruits engineering and technical personnel and professionals says "while from November to January many clients cancelled temporary contracts and new enquiries dried up, January has been more positive, as we have opened a branch in Poland and the Polish job market is more positive than the UK one. In the UK, we can still see skills shortage in certain high skilled jobs such as CNC programmers, senior engineers, specialist nurses and dentists, positions that we are looking to fill from Poland.

The construction sector may have run into local difficulties, but business opportunities still exist. Jane Durrant of Euromost Polska, a Hill International company, says "in an environment where many investors are having difficulties finding external sources of finance, companies such as ours are turning to public sector projects.

EU funded infrastructure projects, PPP and public tenders have all become very interesting to firms of consulting engineers. Poland has huge needs for new roads, airports, railways, wastewater and solid waste treatment plants, as well as energy generation and distribution infrastructure. In all these areas there is plenty of opportunity for the construction sector".

While the property sector has been hard hit, some BPCC members can see the market changing rather than simply contracting. Tim Hill, from Mamdom real estate, says "there has been a change in the type of buyer we are dealing with. Previously there were large numbers of buy-to-let investors purchasing off-plan. Now the majority of buyers are businesses looking for office or warehousing space, while private buyers are becoming more interested in the secondary market often for personal use such as retirement or relocation. For 2009 we expect further growth on all sides of our business".

Martin Oxley, BPCC CEO adds "We as a chamber are promoting Polish opportunity to businesses across the UK. Poland offers prospects for British companies looking to cut costs and/or find new markets that are still growing. Most economists are still expecting Poland to avoid a full-blown recession this year. Our message to British companies is – if you've not looked at the Polish market yet, now's the time to do so – you have nothing to lose, everything to gain."

The BPCC's 6<sup>th</sup> Annual Conference will take a closer look at the current state of the Polish economy. Also addressed during the event will be some of the hottest topics for businesses today, including corporate social responsibility, overcoming barriers to investment and public private partnerships. A number of VIP and expert speakers are already confirmed so secure your ticket now. ■

## BPCC RECOMMENDS

Now in its 6th year, the BPCC Annual Conference is the latest in an impressive series of events held by the BPCC.

This year we are expecting 120 senior management delegates, VIP speakers, well known experts and prestigious media patrons such as the Financial Times.

### Tickets:

BPCC Members: 650 PLN + 22% VAT

Non-Members: 900 PLN + 22% VAT

*Discounts apply!*

### Stands:

Take advantage of a guaranteed audience to market your products and services!

BPCC Members:

3m<sup>2</sup> stand: 2000 PLN + 22% VAT

6m<sup>2</sup> stand: 3000 PLN + 22% VAT

Non-Members:

3m<sup>2</sup> stand: 3000 PLN + 22% VAT

6m<sup>2</sup> stand: 4000 PLN + 22% VAT

**For full details on the BPCC 6th Annual Conference please visit:**

[www.bpcc.org.pl/6conference](http://www.bpcc.org.pl/6conference)

### or contact:

[events@bpcc.org.pl](mailto:events@bpcc.org.pl),

(+48 22) 320 01 19

## Wild Poland. Natural heritage of Europe

Wild Poland Foundation

The Wild Poland Foundation was created in 2006 on the initiative of Polish ecological activists who currently live in Ireland. The goal of the foundation is the protection and restoration of the biodiversity of European wildlife, especially in Poland. The foundation also offers educational activities and supports nature projects of various organisations.

In 2008 Wild Poland Foundation started an international project "Wild Poland. Natural heritage of Europe". The main element of which is an outdoor big-format photography exhibition presenting the most beautiful and important elements of Polish wildlife. Wildlife is one of the most precious resources that Poland contributed when it joined the European Union and Polish nature has now become part of the heritage of Europe.

Most people associate wildlife with remote tropical jungle areas, vast savannas and animals living in Africa, Asia or the Americas. Few of us realise that many interesting spots where nature reigns can also be found in Europe. Poland and its neighbouring Central and East European countries are home to many of these priceless treasures of European nature.



Copyright by Artur Tabor. Photography is a part of the exhibition "Wild Poland. Natural heritage of Europe" organised by Wild Poland Foundation

Living and working in cities, we hardly ever have contact with nature. Thanks to the "Wild Poland. Natural heritage of Europe" project we have the opportunity to experience real wildlife in the city.

The aim of the exhibition is to present the enormous natural diversity of Poland and spread the message that it constitutes a unique heritage common to all Europeans. It is intended to impress the viewer and to encourage people to reflect upon the condition and future of the Earth. Wild Poland Foundation wants people take a proactive stance on the protection of Polish wildlife.

The exhibition is non-commercial in character and will be available to visitors free of charge, just as accompanying educational events. An important aspect of the exhibition is that the visual form of photography is one that is understood by all people regardless of language.

There are many positive social impacts of the exhibition, such as increasing respect for the environment, enhancing ecological education and encouraging people to support the protection of nature. The exhibition itself has no adverse impact on the environment and is organised according to the principles of sustainable development.

The first edition of the exhibition was on display in St Stephen's Green Park in Dublin, June - September 2008. It was held under the auspices of John Gormley, Irish Minister for the Environment, and Dr Tadeusz Szumowski, Polish Ambassador to Ireland. The exhibition in Dublin was very successful and was visited by up to a few thousand people daily. Media partners of our exhibition were Evening Herald (the most popular newspaper in Dublin) and Metro Eireann - a multicultural newspaper in Ireland. Also an international channel TV Polonia prepared a telecast about our exhibition and both Irish and Polish media showed a big interest in the event.

