

FORTHCOMING BPCC EVENTS:

9 April, Łódź

HR and Management Culture Change Roadshow
Urząd Marszałkowski Województwa Łódzkiego,
Al. Piłsudskiego 8
10:30 – 19:00

The BPCC is taking an HR and management roadshow around Poland, so that member firms in the areas of training, recruitment and management consultancy can explain to Polish senior managers and entrepreneurs why they need to change – what new thinking they need to adopt and what best practice they need to implement in order to maintain their competitiveness. The conference will cover HR strategy, training, recruitment and retention. Delegates will learn how to manage people to better effect – how to make people *want* to work for you. They will also be able to network with other local business leaders and with experts from the HR field.

Contact: ag@agr.com.pl, +48 667 601 607

11 April, Warsaw

**XXV Seminar of the series Authorities:
David Allen "GETTING THINGS DONE"**

Warsaw Marriott Hotel, Al. Jerozolimskie 65/79
9:00 – 17:00

Would you like to deal more effectively with your increasing volume of work, have more successful outcomes, and feel more relaxed while doing it? You need a personal and individualised system for managing your day-to-day workload and commitments. This seminar delivers a practical and systematic approach to dealing effectively with the overwhelming influx of information that you face every day. Participants will leave the seminar with specific ideas and action steps that will improve their sense of personal and professional focus and control. The seminar will be conducted by David Allen, the world famous guru on time management and productivity, author of ground-breaking methodology GTD (Getting Things Done).

Cost: 1.960 PLN + 22% VAT (BPCC Members),
2.450 PLN + 22% VAT (BPCC Non-members)

Contact: seminaria@bigram.pl,
(+48 22) 646 94 94

21-22 April, Warsaw

**BPCC 5th ANNUAL CONFERENCE –
VISION · LEADERSHIP · BUSINESS**

Hyatt Regency Warsaw, ul. Belwederska 23

At the BPCC Annual Conference, top economists will discuss in depth Poland's medium and long term prospects. What factors will affect Poland's ability to maintain and extend global competitiveness? Can growth be spread equally across all of Poland's regions? Is joining the Eurozone the natural step for the development and integration of Polish economy with the EU? For anyone from the UK or Poland wanting insight into the key issues facing business in central and eastern Europe in the foreseeable future, attendance at this event is a must! Participation in the BPCC's 5th Annual Conference provides an excellent op-

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Global property show beats expectations – Poland shifts up a gear

With the Palais des Festivals bursting at the seams with over 29,000 delegates from 85 countries, 17 exhibition halls and over 2,500 m², there is no sense of an economic downturn at the world's leading property show.

The British Polish Chamber of Commerce once again brought members from the real estate sector to showcase Polish real estate opportunities in Cannes.

"MIPIM gives Poland a chance to fly the flag. It's great to see such a strong presence. With recession looming in the US and the UK economy slowing down, delegate numbers from those two countries are up by a quarter as they look for investment opportunity in new markets. That puts Poland right in the spotlight as an EU Member State with plenty of upside," said Martin Oxley, the BPCC's CEO.

Poland is a real up-and-coming destination on the global real estate map, whether it is new build, urban re-generation, infrastructure or the EURO 2012 finals. Warsaw is vying for leadership as the city of choice in Central Europe. Poznan, Szczecin, Krakow and Wroclaw were all in Cannes with superb exhibits characterising real investment opportunity.

Kevin Knightly, corporate banking chief at BZ WBK, recently voted leading real estate bank in CEE, said: "We are positive about the market. The fundamentals are strong. We started the year with a strong pipeline. Downturn in established markets is creating opportunity for Poland".

"With the deadline of 2012, a treasure chest of €67.3 billion of EU funds and a tail wind of unsatisfied global investment capital seeking growth opportunities, the dynamics of the Polish market are very robust," added Oxley.

Building Competitive Advantage – The Polish Labour Market



Jolanta Fedak, Minister of Employment
and Social Policy

Jolanta Fedak, Minister of Employment and Social Policy was the guest of honour and speaker at the BPCC/PALIZ employment summit: **Building Competitive Advantage – The Polish Labour Market**. The partners of the event, which took place on 10 March at the Hyatt Regency Warsaw hotel, were Randstad and A4e. With the focus on Poland's HR challenge and the urgent need for labour market reform, the conference brought together top level government officials, HR directors and senior representatives of employers' associations.

Read more in the April issue of the *Contact* magazine.

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FORTHCOMING BPCC EVENTS:

portunity for profile building and making precious business contacts, as well as gaining knowledge from key experts on a number of issues effecting the tempo and development of Poland's economy. There are a number of ways in which you can take part: participation as a delegate, participation as an exhibitor, participation in BPCC Company of the Year Awards Gala, partnering the event. BPCC Members are eligible for special discounts.

