



**"From an idea to a successful international cooperation
– Pomerania meets Scandinavia & Germany"**

On June 10th 2015 the Slupsk Technology Incubator will connect Pomerania Region with Nordic countries & Germany. Partners from Denmark, Finland, Norway, Sweden and Germany will arrive to Slupsk to share with their experiences and to present opportunities for an international cooperation. STI will become a platform for discussion and best practice exchange, useful in contacts with foreign partners.

The event will sum up all undertakings done during the 5 economic missions, present the practical aspects on doing business with Scandinavians and Germans and how to cooperate with foreigners with respect to differences in culture which may affect business relations.

Date: June 10, 2015, 10:00 - 15:00

Place: Slupsk Technology Incubator, Slupsk, ul. Portowa 13B

Costs: free of charge

Registration required - parr.evenea.pl

Contact person:

Mr Bartosz Świtała, the Head of the Project

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Program of the conference:

"From an idea to a successful international cooperation – Pomerania meets Scandinavia & Germany"

Time	Content
9:30	Registration & welcome coffee
10:00	Welcome words <i>President of the Board, Pomeranian Regional Development Agency, Marshal of the Pomerania Region, Mayor of Słupsk</i>
10:15	Experiences from 5 economic missions to Scandinavian countries and Germany <i>Bartosz Świtała – Project Manager</i>
10:30	Economic cooperation between Poland and Germany <i>Anna Chojnacka, Director</i> AHK Polska (Polish-German Chamber of Commerce)
10:45	Economic cooperation between Poland and Scandinavia <i>Leif Christiansen, Partner</i> Scandinavian Polish Chamber of Commerce
11:10	Potential of the Pomerania as seen by foreign companies and partners. Discussion panel.

Panelists:

Bartosz Świtała – Pomerania Regional Development Agency – moderator
Anna Polak-Kocińska – Polish Information & Foreign Investment Agency,
Marcin Piątkowski – Invest in Pomerania,
Mirosław Kamiński – Słupsk Special Economic Zone,
Kiejstut Żagun – KPMG,
Marek Łangowski – TMA Labs
and representatives of foreign companies operating in the region.

Fields of discussion:

The investment attractiveness of the Pomerania Region, opportunities for business and growth as seen by foreign partners and companies operating in the region.

12:40	Coffee break
13:00	Transfer of best practices for Polish partners willing to expand business and/or enter cooperation with a partner from Scandinavia or Germany. – Discussion panel.

Panelists:

dr. Anita Frankowiak – Instytut Dyplomacji – moderator
Leif Christiansen – SPCC – Danish market
Erik-Wilhelm Graef Behm – Business Region Goteborg – Swedish market
Mika Pirttivaara – Rapid Action Group Ltd – Finnish market
Magdalena Polakowska & Barbara Cecylia Liwo – Polish Connection – Norwegian market
Anna Chojnacka – AHK Polska – German market

Fields of discussion:

Differences in culture affecting business relations.
Opportunities for Polish companies in Scandinavia and Germany.
Practice advise on how to cooperate with partners from Scandinavia and Germany.
Polish companies and Polish market as seen by foreigners.
International cooperation and international projects case studies.

14:30	Sum up – discussion Q&A Session
15:00	Networking during lunch

Simultaneous translations (Polish-English) will be available during the event.

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Current activities within the Project can be found here



The project

The trade missions were organized by Pomeranian Regional Development Agency within the project „Invest in Pomerania II Promotion of investment attractiveness of Pomerania region in the Scandinavian countries and Germany " which is co-financed under framework of the Pomerania Regional Operational Program for the years 2007-2013.

The main aim of the project was to promote Pomeranian entrepreneurs on the Scandinavian and German markets and to present the investment attractiveness of Pomerania to the Scandinavian and German investors. Priority sectors: ICT, renewable energy, eco-technologies.

So far there have been conducted 5 trade missions to Denmark, Finland, Norway, Sweden, and Germany. The June's conference will be a platform for discussion and best practice exchange, useful in contacts with foreign partners.



Pomeranian delegation during the Norwegian trade mission – Study visit to Oslo Technopolis , October 2014



REGIONAL PROGRAMME
NATIONAL COHESION STRATEGY



EUROPEAN UNION
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DEVELOPMENT FUND



The Project "INVEST IN POMERANIA II - Promotion of investment attractiveness of Pomerania region in the Scandinavian countries and Germany" has been co-financed by the European Union from the European Regional Development Fund