

BPCC newsletter

issue no. 1, March 2009

Bright spots among the gloom and doom

Poland is being written down by the money men in London, New York and Frankfurt for one simple reason – its association in their minds with other economies of central and eastern Europe that are indeed in deep trouble. Hungary, Ukraine and Latvia have economic woes of an entirely different scale to those currently being experienced in Poland which, along with Slovakia, is the only EU Member State expecting to see GDP growth this year. The OECD reports that Poland, the Czech Republic and Slovakia are the best placed of its 30 member countries to see through the worst of the current crisis.

Poland's macroeconomic fundamentals continue to be in much stronger shape than those of most markets around the world. Buoyed up by €67 billion in EU funds, the Polish economy still offers much upside to investors and exporters, while the rising relative strength of the pound against the zloty means that once again, Poland has become interesting from the point of view of sourcing.

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 market 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 is the time to do so – you have nothing to lose, everything to gain." ■

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:

3m² stand: 2000 PLN + 22% VAT

6m² stand: 3000 PLN + 22% VAT

Non-Members:

3m² stand: 3000 PLN + 22% VAT

6m² stand: 4000 PLN + 22% VAT

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

www.bpcc.org.pl/6conference

or contact:

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Streamlining software processes to reduce environmental impact

by Eddie Świstak, Account Manager, Sword CTSpace

Renewable energy offers our planet a chance to reduce carbon emissions, clean the air, and put our civilisation on a more sustainable footing. It also offers countries around the world the chance to improve their energy security and spur economic development. More than 65 countries now have goals for their own renewable energy futures, and are enacting a far-reaching array of policies to meet those goals.

In 2007, more than €50 billion was invested in new renewable energy capacity, manufacturing plants, and research and development. Projects are typically of very high value, with spend usually in billions of euros. Time lines are long and can be influenced by a wide range of external and internal factors such as government review, ecological factors, political risk, equipment lead time and financing.

Traditional methods of project communication, such as paper documents, CDs, couriers and email are not sophisticated enough for today's projects. These methods are unstructured, expensive and can lead to each organisation becoming an isolated silo of information - which raises real issues when access to vital information is required from a remote project site. Organisations and projects can mitigate against the risks of data loss by storing information on a third-party solution that maintains a comprehensive, easily accessible archive of all documentation and an audit trail of all correspondence. When using an online collaboration solution, information is held by a neutral third party, so each organisation has access and rights to its own data. This can alleviate data ownership issues in joint ventures, where no party wants its information to be held by another's firewall. It also gives external suppliers and consultants confidence that their data will not be controlled by one of the other contributing parties. According to the world's leading information technology research and advisory company, the trend towards the "Software as a Service" (SaaS) delivery method is set to continue. Total worldwide software revenue of SaaS was set to increase by 21% in 2007 and, by 2010, 30% of new software will be delivered via this model. The report concluded that the reasons for growth in SaaS adoption are its ease of use, rapid deployment, limited upfront investment in capital and staffing, plus a reduction in software management responsibility.

Why SaaS

Ease of use - The SaaS application has

been designed for ease of use and rapid adoption across the supply chain.

Performance - SaaS technical architecture has been specifically designed to provide maximum performance and scalability across any document file type or size regardless of location.

Customer Success Management - Through usage reporting and regular on-going health checks SaaS industry consultants will work with your project teams to ensure maximum return on investment.

Industry Expertise - SaaS has focused on Energy, Engineering and Construction projects.

Proven Solution - SaaS solutions are delivering measureable benefits to more than tens of thousands of projects worldwide.

Renewable Energy, Reference Projects:

Working faster, safer and more cost effectively is crucial in for renewable energy organisations.

Centrica - Wind Power Programme - Project Value: £750 million.

Centrica have committed to investing more than £750 million in wind powered generation over the next few years. This will help to meet government targets to tackle climate change by reducing carbon emissions. All the power generated will be supplied to their energy and home services provider, British Gas. Sword CTSpace technology will streamline the way in which Centrica Engineers and Project Managers handle key information and communicate it to their supply chain throughout the project lifecycle.

Ross Ovens, Project Manager:

"We believe this technology will allow us to improve the way in which we work, not just across our development team, but also with our contractors and suppliers. We can now work with them as though they were extended members of the team. Having full ownership of all the information relating to our assets is vital to the productivity and efficiency of our development team."

BP Solar - RA Expansion Project - Project Duration: 5 years

BP, one of the world's largest integrated energy companies, is looking beyond

11 March, Warsaw

BPCC HR Academy

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

BPCC Office, ul. Fabryczna 16/22

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.

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12 March, Warsaw

BPCC Breakfast

Women in business - mutual support or ruthless rivalry?

Le Regina Hotel, ul. Kościelna 12

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

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17 March, Warsaw

BPCC HR Academy

Unfair Competition and Consumer protection

BPCC Office, ul. Fabryczna 16/22

We invite you to a Business Academy organised by the BPCC and TGC Corporate Lawyers. Beata Ordowska, partner, TGC Ordowska Kancelaria Prawnicza Sp. k., and Maciej Gaca, lawyer, TGC Ordowska Kancelaria Prawnicza Sp. k. will run the session.

