



PRACTICE POLAND

CZECH REPUBLIC

SLOVAKIA

HUNGARY

The Danish Embassies in Warsaw and Prague have the pleasure of inviting you to half a day, free of charge, seminar "Practice Poland". The main objective of our event is to give you hands-on knowledge about doing business in and with Poland. Already today, Poland, with more than 38 million citizens, is the 10th biggest export market of Denmark. Poland also hosts around 500 Danish companies which can benefit not only from a large internal market, but also a stable economic growth, close distance to Denmark and an inflow of European Union funds. Furthermore, Poland is a natural gateway and a place to gain valuable knowledge from for many Danish companies who would like to develop in the Central European region. Advantages within the Polish market are shared with other nearby markets in the region: e.g. Czech Republic, Slovakia and Hungary.

The event is divided into two parts to reflect the different needs and export strategies companies have. Part 1 is dedicated to companies interested in export from Denmark to Poland or other countries in the region without direct establishment abroad. Part 2 focuses on companies who are planning to start up directly in the Polish market with sales or production activities. The presentations will be conducted by experienced experts from our *Embassies, Danske Bank, Peter Nielsen and Partners Law Firm* and *Euler Hermes*. In addition, business cases will be shared directly by Danish companies who have experience in doing business in and with Poland. After the event, all key speakers will be available for individual meetings between 12.00 and 13.00. Join us at:

OCTOBER 23RD – AARHUS

Time: 9.00 – 13.00
Incuba Science Park
Åbogade 15
8200 Aarhus N.
Conference room 5-6.

OCTOBER 24TH – COPENHAGEN

Time: 9.00 – 13.00
Eigtved Pakhus
Asiatisk Plads 2G
1448 København K
Hall II

REGISTRATION:

To register for the event (free of charge) please follow the link:

<http://www.anpdm.com/public/run-form.aspx?id=43415F427549455F4571&EventId=43415F44754942584771>
or send an e-mail to DBCPC@um.dk stating your wish to participate, name, e-mail and company

Cancellation fee of DKK 300 will be charged in the case of no show up without prior notice.

RVSP NO LATER THAN OCTOBER 17TH, 2013

CONTACT - Danish Embassy:

- WAW: Tomasz Luczynski, Senior Commercial Advisor, e-mail: tomluc@um.dk, phone: +48 22 565 29 53
- WAW: Marzena Dabrowska-Olewniczak, DBCP Director, e-mail: mardab@um.dk, phone: +48 22 565 29 46
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PRATICE POLAND – PROGRAM

Part 1:	Doing Business with Poland <i>Module dedicated to companies trading from Denmark with Poland</i>
09.00 - 09.10	<ul style="list-style-type: none">Welcome/Introduction by host
09.10 - 09.30	<ul style="list-style-type: none">Is Poland your new export market? Business models for approaching the market. <i>Steen Hommel, Ambassador, Danish Embassy in Warsaw</i>
09.30 - 09.50	<ul style="list-style-type: none">Minimize Trading Risks <i>Christian Engstrøm, Business Development Manager, Euler Hermes(Kbh)</i> <i>Carsten Brølling, Business Development Manager, Euler Hermes(Aarhus)</i>
09.50 - 10.10	<ul style="list-style-type: none">Better sales and greater business security – EKF solutions <i>Tomasz Luczynski, Senior Commercial Advisor, Danish Embassy in Warsaw</i>
10.10 - 10.30	<ul style="list-style-type: none">Differences between Denmark and Poland – examples from legal practice <i>Pawel Tomasiak, Partner, Peter Nielsen and Partners Law Firm</i>
10.30 - 10.50	<ul style="list-style-type: none">Business case <i>Experiences from a Danish company</i>
10.50 - 11.00	<ul style="list-style-type: none">Break: soft drinks

Part 2:	Doing Business in Poland <i>Module dedicated to companies interested with establishing presence in Poland</i>
11.00 - 11.20	<ul style="list-style-type: none">Business Plan – first steps into the Polish market <i>Dariusz Stryjewski, Deputy Head of Corporate Banking, Danske Bank, Branch in Poland</i>
11.20 - 11.40	<ul style="list-style-type: none">Finding, hiring and working together with Poles <i>Izabela Jakobsen, Senior Commercial Advisor, Danish Embassy in Warsaw</i>
11.40 - 12.00	<ul style="list-style-type: none">Business case <i>Experiences from a Danish company</i>

Individual meetings after request (approx. 15 minutes) with:	
12.00 - 13.00	<ul style="list-style-type: none">Danish Embassy in WarsawDanish Embassy in Prague (Czech Rep, Slovakia and Hungary)Danske BankEuler HermesPeter Nielsen and Partners Law firm