We received wonderful feedback from many of the visitors to the Dublin exhibition:

*"I was rushing through St Stephen's Green on my way home from work, I stopped in my tracks when I saw a beautiful image of a kingfisher through the trees. I spent an unexpected half hour looking at the toads, otters, herons, hedgehogs, cranes and flowers. You made my day so I just wanted to say thank you."*

*"The exhibition was a highlight during our visit to Dublin. We loved all the photos, thanks for bringing nature to the urban jungle."*

We are currently moving the exhibition to the UK and will be present in London mid 2009 and in Edinburgh later in the year.

This year a patron of the exhibition will be Polish Minister for Environment, Maciej Nowicki. The exhibition will also be included in the 'Polish Season' calendar in the UK. The exhibition will consist of artistic photographs, enlarged to an attractive format of 150 x 100 cm. The photographs were shot by Artur Tabor, a winner of many photography awards and honours, and by other popular Polish nature photographers.

Wild Poland Foundation is keen to hear from organisations and companies who wish to get involved in the event. For further information please visit [www.wildpoland.org](http://www.wildpoland.org) or contact [info@wildpoland.org](mailto:info@wildpoland.org).



The exhibition in Dublin. Copyright by Artur Tabor

## SEAFOOD OF THE WORLD



A culinary journey through the world of seafood. Enjoy the largest and best seafood buffet in Warsaw in a relaxed atmosphere with piano music and great view. Every Friday at the Downtown Restaurant 18:00 - 22:00

For information and reservation call: +48 22 328 8740

INTERCONTINENTAL  
HOTELS

## BPCC Annual Awards 2009

VOTE ONLINE FROM 5TH MARCH

**• Best in Corporate Social Responsibility**  
Nominations should consider the impact of corporate activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment.

**• Entrepreneurial Business of the Year**  
This award will go to a company within its first 5 years of business that can demonstrate leadership qualities, growth in terms of revenue and operations and overcoming obstacles.

**• Hotel of the Year**  
All BPCC Member Hotels can be nominated for this award and must include details of customer satisfaction, facilities and quality ratings.

**• British-Polish Exporter of the Year**  
This award will go to a company that can demonstrate growth in value and volume of exports from the UK to Poland or vice versa. (Intercompany transfers of products between UK and Poland are excluded).

**• Best Project using EU Funds**  
Nominees should include details of size of project, key outputs met and achieved, project sustainability and impact on key stakeholders.

Click here to vote:  
[www.bpcc.org.pl/6conference](http://www.bpcc.org.pl/6conference)

## Getting the most from your Chamber

In September last year we conducted a membership survey in order to better understand what you, our members, would like from the Chamber. The survey revealed some areas where the Chamber could adapt and the business plan and marketing strategy for 2009 was set accordingly, ensuring that the Chamber is truly customer-centric.

However, in the few short months since then much has changed in Poland, the UK and the world over. It is at times like this that we believe belonging to a Chamber is more valuable than ever. We understand that your priorities may have changed since September and therefore we would like to ask you a few key questions to ensure we are offering what you need in these difficult financial times.

### March 2009 Quick Questionnaire

Please print and return by fax: +48 (0)22 621 19 37 or email: [contact@bpcc.org.pl](mailto:contact@bpcc.org.pl). If you need more space please feel free to email additional responses.

**What types of events will you find most valuable in the next 12 months (eg: Policy Groups, Annual Conference, Business Mixers, Business Breakfasts)?**

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**Which BPCC services will be the most valuable to you in the next 12 months and are there any others that you would like to see offered (eg: advertising, boardroom hire, exhibiting at a Trade Show, sponsoring an event)?**

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**What information would you most like to get from BPCC communications (eg: market information, BPCC event coverage, sector information)?**

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**Is there any other feedback that you would like to give to the Chamber?**

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**Thank you for your time in completing this short questionnaire!**



We invite teams (3-5) to join the 10th Polish edition of **GLOBAL MANAGEMENT CHALLENGE 2009**

where managers, specialist and young talents develop their managerial skills. Competing in simulated business environment is a unique opportunity for effective training and integration.

Join the challenge on virtual training ground!

**11 March, Warsaw**

**BPCC HR Academy**

**The three R's – Reorganisation, Restructuring, Reduction – if you have to it, do it right!**

**BPCC Office, ul. Fabryczna 16/22 Warsaw**

This academy workshop will be an excellent opportunity to share experiences with fellow professionals and to hear about the latest solutions for strategic management in difficult times.

Contact: [b2b@bpcc.org.pl](mailto:b2b@bpcc.org.pl)

(+48 22) 320 01 10

**12 March, Warsaw**

**BPCC Breakfast**

**Women in business - mutual support or ruthless rivalry?**

This will be the first breakfast in a new BPCC series "Women Only". We invite women who want to share with others their experience in building careers and business.

Contact: [b2b@bpcc.org.pl](mailto:b2b@bpcc.org.pl)

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**25 March, London**

**Central Europe in Focus**

**May Fair Hotel, London**

The Council of British Chambers of Commerce in Europe (COBCOE) is pleased to announce a one day Executive Forum "Central Europe in Focus".

The Forum will take an in depth look at commercial, trade and investment opportunities in Central and Eastern Europe that have not yet been exploited.

For full details of the programme and outstanding speaker line up please visit: [bpcc.org.pl/ceeforum](http://bpcc.org.pl/ceeforum)

Contact: [cee@bpcc.org.pl](mailto:cee@bpcc.org.pl)

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**Details and sponsorship opportunities:**