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30 March, Warsaw

BPCC Seminar Lunch

Recruitment Process Outsourcing - What Should you Expect in a Recession

Bristol Hotel, ul. Krakowskie Przedmieście 42/44

The market is full of misunderstanding around recruitment companies. In every walk of life, organisations outsource to save cost and drive process improvement. Recruitment Process Outsourcing is commonly seen to be the opposite of this... expensive and cumbersome. Is this really the case, and what is the formula to make this commonplace process work for your organisation, whatever the economic conditions?

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traditional energy choices. To help conserve the earth's precious resources, they are focusing on new, cleaner technologies – including solar. To date BP Solar's modules installed worldwide will offset more than 14 million metric tons of CO₂ during their lifetime. That's the equivalent of planting more than five million acres of trees! The project will consist in the implementation of a document repository and workflow management tool to help document management and adopt standard work

processes among BP Solar employees and third parties. This tool will allow people from different locations to have meetings similar to face-to-face ones.

One such SaaS applicant is Sword CTSpace. Their solutions enable these companies to accelerate and improve the efficiency of contract management, procurement, plant and facility asset as well as process information and production data. ■

13 March, Gdańsk Economic Crisis: More government or more Freedom?

Sheraton Sopot, ul. Powstańców Warszawy 10

This is one of a series of debates organised by BPCC Gdańsk and Sheraton Sopot Hotel. The 2009 programme will concentrate on innovative projects planned in and around Gdansk including infrastructure projects which are to be completed by 2012.

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CENTRAL EUROPE IN FOCUS CONFERENCE

London, 25th March 2009

For full details and on-line
registration please visit:
www.bpcc.org.pl/ceeforum

PROGRAMME

08.30 Registration

09.00 Welcome: Howard Rosen, President COBCOE

09.05 Introduction by Session moderator: Edward Lucas, Deputy Editor, International Section, Central and Eastern Europe Correspondent, The Economist

09.15 Key note Speech:

Rt. Hon Caroline Flint MP, UK Minister for Europe, UK Foreign & Commonwealth Office

09.30 CEE Economies and the attraction for Trade and Investment from the UK

- Waldemar Pawlak, Deputy Prime Minister and Minister for the Economy, Poland
- Milan Hovorka, Deputy Minister for Foreign Trade, Czech Republic
- H.E. Dr Ion Jinga, Romanian Ambassador to the Court of St. James
- H. E. Iztok Jarc, Slovenian Ambassador to the Court of St. James
- Yavor Kuyumdjiev, Deputy Minister of Economy and Energy, Bulgaria
- Mr Gordon Bajnai, Minister for National Development and Economy, Hungary

11.15 Coffee

11.30 Offshore Manufacturing and Offset Programmes in CEE John Rossall, BAE Systems

11.50 UK Plc has significant successes in CEE Countries

- Opportunities for UK Business: David Frost, Director General, The British Chambers of Commerce
- Retail Operations: Tesco Plc, speaker tbc
- Financial Services: John Harnett, Group CEO, International Financial Services, Provident
- Real estate: John Duckworth, Regional Director, Jones Lang LaSalle

12.45 Lunch

13.45 Sector break outs

- **Real estate**, John Duckworth, Regional Director, Jones Lang LaSalle
- **Private Equity**, Mark Corbridge, Doughty Hanson & Co.
- **Offshore Manufacturing/Offset**, BAE Systems
- **R&D Structural Funds in the Czech Republic and Poland** and PERA case study, Dr Otakar Fojt, British Embassy in the Czech Republic, Magda Gajownik,
- British Embassy in Poland, and Alex Walker, PERA

14.30 The Region's Economic outlook

- an independent view Stuart Green, CEE Economist, HSBC

14.50 CEE Top 500

Deloitte, speaker tbc

15.20 Tea and pre-arranged face to face meetings (delegate lists will be provided prior to the event)

15.45 British Perspectives on Central Europe, Mark Francois MP, Shadow Minister for Europe

16.00 Country presentations by inward investment agencies

- Pawel M. Wojciechowski, President, Polish Agency for Inward Investments (PAIZ)
- Stoyan Stalev, Executive Director Invest Bulgaria Agency
- Peter Ješovnik, Director of JAPTI (Public agency of the Republic Slovenia for Entrepreneurship and Foreign Investments)
- Hana Chelbna Czech Invest London
- Peter Horwath, Hungarian Economic, Investment & Trade Commissioner, London

17.25 Round table Discussion

Chaired by David Thomas, Chairman, British Polish Chamber of Commerce

17.40 Closing Remarks: Howard Rosen, President COBCOE

17.45 Cocktails

COBCOE reserves the right to make any changes to the programme.

BPCC PATRONS:



BAE SYSTEMS



C/M'S Cameron McKenna



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