Registration and details:

www.bpcc.org.pl/annualconference

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piotr.mikulski@bpcc.org.pl, (+48 22) 320 01 14

8 May, Poznań

British Polish Automotive Forum

Sheraton Hotel, ul. Bukowska 3/9

On the 8th May in Poznań, the second edition of the British Polish Automotive Forum will take place (the first was held in Katowice in February 2007). The event aims to provide sector knowledge from a range of expert speakers, and facilitate face-to-face meetings between British and Polish companies involved in the Automotive sector. The programme is currently being created and will be available shortly. Opportunities to partner the event, or put yourself forward as a speaker, by all means still exist. Please get in touch if you would like to get involved.

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14-15 May 2008, Warsaw

BPCC AT CEPIF 2008

CEPIF 2008 is the biggest real estate event in the Central and Eastern Europe www.cepif.pl. If you are interested in joining the BPCC at CEPIF please contact at:

dorota.jaskolska@bpcc.org.pl,
tel. (+48) 604 16 01 16

25 September, Warsaw

British Polish Real Estate Forum

Polonia Palace Hotel, Al. Jerozolimskie 45

Start: 9:00

How will the Polish property market perform in 2008 and beyond? How do foreign investors – both institutional and individual – see the Polish market? Are they concerned about overheating – which has affected neighbouring countries' real estate markets? The BPCC will be holding its first British Polish Real Estate Forum to bring together property experts, practitioners and investors to take a close look at the market trends and opportunities. Two parallel sessions – one focused exclusively on the residential, the other on commercial property – will consider the key factors that contribute to the dynamics of market growth. Opportunities to get actively involved as a partner, speaker or media patron still exist, so please get in touch if you would like us create this event.

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Attention British Exporters: A Booming Market Beckons!

by Michael Dembinski, Head of Policy, BPCC

The Polish economy continues to power ahead but it seems that British industry has not noticed. The zloty has appreciated against sterling by over a third since Poland joined the EU and by a fifth since last year. Speaking to British exporters in Warsaw recently, I was aware of a lack of understanding on their part as to just how much has changed. Companies who were last here on trade missions in 2004 or '05 still say "Polish companies/consumers can't afford our products". Not true.

- A pound today costs 4.50 zlotys. In February 2004 it cost 7.35. That's a 38% difference!
- Corporate investment in Poland is up by over 30% in Q3 2007 compared to the same period in 2006
- Consumer spending is up by 19.4% in Q3 2007 compared to the same period in 2006
- Poland's burgeoning middle-class consumers are clustered in six high-growth cities, all of which have unemployment of 4% or less (national average 11.7%)
- Average wages are soaring, rising by 11.5% in the year to January 2007
- The economy will have grown by 6.5% last year and is likely to grow at more than double the speed of the UK and some three

times faster than the Eurozone in 2008

- Over €67 billion in EU funds has been earmarked for Poland, with another €26 billion in Polish public and private sector match-funding. The lion's share of this €93 billion is to be spent on infrastructure projects
- Poland's exports grew by 15% to €101.1 billion, while imports grew by 17.7% to €118.8 billion.

For British exporters who've not yet looked seriously at the Polish market, now is the time. UK exports to Poland grew by 28.1% over the 2006 level, showing that some companies at least are making the most of the opportunity.

The table below shows the key areas where British exporters are making headway. Sales of UK-built cars soared by 60% last year, as did Scotch whisky – a sure sign that Polish consumers are in buoyant mood. Pharmaceuticals showed even stronger year-on-year growth.

The clear message to British exporters is – while the pound stays weak in relation to the zloty, the Polish market should not be ignored!

The BPCC can help. Whether its with trade missions – sectoral or regional, market reports or match-making, exporters have a strong resource at hand.

Category	Polish exports to UK			UK exports to Poland		
	2006	2007	% growth	2006	2007	% growth
Meat	£75m	£135m	80%	£12m	£19m	58%
(of which sausage)	£7m	£11m	57%	–	–	–
Fruit & Vegetables	£68	£98m	44%	£5m	£3m	–40%
Scotch Whisky	–	–	–	£10m	£16m	60%
Beer	£13m	£15m	15%	–	–	–
Cars	£225m	£266m	18%	£94m	£150m	60%
Car/truck engines	£178m	£287m	61%	£15m	£20m	33%
Buses	£12m	£24m	100%	–	–	–
Vehicle parts	£143m	£213m	49%	£59m	£89m	51%
Pharmaceuticals	£14m	£35m	150%	£118m	£201m	70%
Furniture	£186m	£201m	8%	£9m	£8m	–11%

Source: UK Trade Info website (HMRC)

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